REVITALIZATION PROJECT

PROJECT DESCRIPTION / BACKGROUND:

The North Clinton Avenue corridor between Upper Falls Boulevard and Avenue D is an important evolution of city place making within the City of Rochester as well as the greater Rochester area. The existing corridor is characterized by deteriorated and vacant commercial structures. The North Clinton Avenue Revitalization Project represents a major opportunity to transform this deteriorated and under utilized neighborhood commercial strip in the City's northeast section, into a unique and vital ensemble of commercial goods and service businesses that benefit neighborhood residents as well as outside visitors. In addition, the project facilitates enhanced housing opportunities as well as improved public open space and pedestrian access.

In 2000, the City's Economic Development Department began a four phase process for the revitalization of this critical neighborhood commercial area. The four phases include:

I. Visioning

II. Economic Analysis/Action Plan

III. Design

IV. Implementation

With the participation of other City departments and the N. Clinton Avenue community, the first three phases have been completed. In March, 2001, the Economic Analysis and Action Plan was completed during Phase II by Urban Marketing Collaborative which identified approximately 30,000 sq.ft. of additional commercial space that could be supported by the existing market. Additional recommendations from Phase II included a major development opportunity within the 800 block of N. Clinton Ave., corridorwide streetscape improvements and new infill commercial development. Shortly thereafter, Phase III was undertaken with DeWolff Partnership Architects as the project consultant. This phase included a community-wide Design Charrette event held on July 28, 2001. The results of this Charrette together with the recommendations of the first two phases, yielded a final master plan for the entire project area prepared by the project consultant. Figure one shows the scope of this master plan along N. Clinton Avenue.

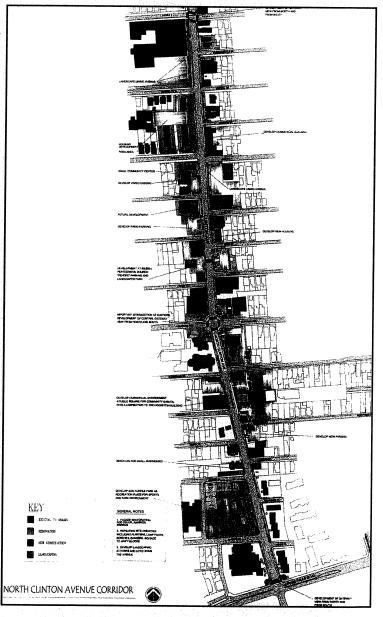


Figure 1

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PROJECT COMPONENTS:

The North Clinton Avenue Revitalization Project consists of three main components including a major commercial development site, public improvements and commercial infill / redevelopment along the corridor. Capital costs are identified for the land assembly of the major development site as well as the public streetscape improvements. It is assumed that the commercial infill / redevelopment would be a phased process and mostly market driven.

PUBLIC IMPROVEMENTS:

The North Clinton Avenue Revitalization Project Master Plan identifies three categories of public improvements including Corridor ROW, Gateways and Open Space.

Corridor ROW:

The proposed corridor ROW improvements include new sidewalks, new curbing, some new pavement and enhanced streetscape amenities. The street sections in Figure 2 illustrate the proposed enhanced Corridor ROW.

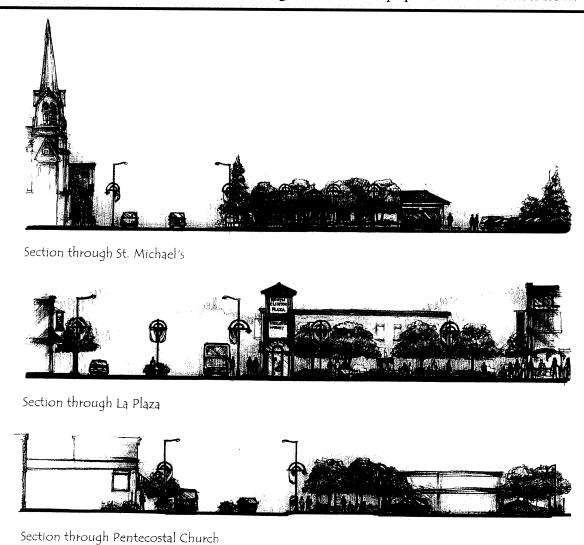


Figure 2

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The proposed enhanced streetscape amenities generally include new benches, new receptacles, new planters, new signage, new kiosks, new landscaping, new crosswalks, new trees and lighting.

The Master Plan also recommends a system of thematic banners to be integrated with the public improvements and façade renovations to create an aesthetically pleasant sense of place. It is assumed that the banners will be a collaborative effort implemented and funded by area merchants/ residents.

Figure 3 illustrates various proposed enhanced streetscape amenities for the project with a new system of thematic signage and banners.

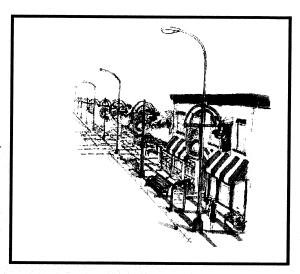


Figure 3

Gateways:

The proposed gateway program is integral with the proposed system of thematic banners and signage. Figure 4 shows a proposed system of gateway features that will enhance the N. Clinton Avenue corridor as well as strengthen it's identity.

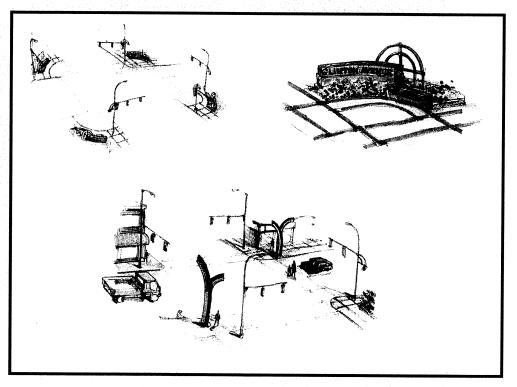


Figure 4



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Open Space:

The Master Plan identifies the property at 852 North Clinton Avenue as an ideal location for public open space across the street form St. Michael's church. This public gathering space would be developed just north of the proposed major commercial development site and is illustrated in Figure 5 below. The open space will serve local residents as well as visitors to the avenue.

MAJOR COMMERCIAL DEVELOPMENT SITE:

The North Clinton Avenue Revitalization Project Master Plan identifies a major development opportunity site on the avenue's east side of the 800 block. The proposed new development includes a new 19,200 sq. ft. one story commercial/retail building with parking. Figure 5 shows a schematic rendering of the proposed new development integrated with the proposed streetscape improvements and a proposed public plaza.

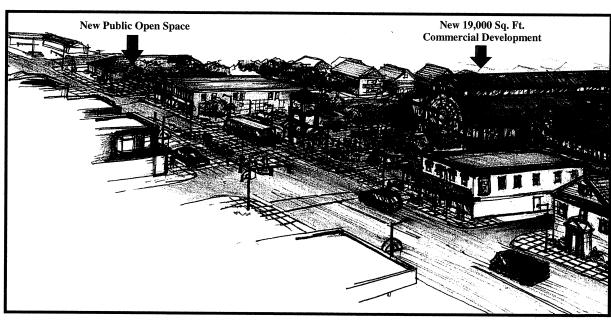


Figure 5