

**Table of Contents** ..... 2

**Introduction** ..... 3

**Development Summary**

    Aerial Photo ..... 4

    Land Use Map..... 5

**Site Plan Vignettes** ..... 6

**Design Guidelines**

    Neighborhood Mixed – Use ..... 7

        General Design Character..... 8

        Site Design Features ..... 9

        Architectural Vocabulary .....10

        Materials & Colors ..... 11

        Key Building Elements ..... 12

        Signage ..... 13

Canal Front Mixed – Use ..... 14

    General Design Character ..... 15

    Site Design Features ..... 16-17

    Architectural Vocabulary ..... 18

    Materials & Colors ..... 19

    Key Building Elements ..... 20

    Signage ..... 21

Commercial ..... 22

    General Design Character..... 23

    Site Design Features ..... 24

    Architectural Vocabulary..... 25

    Materials & Colors ..... 26

    Key Building Elements..... 27

    Signage..... 28

Residential..... 29

    General Design Character ..... 30

    Site Design Features ..... 31

    Architectural Vocabulary ..... 32

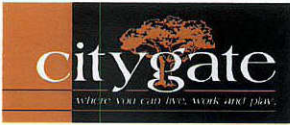
    Facades..... 33

    Materials & Colors ..... 34

    Key Building Elements ..... 35

    Signage ..... 36





These **Citygate** Design Guidelines will ensure a high-quality mixed-use style development that promotes pedestrian access and connectivity, a complementary architectural vocabulary, multi-modal transportation opportunities, the integration of open space and public gathering areas, and enhances access to the Erie Canal and waterfront opportunities.

The **Citygate** development will provide the City of Rochester and Town of Brighton with an exciting opportunity to offer residents and visitors an attractive new community that seeks to fill existing gaps in the area related to housing, goods and service availability, and access to public amenities, such as the Erie Canal. **Citygate** will be a diverse but complementary mix of residential and non-residential uses, including a variety of multi-family housing options, retail, office, hotels, and recreational and open space opportunities. The proposed range of uses is supported by the site's strategic location and proximity to a number of large community service uses, including University of Rochester, Monroe Community Hospital and the Monroe Community College.

**Citygate** will be a unique and compelling individual community within the larger communities of Rochester and Brighton where residents and visitors will truly have the opportunity to live, work, and play. It is a development that understands and incorporates sustainable land use initiatives and encourages pedestrian activity and interactions. The goal of **Citygate** is to foster human interactions and to create a better living environment for not only those who will live there, but for those who will visit as well.

Gathering areas, public amenities, multi-use trails, green space, and easy access to a wide range of goods and services will help define and distinguish **Citygate** from other developments within the City and the Town. The vision for **Citygate** is to truly become the most desirable place to live, work, and play in Rochester, Brighton, and beyond.