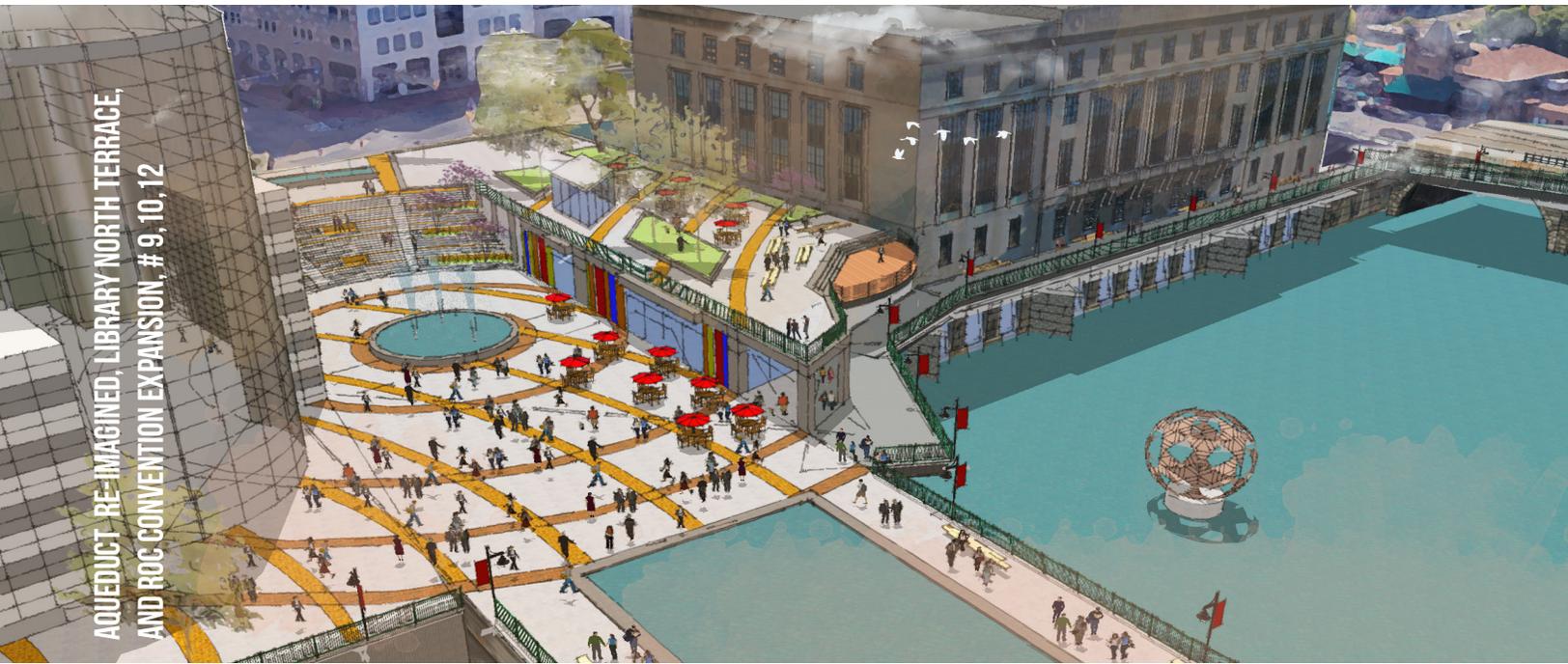


AQUEDUCT RE-IMAGINED, LIBRARY NORTH TERRACE,  
AND ROC CONVENTION EXPANSION, # 9, 10, 12



# ROC THE RIVERWAY

## EXECUTIVE SUMMARY



RECHARGING THE TRAIL, #1

**B**lieve  
DECEMBER 1, 2017

# VISUAL EXPRESSION OF THE CITY'S LWRP

ROC the Riverway focuses on the central core of the Genesee River, bringing to life a portion of the recently completed Local Waterfront Revitalization Plan (LWRP). The plan seeks to fund and implement the vision cultivated over years of planning and community engagement.

As an urban center combining small-town accessibility with big city services, our city is situated amongst some of the most striking natural resources in the country. Rochester's innovation economy is positioning the city to thrive well into the 21st century.

The lifeline of our community continues to be the Genesee River. Once the home of thriving industries, today it serves as the foundation of natural beauty, recreation, access, and opportunity. Connecting residents and visitors to this irreplaceable resource will allow us to leverage existing assets, building the Rochester of the future.



*“One of Rochester’s greatest assets is its abundance of waterfront. The shores of Lake Ontario, the Erie Canal and the mighty Genesee River define our landscape and lie at the heart of our identity. We are on a mission to expand and enhance the public’s connection to our waterways by transforming our public spaces and encouraging private development.”*

Lovely Warren, Mayor  
City of Rochester

# BRINGING THE PEOPLE TO THE RIVER

- Establishing the Genesee River as the “centerpiece” of Downtown Rochester
- Leveraging public dollars to encourage private investment, boost the economy and create jobs
- Producing seamless multi-modal access along both sides of the Genesee River
- Creating formal programming - recreational and educational - throughout the riverway
- Generating a four season, 24-hour waterfront with world class public spaces and amenities
- Opportunities to attract more visitors to the Riverway and downtown destinations

*“If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places.”*

Fred Kent  
Project for Public Spaces



CHARLES CARROLL PLAZA, # 16

## POTENTIAL IMPACTS

Further state support of our projects will allow Rochester to achieve its vision and create exciting opportunities for residents, visitors, businesses, and investors.

**\$500 M**



**\$2.8 B**

Potential Economic Impacts

**TOTAL REQUESTED PUBLIC INVESTMENT IN ROC THE RIVERWAY**

**5,430**

Potential Construction Jobs Created Through Redevelopment



**KEY**

-  Recent/Ongoing River Corridor Investments
-  ROC the Riverway Proposed Projects

## South River

New investment south of downtown will capitalize off the energy of public and private investment in the core. Investment will focus on **waterfront access, amenities and programming** to bring people to the river.

# ROC THE RIVERWAY

## SOUTH RIVER

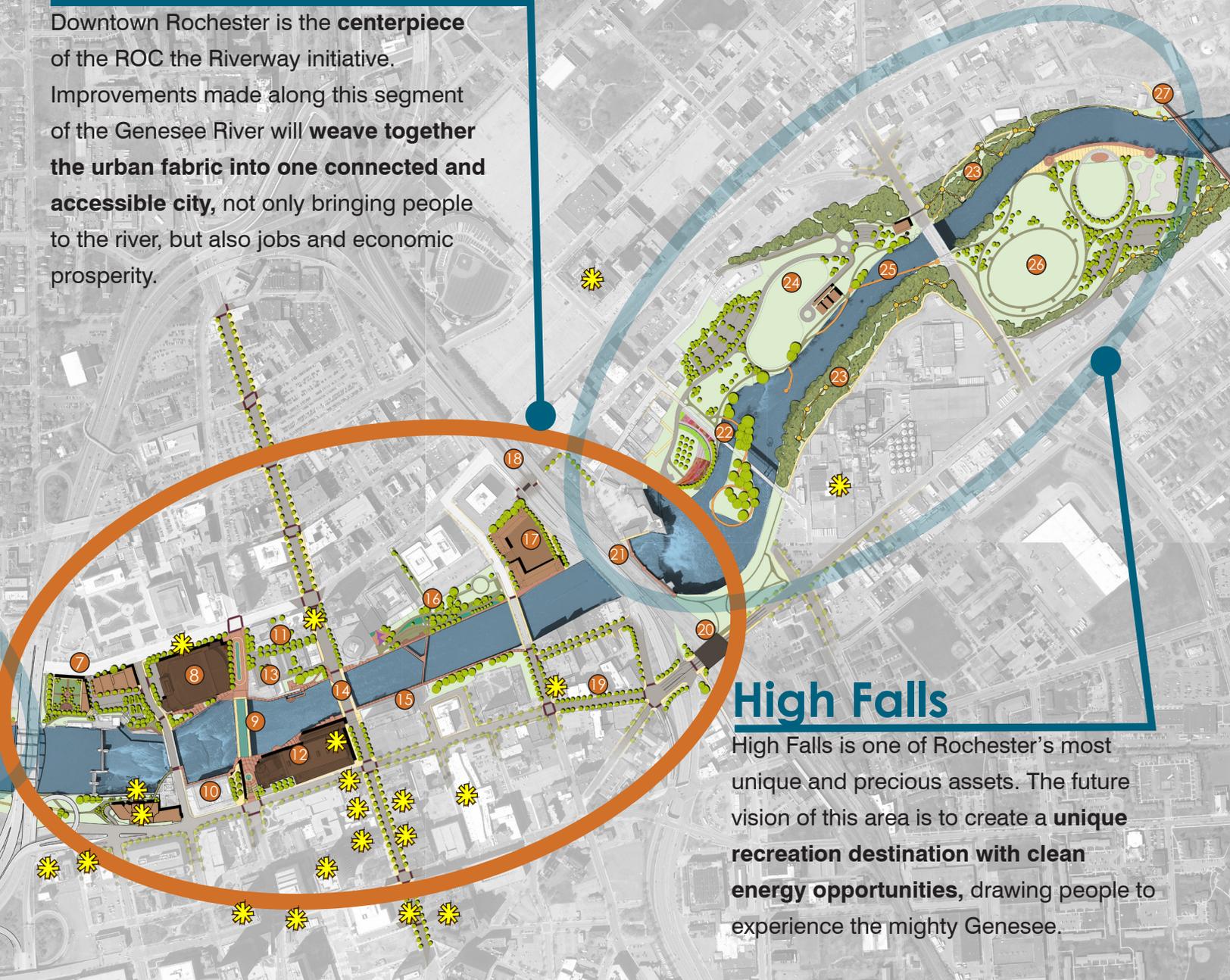
1. Recharging the Trail
2. Restore the Shore
3. Water Landings
4. Genesee Gateway
5. Link to the River
6. Bridge the Genesee

## DOWNTOWN

- |                              |                              |
|------------------------------|------------------------------|
| 7. Riverside Development     | 14. Main Street Resurgence   |
| 8. Arena on the River        | 15. Riverway Main to Andrews |
| 9. Aqueduct Re-imagined      | 16. Charles Carroll Plaza    |
| 10. Library North Terrace    | 17. Riverfront Reborn        |
| 11. Childs Basin             | 18. Mill Street Connection   |
| 12. ROC Convention Expansion | 19. Bridge the Loop          |
| 13. Riverway Broad to Main   | 20. Welcome Connection       |

# Downtown

Downtown Rochester is the **centerpiece** of the ROC the Riverway initiative. Improvements made along this segment of the Genesee River will **weave together the urban fabric into one connected and accessible city**, not only bringing people to the river, but also jobs and economic prosperity.



## High Falls

High Falls is one of Rochester's most unique and precious assets. The future vision of this area is to create a **unique recreation destination with clean energy opportunities**, drawing people to experience the mighty Genesee.

### HIGH FALLS

- 21. Over the Falls Bridge
- 22. Preserving Pont de Rennes
- 23. Tree Top Trail
- 24. Bee Bee Flats
- 25. Connect the Gorge
- 26. High Falls Adventure
- 27. Running Track Bridge
- 28. Downtown / Riverfront Management Entity  
(Not on Map)

*"Our Local Waterfront Revitalization Program lays out an exciting collection of projects aimed at continuing our riverfront's transformation. ROC the Riverway showcases and visualizes the most important of those strategies for the river as it approaches and passes through Downtown Rochester. With these investments, we can realize the Genesee's incredible potential for recreation and economic development. It's power and beauty will be the centerpiece of our City's future."*

Bayé Muhammad, Commissioner  
City of Rochester Department of Neighborhood and  
Business Development



RESTORE THE SHORE, #2

## Providing connections to the water for recreation and active transportation



BRIDGE THE GENESIS, #6



RIVERWAY MAIN TO ANDREWS, #15



LINK TO THE RIVER, #5



AQUEDUCT RE-IMAGINED | SUMMER, #9



AQUEDUCT RE-IMAGINED | WINTER, #9

**Leveraging our history to invest  
in our future**



ARENA ON THE RIVER, #8

# PHASING STRATEGY

Project Name	Cost Estimate (in millions)*
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Highest priority projects, by Phase, listed in italics

PHASE I (0-3 years)**	
<i>Downtown/Riverfront Mang. Entity</i>	\$10
<i>Charles Carroll Plaza</i>	\$25
<i>Aqueduct Re-imagined</i>	\$35
<i>Riverway Broad to Main</i>	\$10
<i>Library North Terrace</i>	\$8
Main Street Resurgence	\$9
Preserving Pont de Rennes	\$9
Riverfront Reborn	\$10
Genesee Gateway	\$3
Mill Street Connection	\$3
<b>Subtotal</b>	<b>\$122</b>

PHASE II (3-5 years)	
<i>ROC Convention Expansion</i>	\$125
<i>Recharging the Trail</i>	\$5
<i>Bridge the Genesee</i>	\$16
<i>Bridge the Loop</i>	\$16
Running Track Bridge	\$5
Water Landings	\$3
Link to the River	\$8
<b>Subtotal</b>	<b>\$178</b>

PHASE III (5-10 years)	
<i>Arena on the River</i>	\$37
<i>Riverway Main to Andrews</i>	\$5
<i>Restore the Shore</i>	\$15
<i>Childs Basin</i>	\$5
<i>Riverside Development</i>	\$8
<b>Subtotal</b>	<b>\$70</b>

PHASE IV (10+ years)	
<i>Connect the Gorge</i>	\$7
<i>Bee Bee Flats</i>	\$17
Welcome Connection	\$40
Over the Falls Bridge	\$28
Tree Top Trail	\$8
High Falls Adventure	\$30
<b>Subtotal</b>	<b>\$130</b>

<b>TOTAL FOR ALL PROJECTS</b>	<b>\$500</b>
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\* All costs include soft costs and development costs  
 \*\* With the completion of Phase I, the Genesee Riverway Trail will run continuously through Downtown Rochester on the west side of the river.

