

THE FUTURE OF CITY DEVELOPMENT SITES ON LAKE AVENUE & EAST MAIN STREET



HIGHLAND PLANNING
Better Dialogue. Better Decisions.



**Clementine
Gold Group**

August 2021

Team

This process is being managed by the City Planning Office. The City has engaged a consulting team to assist in documenting the past, present, and possible future of these sites, and to talk with the public about their perspectives.



Highland Planning's staff combines deep experience in public engagement with a wide range of expertise in communications, planning, and analysis. From our base in Rochester, New York, we have managed outreach and communications campaigns across upstate New York and beyond.



Clementine Gold Group was founded in the need of addressing major cultural shifts within the workplace due to changing demographics in the United States. As the nation shifts to a plurality, we feel the urgency to address workplace culture to ensure it is one that is inviting, inclusive and equitable for all.

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Table of Contents

page

4

Introduction

page

5

History & Site Selection

page

8

Public Input & Site Prep

page

12

Current Status & Site Info

page

13

Potential Future of the Sites

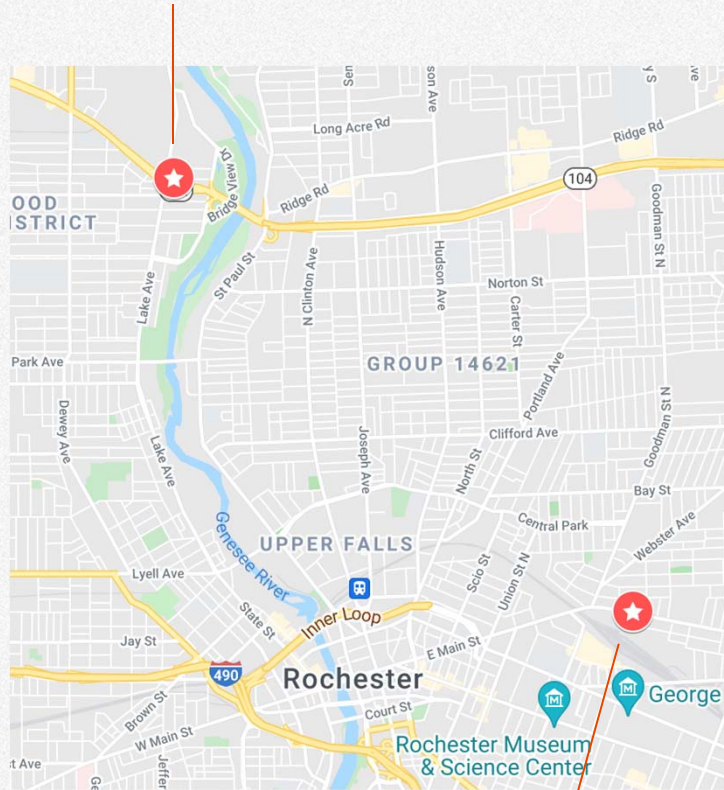
page

14

How to Get Involved

Introduction

Lake Ave site



East Main Street site

The purpose of this document is to share information about two sites that were planned for new RPD Section Offices and Neighborhood Service Centers (NSCs) for the Lake Section/NW Quadrant and Goodman Section/SE Quadrant.

Since 2015, the City has invested significant time and resources into identifying the sites, engaging community members, preparing the sites for redevelopment, and working with City departments to design facilities that meet their specific needs.

The events of 2020 prompted City Council to put the City's redevelopment plans on hold.

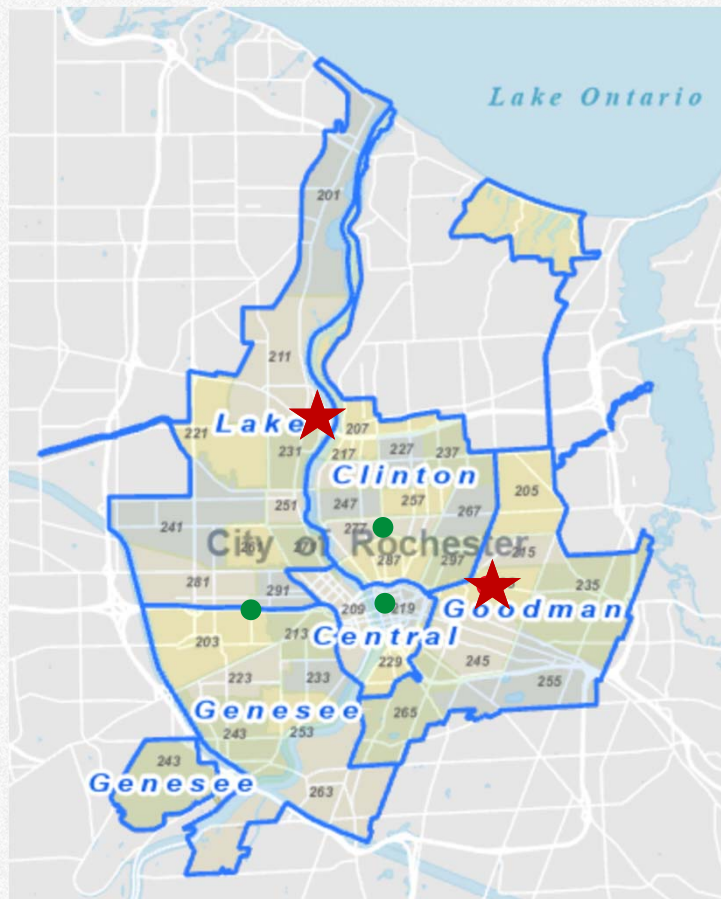
Today, the City is seeking community perspectives to inform how we should move forward with these sites. Community input will be considered alongside a number of other factors that also inform the needs and feasibility of different scenarios.

This document contains high-level information about the two sites, including why and how they were selected for RPD/NSC offices, past public engagement, information about the status of both sites, some potential paths forward, and opportunities for community input.

It is intended to help you understand the context for these sites as you share perspectives and input to inform future decision-making.

History & Site Selection

RPD's Current Five Patrol Sections
(implemented in 2015)



● Existing RPD Offices

★ New Proposed RPD
Offices

2015 RPD Re-Organization to Bring Police Closer to the Community

In 2015, Mayor Warren re-organized the Rochester Police Dept. (RPD) from a 2-Division East Side-West Side patrol model (with 1 small patrol office downtown) to a neighborhood-based patrol model with 5 Sections (see map) and 37 neighborhood beats in order to support community policing goals.

To fully implement the re-organization, RPD needed to move from 3 offices to 5 so that each Section would have an office within the Section. This would require 2 new offices – 1 for the Goodman Section, which didn't have an office within the Section, and 1 for the Lake Section, whose office was located at the Section's far southern boundary.

Needs Assessment & Site Selection

From 2016-2018, the City conducted an extensive needs assessment to review existing RPD facilities, assess their needs, and identify potential sites for future Section offices.

The needs assessment looked at a range of options, including existing buildings that could be rehabbed, sites for new construction, sites where the City could lease facilities, and sites where the City could own and build new facilities to meet its specific needs.

During this time, the City also identified a need for improved and better-located Neighborhood Service Center (NSC) offices in the Northwest (NW) and Southeast (SE) Quadrants. The City proposed co-locating new NSC facilities with the new RPD Section Offices to further connect RPD and NSC services in support of community policing goals.

Criteria were used to assess the viability of 22 different sites in the Goodman Section and 25 different sites in the Lake Section.

The minimum requirement for site selection was that potential sites could accommodate buildings and parking areas that met the functional, operational, and safety/security needs of RPD and NSC staff. In addition, the City wanted to prioritize sites that were centrally located within the Section, highly visible and accessible to the surrounding neighborhoods, and that supported redevelopment of underutilized vacant land in the city.

Ultimately the needs assessment identified and proposed the two sites on Lake Ave and East Main Street as the best fit for new RPD and NSC offices in these areas (see map).

History & Site Selection



History & Site Selection



Public Input & Site Preparation



Public Meeting to discuss the Goodman Section/SE Quad Site, held at the Thomas P. Ryan R-Center in October 2018 (34 attendees)



Public Meeting to discuss the Lake Section/NW Quad Site, held at the Edgerton Ballroom in August 2018 (49 attendees)

Public Outreach and Input

Once the needs assessment identified the Lake Ave and East Main St sites in 2018, the City held a public meeting in each area to share information about the sites, including the reason and process for selecting them, and to gather community feedback.

- The presentation given at the Lake Section/NW Quadrant public meeting can be seen [here](#).
- The presentation given at the Goodman Section/SE Quadrant public meeting can be seen [here](#).

Feedback received at the public meetings was mostly positive:

- At the Lake Section/NW Quadrant meeting, positive feedback outweighed negative feedback by more than 4:1.
- At the Goodman Section/SE Quadrant meeting, positive feedback outweighed negative feedback by more than 3:1.

Site Acquisition and Pre-Development

Based on the positive feedback received at community meetings, the City began to move forward and get the sites ready for new facility development.

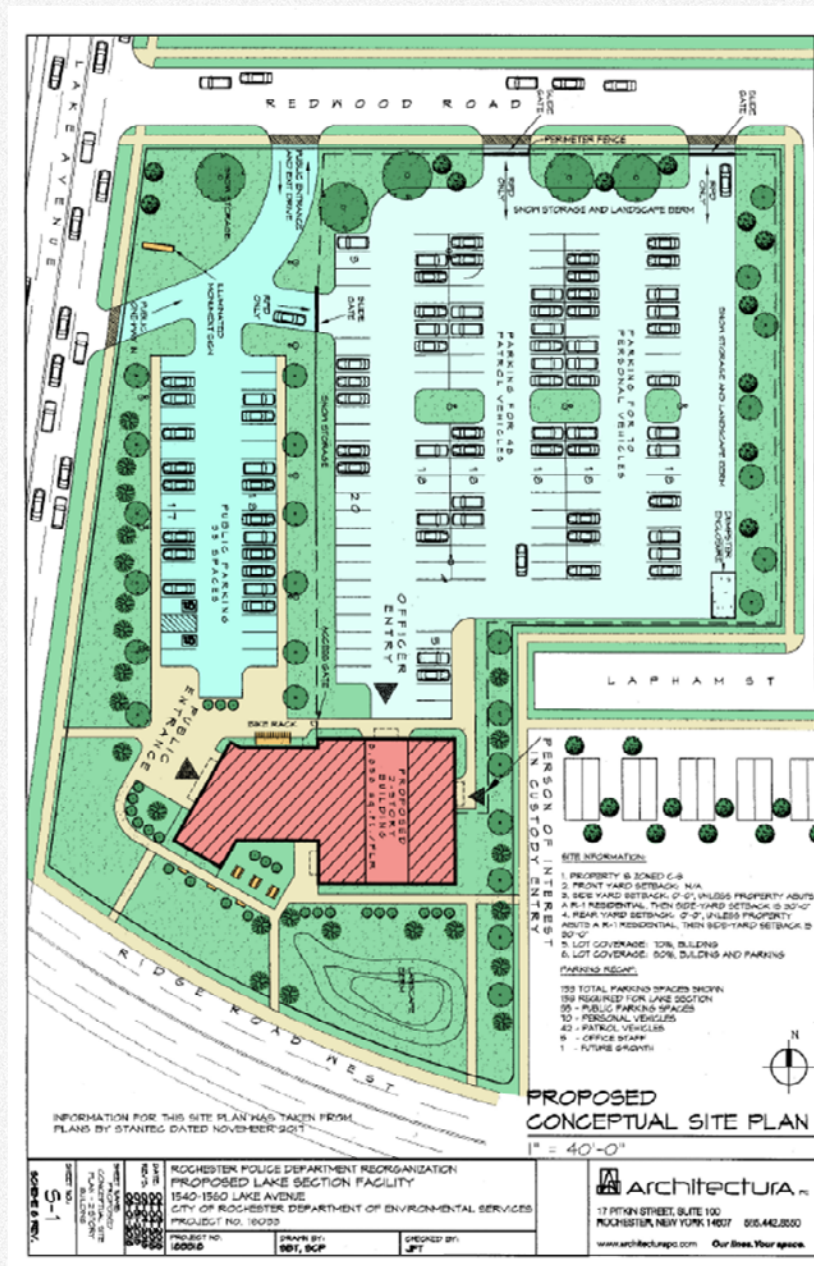
Both sites required significant work and investment, including acquisition, demolition, relocation, environmental clean-up, facility design, engineering, etc.

The Lake Ave site includes an area that is enrolled in NYS' Brownfield Cleanup Program. A preliminary design for the facility on this site was developed (see pg. 9) and environmental clean-up is underway. Once clean-up has progressed further, this site can proceed with additional community input and refined site plan/building design.

The East Main Street site moved forward more quickly and made significant progress. Five (5) additional public meetings were held, which informed the site plan and building design. Final design was completed in June 2020 (see pgs. 10-11) and the site was ready for construction. In August 2020, City Council approved funding to construct the new Goodman Section/SE NSC Office at the East Main Street site.

Public Input & Site Preparation

Preliminary Site Plan Concept for the Lake Avenue Site



Public Input & Site Preparation



Final Site Plan Concept for East Main Street Site

Public Input & Site Preparation



Final Building Design Concept for East Main Street Site

Current Status & Site Information



Lake Avenue Site



East Main Street Site

Current Status

In September 2020, City Council repealed its funding approval for construction of the Goodman Section/SE NSC Office after learning about the death of Daniel Prude. New RPD/NSC facility development is now on hold, awaiting future direction.

RPD is still operating out of its 3 existing Section Offices – Goodman Section officers report to the Upper Falls Office, which is located in the Clinton Section, and Lake Section officers report to the Jay Street office, which is at the Section's far southern boundary. The SE NSC is still working out of its existing office (320 N Goodman Street), and the NW NSC has moved into a temporary space (400 Dewey Avenue).

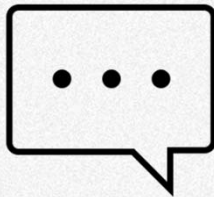
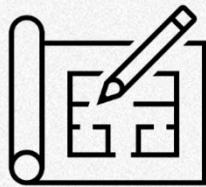
Site Information

It is helpful to know some additional information about the sites as we think about what kind of redevelopment is possible.

| | East Main Street Site | Lake Avenue Site |
|----------------------------------|--|---|
| Status | Vacant land | Vacant land |
| Parcel Addresses | 1200-1252 East Main Street and 1-10 Laura Street | 1540-1560 Lake Avenue |
| Size | 2.6 acres | 3.2 acres |
| Current Zoning | West of Laura St C-2 East of Laura R-2 | C-3 |
| Rochester 2034 Placemaking Plan* | West of Laura St FMU East of Laura MDR | FMU |
| Environmental | West of Laura St has been cleaned-up to a standard that only allows commercial/industrial development. | 1560 Lake is being cleaned-up to standard that only allows commercial/industrial development. |
| Current Ownership | All parcels are City-Owned | 1540 is City-owned. City has a contract to acquire 1560. |

*Rochester 2034 Placemaking Plan boundaries are approximate

Potential Future of the Sites



There are several different options for how to move forward at the two sites and the City is currently seeking input to inform its decision-making.

For now, *the City is looking for input on the following options:*

- **Move forward to implement the previous plan for new RPD Section Offices co-located with NSC Offices at the two sites:** For the East Main site, this would involve Council approval to provide funding for construction of a new Goodman Section/SE NSC Office. The design concept is final, and the project could be put out to bid soon after funding is approved. For the Lake Ave site, this would mean moving forward with additional community engagement meetings, facility design, funding, and construction once additional environmental clean-up work has progressed and 1560 Lake Ave is acquired by the City.
- **Modify the previous plan and build facilities with a new mix of City services:** It may be possible to design a new type of City facility that co-locates a larger or different mix of City services and functions. In addition to RPD and NSC services, the Department of Recreation and Human Services (which now includes Animal Services) may have functions that make sense to co-locate at these sites. *Note* – these sites were selected to optimize the functional, operational, and safety/security needs of RPD and NSC, so the feasibility of adding or changing the mix of services would need to be evaluated before decisions are made. *Additional Note* – if it was determined to not include RPD Section Offices at these sites, RPD would continue to operate out of their existing facilities.

Two other options exist that may be considered, depending on how things evolve:

- *No Action:* If no action is taken, the sites will likely remain in their current state for the foreseeable future, and RPD and NSC continue to operate out of their existing facilities.
- *RFP the sites for private mixed-use redevelopment that generates new tax revenue:* Use a competitive RFP process to select a commercial, industrial, or mixed-use developer to redevelop the sites and bring them back onto City tax rolls. *Note* – under this scenario, RPD and NSC would continue to operate out of their existing facilities.

How to Get Involved

Before deciding how to move forward with these sites, the City is circling back with the public to understand their perspectives and gather input.

In August and September of 2021, the City will be conducting several engagement efforts, including an online survey, pop-up input events, and public meetings.

Exact venues and dates are currently being planned. You can sign up to the email list [here](#) to learn about these opportunities once details are finalized.

We look forward to hearing from you!

Online Survey



Pop-up Events



Public Meeting

