

# Rochester

DOWNTOWN REVITALIZATION INITIATIVE

## PROJECT PROPOSAL OPEN HOUSE

May 4, 2022



# Agenda

## Presentation

- Introduction to DRI
- What tonight's about
- Planning updates
- Project proposals

## Open House!



# Introduction to DRI

# What is the DRI program?

## PROCESS

State directs  
\$200M investment to 19  
downtowns nominated  
by REDCs



Communities develop Strategic  
Investment Plans to identify  
competitive projects to be funded in  
part through the DRI

Rochester awarded  
\$10M to implement  
transformative projects



## Eligible project types

- Public improvements
- New development or rehabilitation of existing structures
- Revolving grant funds
- Branding and marketing (physical components)

## ✗ Ineligible project types

- Planning activities
- Operation and maintenance (include staffing, utilities, rent)
- Pre-award costs
- Property acquisition
- Training and other continuing expenses
- Expenses related to existing programs

# Where can DRI projects be?



Boundaries:  
Genesee River,  
Andrews St.,  
Franklin St., and  
E. Main St.

## What makes a good DRI project?

The Local Planning Committee will work with planning team to recommend a group of projects for DRI funding that:

- Are ready to implement and technically feasible
- Are aligned with State, regional, and City goals and compatible with City policy and projects
- Are aligned with the DRI vision, goals, and strategies
- Are responsive to community needs and interests
- Have catalytic potential for downtown (meaning, they are likely to spur additional investment and interest downtown)
- Have transformative potential for downtown (meaning, they would meaningfully improve the experience of being downtown and its perception)

## The DRI process is a partnership between

**Local Planning  
Committee  
(LPC)**

**+**

**New York  
State**

**+**

**Consultant  
Team**

**+**

**Community**



# YOU ARE HERE



5/4 Survey

Open House

TBD

Meeting #3

PUBLIC WORKSHOPS

LPC MEETINGS

4/20 Qualitative evaluation 5/25

Meeting #3  
Introduction to  
project proposals

Meeting #4  
Qualitative  
review discussion

Meeting #5  
Technical detail  
discussion

Meeting #6  
Finalize list

Meeting #7  
Review project  
profiles

6/15

6/29

TBD

PLANNING TEAM EVALUATION

Technical review

Finalize Plan

April

May

June

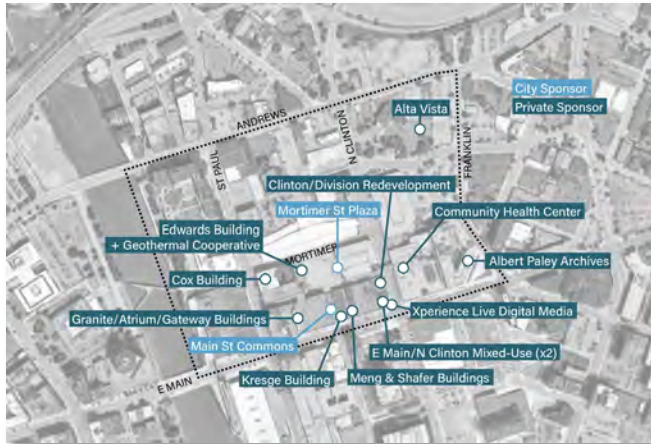
July

# What is tonight about?

We'll present project proposals



You'll provide feedback about what you would like to see in Downtown Rochester



ROCHESTER DOWNTOWN REVITALIZATION INITIATIVE - PROJECT PROPOSAL PUBLIC REALM

### 04 - Main Street Commons

**PROPOSAL**

**Description:**

- Provide space for outdoor dining and small-scale entertainment, while enhancing pedestrian circulation within the district
- Involve demolition of existing building on site
- City will be responsible for the maintenance of the Commons, with some form of agreement to be arranged with the proposed adjacent private developer(s) allowing them to utilize portions of the site for cell-levelling, small entertainment events, and an occasional full-dresser for larger events.

**Total Cost:** \$1,500,000  
**DRI Request:** \$1,300,000  
**Sponsor:** City of Rochester  
**Time Frame:** Construction complete in Summer 2024

**EXISTING CONDITIONS**

**Location:** 170-172 E. Main St.  
**Current site condition:** Occupied by a building with main entrance on E. Main St., vacant now but most recently a convenience store.

**FEEDBACK**

**Comments**

Activity comments and metrics

### DRI Rochester Public Workshop #2 | Project Poster Worksheet

**Vision statement:** Our Downtown is the vibrant connected heart of our region, a place where a diverse population of new and long-time residents live, work, and spend time. Walkable, accessible, safe, and uniquely Rochester, Downtown is a place where economic, cultural, and social investments will grow and thrive. Continuing to attract innovation, art, culture, and entertainment, it will boost yearly visitors and overall economic development. The infusion of additional investments triggered by a DRI grant will help put the finishing touches on our Downtown revitalization and cement it as the centerpiece of the Finger Lakes region.

**Goals:**

- Reimagine and revitalize East Main Street and Downtown's connective corridors
- Create a vibrant urban center and attractive, green public realm that welcomes everyone
- Increase the amount of mixed-use, mixed-income housing in Downtown
- Increase our emerging technology and creative class businesses; support our existing businesses; and grow Downtown's retail sector
- Further strengthen Rochester's reputation as the cultural center of the Finger Lakes region

**Instructions:** Fill in the circles to the right after reviewing the corresponding proposal board.

		Not	Somewhat	Very		
<b>Project 01</b>	How transformative could this project be?	1	2	3	4	5
	How well does this project support the DRI Rochester vision and goals?	1	2	3	4	5
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<b>Project 05</b>	How transformative could this project be?	1	2	3	4	5
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**\*What does "transformative" mean here? A transformative project would meaningfully improve the experience of being Downtown and its perception.**

RP for Projects 04-10

**\$100K**

**\$1M**

DRI DRI DRI DRI DRI DRI DRI DRI DRI DRI

# Planning Updates

## Public Workshop #1 – March 2, 2022

- Individual and group exercises related to the vision statement, goals, project idea priorities for the DRI area
- 50+ participated (in person and on Zoom)



## Public Workshop #1 – Group exercise outcomes

### Assets

- Cultural and recreational amenities
- Genesee River, Sister Cities Bridge
- Revitalization of nearby buildings
- Easy transportation
- Rich cultural experience (Jazz Fest, Holiday Village)
- Variety and scale of architecture, intact historic buildings

### Challenges

- Corner of Clinton and Main Street
- Entertainment/recreation opportunities lacking
- Vacant and underutilized buildings and first floor retail - business recruitment is difficult
- Access issues between river and retail
- Not a pleasant pedestrian experience
- Cost to renovate

### Opportunities

- Division St – backs of buildings could be pedestrian destination
- Build on existing good preservation work
- Amenities for people waiting between bus transfers
- Support entrepreneurs to bring small retail downtown
- Pop-ups along the river

## Rochester DRI Vision Statement

Our Downtown is the vibrant, connected heart of our region, a place where a diverse population of new and long-time residents live, work, and spend time. Walkable, accessible, safe, and uniquely Rochester, Downtown is a place where economic, cultural, and social investments will grow and thrive. Continuing to attract innovation, arts, culture, and entertainment, it will boost yearly visitors and overall economic development. The infusion of additional investments triggered by a DRI grant will help put the finishing touches on our Downtown revitalization and cement it as the centerpiece of the Finger Lakes region.

### **Goals:**

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## Downtown can support 1,410 – 1,875 additional housing units over the next 5 years.

Of 282-375 supportable new units annually:

**64%** Household income >100% AMI  
(\$83,200 for family of 4)

**16%** Household income 80-100% AMI

**20%** Household income 60-80% AMI

Source: Zimmerman/Volk Associates, Inc.



### Downtown market potential household types:

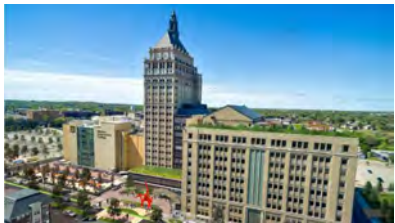
- 65% younger singles and couples
- 26% empty nesters and retirees
- 9% traditional and non-traditional families



# Key Downtown office dynamics

## REPOSITIONING OF LEGACY OFFICE BUILDINGS

Includes Xerox, Kodak



## CORPORATE COMPETITIVENESS AND TALENT RETENTION/ RECRUITMENT

Market driven by movement/expansion within Rochester and region

New tenants cite talent recruitment – young people want to be in downtowns

## DOWNTOWN'S RESIDENTIAL DEVELOPMENT POTENTIAL

55 residential conversions since 2000, with limited vacancy



## DOWNTOWN INNOVATION ZONE

DIZ has attracted 193 companies

8 accelerators/ incubators are designed to support more



## OFFICE DEMAND FOR COOL SPACE AND PLACES

Projects continue to make Downtown a better place to be; anchors include Sibley Square, ROC the Riverway projects

+ COVID-19

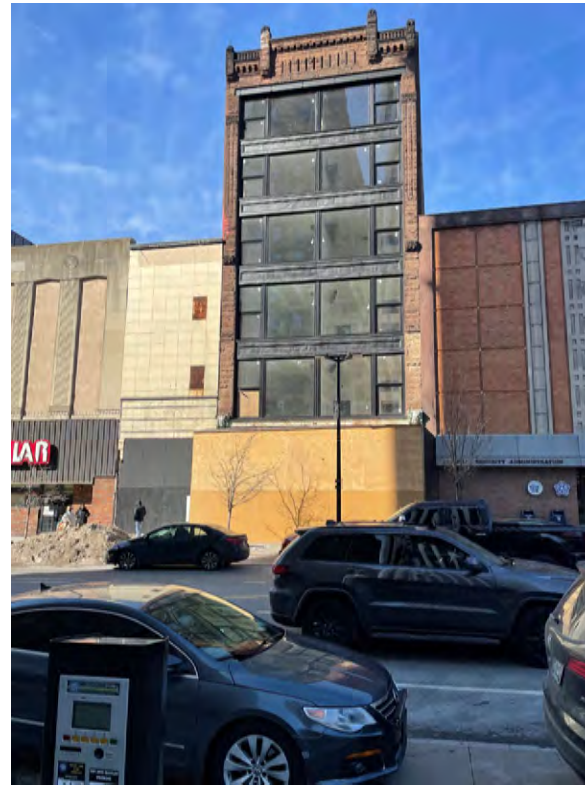
## Downtown office opportunities and constraints

### OPPORTUNITIES

- Supportive workforce trends
- Less parking demand w/ hybrid working
- Downtown Innovation District
- Continued residential development
- Mixed-use development projects
- Downtown's growing "buzz"

### CONSTRAINTS

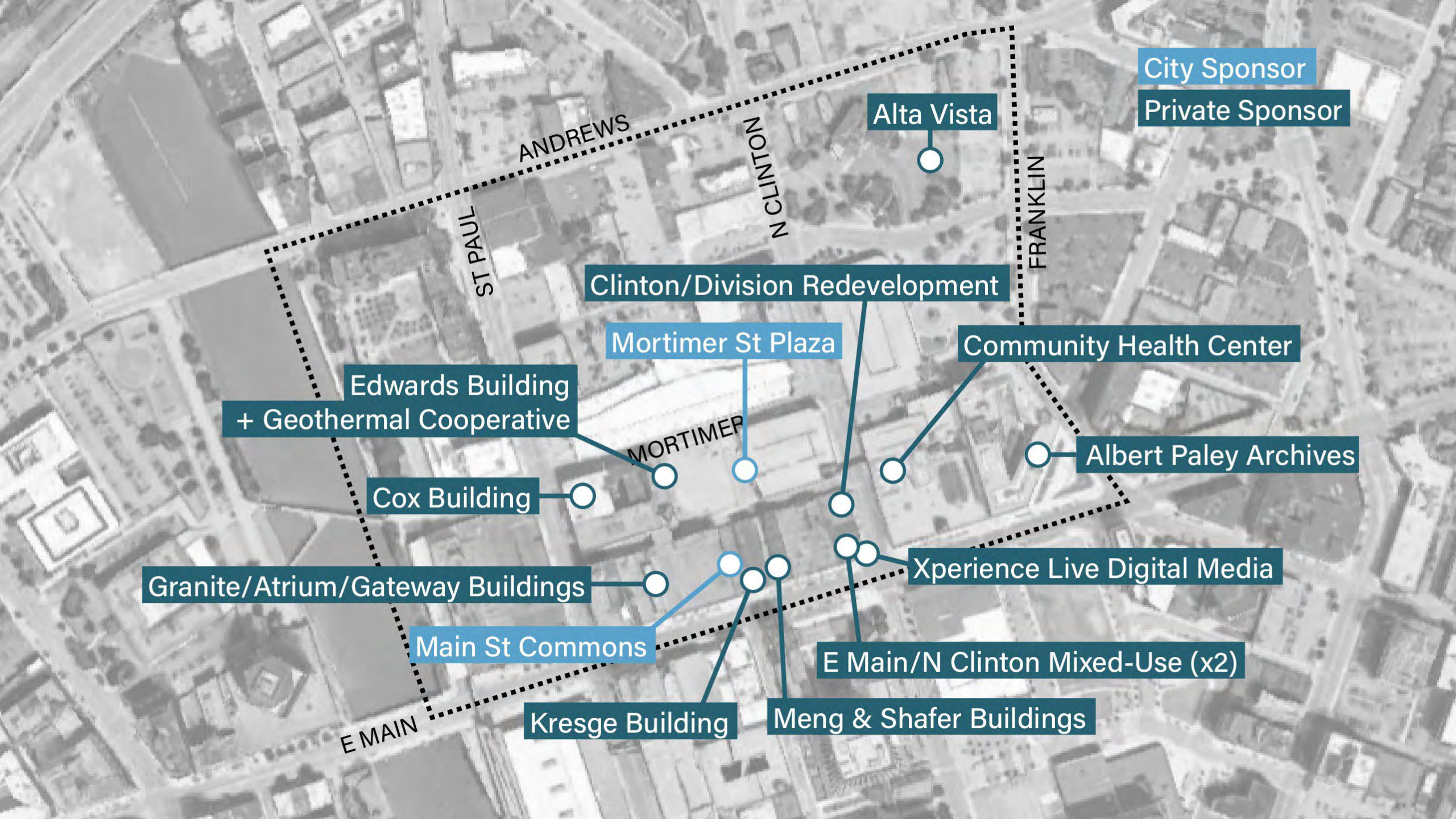
- Rochester economy
- COVID-19 impacts
- Limited retail and service amenities
- Cost to build new parking if needed



# Project Proposals

# 14 proposals received for a total DRI request of ~\$27.5–29M

Project	DRI request
Alta Vista: mixed use building and improvements adjacent to St. Joseph's Park	\$2,000,000
Redevelopment of 4 underutilized buildings at NW corner of E Main St and N Clinton Ave	\$3,658,000
The Mayflower: housing and retail at NW corner of E Main St and N Clinton Ave	\$5,000,000
Main Street Commons	\$1,300,000
Mortimer Street plaza with electric vehicle (EV) charging and EV car share	\$750,000
Digital media at NW corner of E Main St and Clinton Ave	\$500,000
Adaptive reuse and historic rehab of Cox Building	\$3,500,000
Albert Paley archive and exhibition space	\$1,000,000
Edwards Building redevelopment / geothermal cooperative	\$2,750,000
Boutique hotel and restaurant in Kresge Building	\$1,750,000
Meng and Shafer buildings and the secret courtyard	\$750,000
Clinton and Division neighborhood office and retail	\$750,000
Community health center at Sibley Building	\$1,000,000
Mixed-use renovation of Granite/Atrium/Gateway Buildings with mixed-income housing	\$4,500,000



City Sponsor

Private Sponsor

Alta Vista

Clinton/Division Redevelopment

Mortimer St Plaza

Community Health Center

Edwards Building  
+ Geothermal Cooperative

Albert Paley Archives

Cox Building

Xperience Live Digital Media

Granite/Atrium/Gateway Buildings

Main St Commons

E Main/N Clinton Mixed-Use (x2)

Kresge Building

Meng & Shafer Buildings

ANDREWS

ST PAUL

N CLINTON

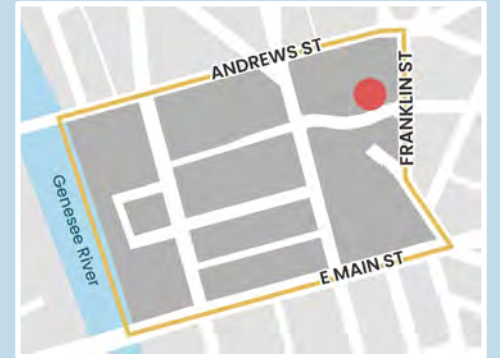
FRANKLIN

MORTIMER

E MAIN

# 01 – Alta Vista at St. Joseph’s Park

Transformation of 4 vacant/blighted lots into a 6-story, 84,000 sf, mixed-use building, with 76 affordable residences, 14 supportive. Includes improvements to St. Joseph’s Park and commercial space to be leased out by Landmark Society of New York.



- Total cost: \$32,412,803
- DRI request: \$2,000,000 (\$150,000 for St. Joseph’s Park, \$1,850,000 for building)
- Sponsor: Ibero-American Development Corporation, Edgemere Development
- Site control: Not finalized
- Existing use: Vacant, small parking lot



# 02a – Redevelopment of 4 Properties on NW Corner of Main and Clinton\*

Transformation of three historic buildings and one non-historic property into 10-12 market-rate apartments and 4 retail spaces (potentially food vendors, pharmacy, other retail/restaurant)



\* 1 of 2 proposals for 4 buildings

- Total cost: \$8,983,812
- DRI request: \$3,658,000
- Sponsor: SOS General Contractors LLC
- Site control: Sponsor owns 2 of 4 buildings, taking assignment for other 2
- Existing use: 4 buildings on 4 parcels with unoccupied upper floors and half-occupied ground floor retail



# 02b – The Mayflower: Revitalizing the NW Corner of Main and Clinton\*

11 new middle-income apartments (11,700 sf total) and 4 energy-efficient commercial spaces (4,900 sf total), named for a former donut shop at this long-blighted corner



\* 1 of 2 proposals for 4 buildings

- Total cost: \$10,336,456
- DRI request: \$5,000,000
- Sponsor: Home Leasing
- Site control: Purchase and sale agreement for 2 of 4, discussions still underway about other 2
- Existing use: 4 buildings on 4 parcels with unoccupied upper floors and half-occupied ground floor retail





# 03 – Main Street Commons

Construction of outdoor space to facilitate proposed renovation of adjacent properties into mixed-use destinations, enhancing pedestrian circulation and perception of safety and providing space for outdoor dining and entertainment

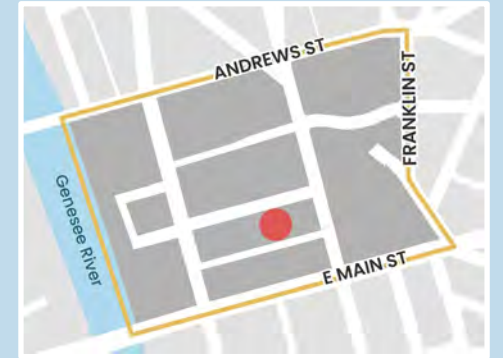


- Total cost: \$1,500,000
- DRI request: \$1,300,000
- Sponsor: City of Rochester
- Existing use: Occupied by single-story, 5,000 sf commercial/retail building, currently vacant
- Site control: Privately held, acquisition not finalized

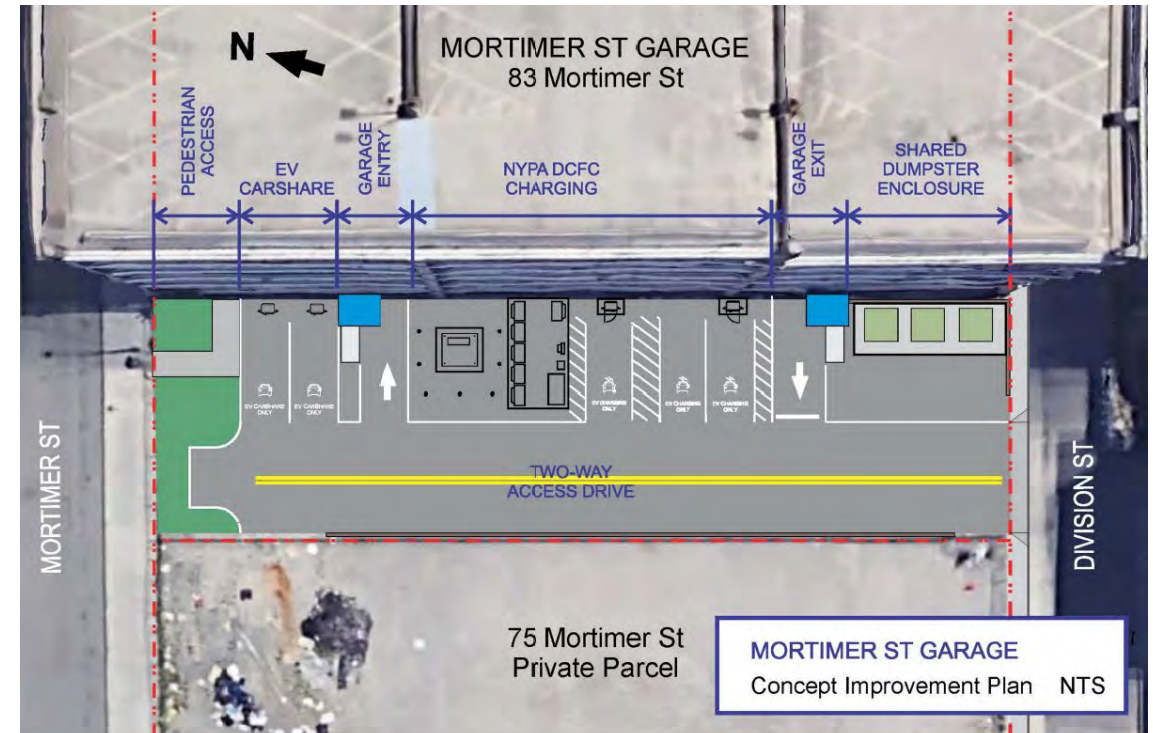


# 04 – Mortimer Street Plaza

Renovation of street-level portion of Mortimer Garage site to accommodate EV carshare stations, NY Power Authority charging stations, and a shared trash and recycling enclosure to consolidate dumpsters from Division Street



- Total cost: \$850,000
- DRI request: \$750,000
- Sponsor: City of Rochester
- Existing use: Secondary ingress/egress for garage



# 05 – Xperience Live Downtown Digital Media

Installation of LED high-definition video billboards and solar panel equipment at the NW corner of E Main St and N Clinton Ave, with 24-hour news, weather, advertisements for community events



- Total cost: \$1,150,000
- DRI request: \$500,000
- Sponsor: ROC City Leasing, LLC
- Existing use: 90% unused former billboard, 10% cell phone retail storefront

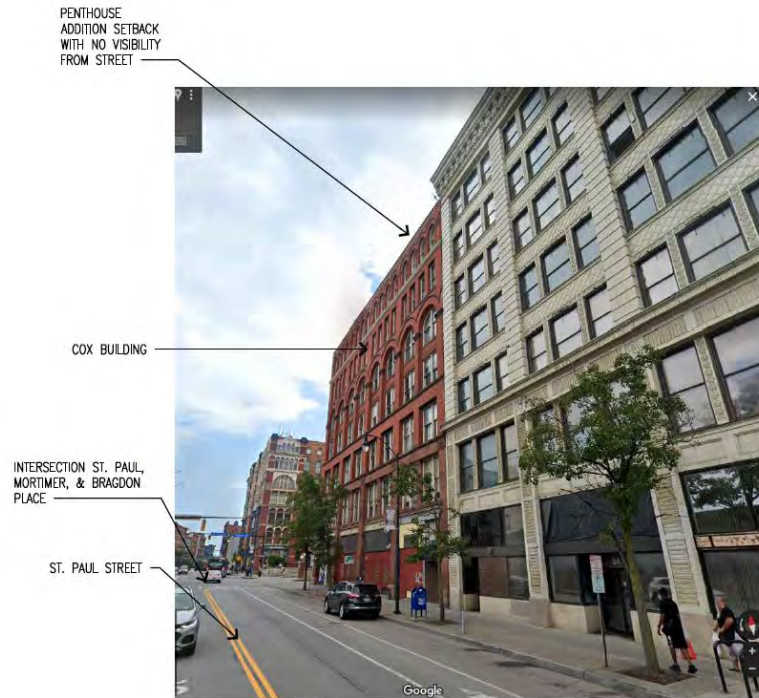


# 06 – Cox Building Adaptive Reuse/ Historic Rehabilitation

Restoration of exterior and renovation of interior for transit-oriented development with 85 new residential apartments and three retail storefronts, across the street from the RTS Transit Center



- Total cost: \$31,064,550
- DRI request: \$3,500,000
- Sponsor: Cox Rochester LLC
- Existing use: U-shaped building with vacant former office and factory portions



**STREET VIEW**



**STREET VIEW SUPERIMPOSED OVER MODEL**

# 07 – Albert Paley Archives and Exhibition Space

Partnership between Rochester artist and craftsman Albert Paley, RIT, and Sibley Square, to house and study Paley's archives and exhibit process and information about Paley's works



- Total cost: \$2,800,000
- DRI request: \$1,000,000
- Sponsor: RIT, Winn Companies
- Existing use: Vacant commercial space



Example of Paley's work



Example of archival material

# 08 – Edwards Building Redevelopment and Geothermal Cooperative

114 market-rate apartments with 25,000 sf commercial space in Edwards Building, with 111 geothermal wells in the vacant lot adjacent (to deliver heating and cooling to Edwards and 3+ other nearby projects)



- Total cost: \$36,000,000
- DRI request: \$2,750,000
- Sponsor: FORTIFIED and Dutton Properties
- Existing use: Vacant building and lot



# 9 – Boutique Hotel and Restaurant, Kresge Building

Redevelopment of historic building into boutique, 28-room hotel and restaurant with private event space and focus on local food/wine, adjacent to proposed Main Street Commons project

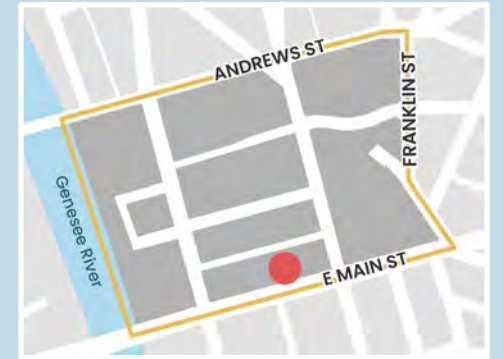


- Total cost: \$11,700,000
- DRI request: \$1,750,000
- Sponsor: FORTIFIED and Dutton Properties
- Existing use: Family Dollar first floor, vacant upper floors
- Site control: Purchase and sale agreement to close July



# 10 – Meng & Shafer Buildings & Secret Courtyard

Redevelopment into 2 mixed-use buildings with 4 apartments and 2 commercial spaces, with courtyard between the two, for use by potential commercial tenants



- Total cost: \$2,600,000
- DRI request: \$750,000
- Sponsor: FORTIFIED and Dutton Properties
- Existing use: Vacant buildings





# 11 – Clinton & Division Neighborhood Office and Retail

Redevelopment into mixed-use commercial building, 5,000 sf of office space on 2<sup>nd</sup> floor (for tech, business, and/or artists) and retail/service on 1<sup>st</sup> floor (such as coffee shop, bakery, music venue)

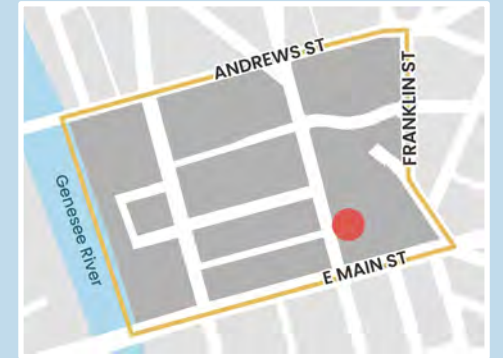


- Total cost: \$2,825,000
- DRI request: \$750,000
- Sponsor: FORTIFIED and Dutton Properties
- Existing use: Vacant building

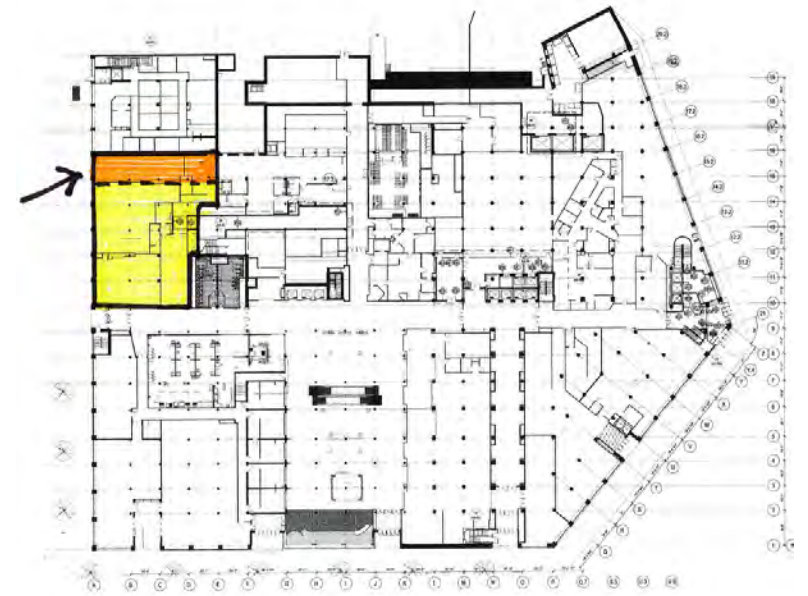


# 12 – Renovation of Sibley Building Space into Community Health Center

Renovation and construction of a 7,800 sf storefront medical and mental health clinic to serve 5,000-6,000 additional patients, including a retail pharmacy



- Total cost: \$2,545,675
- DRI request: \$1,000,000
- Sponsor: His Branches, Inc.
- Existing use: Unoccupied storefront space

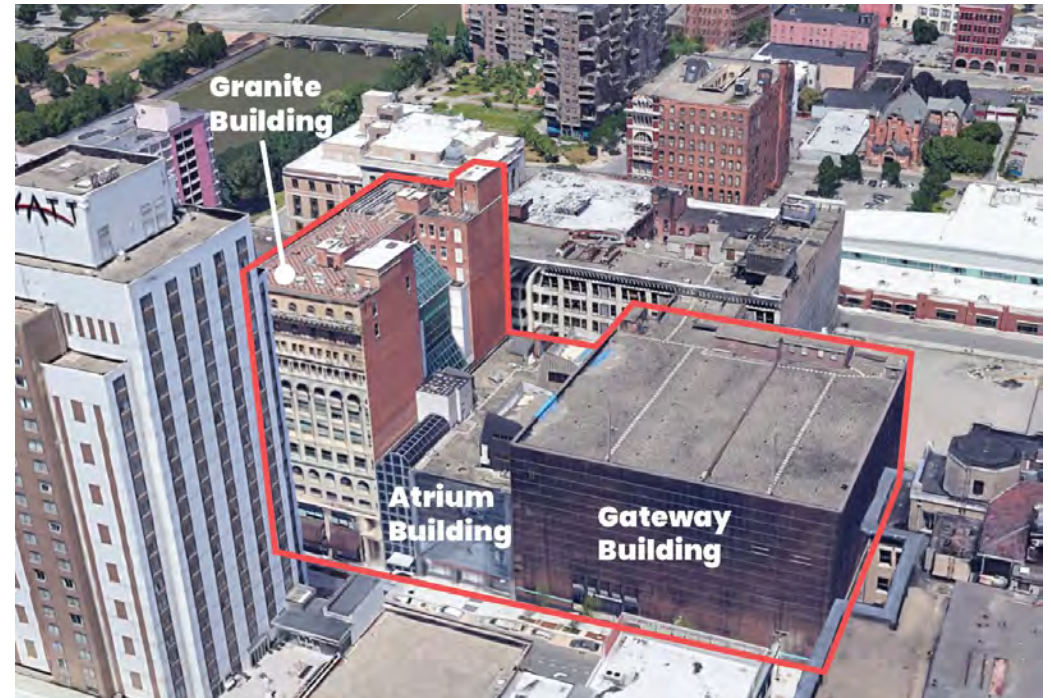


# 13 – Renovation of Granite, Atrium, and Gateway Buildings

Renovation of three Main Street buildings (340,000 sf total) to include mixed-income housing for 400 residents and 80,000 sf commercial space



- Total cost: \$119,332,796
- DRI request: \$4,000,000-\$4,500,000; \$500,000 for Granite Building, \$4,000,000 for Gateway and Atrium
- Sponsor: SAA | EVI
- Existing use: Granite is CGI HQ, others are vacant
- Site control: Purchase negotiations underway



**After Tonight**

## Next LPC Meetings

- May 25, 5-7pm (Virtual)
- June 15, 5-7pm (Likely hybrid)
- June 29, 5-7pm (Likely hybrid)
- July TBD (if needed)

## Next Public Meeting

- July TBD

## In the meantime...

<https://www.cityofrochester.gov/DRI/>

**Tonight's Open House**

# Open House activities

**1** ROSTER DOWNTOWN REVITALIZATION INITIATIVE - PROJECT PROPOSAL PUBLIC REALM

## 04 – Main Street Commons

**PROPOSAL**

**Description:**

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- Involves demolition of existing building on site
- City will be responsible for the maintenance of the Commons, with some form of agreement to be arranged with the proposed adjacent private developer(s), allowing them to utilize portions of the site for café seating, small entertainment events, and an occasional full closure for larger events.



(clockwise from left) Rendering of entrance from E. Main St.; Commons seating and plantings

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**DRI Request:** \$1,300,000  
**Sponsor:** City of Rochester  
**Time Frame:** Construction complete in Summer 2024

**EXISTING CONDITIONS**

**Location:** 170-172 E. Main St.  
**Current site condition:** Occupied by a building with main entrance on E. Main St., vacant now but most recently a convenience store.



**2** **FEEDBACK**

**Comments**

Add sticky notes with your comments and questions

**3** **Poster Public Workshop #2 | Project Poster Worksheet**

Objective: Our Downtown is the vibrant, connected heart of our region, a place where a diverse mix of new and long-time residents live, work, and spend time. Walkable, accessible, safe, and thriving, Downtown is a place where economic, cultural, and social investments will grow and flourish to attract innovation, arts, culture, and entertainment. It will boost yearly visitors and overall economic development. The infusion of additional investments triggered by a DRI grant will help put the finishing touches on our Downtown revitalization and cement it as the centerpiece of the Finger Lakes region.

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(RIP for Projects 05-10)

**4**

**\$100K** DRIBUCKS

**\$1M** DRIBUCKS

1. Check out the project posters around the room
2. Use sticky notes to add comments to the posters
3. Fill out the project proposal worksheet as you go
4. Distribute \$10 million in DRI Bucks to the projects you'd like to see happen, adding DRI Bucks roughly equal in value to your favorite projects' DRI requests to the envelopes by each poster