

draft

Marketview Heights

URBAN

RENEWAL

DISTRICT

PLAN



DRAFT 2-28-2014

Marketview Heights Urban Renewal District Plan

Prepared For: City Of Rochester Department Of Neighborhood & Business Development

February 28, 2014

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1. Project Description

1.1 Background Information

Bordering Downtown, the Marketview Heights neighborhood is located in the Northeast Quadrant of the City of Rochester and spans from North Street east to North Goodman Street, and from the Inner Loop north to Clifford Avenue. Home to the Rochester Public Market, so close to Downtown, and with the benefit of an organized community group, the Marketview Heights Collective Action Project (CAP), the City chose Marketview Heights to be the Northeast Quadrant neighborhood recipient of targeted funds and comprehensive revitalization through the City's Focused Investment Strategy (FIS).



Figure 1. Marketview Heights Neighborhood Context Map

The Focused Investment Strategy selected an area within South Marketview Heights as the designated FIS Area in the neighborhood. As Figure 2 indicates, the FIS boundary begins at the Inner Loop, heads north on Scio Street, cuts east along the rail to North Union Street where the boundary reaches north to include the Rochester Public Market, then heads south to meet Prince Street before following East Main Street back to the Inner Loop. Between 2008 and 2013, the Marketview Heights FIS Area was the subject of detailed analyses to establish baseline existing conditions, coordinated planning efforts, and a host of revitalization initiatives that included community organizing, blight removal and vacant land reclamation, urban gardening, land acquisition, housing infill and rehabilitation according to FIS design standards, public art, and streetscape improvements.



CAP's Sofrito Garden at the corner of Lewis and North Union streets



99 Woodward Street, before and after facade improvements made possible by FIS

However, despite marked progress, and visible, tangible change for the better, investment by the City and other community partners, including the Collective Action Project community group (CAP) staffed by PathStone Corporation, a major housing provider in the area, Marketview Heights remains challenged by Rochester's drug trade and other illicit activity. The 2009 *Marketview Heights FIS Area Recommended Strategies* report suggested that the City explore the possibility of creating an Urban Renewal District (URD) to enable the use of eminent domain as an acquisition option, particularly in areas long-plagued by illegal drug sales and use, prostitution, and gambling.

In 2011, the City of Rochester created the Marketview Heights Urban Renewal District (MVH-URD). The 60-acre District encompasses a portion of the FIS Area and includes the residential blocks bound by the railroad tracks to the northwest, the Inner Loop to the southwest, the parcels on both sides of Scio Street to the west, and parcels on both sides of Union Street to the east. The URD also captures parcels on the north side of East Main Street extending three blocks east from the Inner Loop to Prince Street. See Figure 2.

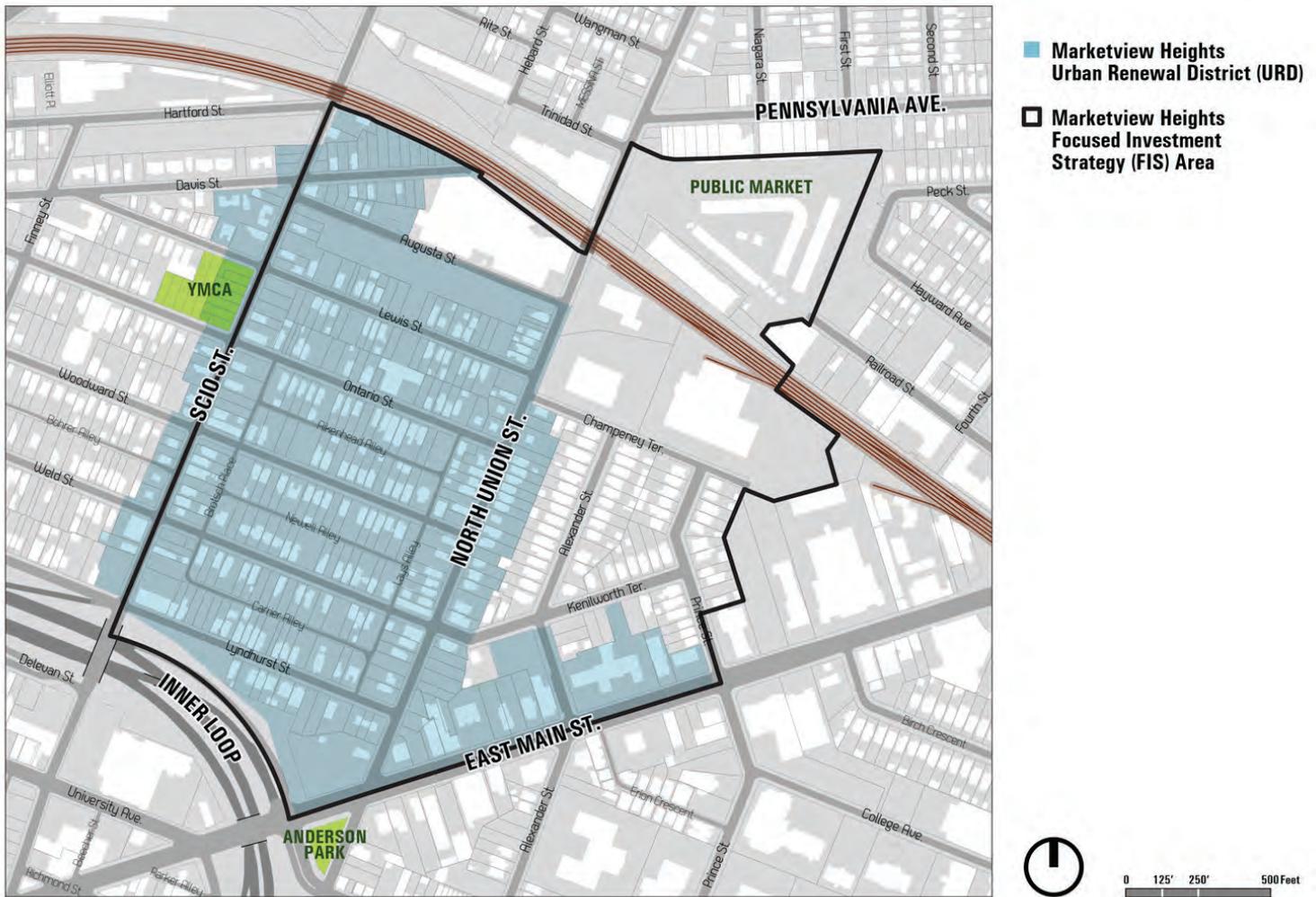


Figure 2. Marketview Heights Urban Renewal District Location Map

In 2013, the City of Rochester retained a consultant team led by Interface Studio LLC, an urban planning and design firm, to develop an Urban Renewal District Plan for the Marketview Heights URD. Interface Studio's charge was to build upon the extensive planning work that precedes this *Urban Renewal District Plan* (see Figure 3) and work with neighbors convened as members of a project Steering Committee and the larger Collective Action Project to develop a market-driven, strategic action plan for the URD that takes into account ongoing development initiatives and ultimately guides the implementation of the community's vision (see Section 2.1) for the Marketview Heights URD.

Implementation of the redevelopment plan proposed in this *Marketview Heights URD Plan* will also advance each of the City priorities outlined by the Warren administration:

1. Neighborhood Revitalization

The goal of this *URD Plan* is comprehensive neighborhood revitalization. The action strategies seek to:

- > Remove blight
- > Continue residential infill development to reinforce stable blocks
- > Catalyze transformative change on the most distressed block with a large-scale residential redevelopment project
- > Build a greater customer base for the Public Market and foster economic development by filling commercial vacancies on East Main Street
- > Complement private investments with public realm improvements that beautify the neighborhood and build pride, and
- > Support continued grassroots efforts to effect positive change in the neighborhood

2. Workforce Development & Jobs

The construction of the 75 new housing units within the Marketview Heights URD could support an estimated 180 new jobs for the estimated year-long construction process.¹ While those jobs are temporary, the *URD Plan* also highlights an opportunity to develop a kitchen incubator at the Public Market, offering a shared commercial kitchen for use by food business start-ups, business strategic planning to help area entrepreneurs establish and grow their businesses, and space to test new products among Market customers, thus supporting the potential creation of new businesses, which in turn create new jobs.

3. Public Safety

The strategies of this *URD Plan* promote improved safety in four main ways:

- > First, the redevelopment plan targets repeat nuisance properties, long recognized as centers of illegal activity. Redeveloping these parcels could reduce drug-related neighborhood crime by a significant amount, by disrupting patterns of criminal behavior in three key neighborhood locations that were responsible for 40% of Narcotics Calls for Service in the District in 2012.
- > Second, by continuing smaller-scale infill efforts along more stable blocks, the *Plan* seeks to build upon the work of the Focused Investment Strategy, which has already effected a 14.55% decrease in violent crime and an 8.8% decrease in property crime within the Marketview Heights FIS Area comparing 2006-2009 and 2009-2012.
- > Third, complementary strategies to secure underutilized alleys and invest in better lighting and other improvements to the public realm will restrict escape routes used by criminals and promote stewardship of these forgotten spaces by neighbors.
- > Fourth, the introduction of new, well managed, and denser housing will also contribute to community safety, especially with the network of organized neighbors participating in CAP and poised to welcome new residents as partners in effecting grassroots change.

¹ The estimated number of jobs supported by the main proposed redevelopment construction project is based on the following calculation:

- > Construction costs for 75 units at \$250,000 per unit = \$18,750,000.
- > Standard rule of thumb is 50% of construction costs goes to labor = \$9,375,000.
- > NY Department of Labor reports that in Monroe County, the median salary in construction is \$52,260 per year.
- > Assuming a year-long construction timeline, the project would support an estimated 180 jobs during construction, assuming the equivalent of a single-worker will spend a year working on the construction project.

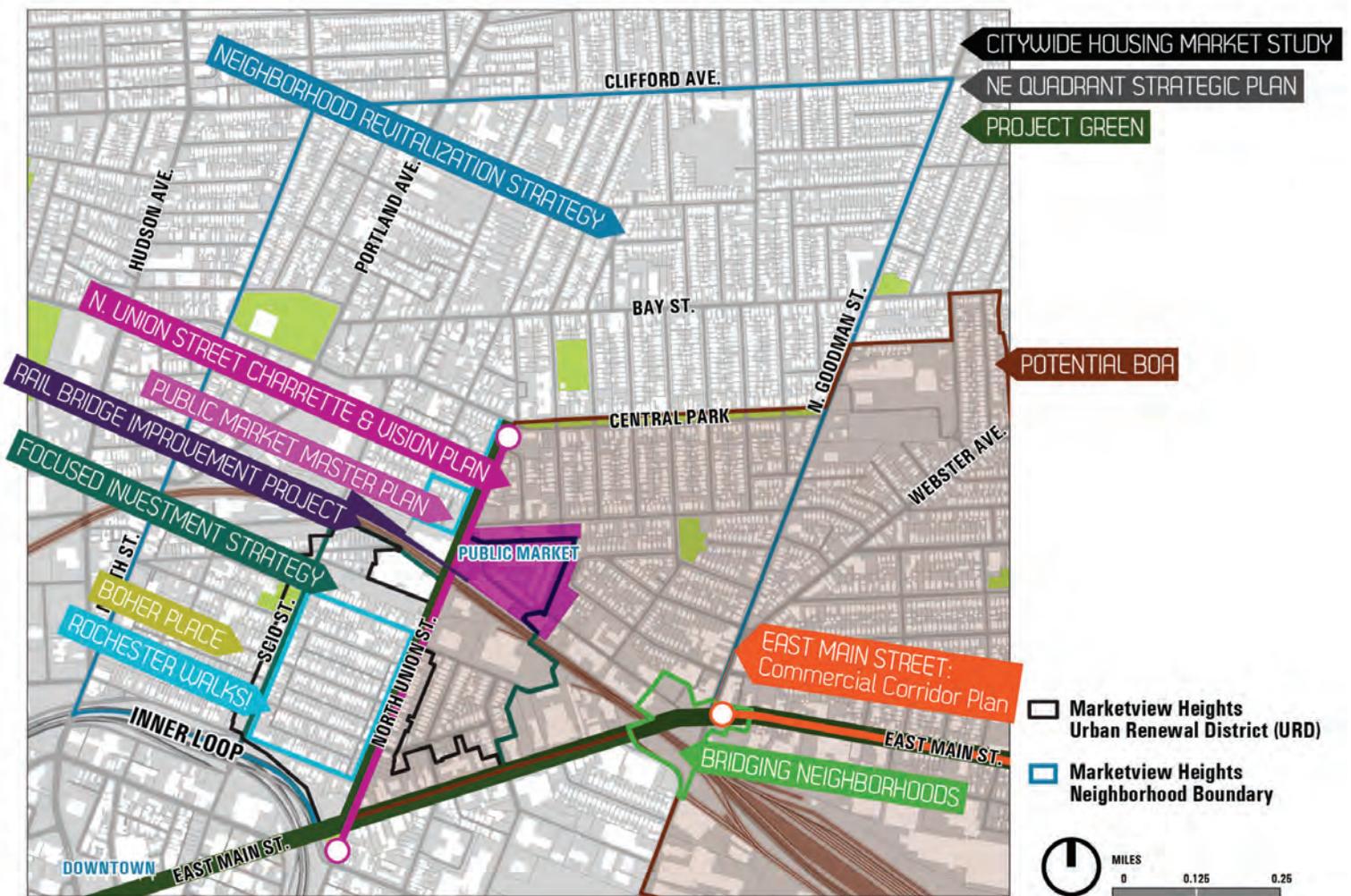


Figure 3. Prior Plans & Recent or Proposed Investments
 For a full list and summary of all of the plans reviewed in the context of this planning process, see Appendix IV.

4. Education

As the recommendations of the *URD Plan* focus on land use and redevelopment, there is no direct impact on education for Rochester’s youth. However, there are several ways in which the *URD Plan* will indirectly improve the landscape for youth and learning in the Marketview Heights neighborhood:

- > By removing blight, targeting crime, and fostering improved public safety, the *URD Plan* strategies will contribute to a more stable neighborhood for families and children, thus supporting healthier childhood development and strengthening the ability of local youth to concentrate and learn while in school.
- > By paving the way for transformative residential development along Lewis Street, on a block long plagued by the drug trade and other illicit activity, the *URD Plan* will disrupt patterns of criminal behavior and repopulate the block with new housing and new eyes on the street in close proximity to the Lewis Street YMCA and its adjacent park space, improving safety for children and families traveling to and from this community asset, which provides needed after-school and summer programming for children.
- > By making space for a tot-lot within the proposed new housing development, the *URD Plan* will create another safe play space where children can play and explore.

With the community's vision and the City's priorities thus aligned, this *Plan*, the *Marketview Heights Urban Renewal District Plan*, will be used to:

1. Direct continued revitalization efforts in the Marketview Heights URD
2. Guide funding decisions for development and other investment activities in the Marketview Heights URD, and
3. Ensure that all current and future activities and interests are consistent with the Plan's vision, which is in keeping with the community's vision and City priorities, for the Marketview Heights URD.

1.2 Legal Description

City of Rochester Urban Renewal District Designation

November 15th, 2011

Ordinance No. 2011-343

(Int. No. 391)

Designating Parcels To Be Known As The Marketview Heights Urban Renewal District

BE IT ORDAINED, by the Council of the City of Rochester as follows:

Section 1. The Council hereby finds and declares that the Marketview Heights area in the City of Rochester is substandard and insanitary and is appropriate for urban renewal in accordance with the provisions of Article 15 of the General Municipal Law of the State of New York, and hereby designates the same as an urban renewal area to be known as the Marketview Heights Urban Renewal District. The area generally includes properties within an irregularly shaped boundary generally including properties located on the west side of Scio Street from the Inner Loop to the railroad tracks, easterly along the railroad tracks and cutting over to Augusta Street running east, properties along the east side of North Union Street running south of Champeney Terrace to Kenilworth Terrace, then including properties on the north side of East Main Street and west of Prince Street, and then east of the Inner Loop from East Main Street to the west side of Scio Street.

Section 2. The Council finds that this area is blighted, deteriorated or deteriorating due to the presence of distressed and underutilized land, and that the conditions of the area are hampering and impeding proper economic development, and are inimical to the public health, safety, morals and welfare of the inhabitants of the City of Rochester and the State of New York. Designation of this area as an urban renewal area will permit clearance, planning and redevelopment activities to accomplish economic development objectives.

Section 3. This ordinance shall take effect immediately.

Passed unanimously.

2. Urban Renewal Objectives

The purpose of the *Marketview Heights Urban Renewal District Plan* is to outline a strategy and step-by-step action plan to reduce, eliminate, and prevent the spread of blight in the neighborhood and position key sites for redevelopment, thereby completing the work of the Marketview Heights Focused Investment Strategy and realizing the community's vision for the neighborhood.

The New York State General Municipal Law, Article 15 – URBAN RENEWAL, states that

“in order to protect and promote the safety, health, morals, and welfare of the people of the state and to promote the sound growth and development of our municipalities, it is necessary to correct such substandard, insanitary, blighted, deteriorated or deteriorating conditions, factors and characteristics by the clearance, replanning, reconstruction, redevelopment, rehabilitation, restoration or conservation of such [designated Urban Renewal District] areas.”

As such, urban renewal is an important municipal tool to be used strategically and with much discretion to plan for and enable catalytic change in areas of prolonged blight, deterioration, and underutilization. In Marketview Heights, urban renewal positions the City, through limited and strategic acquisition of vacant, deteriorated, underutilized, or long-term problem properties, to:

- > Assemble a redevelopment site, currently characterized by vacant and underutilized land, substandard housing, and rampant illicit activity
- > Accommodate market-driven residential development that reactivates underutilized land with a productive new use that supports rather than detracts from a healthy community
- > Reinforce the portions of the District already rebuilt or stabilized through FIS housing programs and the efforts of active and engaged neighbors and community stakeholders
- > Reinforce the City's substantial investment of resources over time through FIS
and
- > Further support the economic development initiatives underway at the Rochester Public Market and the residential adaptive reuse projects proposed for the Eastman Dental Dispensary and Corpus Christi buildings on East Main Street

2.1 Community Priorities and Vision

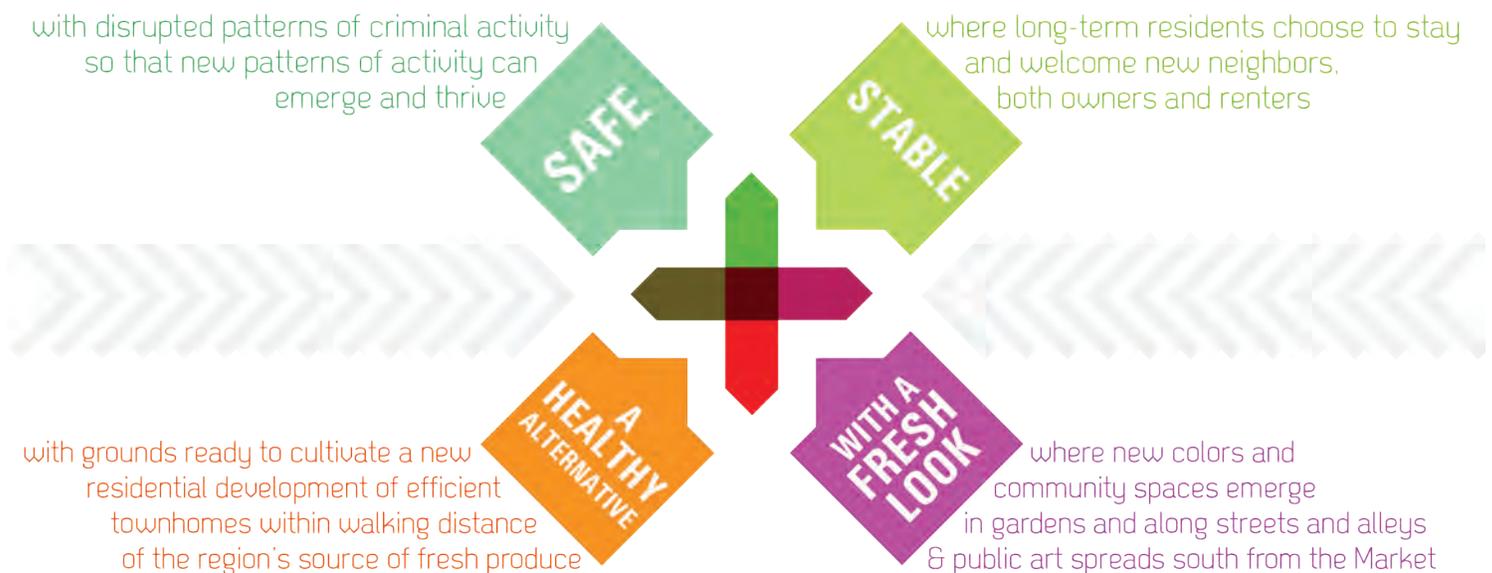
Given the many planning documents² that came before this *Urban Renewal District Plan for Marketview Heights* and all of the good organizing, planning, and revitalization efforts of neighborhood residents through the Marketview Heights Collective Action Project (CAP), this *Plan* aims to synthesize established vision statements with a new vision statement for the URD that not only guides urban renewal actions, but ensures that such actions support community priorities.

The vision statements of the following plans³ informed the vision statement for the URD:

- > 2006 *Marketview Heights Neighborhood Revitalization Strategy*
- > 2010-11 *Northeast Quadrant Strategic Plan*
- > 2012 *Public Market Master Plan*

The vision statement for the URD, drafted to capture the intent of prior plans and echo the community's stated vision for this portion of the Marketview Heights, is for a neighborhood that is:

- > **SAFE** – with disrupted patterns of criminal activity so that new patterns of activity can emerge and thrive
- > **STABLE** – where long-term residents choose to stay and welcome new neighbors, both owners and renters
- > **A HEALTHY ALTERNATIVE** – with grounds ready to cultivate a new residential development of efficient townhomes within walking distance of the region's source of fresh produce
- > **WITH A FRESH LOOK** – where new colors and community spaces emerge in gardens and along streets and alleys and public art spreads south from the Market
- > **A JUNCTION** – between Downtown and the Public Market with access to art, food, community, and the best that city living has to offer



The vision for the Marketview Heights Urban Renewal District

² See Appendix IV for a full list and summary of relevant prior planning documents.

³ See Appendix IV for additional detail on the vision statements put forth in prior plans.

2.2 Urban Renewal Actions

Implementation of the community's vision for the Marketview Heights Urban Renewal District will require the City of Rochester to undertake and enforce the following urban renewal actions:

Development

1. Eliminate substandard and deteriorated structures and other blighting influences in the URD
2. Acquire underutilized, vacant, and blighted properties in the URD for community and economic development purposes
3. Position City- and agency-acquired properties for private redevelopment
4. Attract new land uses to the URD that provide essential neighborhood services
5. Promote reuse of underutilized land and buildings consistent with the City's comprehensive plan
6. Increase the municipal tax base within the project area
7. Support continued economic development in and around the Rochester Public Market

Design

8. Enhance the safety of the built environment by adopting CPTED (Crime Prevention Through Environmental Design) principles within the redevelopment area and elsewhere in the neighborhood, including alleys
9. Enhance the quality of the built environment through an urban design that preserves neighborhood character, increases density, preserves walkability, and fosters livability through amenities such as off-street parking and safe outdoor play space
10. Implement FIS design standards through façade-repairs and new construction projects
11. Complement new development with investments in the public realm including lighting, public art, greening, and gardening

For additional details and illustrations of plan recommendations, see Section 3 on the Land Use Plan and Section 4 on Plan Implementation.

3. Land Use Plan

3.1 Stated Purpose, Approach & Program

The purpose of the *Marketview Heights Urban Renewal District Plan* is to outline a strategy and step-by-step action plan to reduce, eliminate, and prevent the spread of blight in the neighborhood and position key sites for redevelopment, thereby completing the work of the Marketview Heights Focused Investment Strategy and realizing the community's vision for the neighborhood. In addition to the development program recommended for the URD, the *Plan* includes recommendations for the public realm that will help ensure comprehensive revitalization by supporting improved public safety, preventing crime, building pride, changing perceptions, strengthening the connection to the Public Market, and empowering residents to continue their grassroots organizing and activism.

Appendix I includes a full analysis that establishes current baseline conditions within the District and identifies needs and opportunities for change. Figure 4, below, summarizes the assets and issues within the District at the time of the planning work. Figure 5 illustrates the redevelopment approach for the Marketview Heights URD, applying each goal of the vision to the locations in the neighborhood in need of continued investments for stabilization, interventions for improved public safety, large-scale redevelopment for transformative change, and public realm improvements that bring beauty and enhanced security to the neighborhood.

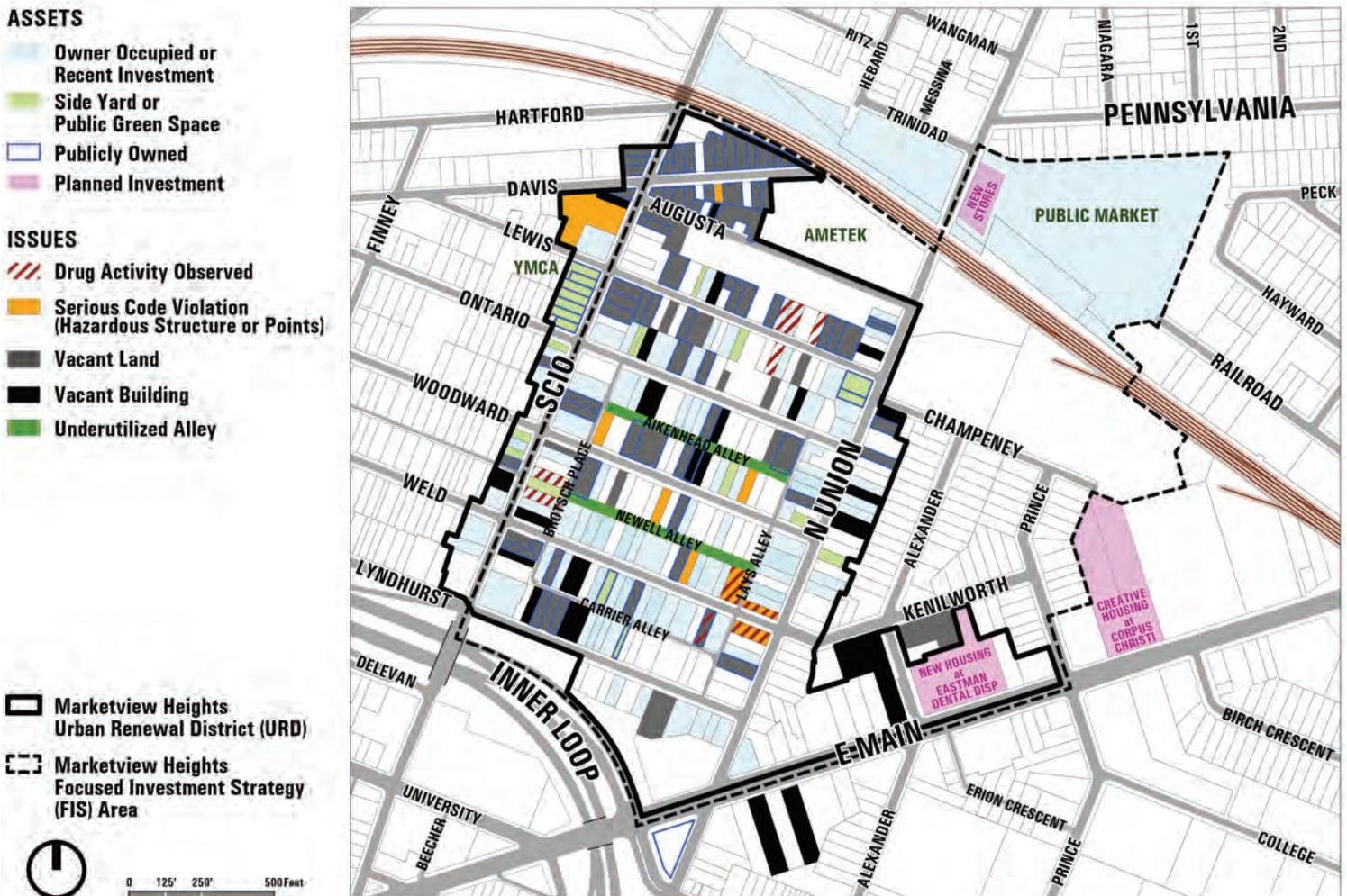


Figure 4. Summary of Issues and Assets Source: Field Survey and City of Rochester Data

The residential and commercial market study findings⁴ informed the land use recommendations and proposed redevelopment program.

- **CONTINUE RESIDENTIAL INFILL TO REINFORCE STABLE BLOCKS** – Utilize scarce public resources to maintain stability and reinforce FIS investments on Lyndhurst, Weld, and North Union Streets with continued infill of for-sale, single-family homes that meet FIS Design Standards and incorporate energy efficiency.
- **CATALYZE CHANGE WITH A LARGE-SCALE REDEVELOPMENT CLOSE TO THE PUBLIC MARKET** Seek a developer partner to build an affordable rental townhouse development of 50 units or more on a contiguous site near the Public Market. The development should introduce a new, efficient housing type that is a model of green architecture, meeting FIS Design Standards and achieving a “critical mass” to afford the area a new identity as a desirable, secure neighborhood.
- **DIRECT COMMERCIAL DEVELOPMENT INTEREST TOWARD THE PUBLIC MARKET** – There is opportunity to build in the Public Market to strengthen this key neighborhood asset. Potential new businesses include food-related specialty stores and restaurants or lounges with evening hours. A kitchen incubator could also thrive at the Market, offering a shared commercial kitchen for use by food business start-ups, business strategic planning to help entrepreneurs establish and grow their businesses, space to test new products, and a chance to spawn businesses that will create jobs.
- **RECRUIT A CHAIN PHARMACY OR OTHER COMMERCIAL OPERATOR FOR A VISIBLE SITE ON EAST MAIN STREET** – The commercial market study identified market demand for a chain pharmacy, and there is a visible, vacant site with parking at 770 East Main Street. New housing developments planned for East Main Street will only boost market demand for a business of this type. However, other types of commercial development proposed for this site also merit consideration.

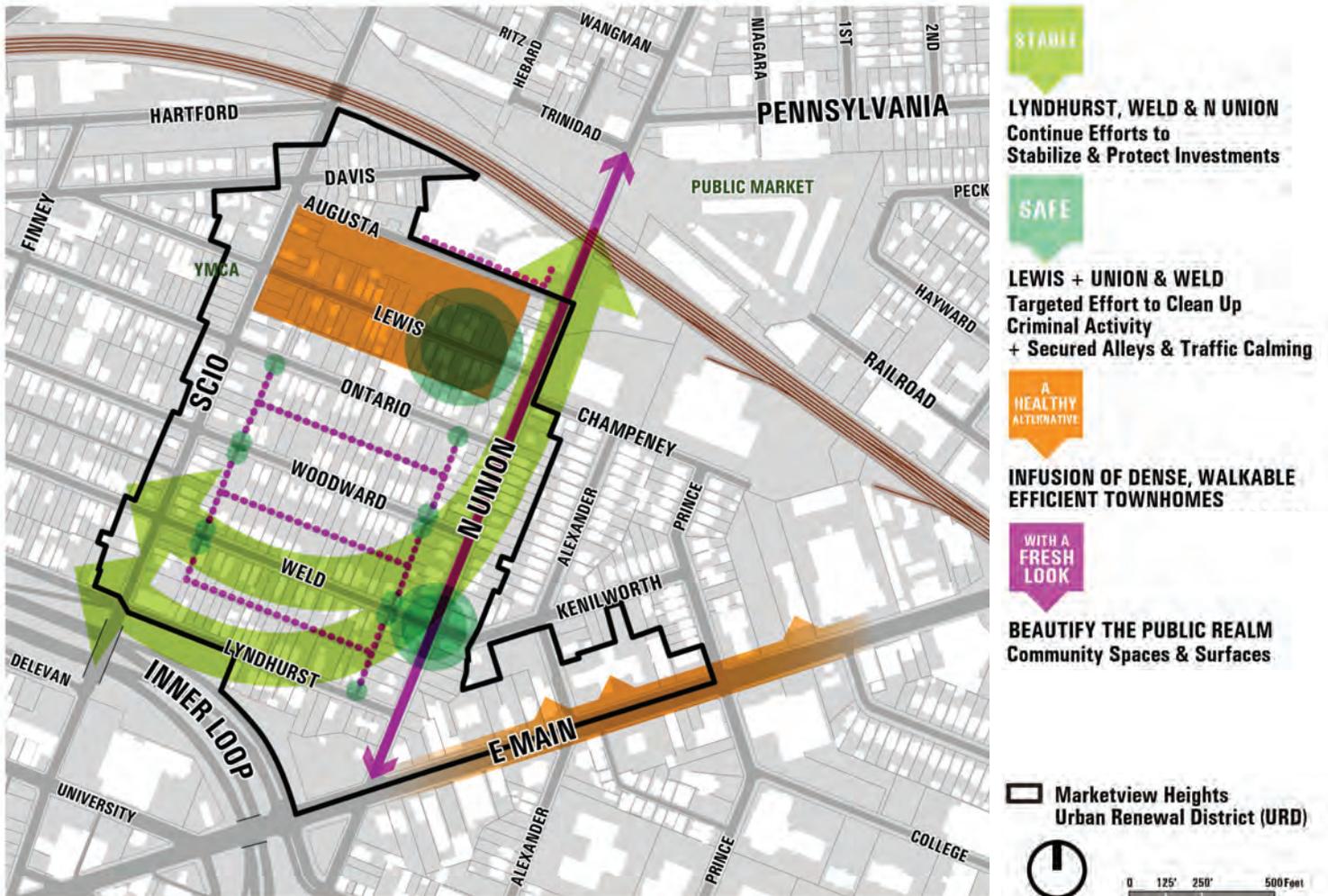


Figure 5. Approach to Redevelopment

⁴ See Appendix III for the full market study report by Real Estate Strategies.

3.2 Land Use Map

At the time of the field survey in 2013, just over half the land area in the URD was residential. The second largest land use in the URD is vacant land, comprising 17% of the parcel area. Commercial uses can be found bordering the URD, along Scio and North Union streets; however most commercial activity exists on East Main Street and at the Public Market. Along the rail, there is currently an active industrial business, Ametek, separating the neighborhood from the Public Market.

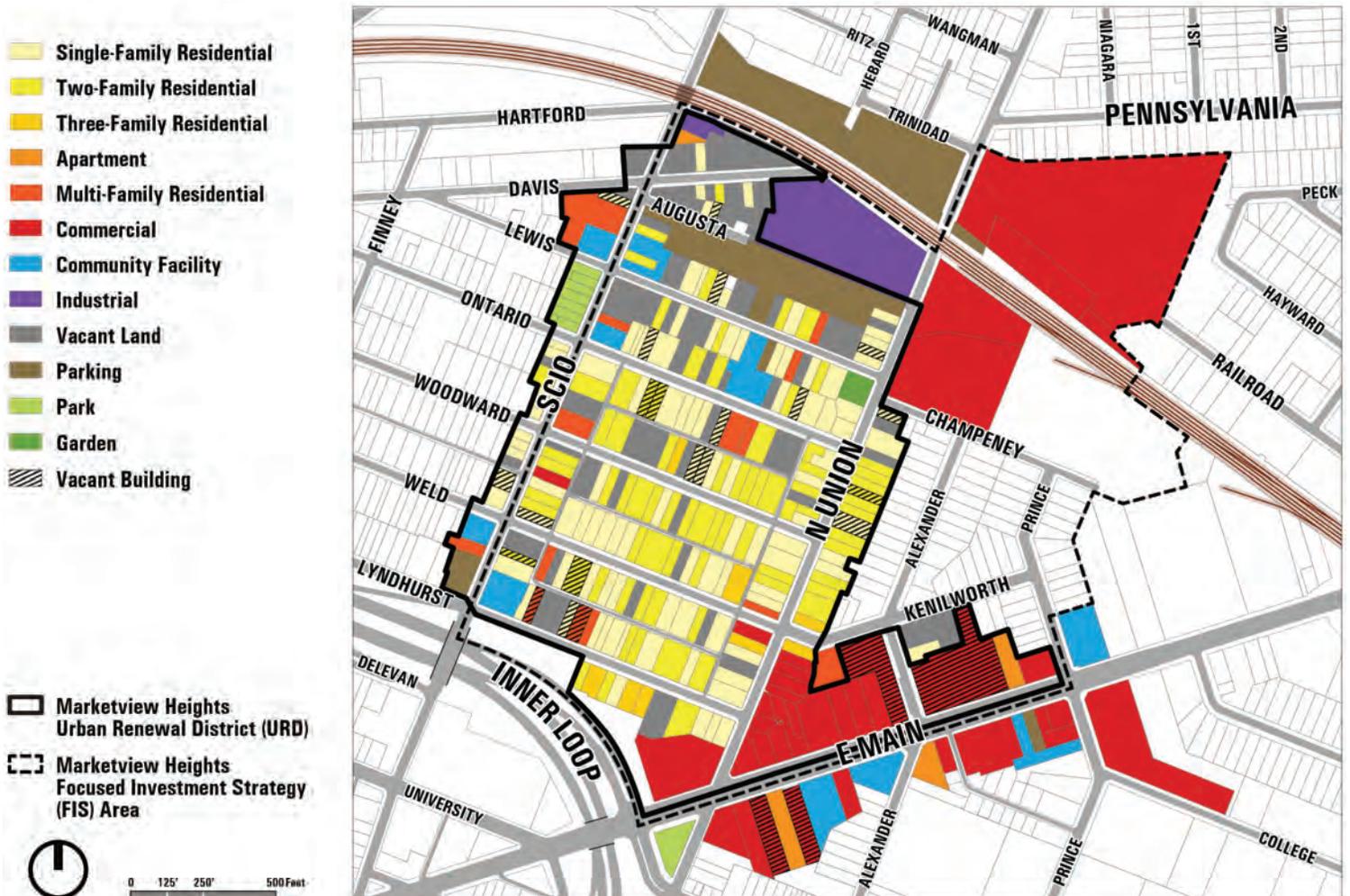


Figure 6. Existing Land Use Map, 2013 Source: Field Survey, June 2013

The proposed land use map includes infill residential development at a range of scales, from single-family homes on isolated vacant land parcels on otherwise strong residential blocks to a large-scale mixed-income multi-family rental development along Lewis Street. The large-scale development would require land acquisition as well as a land swap; the large parking lot currently servicing Ametek would be relocated to the area north of Augusta Street along the rail and behind Ametek's existing building. All other land uses in the area will remain the same. Should the land swap with Ametek not prove feasible, Appendix I includes an alternative development scenario (Figure 39 on Page 66).

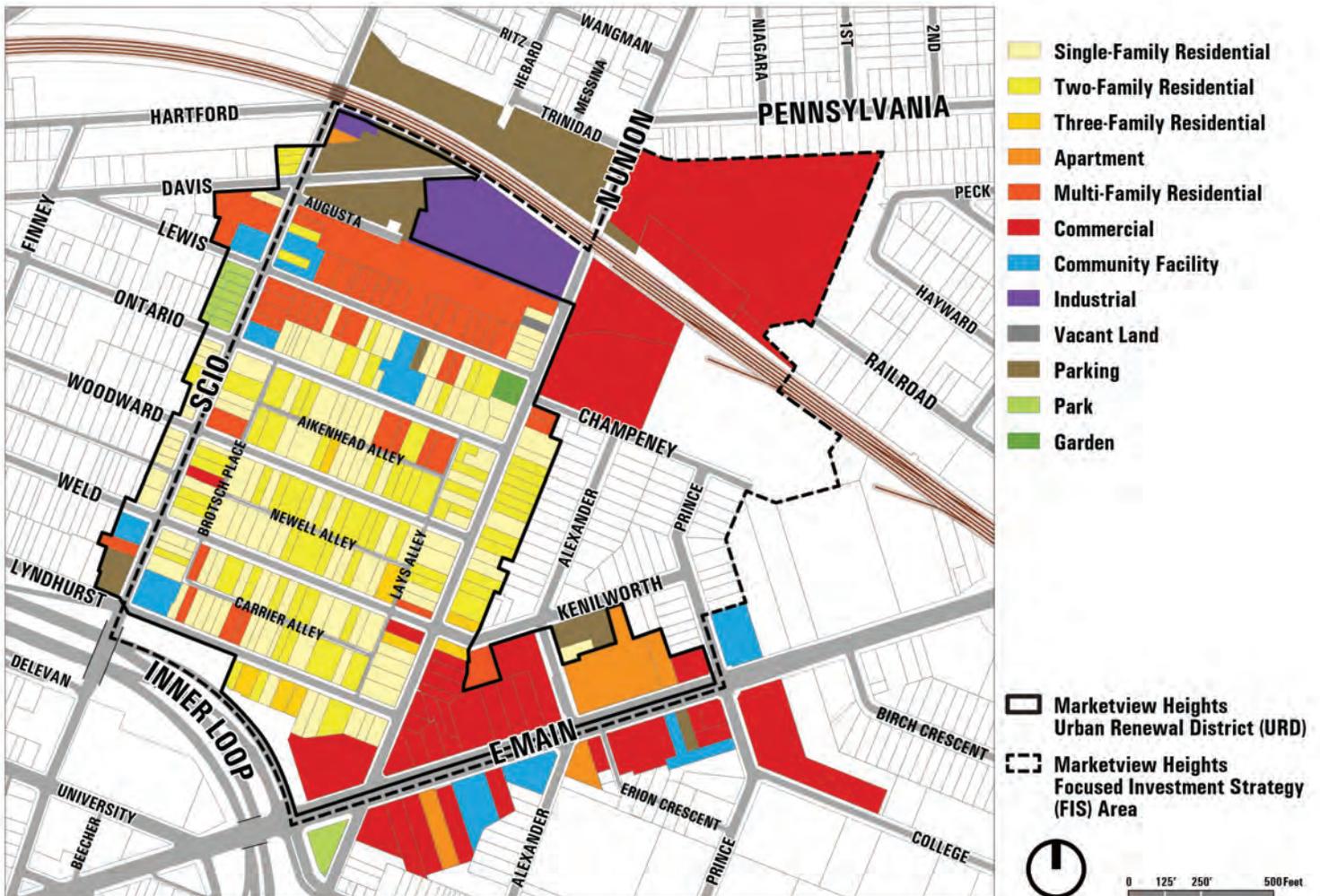


Figure 7. Proposed Future Land Use Map

3.3 New URD Zoning Regulations

Implementation of the proposed future land use map will require the following zoning considerations:

- **PROPOSED SINGLE FAMILY INFILL DEVELOPMENT** All proposed single-family detached units are within an existing R-2 District; therefore no zoning changes will be required for these sites. However, 11 out of 24 lots identified for infill do not meet the R-2 minimum lot area for detached homes (5,000 SF) and would require a variance. Proximity to Downtown, the Public Market, and the redevelopment site on Lewis Street justifies this proposed density.
- **PROPOSED PHARMACY OR OTHER COMMERCIAL REDEVELOPMENT ON EAST MAIN STREET** The pharmacy or other commercial use proposed for 770 East Main Street currently resides in the Center City District; therefore no zoning changes will be required.
- **PROPOSED MIXED INCOME HOUSING TAX CREDIT DEVELOPMENT** The proposed multi-family housing development between Lewis and Augusta streets is currently zoned both R-2 and M-1. All currently residential sites are zoned R-2, while Ametek's parking lot [251 North Union Street] is zoned M-1. To accommodate the proposed redevelopment plan (Figure 11 on page 19), the portion that is currently zoned M-1 should change to R-2 to allow for new residential construction.

The main site of the conceptual design, north of Lewis Street, (see Figure 12 on page 23) meets all R-2 lot, area, and yard requirements; for those 57 townhouse units, no deviations from R-2 would be required when adopting the Marketview Heights URD description into the Zoning Code. As drawn, the building lot coverage is 28% (R-2 has a maximum 35% lot coverage), and the building setback is 20

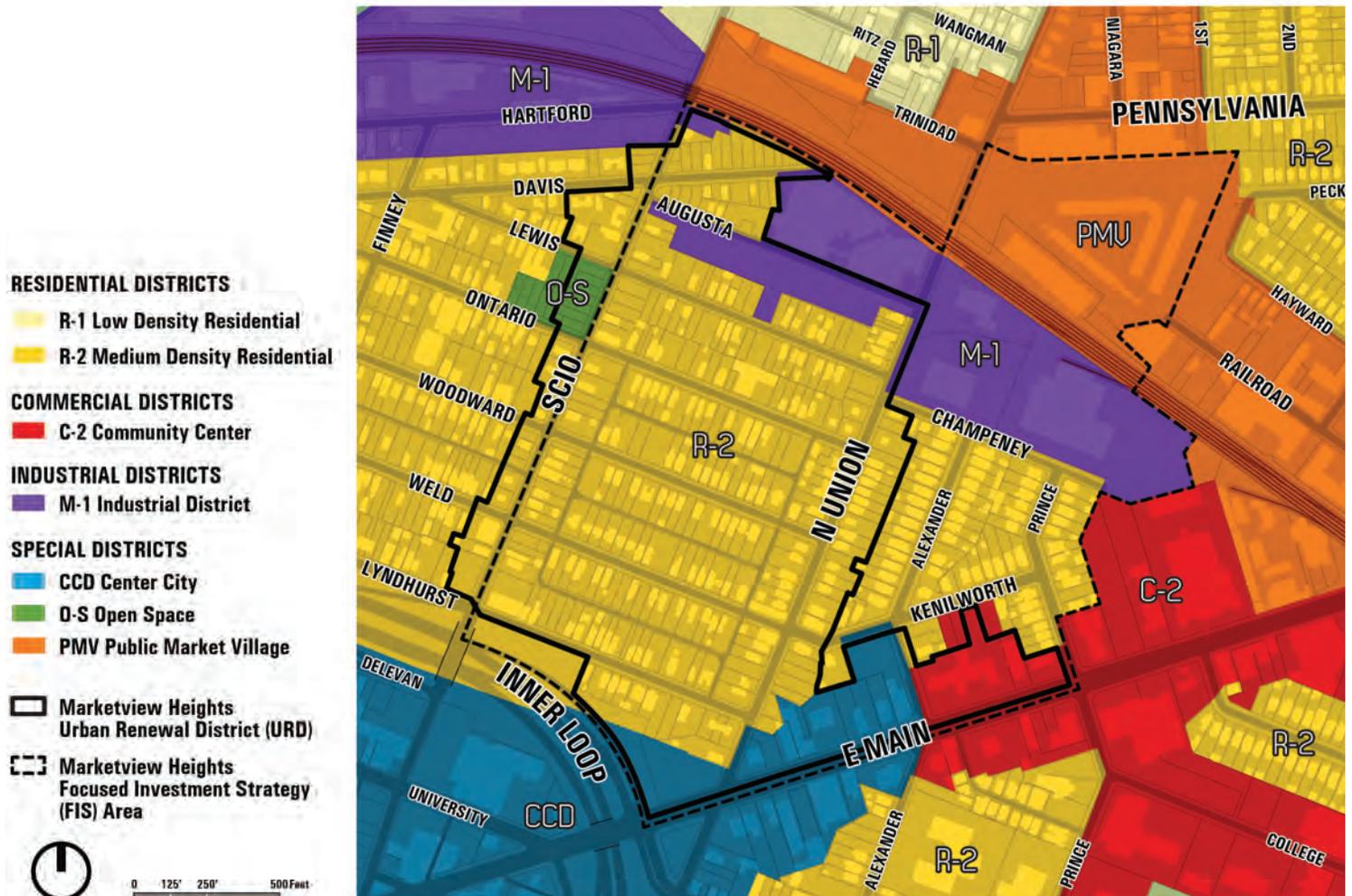


Figure 8. Existing Zoning Map, 2003

feet from the curb (also permitted in R-2). There is no minimum lot frontage for multi-family or three or more attached units.

However, 15 out of 18 of the remaining scattered-site townhouses on the south side of Lewis and southeast corner of North Union and Champeney would require variances because the aggregate parcel area does not meet the minimum lot area of 3,000 SF per unit.

> PROPOSED PARKING LOT FOR AMETEK The redevelopment plan calls for new housing construction atop Ametek’s existing parking lot and proposes that a replacement parking lot be built west of Ametek’s building, repurposing the vacant land between Augusta Street and the rail corridor. These parcels are currently zoned R-2. Though ancillary parking lots are allowed by Special Use Permit in R-2 zones, the proposed future zoning map recommends rezoning the parcels required for the replacement parking lot from R-2 to M-1 to provide Ametek with the same level of service and allow for the combination of the separate parcels (that host Ametek’s building and new parking area) into a single property. The ancillary parking lot will be subject to Article XVIII § 120-131 of the Zoning Code.

Beyond land use and site design that meets the Zoning Code, continued infill housing construction and renovation as well as larger-scale residential redevelopment should meet the established FIS Design Standards which offer guidelines on material choice, encourage repair of original elements over replacement where feasible, and emphasize improvements that respect and reinforce the historic character of the neighborhood’s built form in addition to its public realm. Furthermore, per City and community priorities, all new construction should be energy efficient; developers are also encouraged to adopt the 2011 *Enterprise Green Communities Criteria*⁵ for site and building design.

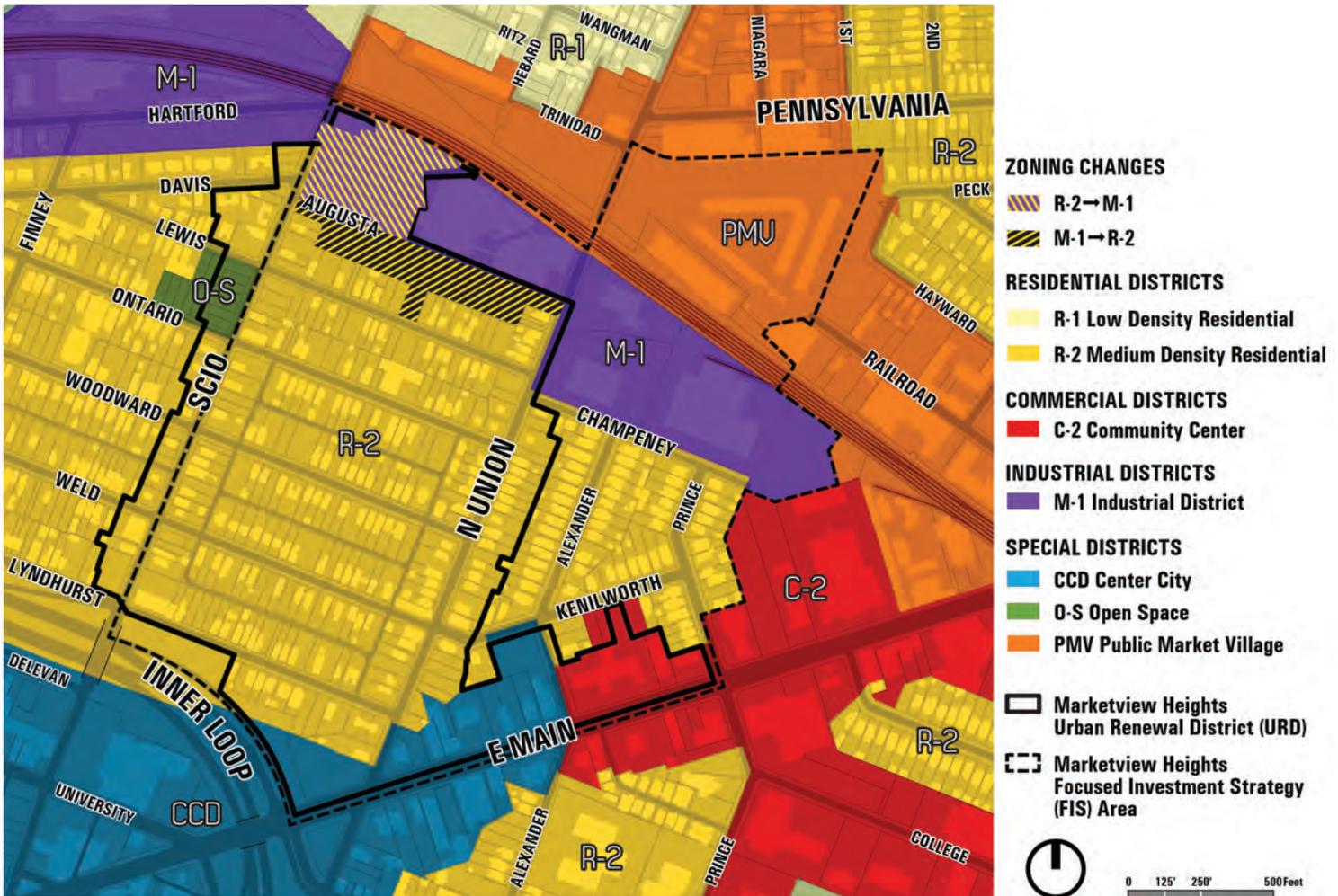


Figure 9. Proposed Future Zoning Map

5 Available for download here: www.enterprisecommunity.com/solutions-and-innovation/enterprise-green-communities/criteria

4. Plan Implementation Matrix

The recommendations for implementing the *Marketview Heights Urban Renewal District Plan* fall into three categories: recommendations that pertain to (1) site assembly and preparing the land, (2) redevelopment, and (3) public realm improvements. As described in Section 1.1, all actions address one or more of the Warren administrations’s four stated priorities: neighborhood revitalization, jobs, public safety, and education.

4.1 Site Assembly

Before redevelopment can move forward, the City, in conjunction with community partners, will need to do extensive groundwork to enable the *Plan* to move forward. The first series of recommendations address outreach to involved parties, site acquisition of 18-34 parcels, and land clearance through the demolition of 24 blighted structures. For detailed information on individual parcels, see Figure 10 on page 18 (Land Acquisition and Disposition Map) and Section 4.6 (Parcel Specific Implementation Matrix).

PHASING		DESCRIPTION	
4.1.1	Conduct outreach with affected property owners	Ongoing	The planning process for the Marketview Heights URD Plan included meetings with the Steering Committee & public meetings with CAP. These stakeholders vetted the proposed redevelopment plan, but as implementation moves forward, the City and its community partners will need to have preliminary conversations with individual owners of affected properties.
4.1.2	Begin conversations with Ametek regarding land swap	Feb 2014	Ametek’s existing parking lot parcel is 2.62 acres and contains 224 parking spaces. The total area for the new parking lot parcel is 2.75 acres including the Davis Street right-of-way, which would be struck to accommodate the new parking lot. The new parking layout can still accommodate Ametek shipping with a wide drive aisle and provide 310 parking spaces (86 more spaces than currently exist). This new lot can also provide Public Market parking on the weekends while Ametek is not open for business.
4.1.3	Address resident relocation	Year 1	In addition to the conversations with Ametek, the City will need to undertake an open and transparent process with community members whose properties will be directly affected by the redevelopment. The City must communicate the laws and steps governing eminent domain and just compensation covered by the City (certain relocation expenses for homeowners and buy-outs at appraised value of the property).
4.1.4	Acquire private parcels	Year 1	The majority of the parcels needed to construct a new parking lot for Ametek are publicly owned. Only 5 additional parcels would need to be acquired for this development. For the Lewis Street development, the City would need to acquire 13 privately-owned parcels in addition to the Ametek lot. Note: the infill and rehab strategy affects an additional 16 privately-owned parcels; acquisition costs not included in estimate.
4.1.5	Demolish blighted structures atop redevelopment sites	Year 1	There are 6 parcels on Davis and Augusta that each host a building and thus require demolition for the Ametek parking lot. Of the 13 parcels on Lewis Street to be acquired for the multi-family housing site, 10 host a building requiring demolition. Note: the residential and commercial infill strategies identify 8 other structures for potential demolition.
4.1.6	Re-zone land as necessary to facilitate land swap	Year 1	The site proposed for multi-family housing between Lewis and Augusta is currently zoned R-2 and M-1. All currently residential sites are R-2, while Ametek’s parking lot is M-1. To accommodate redevelopment, the portion currently zoned M-1 should change to R-2. Similarly, the land being swapped for Ametek’s parking lot should be changed from R-2 to M-1 to provide Ametek with the same level of service.
4.1.7	Execute land swap with Ametek	Year 1	Once both parties have signed an MOU regarding the City’s obligation to build a new parking lot East of Scio between Augusta and the rail line, and after the land has been rezoned accordingly, the City and Ametek should execute the proposed land swap.

PARTNERS	POTENTIAL SOURCE OF FUNDS	DELIVERABLES	ESTIMATED COST
City of Rochester, Northeast Neighborhood Service Center, Collective Action Project	--	Signed letters of understanding and acknowledgment of information received (buy out process, relocation assistance, etc.)	--
City of Rochester: Neighborhood & Business Development, Department of Environmental Services, Ametek	--	MOU detailing agreement reached detailing City's obligation to build new parking lot in exchange for land swap that facilitates greater redevelopment potential	--
City of Rochester: Neighborhood & Business Development, CAP	CDBG	Information packet for property owners about proposed acquisition explaining laws, process, and just compensation	\$35,000 per household based on Erie Harbor relocation
City of Rochester	FIS Resources (cash capital, CDF, CDBG)	5 private parcels acquired to facilitate new parking lot of Ametek; 13 private parcels acquired to facilitate transformative redevelopment along Lewis Street	Total Assessed Value: 5 Parking Lot Parcels: \$88,400 13 Lewis Street Parcels: \$293,300
City of Rochester	FIS Resources (cash capital, CDF, CDBG)	16 cleared parcels (6 for the parking lot site, and 10 for the multi-family residential site)	\$228,000 (based on \$14,250 average FIS demolition cost per structure, 2009-2012)
City of Rochester	--	Updated zoning map	--
City of Rochester, Ametek	--	Transfer of property ownership, as City assumes ownership of current Ametek parking lot while Ametek assumes ownership of parcels and right-of-way East of Scio between Augusta and the rail line.	--

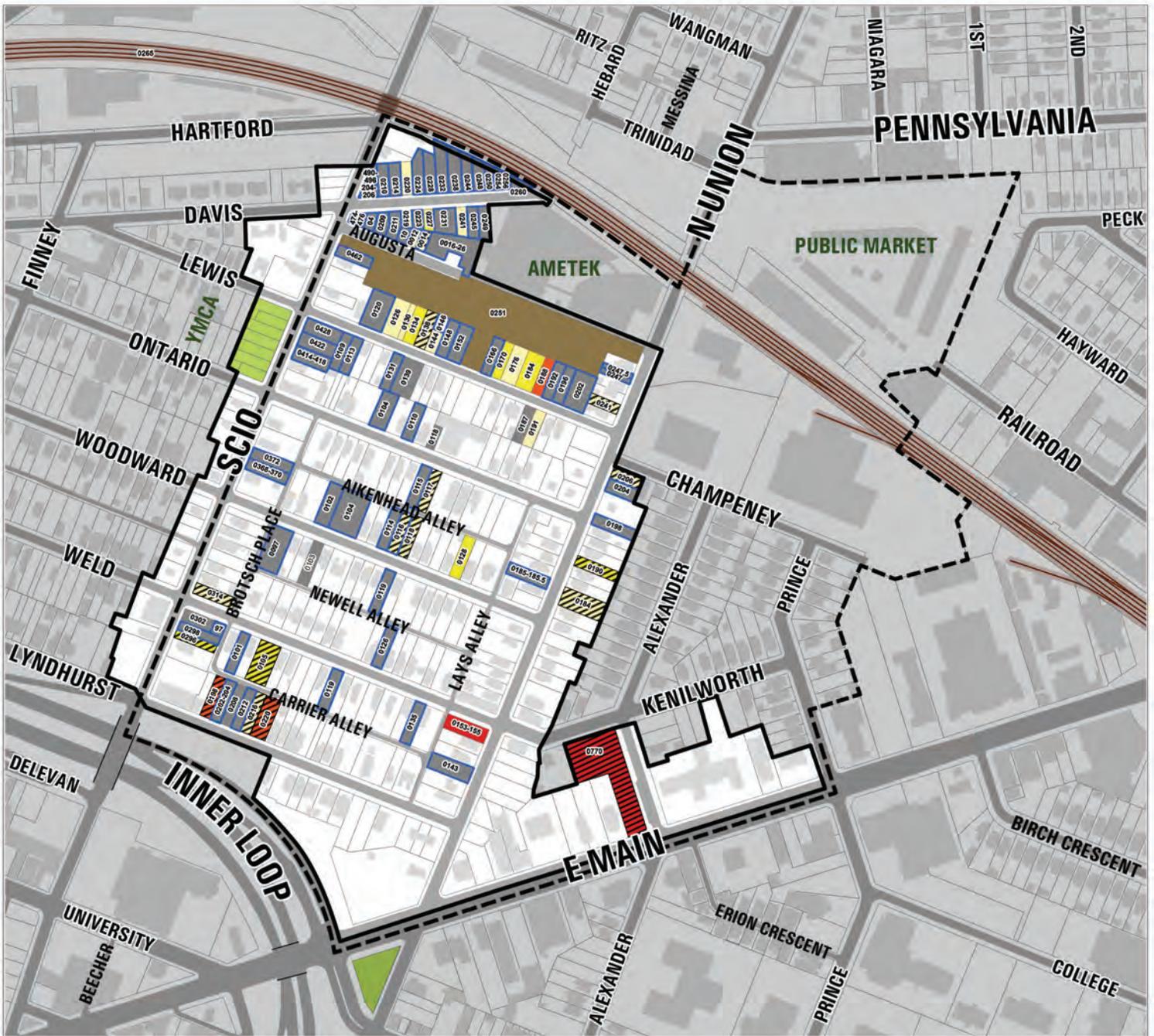


Figure 10. Land Acquisition and Disposition Map



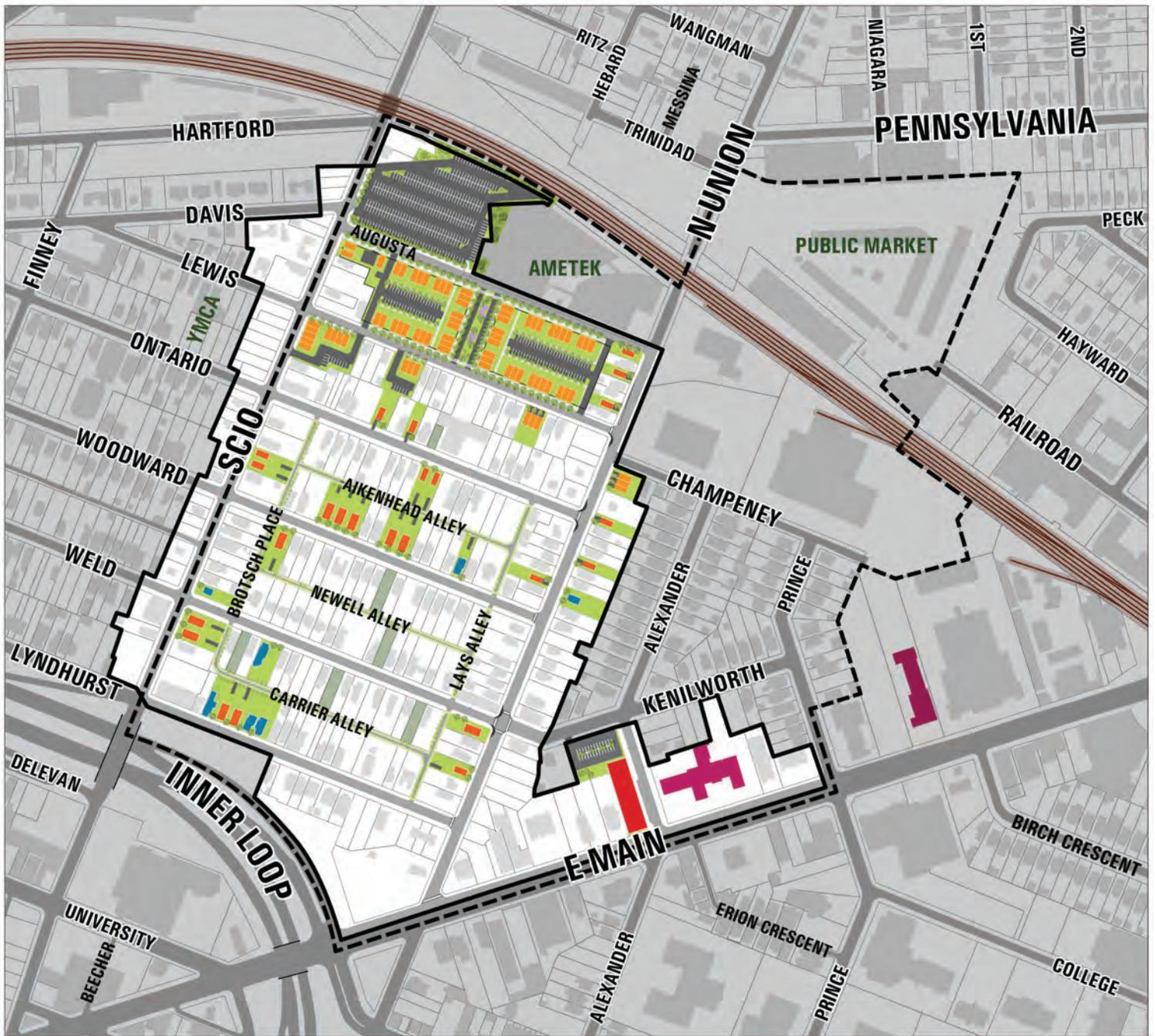


Figure 11. Proposed Redevelopment Plan

- Side Yard [6]
- Single Family House: Rehab [7 units]
- Single Family House: New Construction [24 units]
- Multi Family Affordable Rentals [75 units]
- Proposed Adaptive Reuse: Apartments [2 structures]
- New Business [1]

- Marketview Heights Urban Renewal District (URD)
- Marketview Heights Focused Investment Strategy (FIS) Area



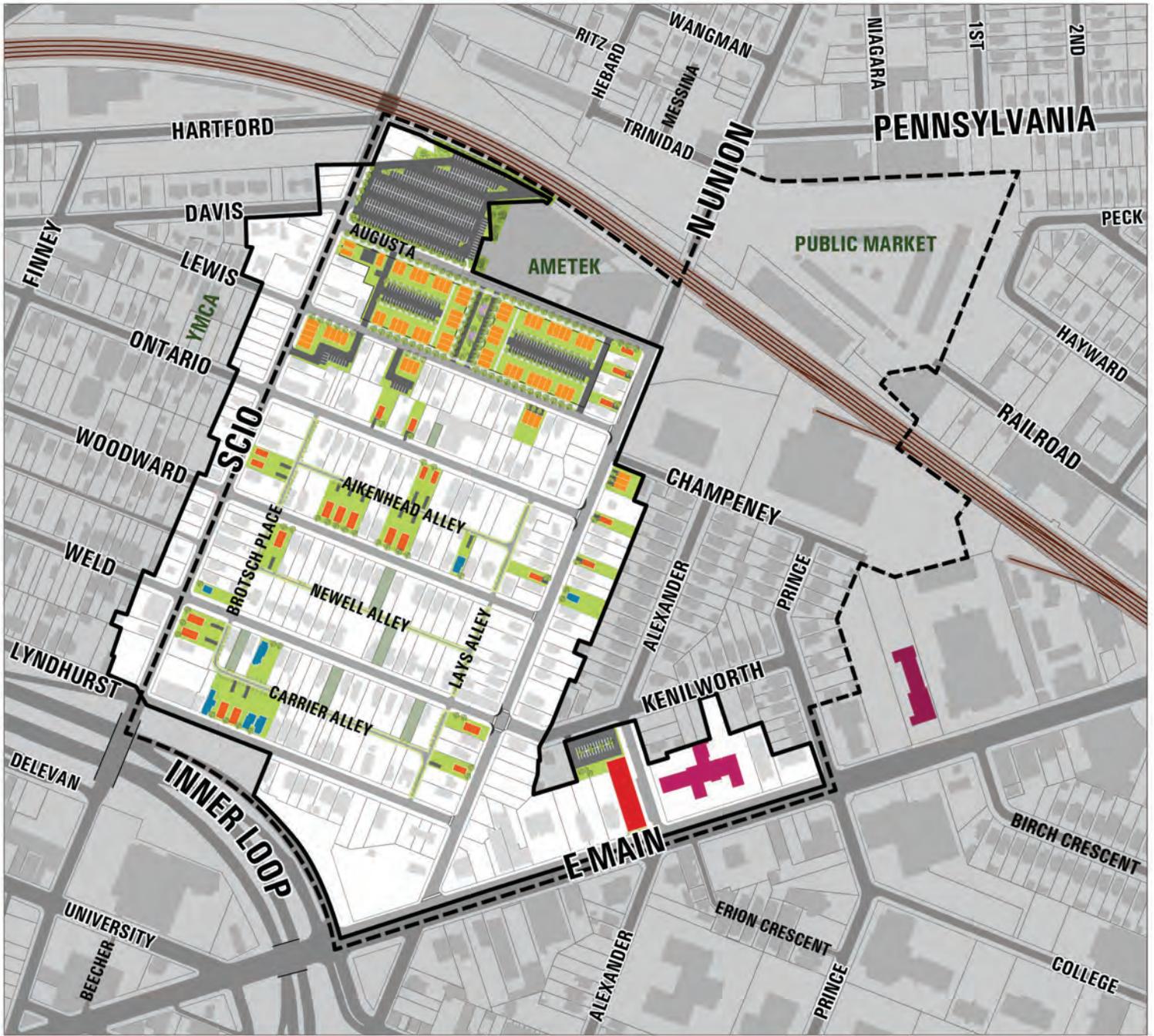

4.2 Development

The development recommendations support the design put forth in Figure 11 on page 19 (Proposed Redevelopment Plan) and will require that the City seek and secure developers to undertake redevelopment in keeping with the intent of the *URD Plan*. The City will take the lead on developing the new parking lot for Ametek, facilitating the transfer of side yards, providing land, and overseeing development. The City will play a role in assisting potential developers in securing financing, such as Mixed-Income Housing Tax Credits for the large-scale multi-family rental development on Lewis Street. For a detail of the conceptual design in the Proposed Redevelopment Plan, see Figure 12 on page 23.

Though the development program reflects the findings of the market study (see Appendix III), the accompanying site plan recommended by in this *Plan* is conceptual in nature, and so the actual design of the development program and decisions to redevelop versus renovate may vary somewhat as implementation moves forward.

PHASING		DESCRIPTION
4.2.1	Develop new parking lot for Ametek Year 1	Ametek’s existing parking lot parcel is 2.62 acres and contains 224 parking spaces. The total area for the new parking lot parcel is 2.75 acres including the Davis Street right-of-way. The new layout can still accommodate Ametek shipping with a wide drive aisle and provide 310 parking spaces (86 more spaces than the current lot has). This new lot can also provide Public Market parking on the weekends while Ametek is not open for business. To incentivize the land swap, the City should be prepared to develop the new parking lot atop the new site.
4.2.2	Secure developer(s) for continued infill housing development for homeownership Years 1-7	The redevelopment plan reflects 24 new infill units for single-family homeownership, including a new home, per the community’s request, at the corner of North Union and Weld to replace the existing corner store, which is a crime hotspot and nuisance for neighbors. These 24 units are built atop 28 parcels, reflecting an effort to de-densify; smaller properties have been merged with others to form larger parcels, so this strategy will require some land assembly and subdivision. The City should complement this strategy with rehabilitation assistance for nearby homes to improve overall block conditions; the table in Section 4.6 identifies 7 candidates for rehab.
4.2.3	Facilitate transfer of side yards to adjacent neighbors where development is not feasible or desirable Years 1-2	The redevelopment plan identifies 6 vacant properties poised to become side yards for adjacent owner-occupants. All but 1 are publicly-owned. The City should work with CAP to approach adjacent owners about their interest in taking ownership of a side yard. Alternatively, these lots could become block gardens that produce healthy foods for neighborhood groups.
4.2.4	Secure developer for large-scale multi-family housing development Years 2-4	The redevelopment plan reflects 75 rental units, but the same street configuration can support up to 100 units at 1,200 square feet in bilevel townhouse units. Having assembled the land for this catalyst project, the City should put the project out to bid and select a qualified developer.
4.2.5	Actively market 770 East Main Street to national pharmacy chains or other commercial operator Year 1	The commercial market analysis suggests that the neighborhood can support a new pharmacy on this very visible, now vacant, former funeral home site. The existing building would need to be demolished, and parking can be located in the back of the lot. The City should make contact with the owner and help to proactively market the site to commercial operators. For more information, see the Market Analysis by Real Estate Strategies in Appendix III.
4.2.6	Oversee development according to <i>URD Plan</i> Ongoing	Though the City will not be the developer for the bulk of the proposed redevelopment projects, implementation of the <i>Plan</i> will require oversight to ensure that the finished products achieve plan goals and realize the community’s vision. All new construction and renovation should adhere to FIS Design Standards and incorporate energy efficient and green design elements.

PARTNERS	POTENTIAL SOURCE OF FUNDS	DELIVERABLES	ESTIMATED COST
City of Rochester: Department of Environmental Services	FIS Resources (cash capital, CDF, CDBG)	New graded, paved, and striped parking lot to service Ametek	\$294,000 (based on \$2.625/ SF cost to build new Public Market parking lot west of North Union Street, lower if factor out Market entrance)
Local Developer(s)	New York State (Sustainable Neighborhoods Demonstration Program), Developer Subsidies	New or rehabbed homeownership units, 4-5 per year until build-out is complete	\$175,000 per unit, requiring subsidies as homes sell for roughly \$75,000
City of Rochester, CAP	--	6 reclaimed vacant properties, (5 removed from City's vacant land inventory)	--
Local or National Developer	State Low-Income Housing Tax Credits	Large, mixed-income rental townhouse development in close proximity to Public Market	\$18,750,000 (based on 75 units at \$250,000 per unit)
City of Rochester: Neighborhood and Business Development	--	New commercial service on East Main Street to meet demonstrated neighborhood demand	--
City of Rochester: Neighborhood and Business Development	--	Fully implemented redevelopment program	--



Proposed Redevelopment Plan, repeated

- Side Yard [6]
- Single Family House: Rehab [7 units]
- Single Family House: New Construction [24 units]
- Multi Family Affordable Rentals [75 units]
- Proposed Adaptive Reuse: Apartments [2 structures]
- New Business [1]

- Marketview Heights Urban Renewal District (URD)
- Marketview Heights Focused Investment Strategy (FIS) Area



The proposed conceptual design of the multi-family rental development on Lewis Street suggests breaking up the existing flow of traffic by inserting a divided road central to the development. This new road accommodates a large, 30 foot median that should contain small play structures for area families and children. Attractive fencing surrounding the play areas will protect children from cars, though through traffic is not expected to be heavy on this new, community-oriented street. Parking lots for the development are situated behind the buildings to ensure safety and eliminate the possible competition for parking during Public Market hours. Because this portion of the neighborhood needs to alter and improve its public perception to attract new residents to the area, the site design can accommodate a fence, similar to those at the Public Market, to surround the development.

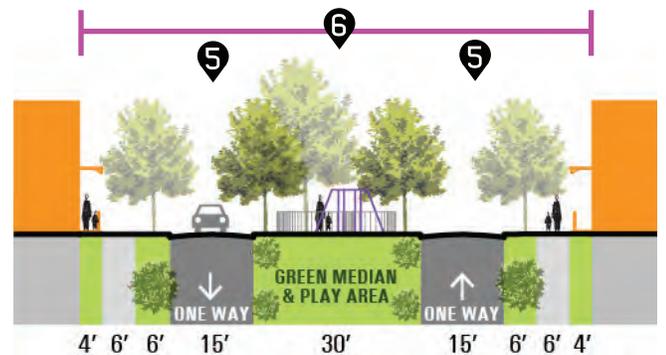
As seen in the map to the left, new infill homeownership units elsewhere in the neighborhood provide a parking space in the rear of the property, with access from the existing alley. This design standard will ensure that future residents utilize their alley way, making it safer for all adjacent neighbors.

All new construction and renovation should adhere to FIS Design Standards and incorporate energy efficient and green design elements.



Figure 12. Enlargement of Conceptual Redevelopment Plan

- 1 parking lot entrance off of Scio Street
- 2 wide drive aisle & large turning radii allows for truck access
- 3 gated parking access
- 4 internal parking lots
- 5 proposed public access one way in each direction
- 6 wide median with tot lots and picnic areas
- 7 fencing surrounding development



Street section of proposed divided road and green space at heart of new development

4.3 Public Realm

Neighborhood residents feel strongly that public realm improvements must accompany development investments. Residents are organized and have demonstrated capacity in planning for, building, and maintaining such improvements, as is visible in the Sofrito Garden on North Union, and CAP’s role in the North Union Street Streetscape improvements. Recommended public realm improvements will help strengthen the link between the neighborhood and the Public Market, foster a healthier public image for the community, enhance safety and stewardship, and beautify the neighborhood, while also continuing to build pride within the revitalizing neighborhood. Such recommendations include adding lighting under the rail bridge, securing problematic alleys with gates that only adjacent neighbors and first responders have access to, working with neighbors to beautify those alleys, extending the public art investment south of the Public Market so that the neighborhood and new development look and feel more a part of the larger area, and calming streets to discourage through traffic by non-residents.

PHASING		DESCRIPTION	
4.3.1	Implement the North Union Street Streetscape Improvements	Ongoing	The North Union Street Streetscape Improvements, currently under construction, will include bumpouts to slow traffic and ease pedestrian crossings, stormwater management and plantings within the bumpouts, improved crosswalks, new neighborhood gateway signage, and new lighting. This investment, which strengthens the connection to the Public Market, is an important next step in making the area’s public realm safer, more beautiful, and more comfortable for pedestrians.
4.3.2	Improve lighting under the Rail Bridge	Year 1	If possible, the City should expand the scope of services for the North Union Street Streetscape Improvements to include improved lighting under the rail bridge, which residents identified as a critical need. New lighting also presents an opportunity to highlight the murals painted in 2011.
4.3.3	Work with CAP to select a pilot alley to be secured and beautified	Year 1	Residents also emphasized the need to secure the neighborhood’s alleyways, some of which are underutilized, overgrown, and unsafe, providing escape routes and hiding places for illegal activities. Residents expressed interest in a pilot program to test the efficacy of securing a problem-alley with gates accessible only to residents and first responders, and CAP’s success with greening and gardening presents a good track record for stewardship of the public realm.
4.3.4	Secure the pilot alley with approval from neighbors	Years 1-2	Once the pilot alley is selected, CAP and the alley neighbors should work with a design consultant or the City to develop a style of fencing that references the Public Market and a planting plan for internal improvements along the alley. The gates must have “knox box” to grant access to neighbors as well as police, fire, and utility providers.



Figure 13. Proposed beautified alley, looking south on Brotsch Place from Ontario Street

PRECEDENT
Baltimore's Alley Gating & Greening Program

City enacted legislation permitting residents to gate & green their alleys if the adjacent structures are predominantly residential and the alley is not needed for through traffic. Residents take on organizing, fund raising, implementation and maintenance of the gated alley. If the application is approved, residents enter a lease with the City.

PARTNERS	POTENTIAL SOURCE OF FUNDS	DELIVERABLES	ESTIMATED COST
City of Rochester: Department of Environmental Services	Federal Highway Dollars, FIS Resources	Completed New Streetscape for North Union Street	\$1,209,000
City of Rochester: Department of Environmental Services	FIS Resources	Better lighting and improved safety after dark	?? need input
CAP, Northeast Neighborhood Service Center, City of Rochester: Neighborhood and Business Development, Legal	--	One alleyway selected for pilot program to secure and beautify in partnership with neighbors	--
Community Design Collaborative, CAP, Northeast Neighborhood Service Center, City of Rochester: Department of Environmental Services	FIS Resources, CDBG	Fencing to secure the entries and egresses of one alleyway	varies depending on material (iron, aluminum, wooden, etc.)

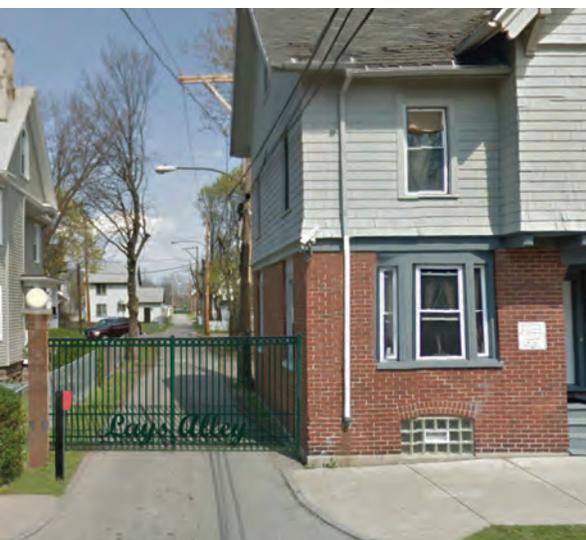


Figure 14. Proposed gate at the entrance of Lays Alley from Weld Street



Figure 15. Proposed LED lighting under the rail bridge

PHASING		DESCRIPTION
4.3.5	Year 2	After the alley has been secured with a new gate, neighbors can choose to beautify and maintain the alley as a green corridor (see Figure 13 on page 24). Alley neighbors organized through CAP should seek funding support from the Northeast Neighborhood Service Center that helped to facilitate community greening at Sofrito Garden on North Union Street.
4.3.6	Year 2	Work with CAP to assess impact of improvements to pilot alley, and make plan for other alleys
4.3.7	Year 1	The success of the pilot alley program must then be measured. The City should meet with CAP, alley neighbors, the Northeast Neighborhood Service Center, and RPD to discuss successes, positive changes, and persisting or unanticipated issues before taking a similar approach to another underutilized alley.
4.3.7	Year 1	In addition to the parking lot land swap, the redevelopment plan envisions another role for Ametek in the revitalization and beautification of the Marketview Heights URD. Wall Therapy brought large scale public art to the walls and surfaces on the north side of the Public Market, and the south and east facades of Ametek are ripe for a next phase of public art investment. Murals on these surfaces would beautify the southern approach to the Market, strengthen the visual tie between the neighborhood and the Market, and complement the proposed investment in new housing immediately south of Ametek's operations. Alternatively, if Ametek is interested in repurposing underutilized portions of the existing building, a retail component hosting a Market-related business fronting on North Union Street would help activate the street, accomplishing the same goals.
4.3.8	Years 2-3	Extend public art south of the Market, on Ametek's southern and eastern walls
4.3.9	Ongoing	With permission from Ametek, the City should approach public art advocates in Rochester with the idea of adorning Ametek's surfaces and continuing to invest in the creative landscape surrounding the regional destination at the Public Market. The creation of the murals should be timed to coincide with construction of the multi-family housing development.
4.3.9	Ongoing	Encourage City Department of Environmental Services (DES) to integrate traffic calming improvements intended to slow cars and deter through traffic in any streets project within the neighborhood



Figure 16. Surfaces proposed for a next phase of public art investments

PARTNERS	POTENTIAL SOURCE OF FUNDS	DELIVERABLES	ESTIMATED COST
CAP, Northeast Neighborhood Service Center, alley neighbors	FIS Resources, Northeast Neighborhood Service Center Resources, Owner Contributions	A clean, green, and beautiful alley that serves as a safe space for neighbors	?? need input
City, CAP, Northeast Neighborhood Service Center, alley neighbors	--	Assessment of change including crime statistics, neighbor interviews, and before/after photos	--
City of Rochester, Ametek, Public Art Advocates	--	Permission to introduce new murals on Ametek's facade	--
Public Art Advocates	Foundation Grants, Individual Contributions	New murals on Ametek's south and east walls	\$25/SF
City of Rochester Department of Environmental Services	CIP	Traffic calming measures to complement ongoing street work	To be evaluated on a street-by-street basis

SLOWER (less convenient) STREETS

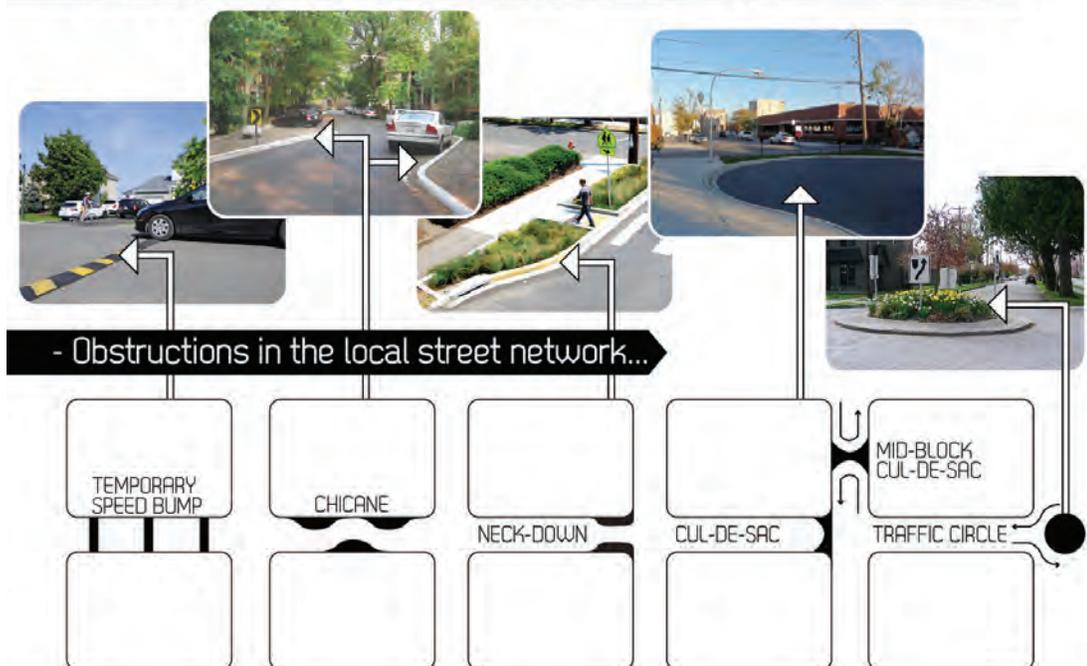


Figure 17. Range of traffic calming strategies for narrowing or slowing the local streets to discourage through traffic, particularly related to the drug trade

4.4 Implementation Timeline

The table below summarizes the action steps, phasing, and suggested timeline for implementing the *Marketview Heights Urban Renewal District Plan*.

TIMELINE	
4.1	SITE ASSEMBLY
4.1.1	Conduct outreach with affected property owners
4.1.2	Begin conversations with Ametek regarding land swap
4.1.3	Address resident relocation
4.1.4	Acquire private parcels
4.1.5	Demolish blighted structures atop redevelopment sites
4.1.6	Re-zone land as necessary to facilitate land swap
4.1.7	Execute land swap with Ametek
4.2	DEVELOPMENT
4.2.1	Develop new parking lot for Ametek
4.2.2	Secure developer(s) for continued infill housing development for homeownership
4.2.3	Facilitate transfer of side yards to adjacent neighbors where development is not feasible or desirable
4.2.4	Secure developer for large scale multi-family housing development
4.2.5	Actively market 770 East Main Street to national pharmacy chains or other commercial operator
4.2.6	Oversee development according to <i>URD Plan</i>
4.3	PUBLIC REALM
4.3.1	Implement the North Union Street Streetscape Improvements
4.3.2	Improve lighting under the Rail Bridge
4.3.3	Work with CAP to select a pilot alley to be secured and beautified
4.3.4	Secure the pilot alley with approval from neighbors
4.3.5	Beautify the pilot alley
4.3.6	Work with CAP to assess the impact of improvements to pilot alley, and make plan for other alleys
4.3.7	Reach out to Ametek about utilizing their walls for new murals or otherwise activating their North Union Street facade
4.3.8	Extend public art south of the Market, on Ametek's southern and eastern walls
4.3.9	Encourage City Department of Environmental Services (DES) to integrate traffic calming improvements intended to slow cars and deter through traffic in any streets project within the neighborhood

4.5 Summary List of Affected Properties

The table below lists the parcels affected by the proposed redevelopment and illustrated in Figure 10 on page 18 and Figure 11 on page 19. Properties are listed by street and proposed future use.

HOUSE No.	STREET	FUTURE USE
4	Augusta St	Ametek Parking
10	Augusta St	Ametek Parking
12	Augusta St	Ametek Parking
14	Augusta St	Ametek Parking
16-26	Augusta St	Ametek Parking
204-206	Davis St	Ametek Parking
209	Davis St	Ametek Parking
210	Davis St	Ametek Parking
211	Davis St	Ametek Parking
214	Davis St	Ametek Parking
219	Davis St	Ametek Parking
220	Davis St	Ametek Parking
223	Davis St	Ametek Parking
224	Davis St	Ametek Parking
227	Davis St	Ametek Parking
228	Davis St	Ametek Parking
231	Davis St	Ametek Parking
232	Davis St	Ametek Parking
238	Davis St	Ametek Parking
241	Davis St	Ametek Parking
244	Davis St	Ametek Parking
245	Davis St	Ametek Parking
248	Davis St	Ametek Parking
249	Davis St	Ametek Parking
250	Davis St	Ametek Parking
254	Davis St	Ametek Parking
256	Davis St	Ametek Parking
260	Davis St	Ametek Parking

HOUSE No.	STREET	FUTURE USE
770	East Main St	Commercial
109	Lewis St	Multi-Family
113	Lewis St	Multi-Family
120	Lewis St	Multi-Family
126	Lewis St	Multi-Family
130	Lewis St	Multi-Family
131	Lewis St	Multi-Family
134	Lewis St	Multi-Family
138	Lewis St	Multi-Family
139	Lewis St	Multi-Family
144	Lewis St	Multi-Family
146	Lewis St	Multi-Family
148	Lewis St	Multi-Family
152	Lewis St	Multi-Family
166	Lewis St	Multi-Family
170	Lewis St	Multi-Family
176	Lewis St	Multi-Family
184	Lewis St	Multi-Family
187	Lewis St	Multi-Family
188	Lewis St	Multi-Family
191	Lewis St	Multi-Family
192	Lewis St	Multi-Family
196	Lewis St	Multi-Family
202	Lewis St	Multi-Family
198	Lyndhurst St	Rehab
202-204	Lyndhurst St	Single Family
208	Lyndhurst St	Single Family
212	Lyndhurst St	Single Family
216	Lyndhurst St	Rehab
220	Lyndhurst St	Rehab
143	N Union St	Single Family
153-155	N Union St	Single Family
184	N Union St	Rehab
185-185.5	N Union St	Single Family
190	N Union St	Single Family
198	N Union St	Single Family
204	N Union St	Multi-Family
206	N Union St	Multi-Family
241	N Union St	Single Family
247	N Union St	Single Family
247.5	N Union St	Single Family
251	N Union St	Multi-Family

HOUSE No.	STREET	FUTURE USE
104	Ontario St	Single Family
110	Ontario St	Single Family
115	Ontario St	Single Family
117	Ontario St	Single Family
118	Ontario St	Side Yard
296	Scio St	Single Family
298	Scio St	Single Family
302	Scio St	Single Family
314	Scio St	Rehab
368-370	Scio St	Single Family
372	Scio St	Single Family
414-418	Scio St	Multi-Family
422	Scio St	Multi-Family
428	Scio St	Multi-Family
462	Scio St	Multi-Family
474-476	Scio St	Ametek Parking
490-496	Scio St	Ametek Parking
97	Weld St	Single Family
101	Weld St	Side Yard
105	Weld St	Rehab
119	Weld St	Side Yard
126	Weld St	Side Yard
135	Weld St	Side Yard
97	Woodward St	Single Family
102	Woodward St	Single Family
104	Woodward St	Single Family
114	Woodward St	Single Family
116	Woodward St	Single Family
118	Woodward St	Single Family
119	Woodward St	Side Yard
128	Woodward St	Rehab

4.6 Parcel Specific Implementation Matrix

This table provides additional information on the parcels affected by the proposed redevelopment plan. The land use and building condition data are based on a field survey conducted in June 2013, with vacant structures updated with data provided by the City of Rochester in February 2014. Although the list is long (101 properties), only five homeowners (highlighted in orange) would be displaced by the redevelopment plan.

The parcels are organized by end use, with parcel-specific actions listed to aid redevelopment efforts. The groupings outlined with green boxes indicate parcels recommended for assembly and subdivision to accommodate proposed development.

HOUSE NUMBER	STREET	OWNERSHIP	OWNER OCCUPIED	2013 LAND USE	2013 BUILDING CONDITION	CODE VIOLATIONS	ACTION
SINGLE FAMILY INFILL CONSTRUCTION							
0202-204	LYNDHURST ST	PUBLIC	no	vacant land			Assemble with 208/212 Lyndhurst; Subdivide into 2 parcels; Seek Infill Development Partner
208	LYNDHURST ST	PRIVATE	adjacent owner	vacant land			Acquire, Assemble with 202-04/212 Lyndhurst; Subdivide into 2 parcels; Seek Infill Development Partner
212	LYNDHURST ST	PUBLIC	no	vacant land			Assemble with 202-04/208 Lyndhurst; Subdivide into 2 parcels; Seek Infill Development Partner
0153-155	N UNION ST	PRIVATE	yes	mixed use	C	2	Acquire, Demolish, Seek Infill Development Partner
190	N UNION ST	PRIVATE	no	vacant two family	D		Acquire, Demolish, Seek Infill Development Partner; Requires variance for minimum lot area
241	N UNION ST	PRIVATE	no	vacant single family	D	11	Acquire, Demolish, Seek Infill Development Partner; Requires variance for minimum lot area
117	ONTARIO ST	PRIVATE	no	vacant single family	D	34	Acquire, Demolish, Seek Infill Development Partner; Requires variance for minimum lot area
296	SCIO ST	PRIVATE	no	vacant two family	D	13	Acquire, Demolish, Assemble with 298/302 Scio and 97 Weld; Subdivide into 2 parcels; Seek Infill Development Partner
298	SCIO ST	PUBLIC	no	vacant land			Assemble with 296/302 Scio and 97 Weld; Subdivide into 2 parcels; Seek Infill Development Partner
302	SCIO ST	PRIVATE	adjacent owner	vacant land			Assemble with 296/298 Scio and 97 Weld; Subdivide into 2 parcels; Acquire, Seek Infill Development Partner
97	WELD ST	PUBLIC	no	vacant land			Assemble with 296/298/302 Scio; Subdivide into 2 parcels; Seek Infill Development Partner
118	WOODWARD ST	PRIVATE	no	vacant single family	D	8	Acquire, Demolish, Seek Infill Development Partner
97	WOODWARD ST	PUBLIC	no	vacant land			Seek Infill Development Partner
102	WOODWARD ST	PUBLIC	no	vacant land			Assemble with 104 Woodward; Subdivide into 3 parcels; Seek Infill Development Partner
104	ONTARIO ST	PUBLIC	no	vacant land			Assemble with 102 Woodward; Subdivide into 3 parcels; Seek Infill Development Partner
104	WOODWARD ST	PUBLIC	no	vacant land			Seek Infill Development Partner
110	ONTARIO ST	PUBLIC	no	vacant land			Seek Infill Development Partner; Requires variance for minimum lot area
114	WOODWARD ST	PUBLIC	no	vacant land			Seek Infill Development Partner
115	ONTARIO ST	PUBLIC	no	vacant land			Seek Infill Development Partner; Requires variance for minimum lot area
116	WOODWARD ST	PUBLIC	no	vacant single family	C		Demolish, Seek Infill Development Partner
143	N UNION ST	PUBLIC	no	vacant land			Seek Infill Development Partner
198	N UNION ST	PUBLIC	no	vacant land			Seek Infill Development Partner; Requires variance for minimum lot area
247	N UNION ST	PUBLIC	no	vacant land			Assemble with 247.5 N Union; Seek Infill Development Partner to develop as 1 parcel; Still requires variance for minimum lot area
247.5	N UNION ST	PUBLIC	no	vacant land			Assemble with 247 N Union; Seek Infill Development Partner to develop as 1 parcel; Still requires variance for minimum lot area
372	SCIO ST	PUBLIC	no	vacant land			Seek Infill Development Partner; Requires variance for minimum lot area
0185-185.5	N UNION ST	PUBLIC	no	vacant land			Seek Infill Development Partner; Requires variance for minimum lot area
0368-370	SCIO ST	PUBLIC	no	vacant land			Seek Infill Development Partner; Requires variance for minimum lot area
COMMERCIAL REDEVELOPMENT							
770	E MAIN ST	PRIVATE	no	vacant commercial	D		Acquire, Demolish, Seek Development Partner

HOUSE NUMBER	STREET	OWNERSHIP	OWNER OCCUPIED	2013 LAND USE	2013 BUILDING CONDITION	CODE VIOLATIONS	ACTION
REHABS							
198	LYNDHURST ST	PRIVATE	no	vacant multi family	C		Partner with Community Development Organization
216	LYNDHURST ST	PRIVATE	yes	vacant single family	C		Partner with Community Development Organization
220	LYNDHURST ST	PRIVATE	no	vacant multi-family	D		Partner with Community Development Organization
184	N UNION ST	PRIVATE	no	vacant single family	C	1	Partner with Community Development Organization
314	SCIO ST	PRIVATE	unknown	vacant single family	C		Partner with Community Development Organization
105	WELD ST	PRIVATE	no	vacant two family	C	70	Partner with Community Development Organization
128	WOODWARD ST	PRIVATE	no	two family	D		Partner with Community Development Organization
TRANSFORMATIVE REDEVELOPMENT OF LEWIS STREET							
PARCELS FOR MULTI-FAMILY DEVELOPMENT							
126	LEWIS ST	PRIVATE	unknown	single family	B		Acquire, Demolish, Seek Development Partner
130	LEWIS ST	PRIVATE	adjacent owner	side yard			Acquire, Seek Development Partner
134	LEWIS ST	PRIVATE	yes	two family	B		Acquire, Demolish, Seek Development Partner
138	LEWIS ST	PRIVATE	no	vacant single family	C	11	Acquire, Demolish, Seek Development Partner
139	LEWIS ST	PRIVATE	adjacent owner	vacant land			Acquire, Seek Development Partner
144	LEWIS ST	PRIVATE	unknown	single family	C	20	Acquire, Demolish, Seek Development Partner
170	LEWIS ST	PRIVATE	yes	two family	D	19	Acquire, Demolish, Seek Development Partner
176	LEWIS ST	PRIVATE	yes	single family	A		Acquire, Demolish, Seek Development Partner
184	LEWIS ST	PRIVATE	no	two family	C		Acquire, Demolish, Seek Development Partner
187	LEWIS ST	PRIVATE	no	vacant land			Acquire, Assemble with 191 Lewis; Seek Development Partner; Requires variance for minimum lot area
191	LEWIS ST	PRIVATE	no	single family	D	21	Acquire, Demolish, Assemble with 187 Lewis; Seek Development Partner; Requires variance for minimum lot area
188	LEWIS ST	PRIVATE	no	multi family	D	16	Acquire, Demolish, Seek Development Partner
204	N UNION ST	PUBLIC	no	vacant land			Assemble with 206 N Union; Seek Development Partner; Requires variance for minimum lot area
206	N UNION ST	PRIVATE	no	vacant single family	D	14	Acquire, Demolish, Assemble with 204 N Union; Seek Development Partner; Requires variance for minimum lot area
251	N UNION ST	PRIVATE	adjacent business	parking lot			Acquire, Seek Development Partner
120	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
131	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
146	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
148	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
152	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
166	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
192	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
196	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
202	LEWIS ST	PUBLIC	no	vacant land			Seek Development Partner
0414-418	SCIO ST	PUBLIC	no	vacant land			Assemble with 422/428 Scio and 109/113 Lewis; Seek Development Partner
422	SCIO ST	PUBLIC	no	vacant land			Assemble with 414-18/428 Scio and 109/113 Lewis; Seek Development Partner
428	SCIO ST	PUBLIC	no	vacant land			Assemble with 414-18/422 Scio and 109/113 Lewis; Seek Development Partner
109	LEWIS ST	PUBLIC	no	vacant land			Assemble with 414-18/422/428 Scio and 113 Lewis; Seek Development Partner
113	LEWIS ST	PUBLIC	no	vacant land			Assemble with 414-18/422/428 Scio and 109 Lewis; Seek Development Partner
462	SCIO ST	PUBLIC	no	vacant land			Seek Development Partner

HOUSE NUMBER	STREET	OWNERSHIP	OWNER OCCUPIED	2013 LAND USE	2013 BUILDING CONDITION	CODE VIOLATIONS	ACTION
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PARCELS FOR NEW AMETEK PARKING LOT:

12	AUGUSTA ST	PRIVATE	no	single family	D		Acquire, Demolish, Assemble for Parking Lot
219	DAVIS ST	PRIVATE	no	single family	D		Acquire, Demolish, Assemble for Parking Lot
220	DAVIS ST	PRIVATE	no	single family	C		Acquire, Demolish, Assemble for Parking Lot
227	DAVIS ST	PRIVATE	no	two family	D		Acquire, Demolish, Assemble for Parking Lot
241	DAVIS ST	PRIVATE	no	single family	D		Acquire, Demolish, Assemble for Parking Lot
4	AUGUSTA ST	PUBLIC	no	vacant land			Assemble for Parking Lot
10	AUGUSTA ST	PUBLIC	no	vacant land			Assemble for Parking Lot
14	AUGUSTA ST	PUBLIC	no	vacant single family	F		Demolish, Assemble for Parking Lot
0016-26	AUGUSTA ST	PUBLIC	no	vacant land			Assemble for Parking Lot
0204-206	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
209	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
210	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
211	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
214	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
223	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
224	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
228	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
231	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
232	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
238	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
244	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
245	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
248	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
249	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
250	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
254	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
256	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
260	DAVIS ST	PUBLIC	no	vacant land			Assemble for Parking Lot
0474-476	SCIO ST	PUBLIC	no	vacant land			Assemble for Parking Lot
0490-496	SCIO ST	PUBLIC	no	vacant land			Assemble for Parking Lot

SIDE YARDS

118	ONTARIO ST	PRIVATE	no	vacant land			Acquire, Transfer Ownership to Adjacent Owner
101	WELD ST	PUBLIC	no	vacant land			Transfer Ownership to Adjacent Owner
119	WELD ST	PUBLIC	no	vacant land			Transfer Ownership to Adjacent Owner
119	WOODWARD ST	PUBLIC	no	vacant land			Transfer Ownership to Adjacent Owner
126	WELD ST	PUBLIC	no	vacant land			Transfer Ownership to Adjacent Owner
135	WELD ST	PUBLIC	no	vacant land			Transfer Ownership to Adjacent Owner

5. Description of Compliance

with the *Renaissance Plan: Rochester 2010*

The Marketview Heights Urban Renewal District Plan supports the following goals of the City's Comprehensive Plan, *Rochester 2010: The Renaissance Plan*:

CAMPAIGN ONE – Involved Citizens

The public planning process that yielded this Plan achieved the following goals of Campaign One:

- (c) Create an ongoing community planning and development review process that actively involves our citizens, anticipates emerging land use trends, appropriately weighs and considers competing land use and development interests as well as local and regional perspectives and results in fair and equitable decisions.
- (d) Citizens, businesses, institutions, and neighborhoods will be informed and will adequately listen to and communicate with each other about opportunities, issues and concerns facing our community.
- (f) Support and coordinate public meetings, discussions, and other informational opportunities for our citizens in an efficient and productive manner that provides essential, timely information and reaches the appropriate audience.

CAMPAIGN THREE – Health, Safety and Responsibility

In reclaiming vacant property and redeveloping the District's most distressed block and intersection, the implementation of this Plan will advance the following goal of Campaign Three:

- (a) Promote neighborhoods that are safe, clean, and attractive, that minimize drug sales and use, loitering, graffiti, public drunkenness, property code violations, incidents of fires and other negative quality-of-life issues and that ultimately reduce the demand for public safety services.

CAMPAIGN SIX – Economic Vitality

By stabilizing and reinventing blighted residential blocks in close proximity to the Rochester Public Market, the implementation of this Plan will support the following goals of Campaign Six:

- (c) Develop strong, economically viable, and diverse neighborhood commercial areas that help to provide entry-level jobs, high-quality goods, and personal services to our citizens, offer entrepreneurial opportunities, and help increase our City's economic development and growth.
- (g) Support and promote opportunities for shopping for residents and visitors at stores, businesses, and personal service shops within our City.

CAMPAIGN EIGHT – Tourism Destination

As noted under Campaign Six, by stabilizing and reinventing blighted residential blocks in close proximity to the region's Public Market, the implementation of this Plan will support the following goals of Campaign Eight:

- (f) Develop diverse, unique tourism attractions that balance economic issues and impacts with neighborhood preservation, enhancement, and protection.
- (g) Capitalize on our many recreational, historic, civic, and business assets as well as our high quality of life to expand recognition of Rochester as a highly desirable tourism destination and attractive place to live.

6. Urban Renewal Procedures and Proposals

6.1 Procedures for Review of Site Development Plans

Site and development plans, including landscaping, shall be submitted to the Director of Zoning for review and approval subject to site plan review. Prior to making a determination, the Director of Zoning shall transmit such plans to the Secretary of the Urban Renewal Agency for review and comment with respect to the conformance of such plans with the respective Urban Renewal Plan and its objectives.

6.2 Variance of Plan Regulations

Variances of Urban Renewal District regulations may be approved by the Zoning Board of Appeals, with the exception of use variances. An Urban Renewal Plan may be amended in accordance with procedures then in effect for the adoption of an Urban Renewal Plan per Article 15 of the General Municipal Law, § 505.

6.3 Duration of Land Use Regulations

This Urban Renewal Plan shall continue in effect for a period of forty (40) years from the date of its adoption by the Rochester City Council.

6.4 Obligation of Developers

When land or buildings within the project area are sold or leased by the City of Rochester or the Rochester Urban Renewal Agency, the purchaser(s) or lessee(s) and their successor(s) or assign(s) shall be obligated by the terms of the contract to devote such land to uses set forth in this urban renewal plan and to begin and complete construction of improvements within a reasonable time as established by the instrument of sale or lease.

All development and redevelopment in U-R Districts shall be subject to the city-wide design guidelines and standards in Article XIX and the requirements applying to all districts set forth in Article XX, except where modified by the land use regulations of the Urban Renewal Plans.

6.5 Procedures for Amending the Urban Renewal District Plan

This Urban Renewal Plan may be amended at any time by the Rochester City Council in accordance with procedures then in effect for the amendment of an urban renewal plan.

6.6 Description of Relationship of the Plan to the Rochester Zoning Code

Concurrent with the adoption of the Urban Renewal Plan, Section 120-120P of the Zoning Code of the City of Rochester shall be amended to include Section 3 of this plan.

7. Anti-Discrimination Provisions

There shall be appropriate covenants running with the land as required by State statutes, rules and regulations with respect to the prohibition of discrimination in the sale, lease, occupancy or use of any real property in the project area on the basis of race, color, creed or national origin.

