



LYLAKS BOA Neighborhood Revitalization Strategy

PAC Meeting #6

August 12, 2013

Meeting Agenda

- Welcome
- The Master Plan
- Urban Agriculture & Neighborhood Revitalization
- Next Steps
- Committee Discussion
- **Step 3 Projects**
- GardenAerial & Neighborhood Revitalization



Redevelopment Considerations

- **Market Conditions**
- **Physical Characteristics**
- **Planning Initiatives / Partnerships**
- **Trends and Opportunities**
- **Responding to Needs of the Neighborhood**



Use what we have, to our advantage...

empty and
underutilized land

an available work force

a strong regional
college and university
system

destinations

partnerships

a regional interest
in food system
planning

a vision
for the
future

community activism



...allowing LYLAKS to forge
a unique and distinct
revitalization strategy.

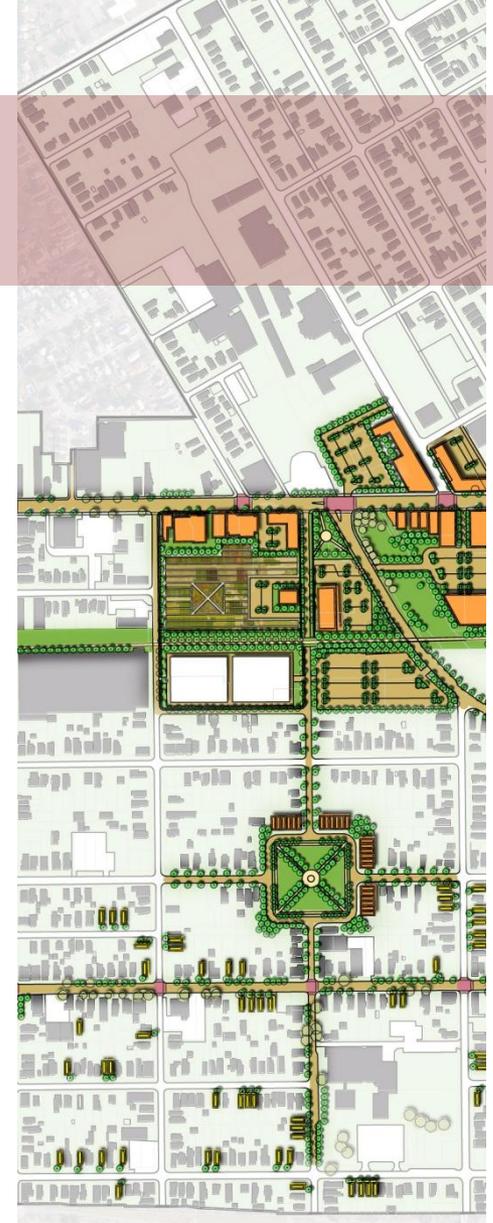
THE MASTER PLAN



0-7 years

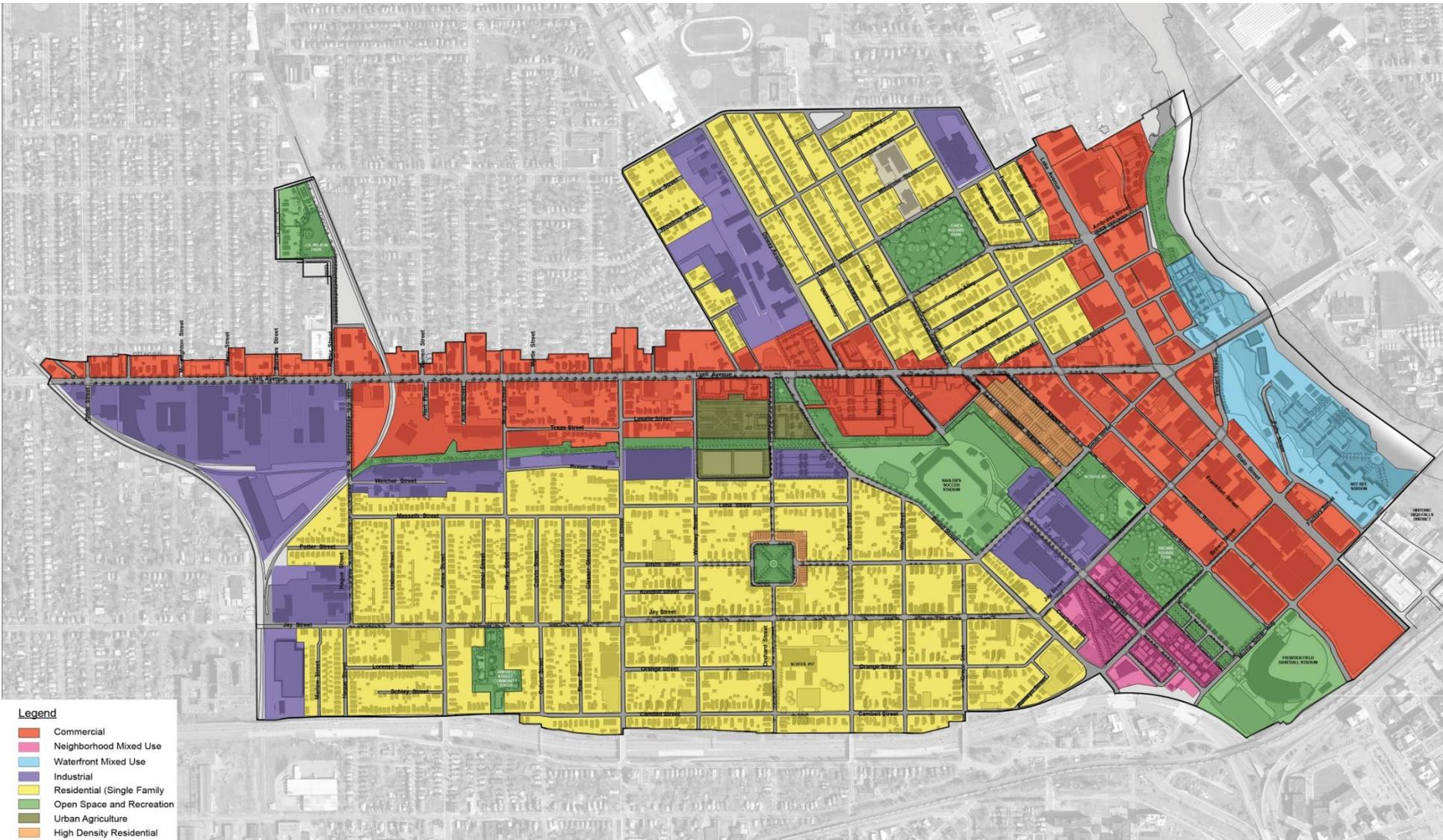


8-15 years



15+ years

Land Use Plan



Master Planning Considerations

- **Additional studies required**
 - Environmental investigations
- **Redevelopment parcels are privately owned**
 - Property owner participation is required
- **Funding**
 - Public investment required to spur private investment

The Short-Term Plan (0-7 years)

Assumptions

- Development projects currently proposed will happen as planned
- Future investigation efforts do not identify redevelopment obstacles
- Funding is identified and secured for public projects
- Existing structures targeted for development are suitable for adaptive reuse

The 0-7 Year Master Plan



Revitalization Strategy

- Streetscape enhancements
- Limited private investment
- Open space network / trails
- Public realm & infrastructure

Streetscaping



Lyell Avenue Infill Development



2 to 2 1/2 stories,
taller in some
locations

Complementary
architectural style

Build to sidewalk

Parking in rear

Landscaping

Retain as commercial / mixed use corridor

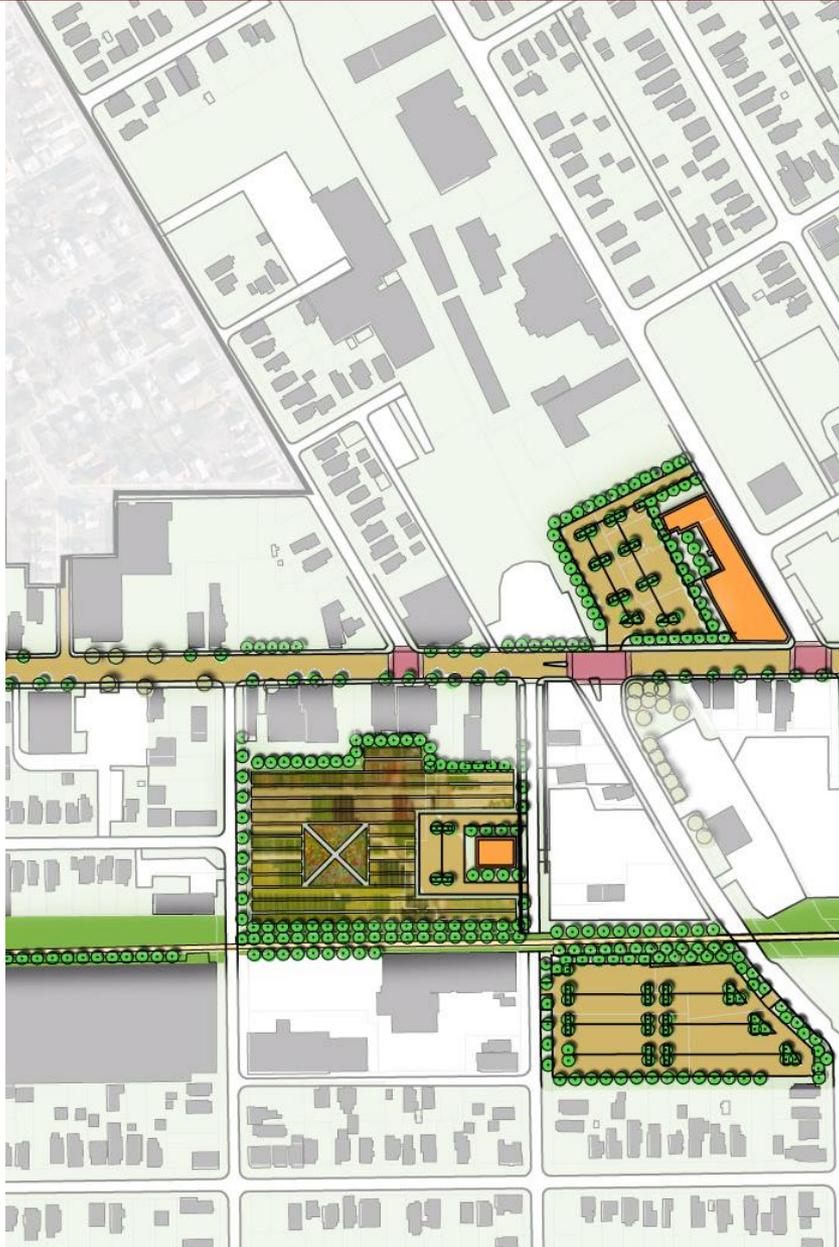
Rails to Trails



Skate Park at Campbell Street Community Center



The Orchard Phase 1



Tent City Redevelopment



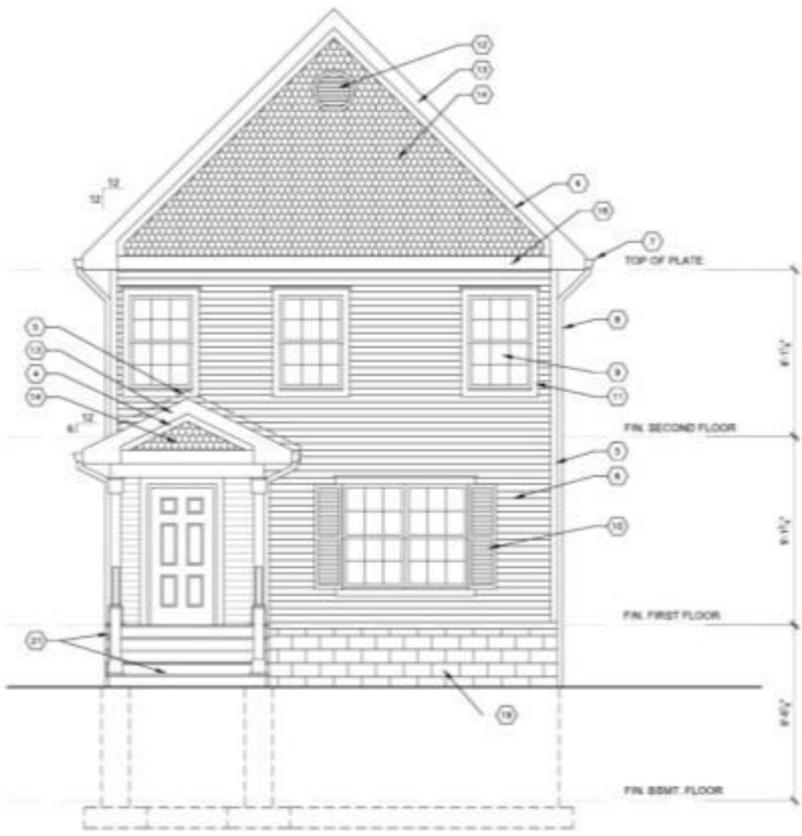
Community Generated Ideas

- Youth activities / center
- Jobs
- Mixed Use
- Housing / Community Rooms
- YMCA
- Workshop space
- Job training center
- Mall
- Concert Hall
- Night Club
- Professional offices & services needed by local community – doctors, dance lessons, etc.

Tent City Redevelopment



Residential Infill



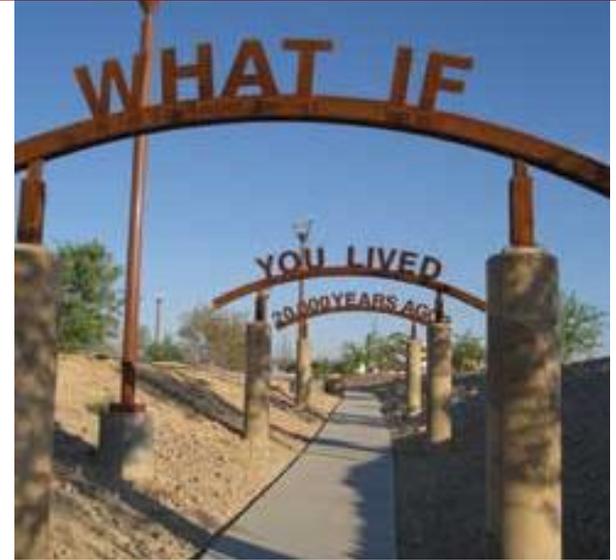
Infill Development on Vacant Lots



Trail Improvements



Canal Park & Interpretation



Parking Lot Enhancements



The 8-15 Year Plan

Redevelopment Assumptions

- All clean up activities and projects identified in Phase 1 are completed as framework for Phase 2 development
- Land assembly and ownership are aligned to allow for plan implementation
- Waterfront development along trail occurs early in Phase 2
- Interior developments and enhanced public space improvements occur later in Phase 2

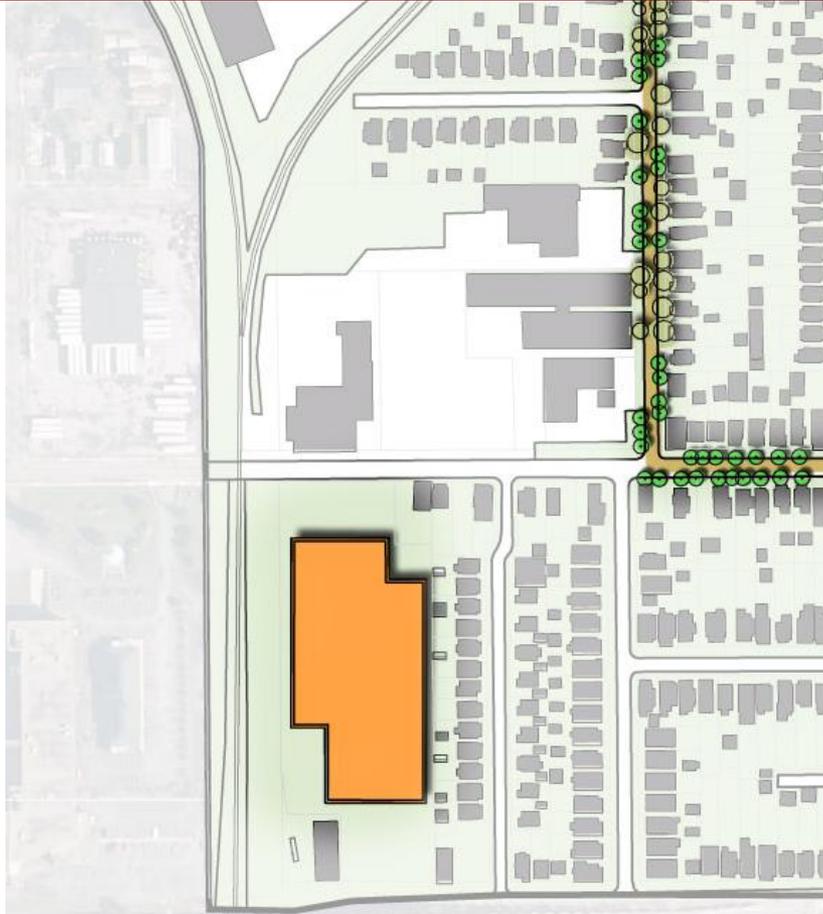
The 8-15 Year Master Plan



Revitalization Strategy

- Expand at O-W site
- New Residential Product
- Neighborhood Mixed Use
- Lyell Avenue Redevelopment
- Waterfront Redevelopment

Industrial / FLEX Development



Oak Street Mixed Use

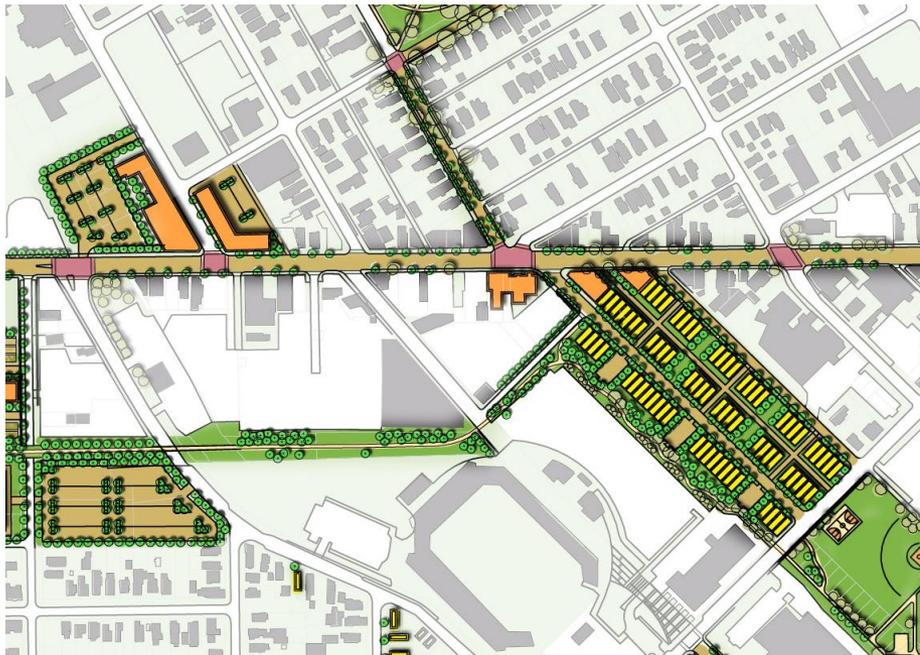


Oak Street Mixed Use



Townhome Development

Community members have indicated the need to introduce new housing products into the study area.



Townhome Development



Waterfront Redevelopment



Community Generated Ideas

- Mixed Use
- Open Space
- Theatre / Bistro
- Upper story housing
- No gentrification projects
- Picnic areas
- Walking trails
- Biking trails

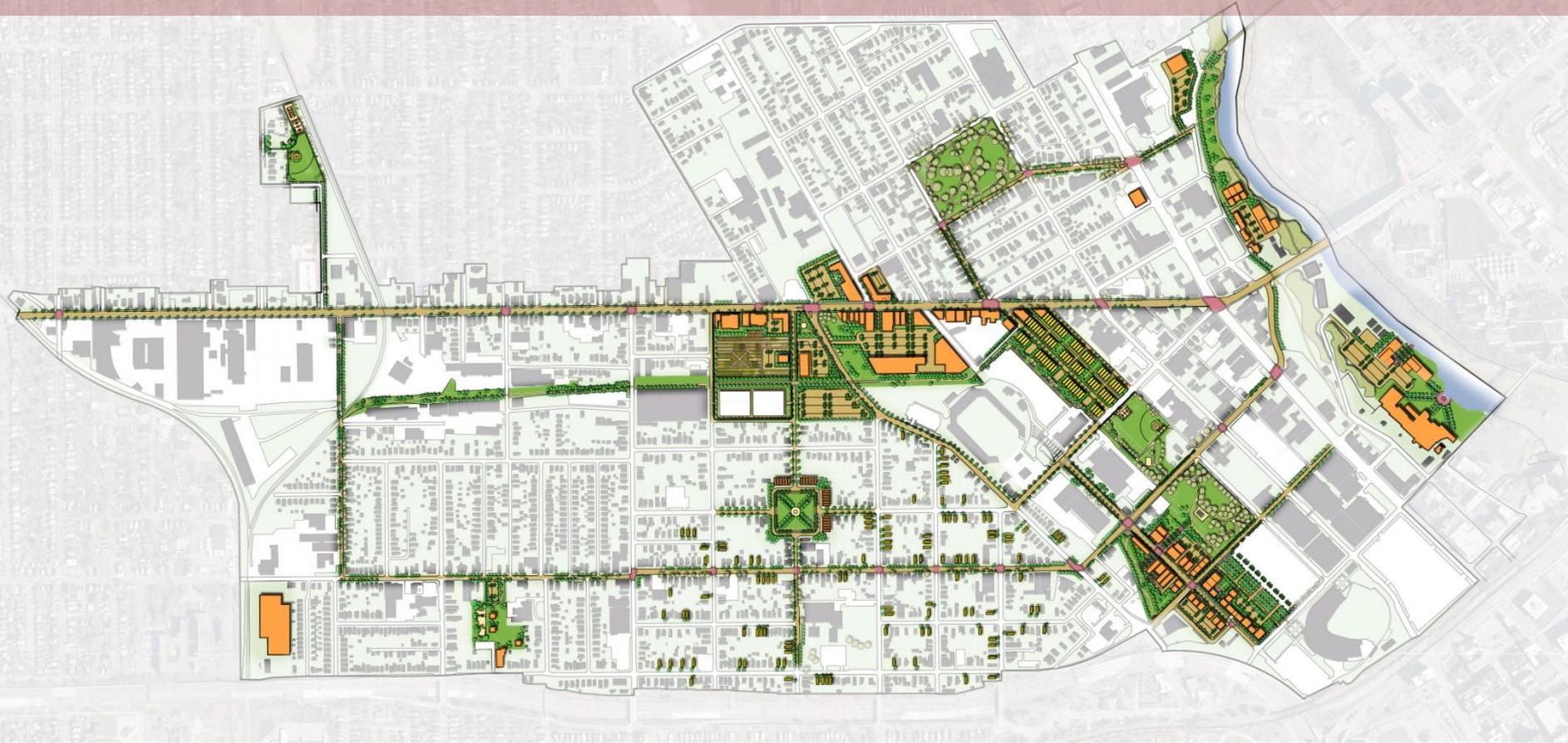
The Orchard II



Food Forest along Trail



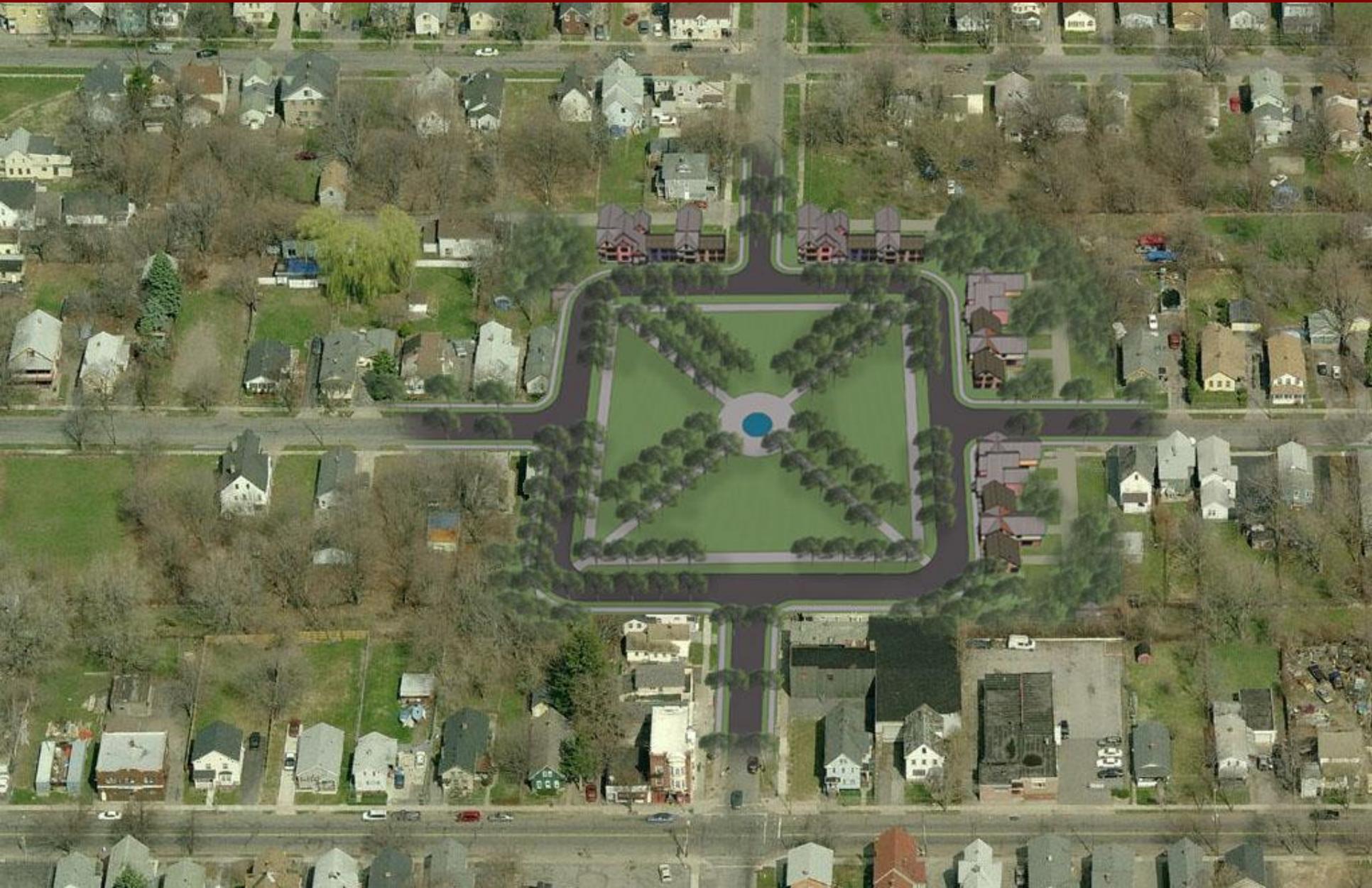
The 15+ Year Master Plan



Revitalization Strategy

- Urban Ag Build Out
- Waterfront Build Out
- Neighborhood Mixed Use
- Lyell Avenue Build Out

The Square-About



The Orchard Phase 3



← 3 to 4 stories

← Upper stories used for office, flex commercial space, work spaces, studios and limited residential



← Incubator and training facilities for neighborhood residents

Mixed Use Development



3-4 stories

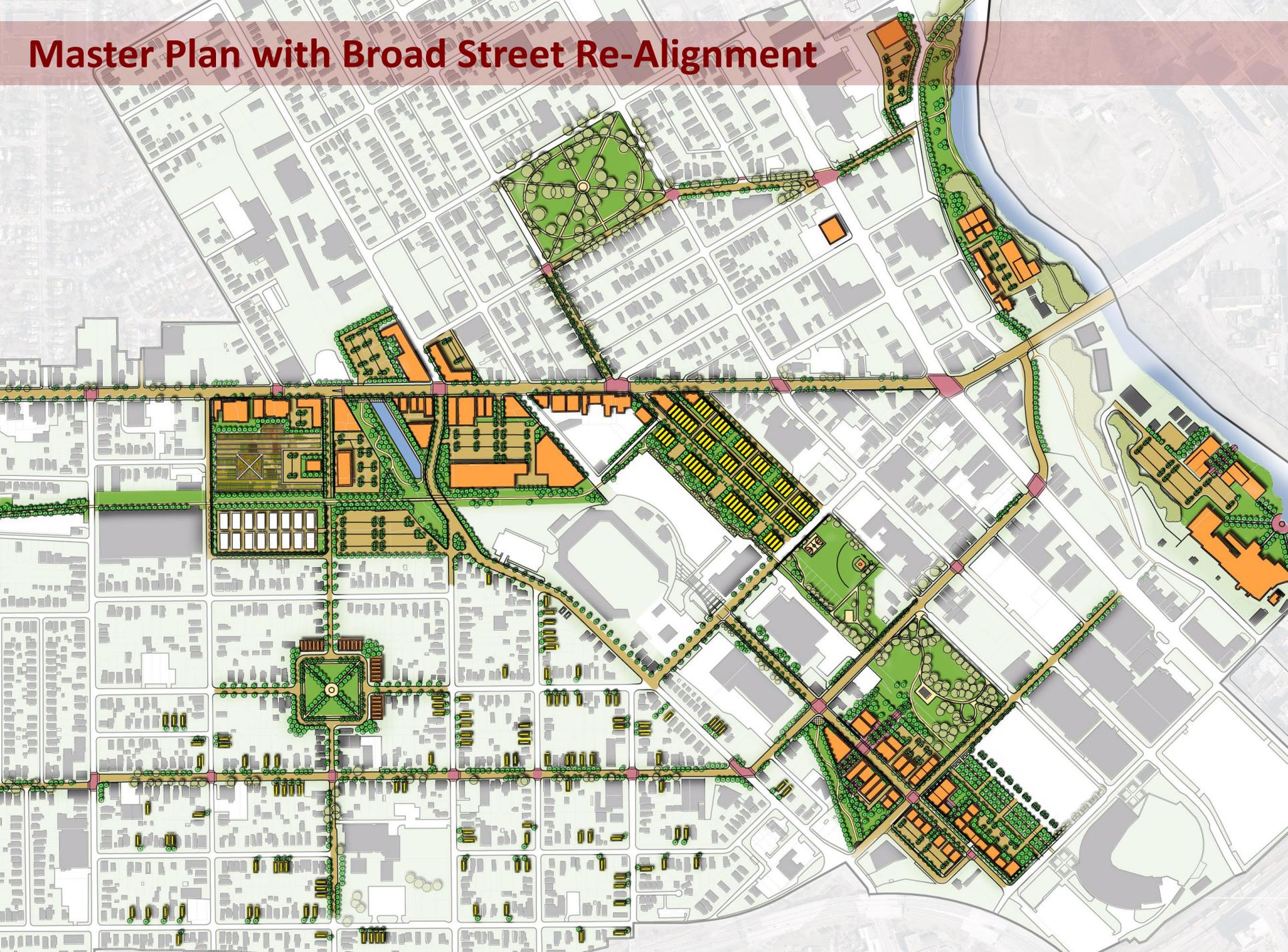
Mixing of façade treatments



Indoor / outdoor spaces



Master Plan with Broad Street Re-Alignment



Canal Interpretation & Water Feature

Adaptive reuse of historic waterfront building



Restored Canal / water feature



Outdoor amenities include seating and interpretive displays



Recommendations & Strategies

- **Policy & Regulatory Recommendations**
 - Zoning Updates
 - Enforcement of Property / Building Code
 - Increase Police Patrols
- **Residential Strategies**
 - Neighborhood Based Initiatives (City/Neighborhood)
 - Public / Private Partnerships
- **Continued Community Engagement**
 - Education Based Outreach
 - Public / Private Partnerships
 - Engage Stakeholder

Questions?

Ideas.

Discussion.



Urban Agriculture & Neighborhood Revitalization

Urban Agriculture

Growing Food, Community and Jobs

Rust Belt Cities, like Rochester, are transforming their previously industrial, disinvested neighborhoods into leading examples of the Urban Agriculture Movement. With an overabundance of vacant and underutilized properties, much of it contaminated from former uses, communities are putting this land to productive use by feeding themselves, their communities and the economy.

Green City Growers, Cleveland

- Worker-owned, for-profit cooperative
- 3.25 acre greenhouse on 10.7 acre brownfield site
- 24 Full-Time employees
- Year-round fresh lettuce to local institutional clients
- Subsidiary of Evergreen Cooperatives – dedicated to wealth building, job creation and community stabilization



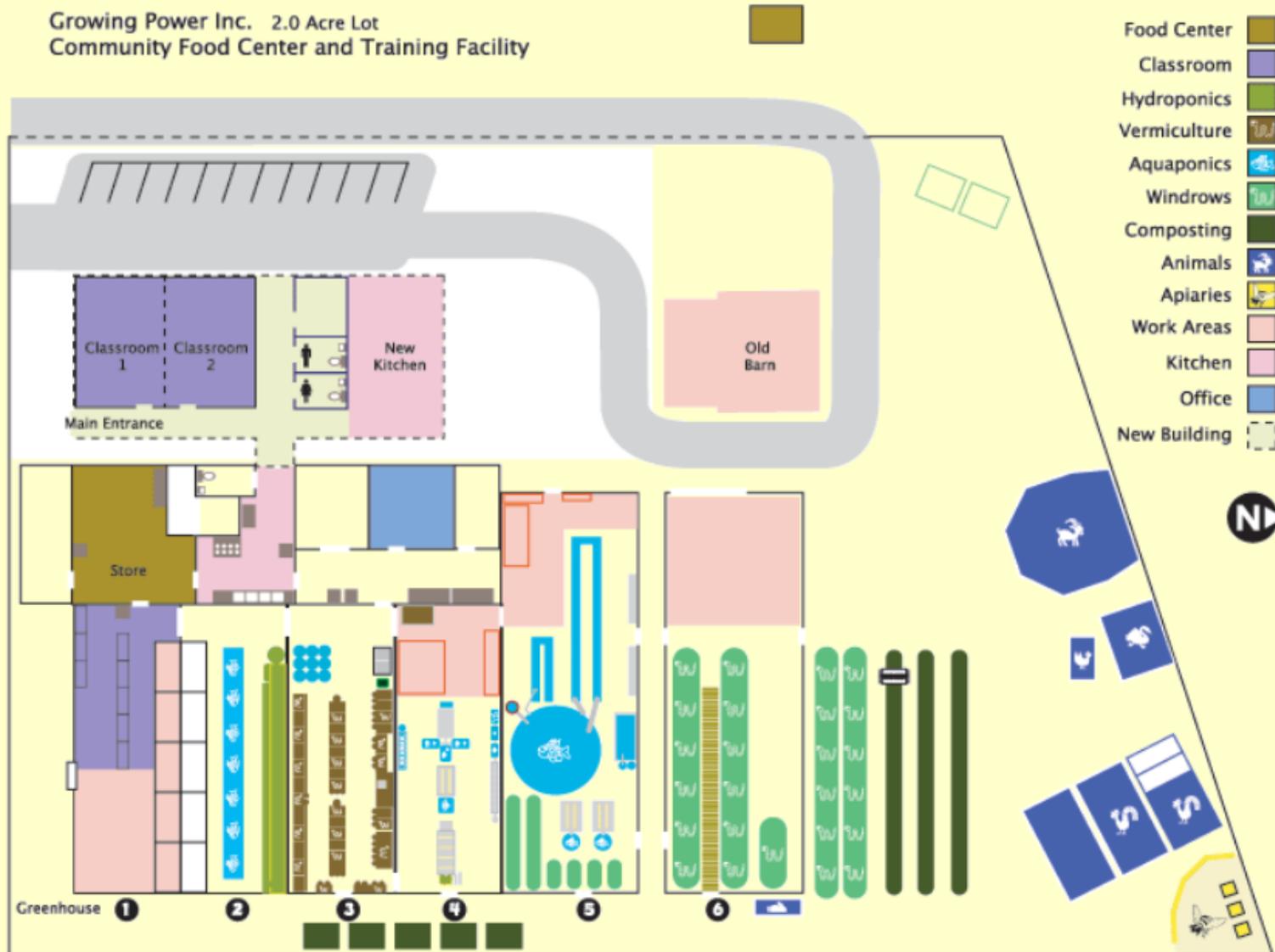
Growing Power, Milwaukee

- Nationally recognized non-profit organization and land trust
- Headquartered at a 2-acre educational farm
- Over 200 acres of rooftops and vacant lots transformed into food production sites
- Training for low-income residents
- Demonstrations and training in sustainable growing methods



Growing Power, Milwaukee

Growing Power Inc. 2.0 Acre Lot
Community Food Center and Training Facility



- Food Center
- Classroom
- Hydroponics
- Vermiculture
- Aquaponics
- Windrows
- Composting
- Animals
- Apiaries
- Work Areas
- Kitchen
- Office
- New Building

W Silver Spring Dr.

Greensgrow, Philadelphia

- Non-profit organization
- A capped, one-acre brownfield site in a low-income urban area
- Food access issues addressed through mobile markets and SNAP farm shares
- Urban Farm is a national leader in sustainable farming methods
- Educational programs promote food production in the city
- Shared kitchen for production of value-added farm goods and food industry entrepreneurs



Why Urban Agriculture Here?

HEALTH

- Increase community's access to healthy, affordable food through farm shares, farmers' market and direct participation
- Encourage healthier eating and physical activity for participants
- Address community goals: green space, beautification, employment, food access and redevelopment

WEALTH

- Community Development through stronger partnerships
- Skill building & education
- Strengthen local economy by retaining community money spent on food and increasing spending power
- A range of employment & job training opportunities

PROSPERITY

- Low cost, transformative redevelopment
- Decrease crime & vandalism
- Decrease supply of vacant & underutilized land
- Improved connection between open spaces & trail system
- LYLAKS becomes a leader in the local food and urban agriculture movement

Urban Agriculture Considerations

- **Additional studies required**
 - Approach of project depends on results of soil testing
- **Redevelopment parcels are privately owned**
 - Property owner participation is required
- **Public investment required to spur private investment**
 - City government needs to see the value of urban agriculture as a permanent use that improves neighborhoods and the local economy
 - Zoning reforms to allow for the sale of urban farm products, ensure land security for urban farmers and recognize agriculture as a suitable urban land use
- **Support for project from surrounding neighborhoods**
- **Community based organizations willing to play a role in community engagement and action**

The Master Plan and Urban Agriculture

Assumptions

- The City is in favor of fostering urban agriculture on vacant and underutilized properties
- Targeted parcels are deemed suitable for food production
- Private properties are available for implementation



Short-Term Actions / Further Study

- **Develop Work Plan and Business Strategy** – What is best ownership/management model for the City of Rochester & LYLAKS Neighborhood?
- **Establish partnerships within neighborhood, city and potentially national organizations.** Who are the Key Partners?
- **Clean-up and initial programming on Orchard Whitney site.** Reserve a permanent portion of the growing space for community use.
- **Recognize limitations** to large-scale capital investments during initial phase – focus on amending the soil and establishing outdoor annual crop production.
- **Continue to monitor success stories!**

Potential Partnerships

- Wegmans
- FoodLink
- Charles Settlement House
- University and Medical Institutions: U of R, RIT, MCC, SUNY Brockport...
- Good Food Collective/Headwater Foods
- Cornell Cooperative Extension
- City School District
- Rochester Roots
- Healthy Kids Healthy Communities
- Groundworks
- GrowGreen Rochester
- RochesterWorks!
- Lots of Food



Long-Term Actions and Opportunities

- Expansion of site to include 3-acre parcel south of the Trail
- Convert the land adjacent to both sides of the Trail into a Food Forest
- Construct semi-permanent or permanent structures
- Expand customer base for farm goods



Long-Term Actions and Opportunities

- Production of value-added goods harvested from the farm
- Expand job training by opening a café on or near the site that sources goods from The Orchard
- Expand job training to allow for “graduates” to establish their own plots on the main site or on satellite sites in the neighborhood
- Establish a food hub





Next Steps

- Refine Master Plan (Aug/Sept)
- Develop Recommendations and Implementation Strategy (Aug/Sept)
- Committee Meeting (Oct)
- Submit Final Draft Nomination (Oct)
- Application for Project Advancement (Fall 2013)
- SEQR (Oct/Nov)



GardenAerial Presentation