

Rochester

DOWNTOWN REVITALIZATION INITIATIVE

PUBLIC MEETING #3

July 11, 2022



Agenda

- DRI Program Overview
- Rochester DRI Vision and Goals
- Project Status
- What We Heard
- Next Steps
- Q&A / Comments

DRI Overview

What is the Downtown Revitalization Initiative (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 is the Rochester DRI Area?



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

What makes a good DRI project?

The Local Planning Committee has worked with a planning team to develop a list of recommended projects for DRI funding that:

- Are ready to implement and technically feasible
- Are aligned with the DRI vision, goals, and strategies
- Are aligned with State, regional, and City goals and compatible with City policy and projects
- 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)
- Are responsive to community needs and interests

DRI Vision + Goals

Rochester's DRI Vision

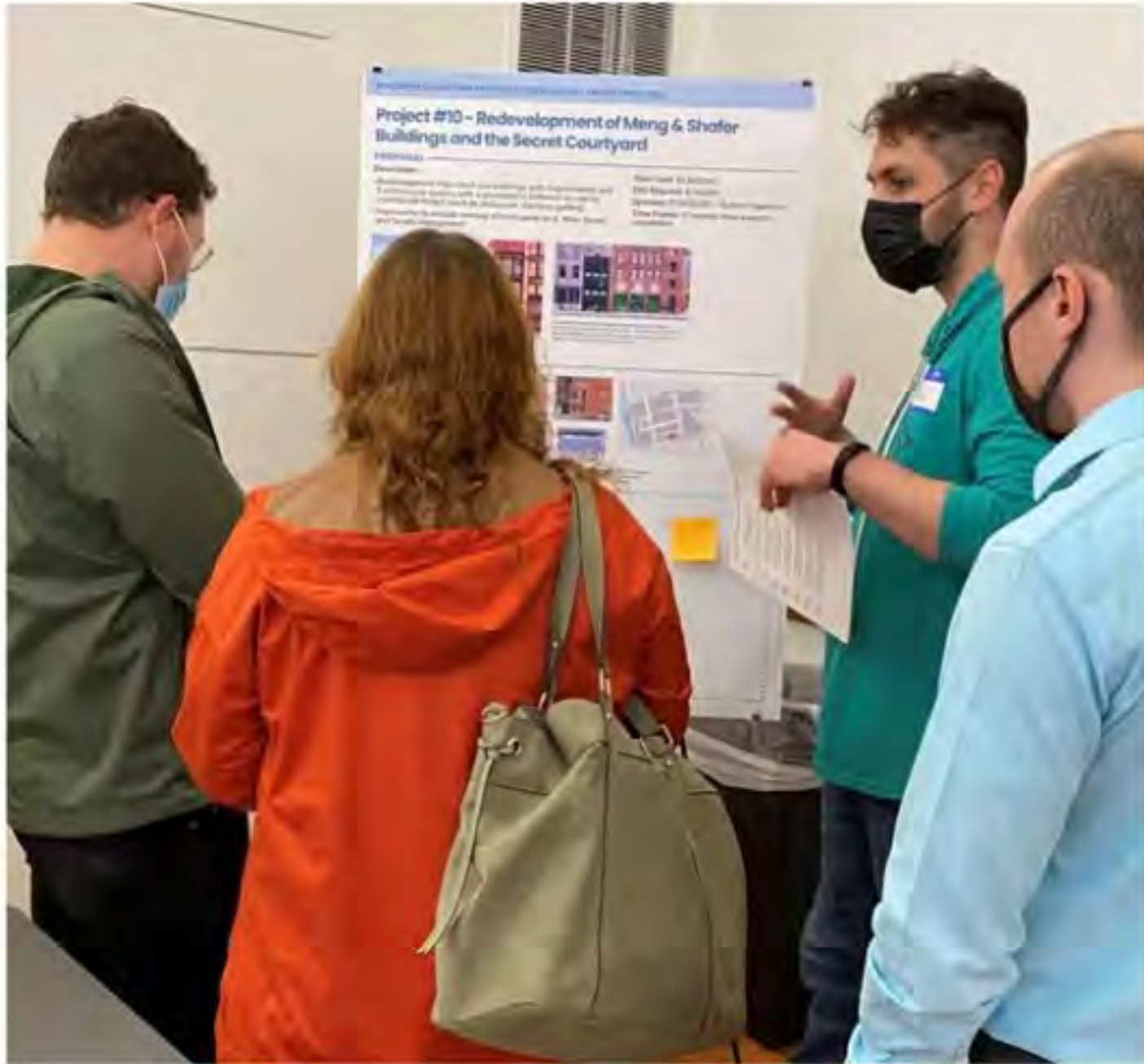
Our Downtown is the vibrant, connected heart of our region, a place where a diverse population of new and long-time residents live, work, and spend time. Walkable, accessible, safe, and uniquely Rochester, Downtown is a place where economic, cultural, and social investments will grow and thrive. Continuing 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.

Rochester's DRI 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

What We Heard: Public Meeting 2 Recap

Public Meeting #2 - May 4th Open House Workshop



62 Participants
Online and in-person

Brief introduction to project proposals followed by activities:

- Posters for each project proposal with space for comments
- Survey: What is the transformative potential of each project? How well does each project align with the Rochester DRI vision and goals?
- DRI Bucks: How would you spend the \$10M?

Overall proposal comments – In-person and online

GENERAL AGREEMENT

Importance of finding the right commercial tenants in new developments: Commercial tenants should be culturally diverse, local businesses that make living downtown easy, affordable, and enjoyable.

ISSUES WITH DIFFERING OPINIONS

Project scale:

- Big: “The best options are large mixed-use, transit-oriented buildings; catalyzing downtown happens with lots of new units, not façade improvements”
- Small but complex: Prioritize smaller, more complicated projects with big punch

Extent:

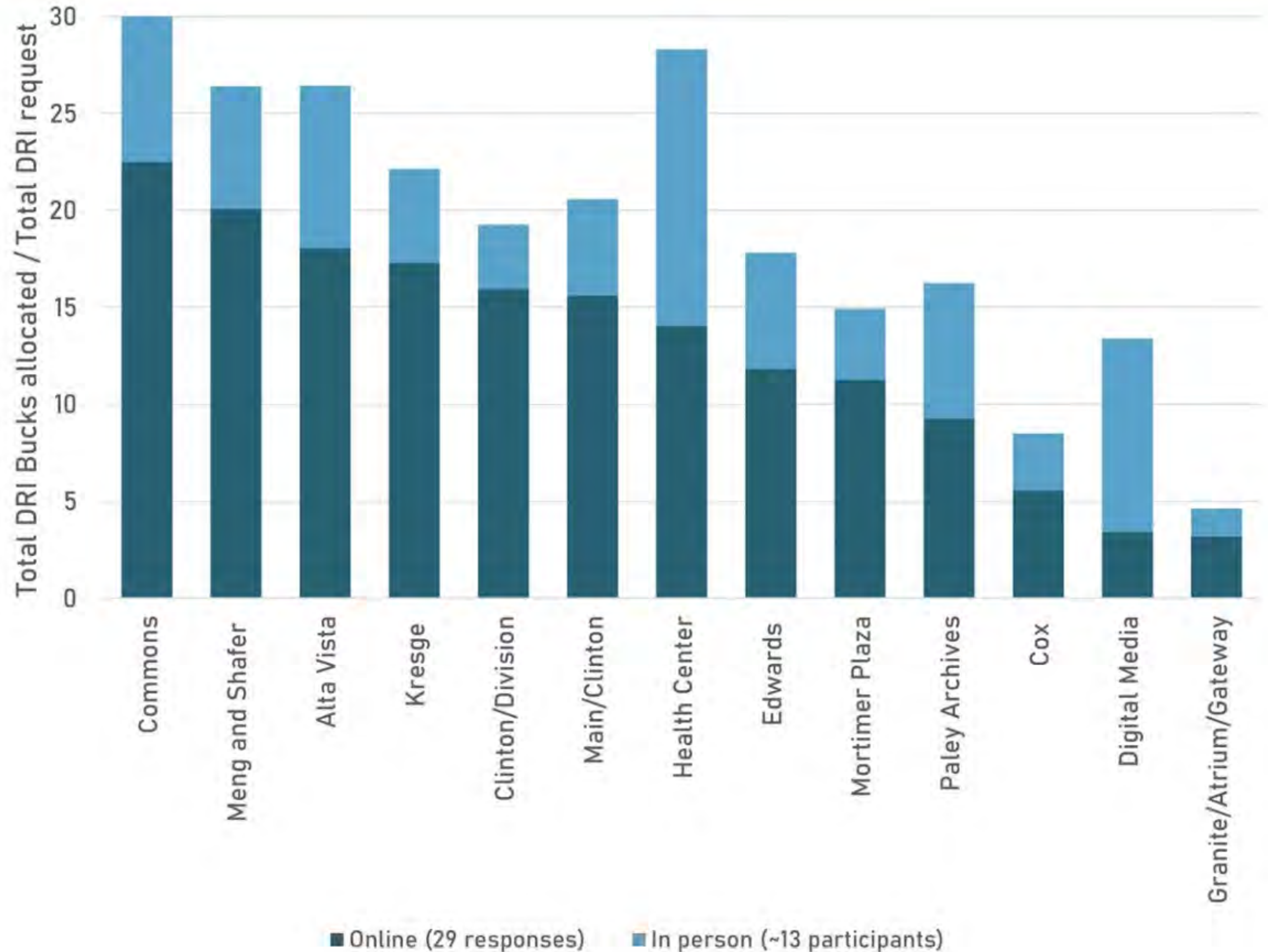
- Critical mass: Focus funding near Main and Clinton
- Diversified: Unlock opportunities/address needs across the DRI area



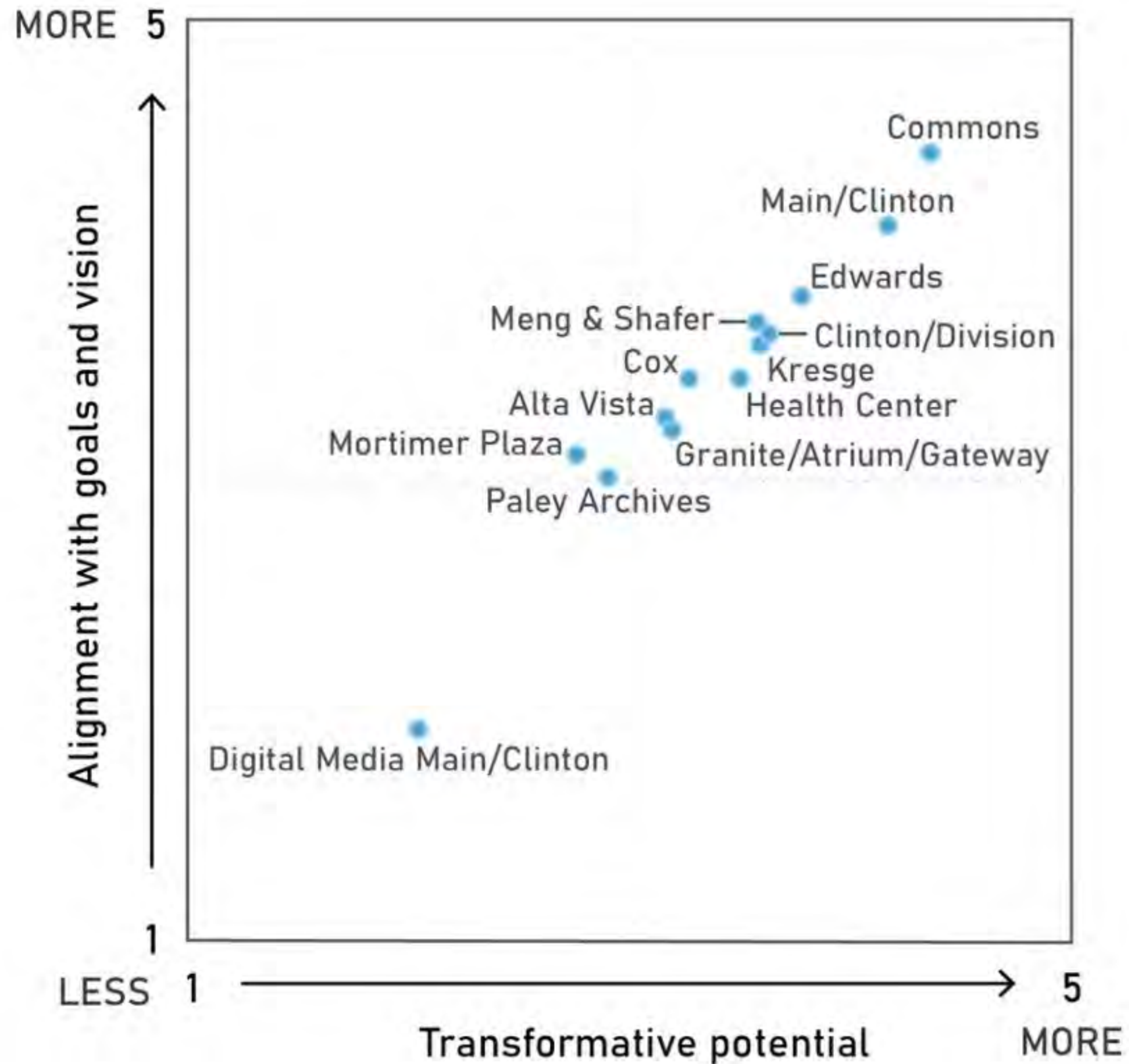
DRI Bucks: How would you spend the \$10M?

The Commons received the most DRI Bucks relative to its DRI funding request.

Projects with the highest DRI funding requests (Main/Clinton, Cox, Granite/Atrium/Gateway) generally received fewer DRI Bucks, even if they were otherwise considered transformative or exciting.



Survey online and in-person



48 Responses

The Commons and Main/Clinton restoration projects consistently received high scores in (x) transformative potential and (y) alignment with the DRI Rochester goals and vision.

The Digital Media @ Main/Clinton billboard project received mostly low scores in transformative potential and goal/vision alignment.

LPC discussion highlights

POINTS OF AGREEMENT

Strong support for the Main and Clinton project – worth the large funding request

Consensus around the projects best and least suited for DRI funding

ONGOING DISCUSSION

What's the right balance of projects and DRI request for the LPC's recommended list?

- DOS guidance for LPC's to recommend a list of projects with ~\$12M - \$16M in DRI requests

How to account for dependencies between projects?

- Main Street Commons made better if Gateway/Atrium and Kresge buildings redevelop
- Geothermal cooperative provides heating/cooling for Edwards, Kresge, Meng+Shafer proposals

Project Updates

Main/Clinton: “The Mayflower”

Home Leasing moving forward with four-building project proposal

Home Leasing has signed agreement for two corner properties

Home Leasing obtained extension for other two properties through December 2022

Providing housing affordable to 80% AMI

Planning for high energy efficiency

Anticipates project could begin first half of 2023



Granite/Gateway/Atrium

Site control pending

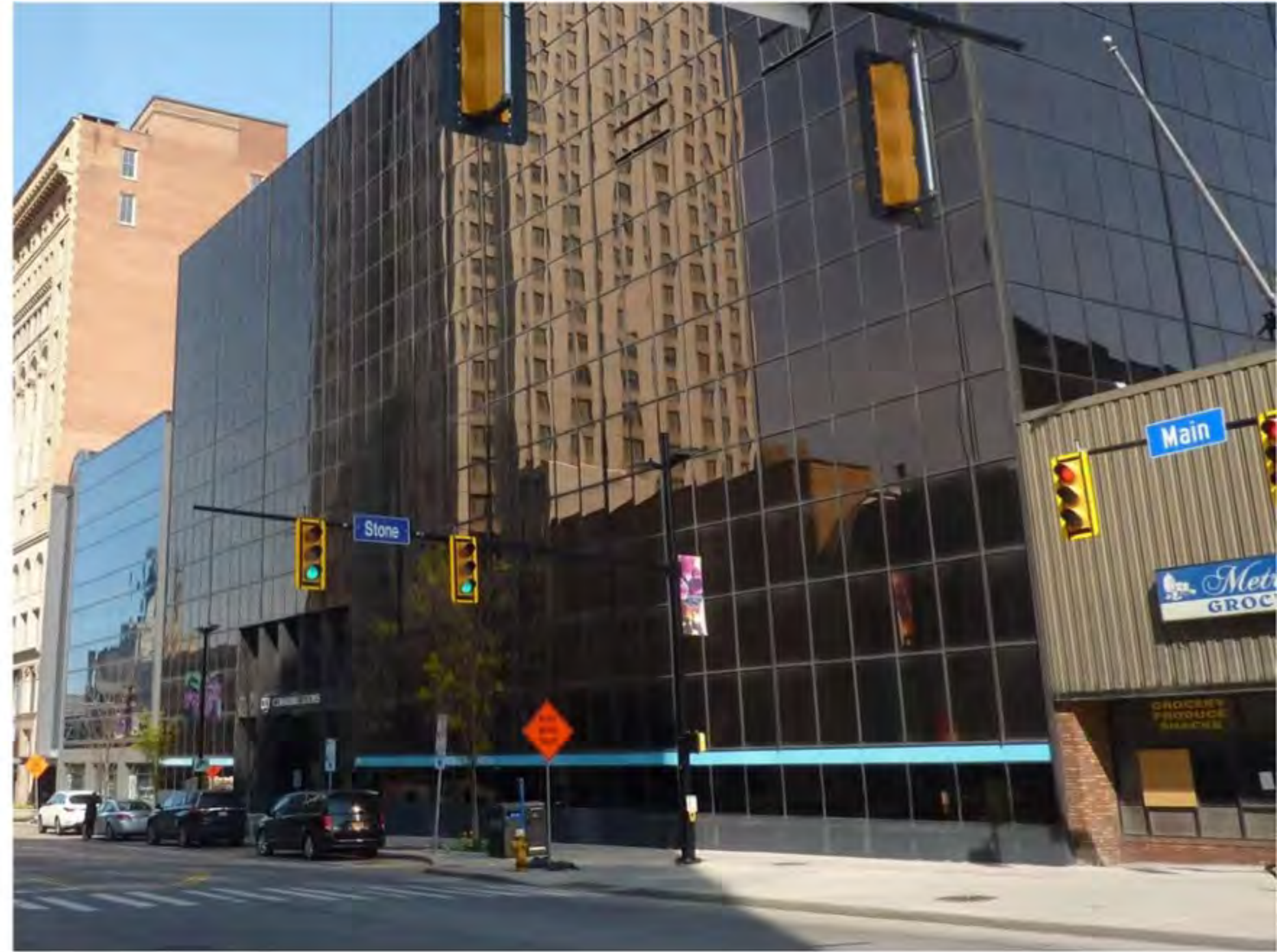
Sponsor negotiating with current owner

Requesting \$4M DRI for Gateway/Atrium

Gateway/Atrium buildings one project using LIHTC, historic TCs, and other sources

Gateway/Atrium design concept

Combine floorplates, selective demolition to create courtyard, recladding facades



Main Street Commons

Site control pending

Partner negotiating with current owner, would transfer property to City (project sponsor)

Potential geothermal wellfield expansion

Partner exploring options for wells under Commons to expand capacity



Kresge Building

Site control pending

Sponsor negotiating with current owner



Edwards Building + Geothermal Cooperative

Geothermal wellfield phase 1

27 wells drilled and connected to Glenny Building as test case

Full wellfield to supply heating/cooling for Edwards, Kresge, Meng+Shafer as well



Draft List of Projects Recommended for DRI

Requested DRI Funding

All project proposals submitted during Open Call

\$27.5M – 29M
All project proposals

Spring 2022



Projects recommended by LPC for DRI funding

\$12M – 16M
Recommended projects

Summer 2022



Projects awarded DRI funding by State agencies

\$9.7M
Awarded projects

Fall 2022
(anticipated)

The LPC is tasked with two decisions:

Projects to recommend for DRI funding:

- These projects score high in most or all parameters for selection and are good candidates for DRI program

Projects to include in the Strategic Investment Plan (not recommended for DRI funding):

- These projects could be great for Downtown, and received public and LPC support, but are not the top candidates for DRI funding. These projects also many be suited to other sources of funding.



DRI project parameters for selection

Feasibility

- Readiness to start
- Completeness of funding plan
- Clarity of site control and regulatory steps
- Capacity of project sponsor to complete and maintain investment

Potential Impact

- Alignment with DRI goals and vision
- Transformative and catalytic potential
- Synergies with other DRI projects – “critical mass”
- Timeline to completion

Cost/Benefit

- % total DRI funds relative to impact
- Demonstrated need for DRI funds to complete project
- Other funds leveraged
- Relative community/ economic benefit
- Past State investment
- Appropriateness of DRI as funding source

Public Input

- Community feedback from workshops, online, LPC meetings
- Previously expressed local and regional priorities

Instructions



Draft list of projects to recommend for DRI funding

Projects	DRI Request
Main Street Commons - \$1,300,000	1,300,000
Main and Clinton Mixed Use - \$5,000,000	5,000,000
Kresge Boutique Hotel and Restaurant - \$1,750,000	1,750,000
Edwards Building and Geothermal Co-op - \$2,750,000	2,750,000
Renovation of Gateway and Atrium Buildings - \$4,000,000	4,000,000
Alta Vista - \$2,000,000	2,000,000
	Total
	\$ 16,800,000

CANDIDATE FOR DRI FUNDING

Main Street Commons

Create new outdoor public space enhancing pedestrian circulation and perception of safety while providing space for outdoor dining and entertainment

Total cost: \$1,500,000

DRI request: \$1,300,000

Sponsor: City of Rochester

COST/BENEFIT HIGHLIGHTS

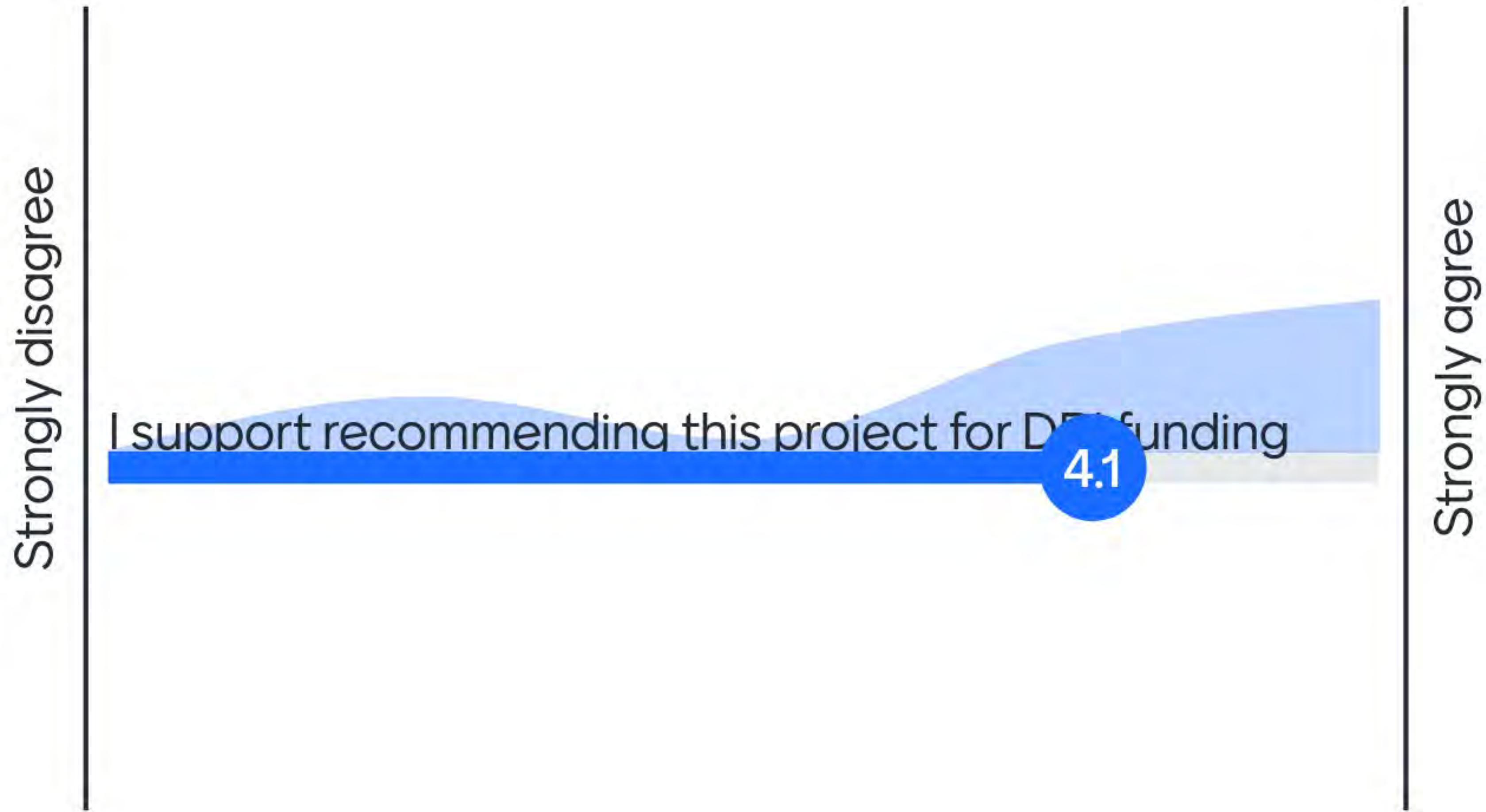
- Public realm and pedestrian improvements
- Amenity for other DRI project proposals
- Leverages \$200,000

RELEVANT DRI GOALS & STRATEGIES

- Reimagine and revitalize East Main Street and Downtown's connective corridors
- Create a vibrant urban center and attractive, green public realm that welcomes everyone



Main Street Commons



CANDIDATE FOR DRI FUNDING

Main & Clinton Mixed-Use

Transform 4 buildings into 11 middle-income apartments and 4 retail spaces

Total cost: \$10,300,000

DRI request: \$5,000,000

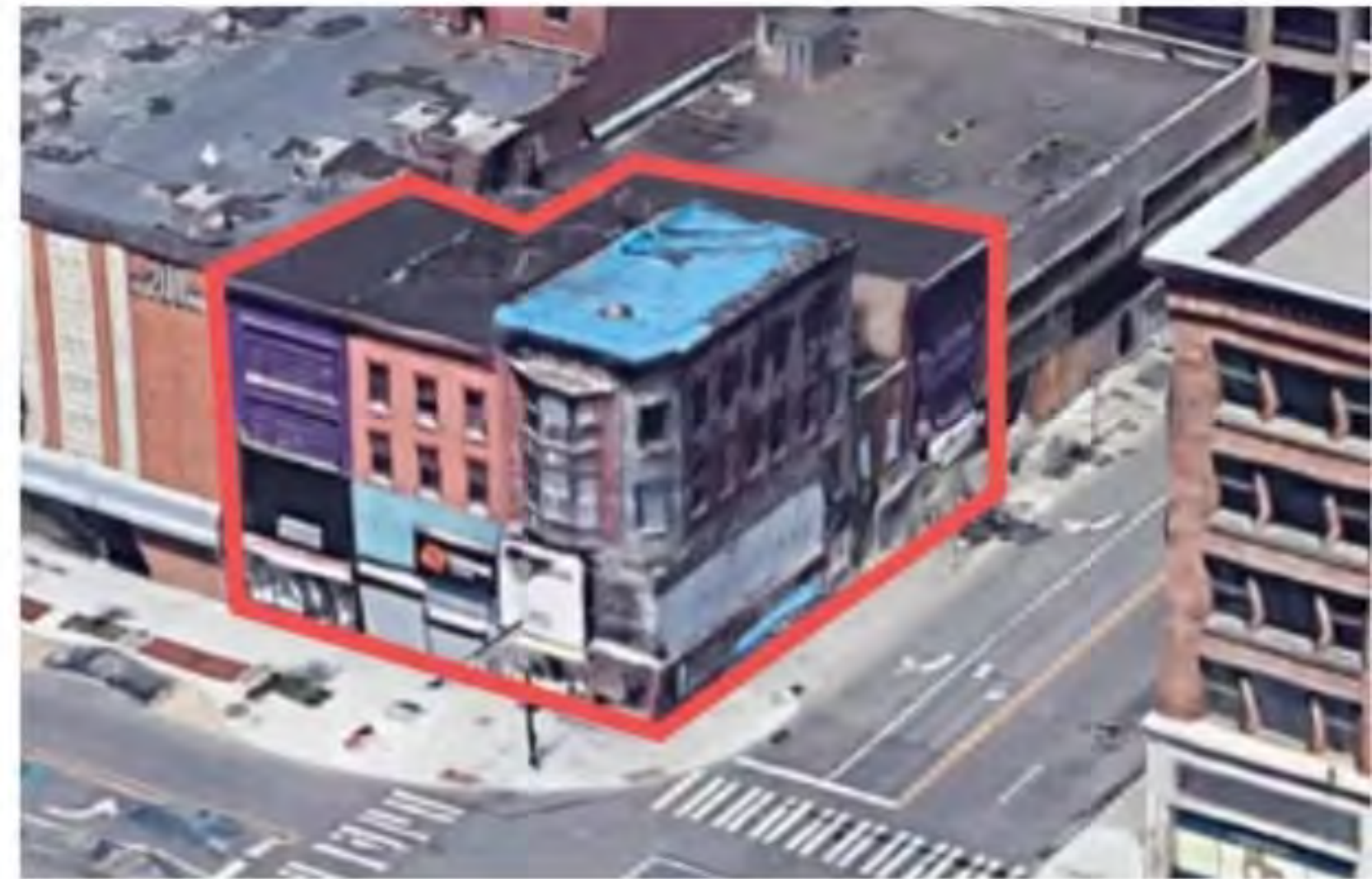
Sponsor: Home Leasing

COST/BENEFIT HIGHLIGHTS

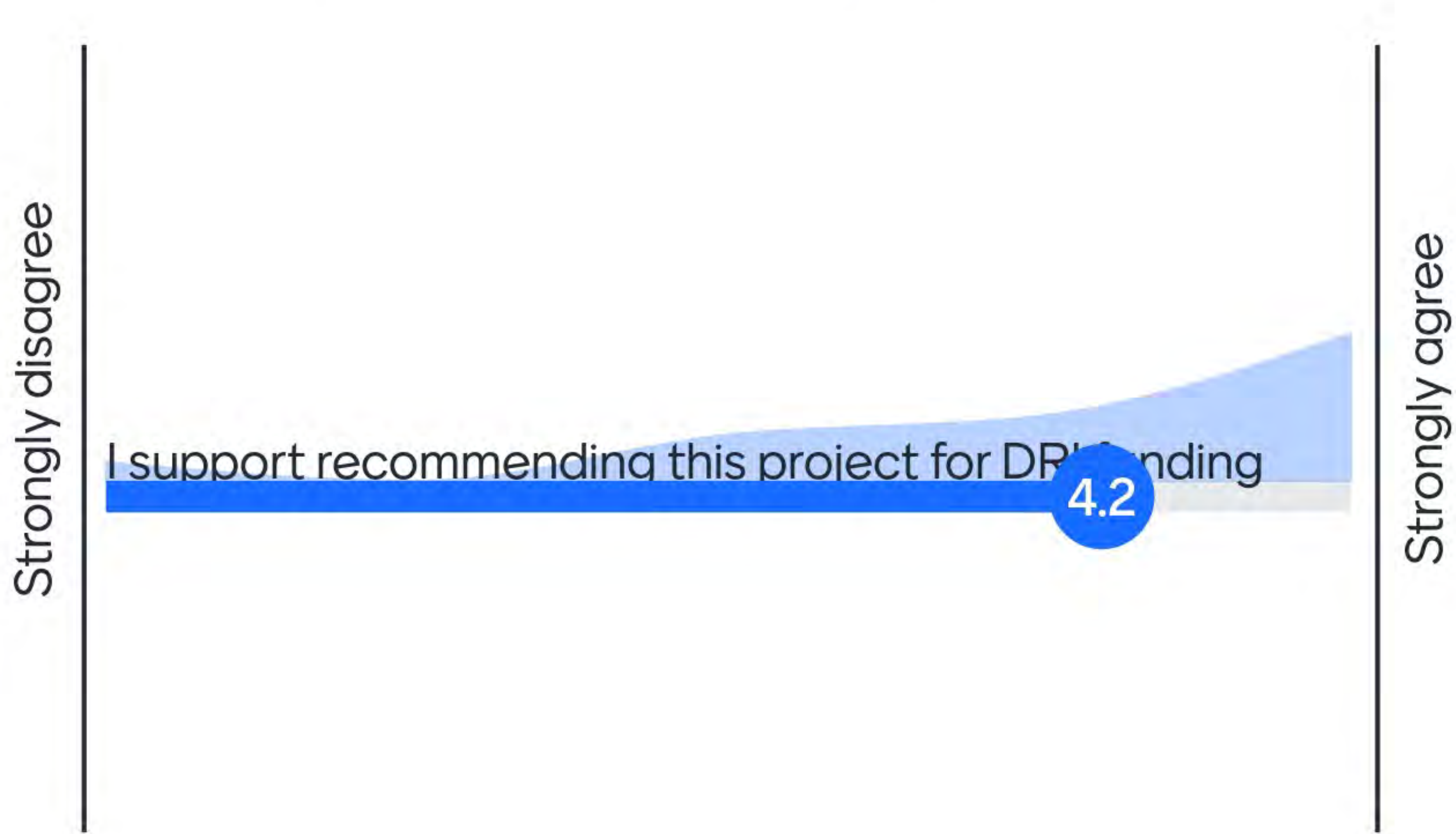
- Historically significant corner for Downtown, big part of why the City originally applied for DRI
- 1.1x leverage
- \$5M for 11 units at 80% AMI

RELEVANT DRI GOALS & STRATEGIES

- Reimagine and revitalize East Main Street and Downtown's connective corridors
- Address vacancy and blight along Main St.
- Increase the amount of mixed-use, mixed-income housing in Downtown



Main and Clinton Mixed-Use



CANDIDATE FOR DRI FUNDING

Kresge Building Boutique Hotel & Restaurant

Renovate historic building into boutique hotel and restaurant with private event space and focus on local food/beverage scene

Total cost: \$11,700,000

DRI request: \$1,750,000

Sponsor: FORTIFIED and Dutton Properties

COST/BENEFIT HIGHLIGHTS

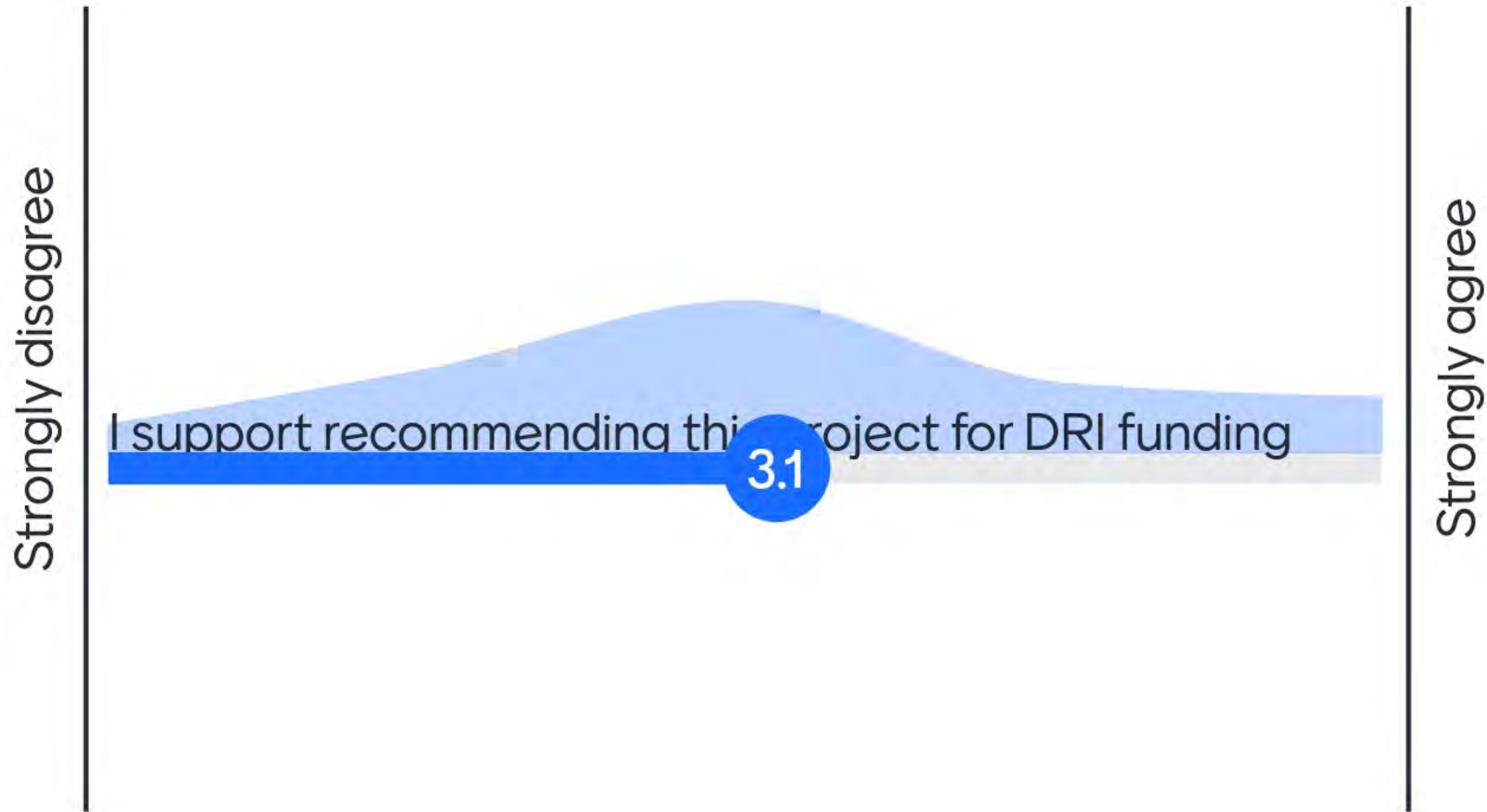
- Adds exciting hospitality options to Main Street
- Synergy with Commons project
- 5.9x leverage
- \$1.75M = 28 hotel rooms and 2 food/beverage purveyors

RELEVANT DRI GOALS & STRATEGIES

- Reimagine and revitalize East Main Street and Downtown's connective corridors
- Attract neighborhood retail and commercial amenities that residents and workers need
- Increase tourist and regional visits



Kresge Building Hotel and Restaurant



CANDIDATE FOR DRI FUNDING

Gateway and Atrium Buildings

Renovate two Main Street buildings into 168 units of mixed-income housing and 20,000 sf commercial space

Total cost: \$73,995,000

DRI request: \$4,000,000

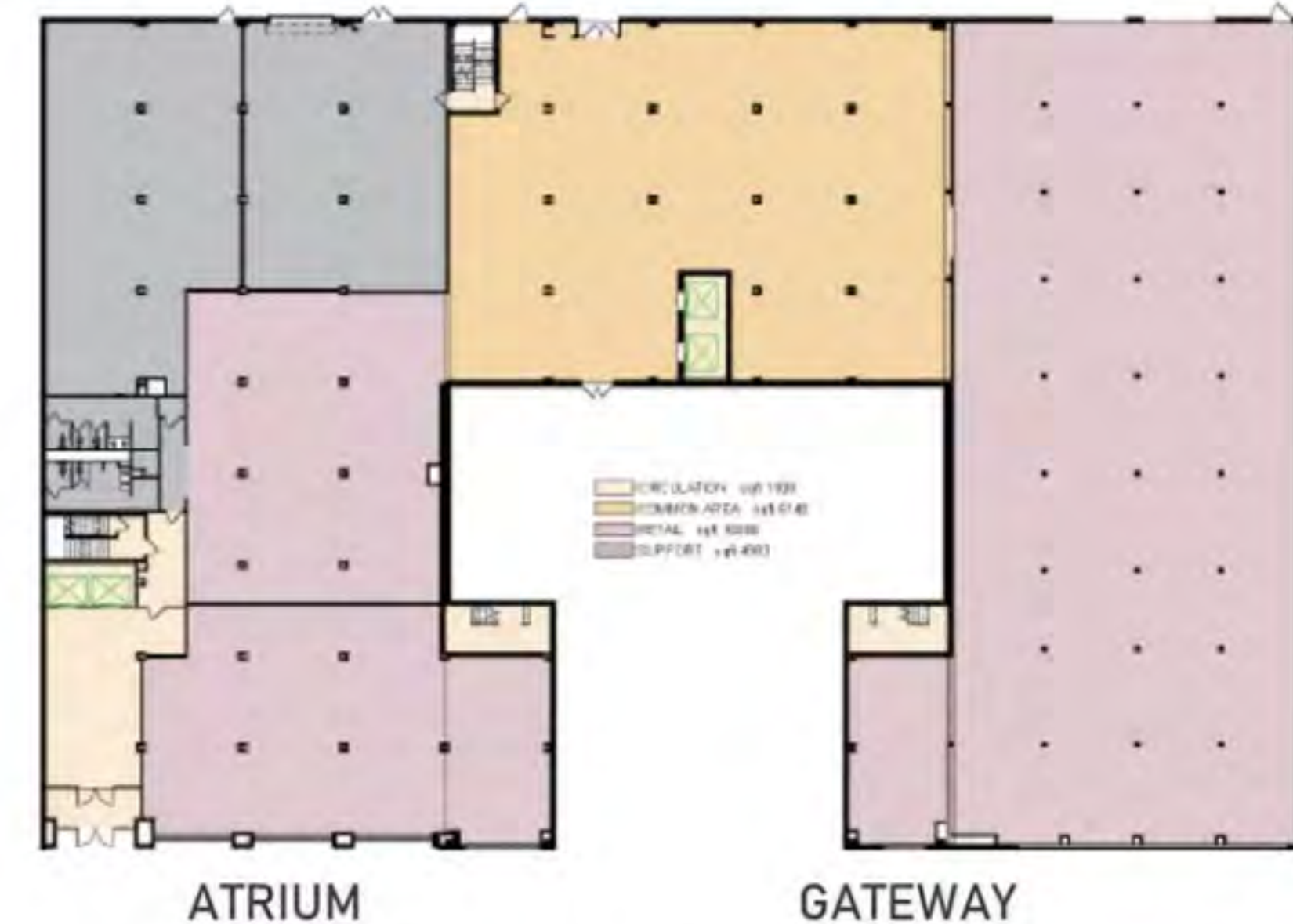
Sponsor: SAA | EVI

COST/BENEFIT HIGHLIGHTS

- 168 new housing units at range of affordable rents
- New exterior facades along Main Street
- 17.5x leverage
- \$4M = 168 units

RELEVANT DRI GOALS & STRATEGIES

- Address vacancy and blight along East Main Street to catalyze transformation
- Increase the amount of mixed-use, mixed-income housing in Downtown



Proposed ground floor plan

Gateway and Atrium Buildings



CANDIDATE FOR DRI FUNDING

Edwards Building and Geothermal Cooperative

Renovate long-vacant building into 114 housing units with 25,000 sf commercial. Install shared geothermal wellfield.

Total cost: \$36,000,000

DRI request: \$2,750,000

Sponsor: FORTIFIED and Dutton Properties

COST/BENEFIT HIGHLIGHTS

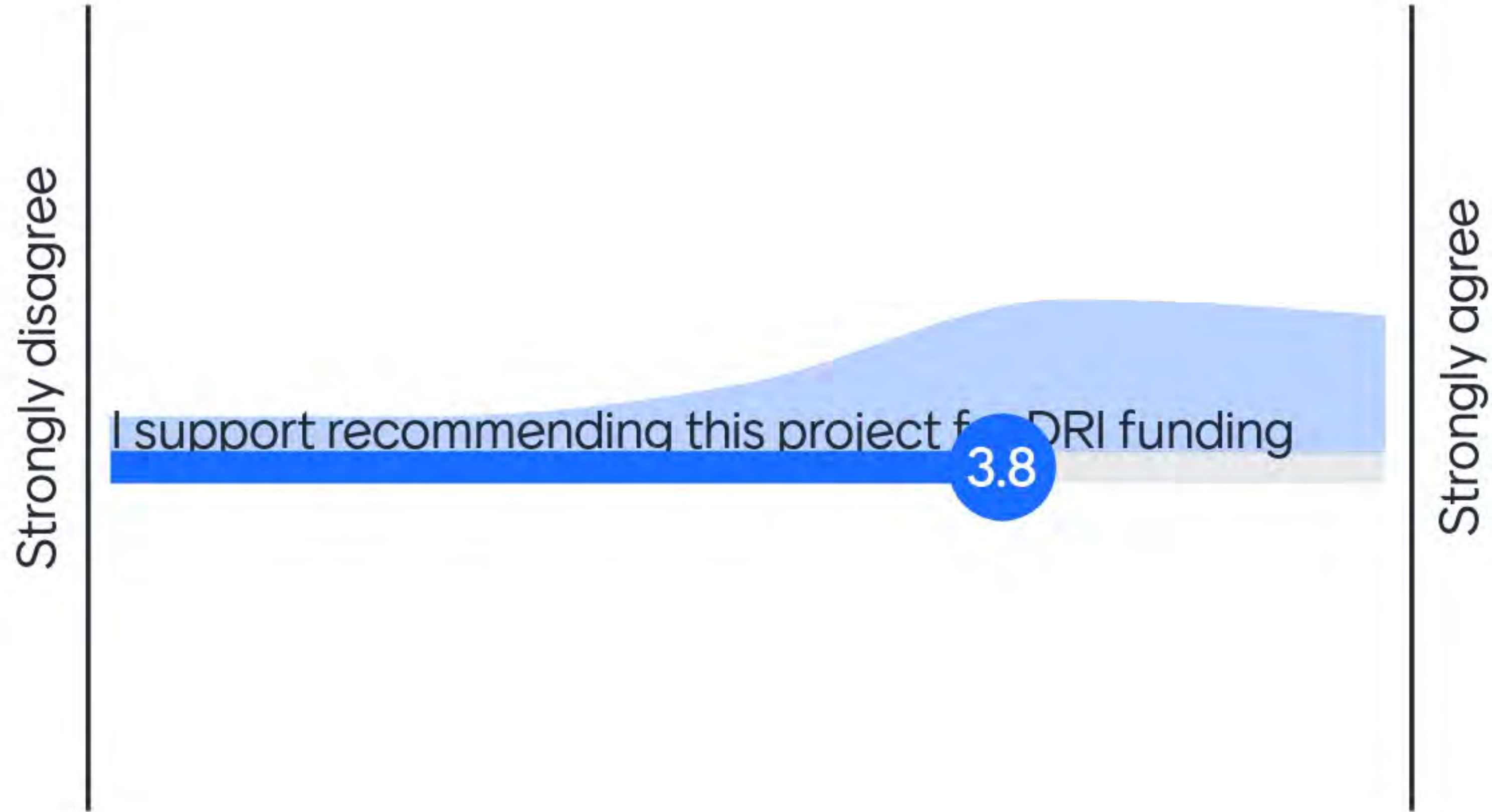
- Exciting sustainability pilot project
- 114 new market-rate units and renovated commercial space
- 12x leverage
- \$2.75M = 114 apartments

RELEVANT DRI GOALS & STRATEGIES

- Build on existing momentum to build more housing for the market's current primary demographics
- Provide appropriate spaces for innovative entrepreneurial/incubator opportunities that target the local workforce



Edwards Building and Geothermal Cooperative



CANDIDATE FOR DRI FUNDING

Alta Vista

Build new 6-story, mixed-use building on vacant lot, providing 76 affordable units including 14 supportive housing units. Make improvements to historic St. Joseph's Park.

Total cost: \$32,412,803

DRI request: \$2,000,000

Sponsor: Ibero-American Development Corp.

COST/BENEFIT HIGHLIGHTS

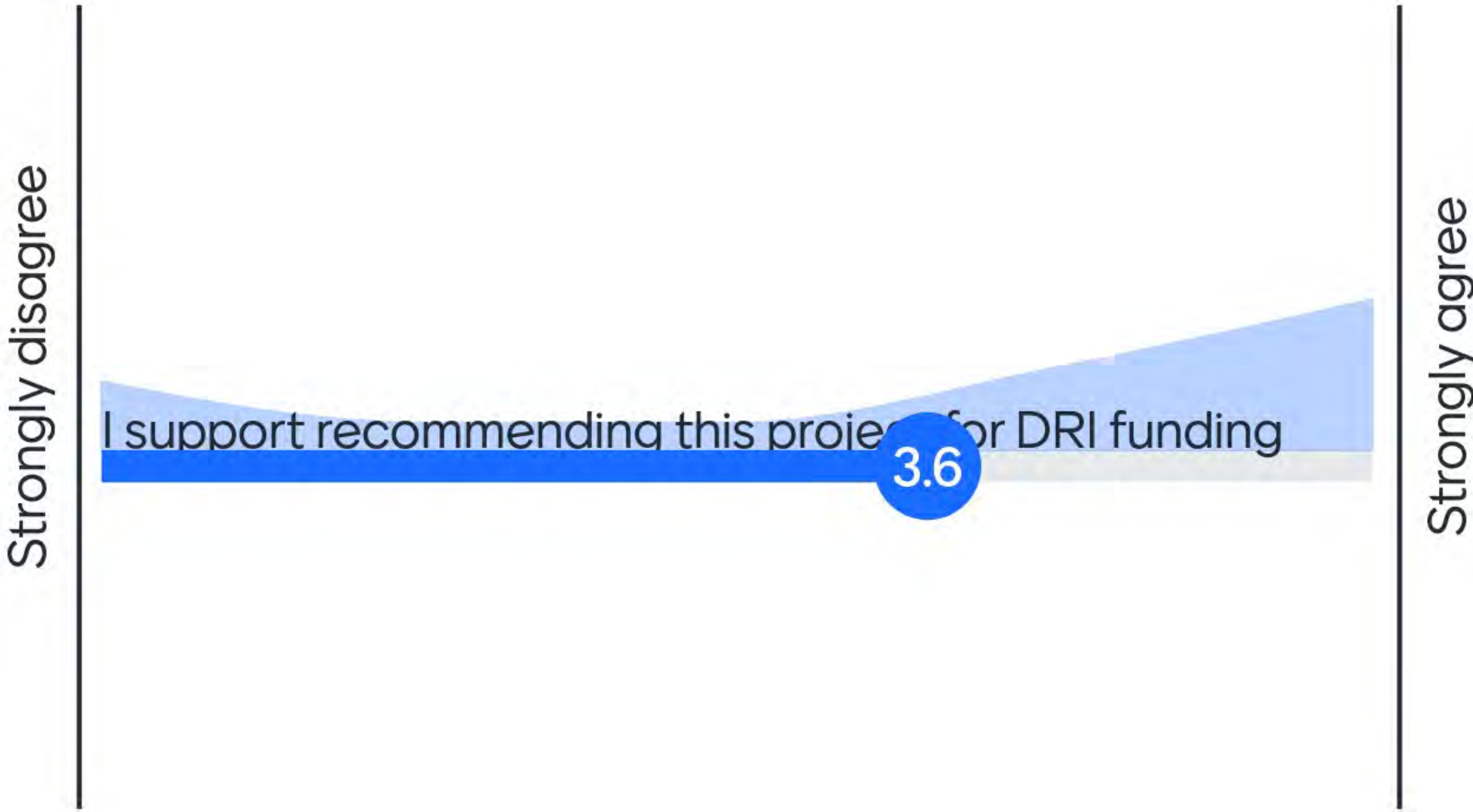
- 76 new energy-efficient housing units
- St. Joseph's park improvements
- 15x leverage
- \$1.85M for 76 units (and addressing need for supportive housing)

RELEVANT DRI GOALS & STRATEGIES

- Increase the amount of mixed-use, mixed-income housing in Downtown
- Continue to provide affordable housing options downtown
- Contribute to the overall diversity of housing options in Rochester, both adaptive reuse and new construction, smaller and larger units



Alta Vista



TO BE INCLUDED IN SIP*

*SIP = Strategic Investment Plan

Meng and Shafer Buildings and Courtyard

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

Total cost: \$2,600,000

DRI request: \$750,000

Sponsor: FORTIFIED and Dutton Properties



TO BE INCLUDED IN SIP

Clinton and Division Mixed-Use Commercial

Redevelopment into mixed-use commercial building, office space on 2nd floor (for tech, business, and/or artists) and retail/service on 1st floor

Total cost: \$2,825,000

DRI request: \$750,000

Sponsor: FORTIFIED and Dutton Properties



TO BE INCLUDED IN SIP

Cox Building Restoration and Redevelopment

Restoration of exterior
and renovation of interior
for transit-oriented
development with 85 new
residential apartments
and three retail
storefronts

Total cost: \$31,064,550

DRI request: \$3,500,000

Sponsor: Cox Rochester LLC

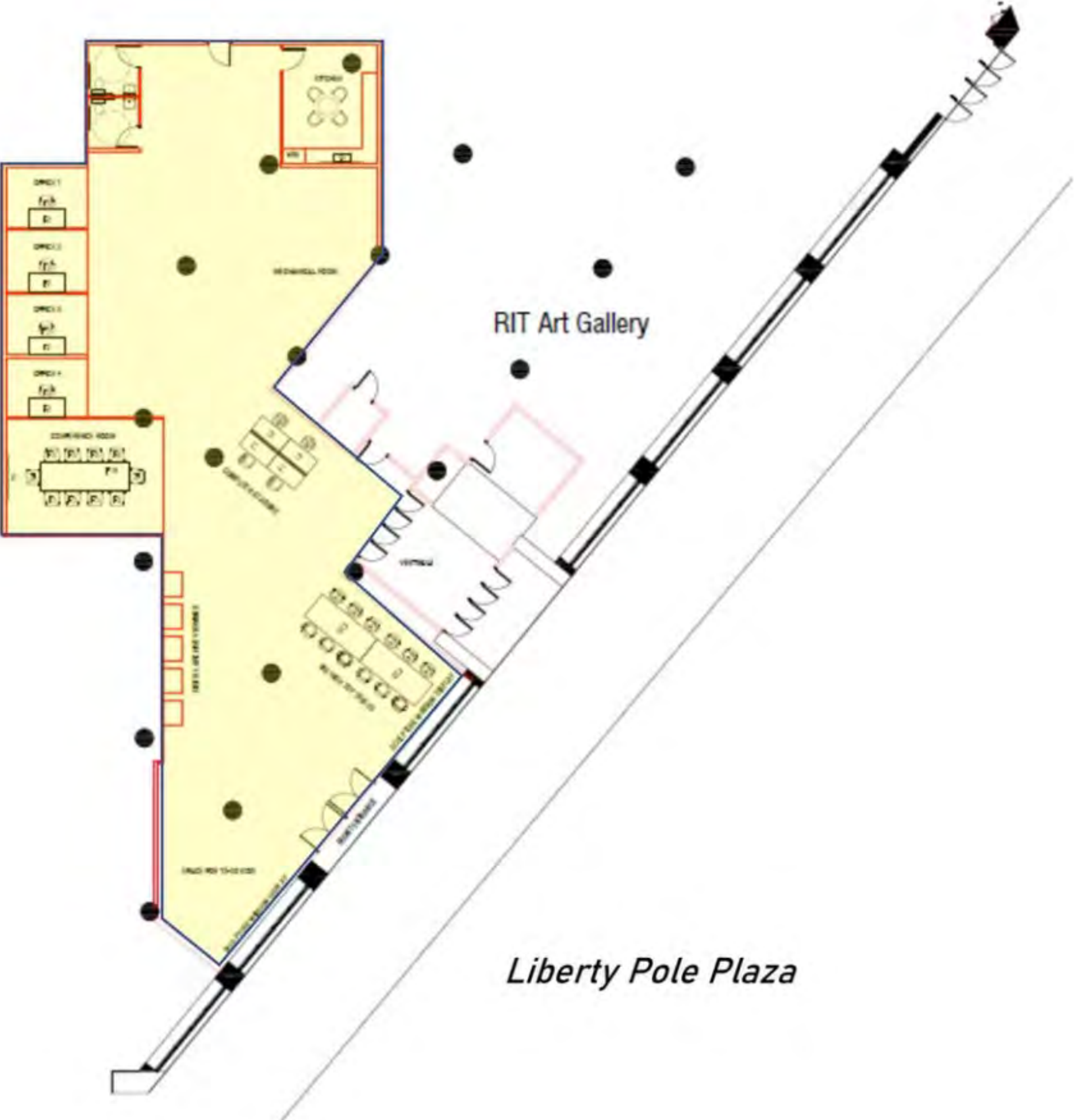


TO BE INCLUDED IN SIP

Albert Paley Archives and Exhibition Space

Partnership between Albert Paley, RIT, and Sibley Square, to house and study Paley's archives and information about Paley's works

Total cost: \$2,800,000
DRI request: \$1,000,000
Sponsor: RIT, WinnCompanies



TO BE INCLUDED IN SIP

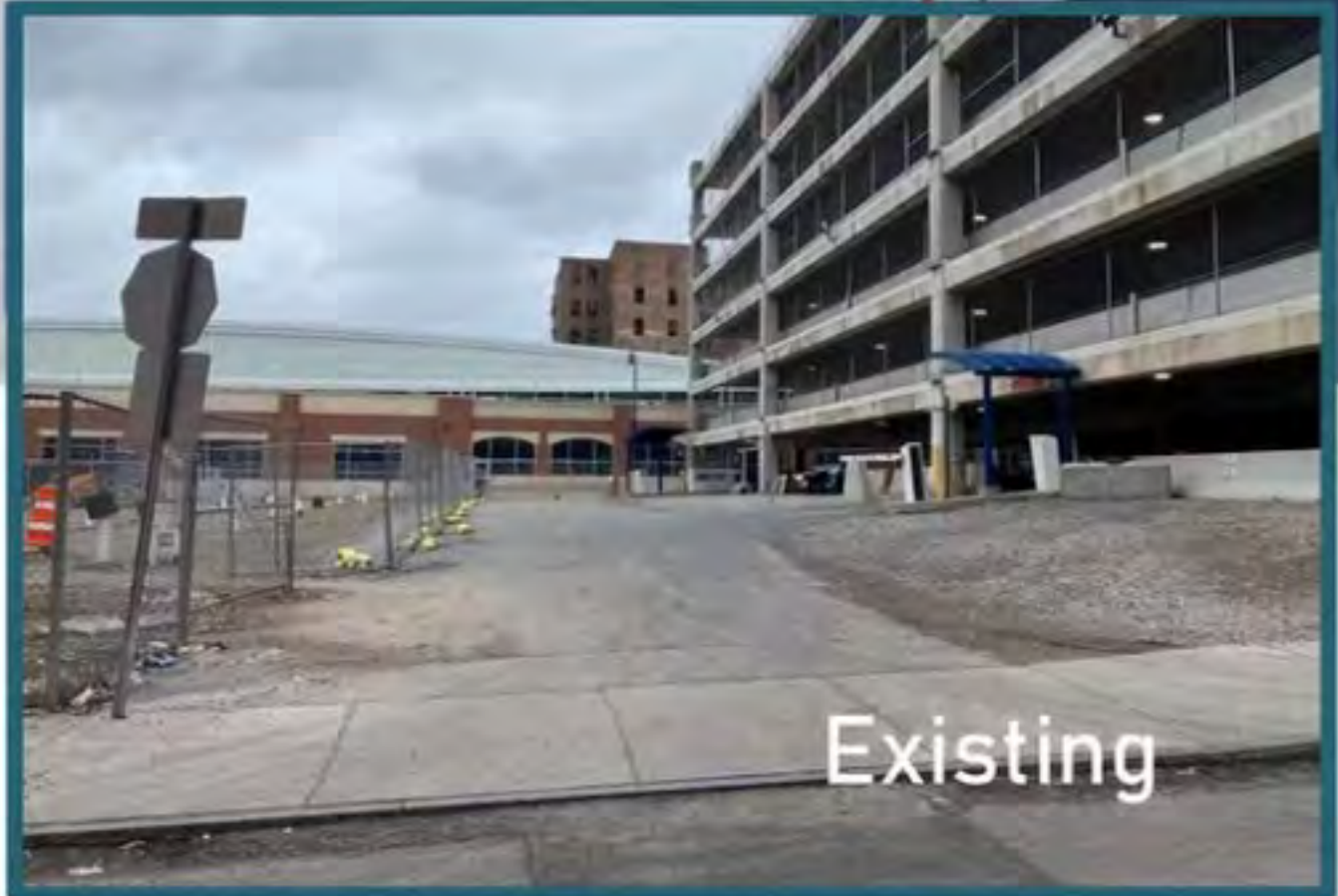
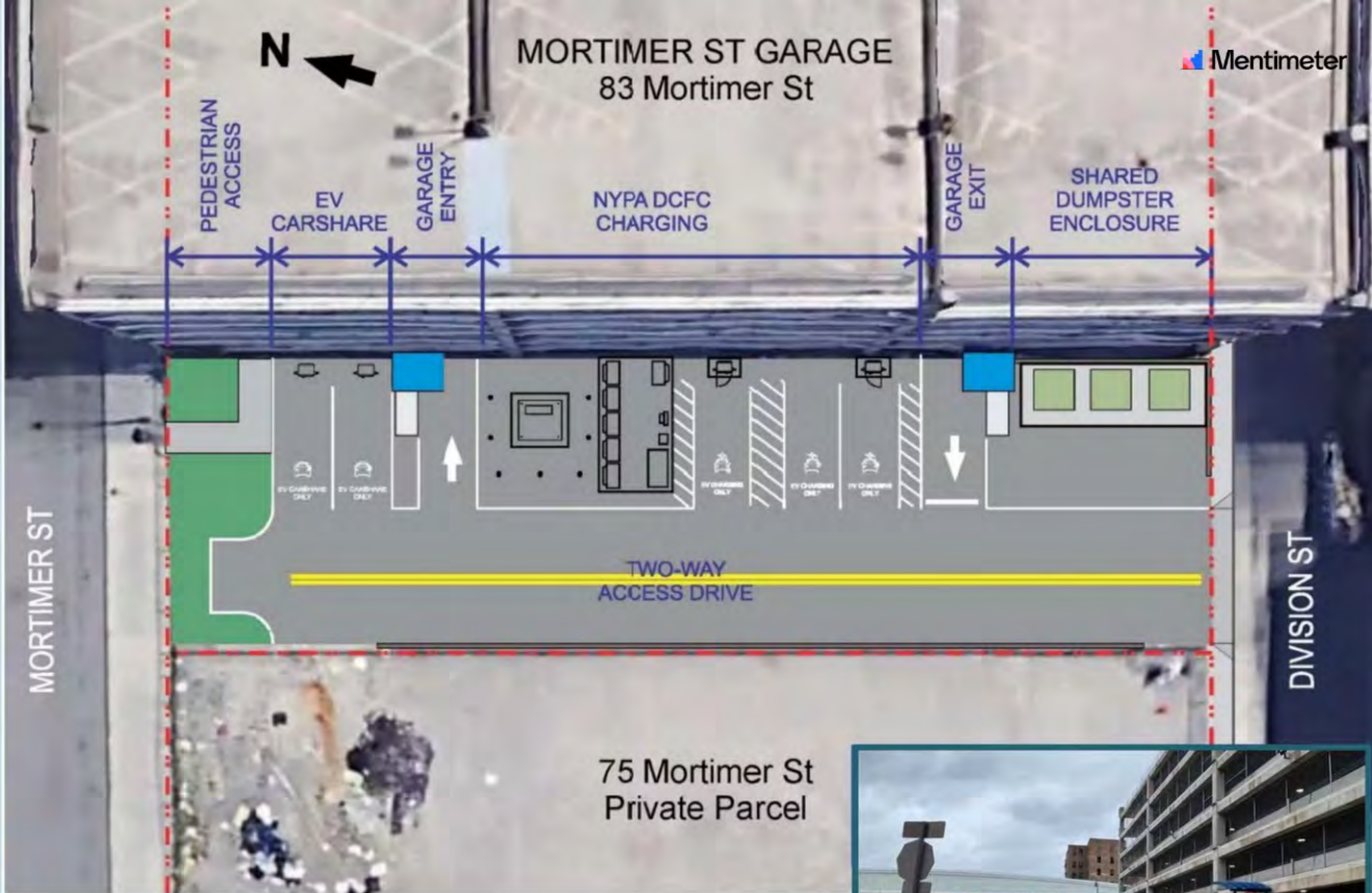
Mortimer Plaza

Streetscape improvements to accommodate EV charging and carshare and consolidate Division St trash

Total cost: \$850,000

DRI request: \$750,000

Sponsor: City of Rochester



TO BE INCLUDED IN SIP

Health Clinic @ Sibley Square

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



N. CLINTON AVE

DIVISION STREET

Existing

Recent/Ongoing Investment



ROC the Riverway

Main Street Improvements Phase 2

Glenny Building

East Main Street

Main Street Improvements Phase 1

RTS Transit Center

Sibley Square

North Clinton Avenue

Andrews Street

Franklin Street

Draft DRI Recommendations



Edwards Bldg
+ Geothermal

Gateway/
Atrium

Main Street
Commons

Kresge
Hotel

The
Mayflower

Alta Vista

Franklin Street

North Clinton Avenue

Andrews Street

East Main Street

All SIP Projects



ROC the Riverway

Cox Building

Edwards Bldg + Geothermal

Gateway/Atrium

Mortimer Plaza

Main Street Commons

Kresge Hotel

Meng + Shafer

Glenn Building

RTS Transit Center

Sibley Square

Alta Vista

The Mayflower

Clinton/Division

Health Center

Paley Archives

North Clinton Avenue

Andrews Street

Franklin Street

East Main Street

What's Next?

Next steps

- July 13 – LPC Meeting #7 to finalize list of recommended projects
- July 29 – Strategic Investment Plan submitted to State
- August through late 2022 – State evaluation and decision-making
- 2023-2024 – Project implementation begins

**Do you have any
comments on the
projects discussed
tonight?**

**Add your comments to the Zoom chat, or email
the planning team:
Sarabrent.McCoy@Stantec.com**



Q&A

Visit <https://www.cityofrochester.gov/DRI/>
Contact: Sarabrent.McCoy@Stantec.com