

City of Rochester
Comprehensive Master Plan

Rochester 4.0
Our neighborhoods,
Our future.

City Council Workshop
April 21, 2016

... Our focus remains, MORE jobs, SAFER more vibrant neighborhoods, and BETTER educational opportunities for ALL of our children ...

... “It is easier to build strong children than to repair broken men.”

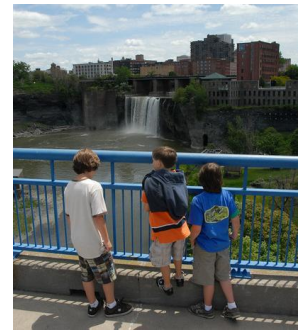
We believe Douglass’s thought is just as powerful when we also apply it to our city itself, because we are working every day to build the strongest possible “FOUNDATION” for our city going forward ...

- Mayor Lovely A. Warren



Rochester: A City Of ...





WE ARE ROCHESTER ...
and our future is as bright as our past





City of Rochester

Comprehensive Master Plan

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Our neighborhoods.
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Comprehensive Plan

One of the most important powers and duties granted to a city and its citizens is the responsibility to develop and undertake a comprehensive plan. A city comprehensive plan is a means to promote and protect the general health, safety and welfare of the people and to lay out a course of action for the future social, physical and political development of the community. The plan serves as the fundamental basis for making public and private decisions on land use regulation and development, future investment and the allocation of critical resources. The plan creates a “blueprint” for the future development and preservation of the city. Often referred to as the “master plan”, it is the policy foundation upon which cities are built.

A good comprehensive plan both guides the specific physical and economic development of the city and also accommodates broader social, environmental and regional concerns.

Section 28-A of New York State General City Law defines a city comprehensive plan as:

“... the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the city. **The city comprehensive plan shall ... serve as a basis for land use regulation, infrastructure development and public and private investment, and any plans which may detail one or more topics of a city comprehensive plan.**”



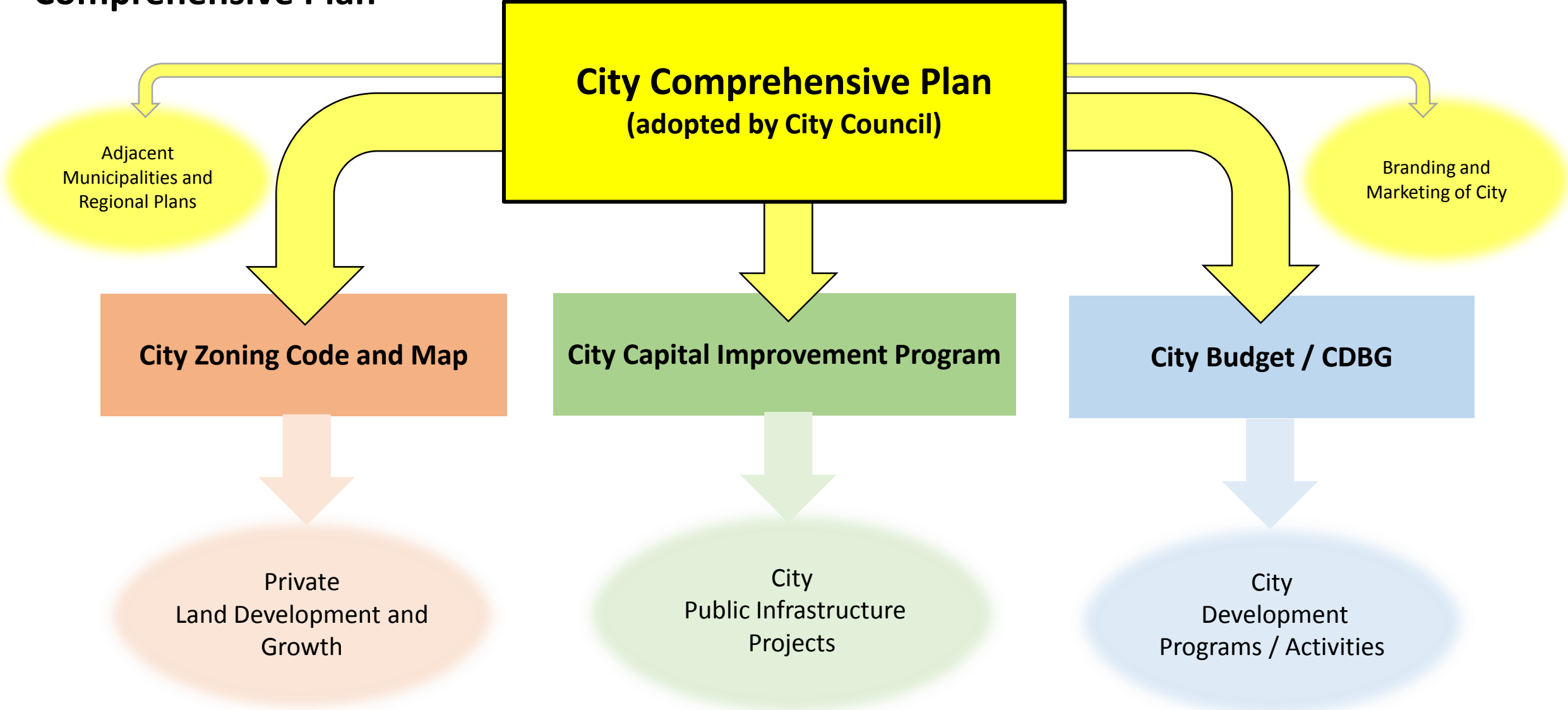
Comprehensive Plan

Benefits of a strong comprehensive plan:

- **Articulates the development vision for the city**
- **Documents city development problems and issues; inventories strengths, weaknesses, opportunities, threats**
- **Identifies implementable policies, goals, objectives and strategies to address city problems and issues**
- **Leverages city assets and mobilizes resources to solve key problems**
- **Prioritizes problems and solutions based on public feedback**
- **Creates benchmarks to measure success and adjust future actions**
- **Provides opportunities for public input on the future direction of the city**
- **Provides a roadmap to allocate funding and resources**
- **Aids in decision-making; provides policy direction for future projects, actions and initiatives**
- **Informs the city zoning code, development review process and future land use and infrastructure decisions**
- **Markets the city to developers, businesses, potential residents, tourists and institutions**
- **Provides a strong basis for justifying and applying for grants and funding to implement important projects**

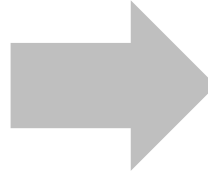


Comprehensive Plan

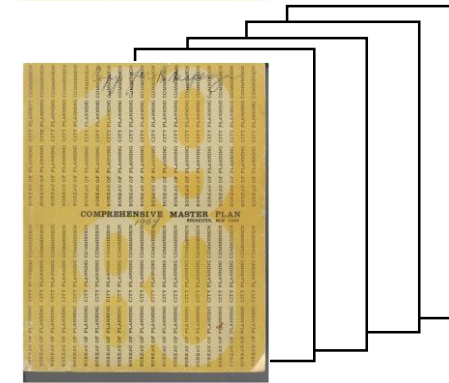
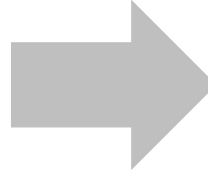


Comprehensive Plan History

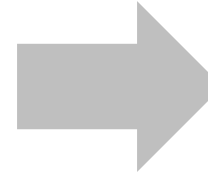
1928 - City Plan



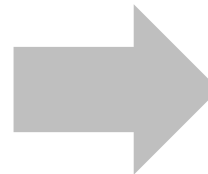
1964 - City Comprehensive Plan



1999 – The Renaissance Plan



2016 – Rochester 4.0



Comprehensive Plan Background

- **35 member Mayor's Stewardship Council**
- **10 neighborhood planning sector committees**
- **11 subject committees**
- **4 city quadrant public meetings**
- **1,000 citizens involved**
- **5 years to complete**
- **10 year horizon**
- **2 APA awards**



Comprehensive Plan Background

City Vision Statement

- 3 themes
- 11 campaigns
- 11 policies
- 81 goals
- 179 strategies
- 42 benchmarks



Comprehensive Plan Background

ROCHESTER 2010

The Renaissance Plan

“A Renaissance of ...”

3 themes:

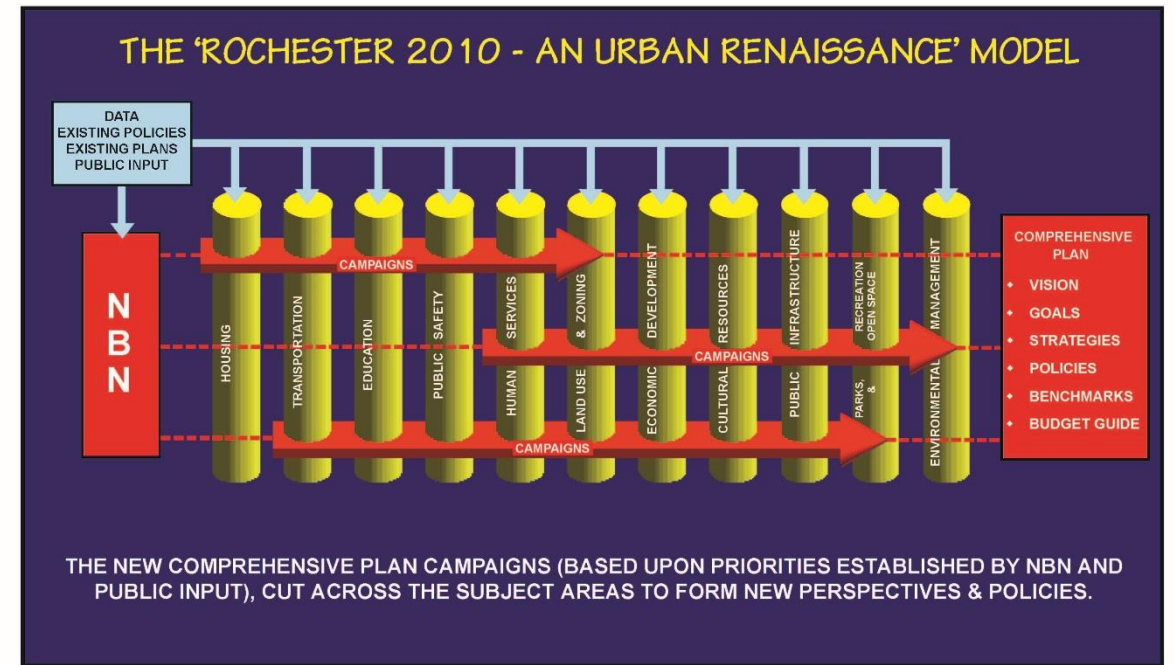
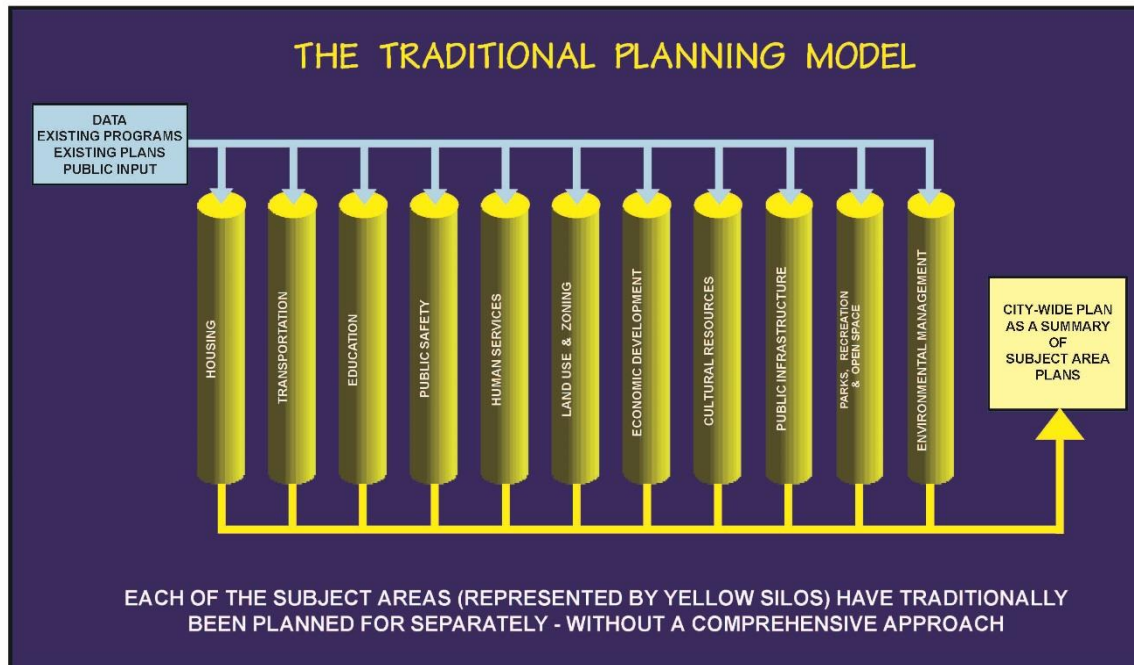
ROC

Responsibility
Oppportunity
Community



City of Rochester | Rochester 4.0
Comprehensive Master Plan | Our neighborhoods,
Our future.

Comprehensive Plan Background

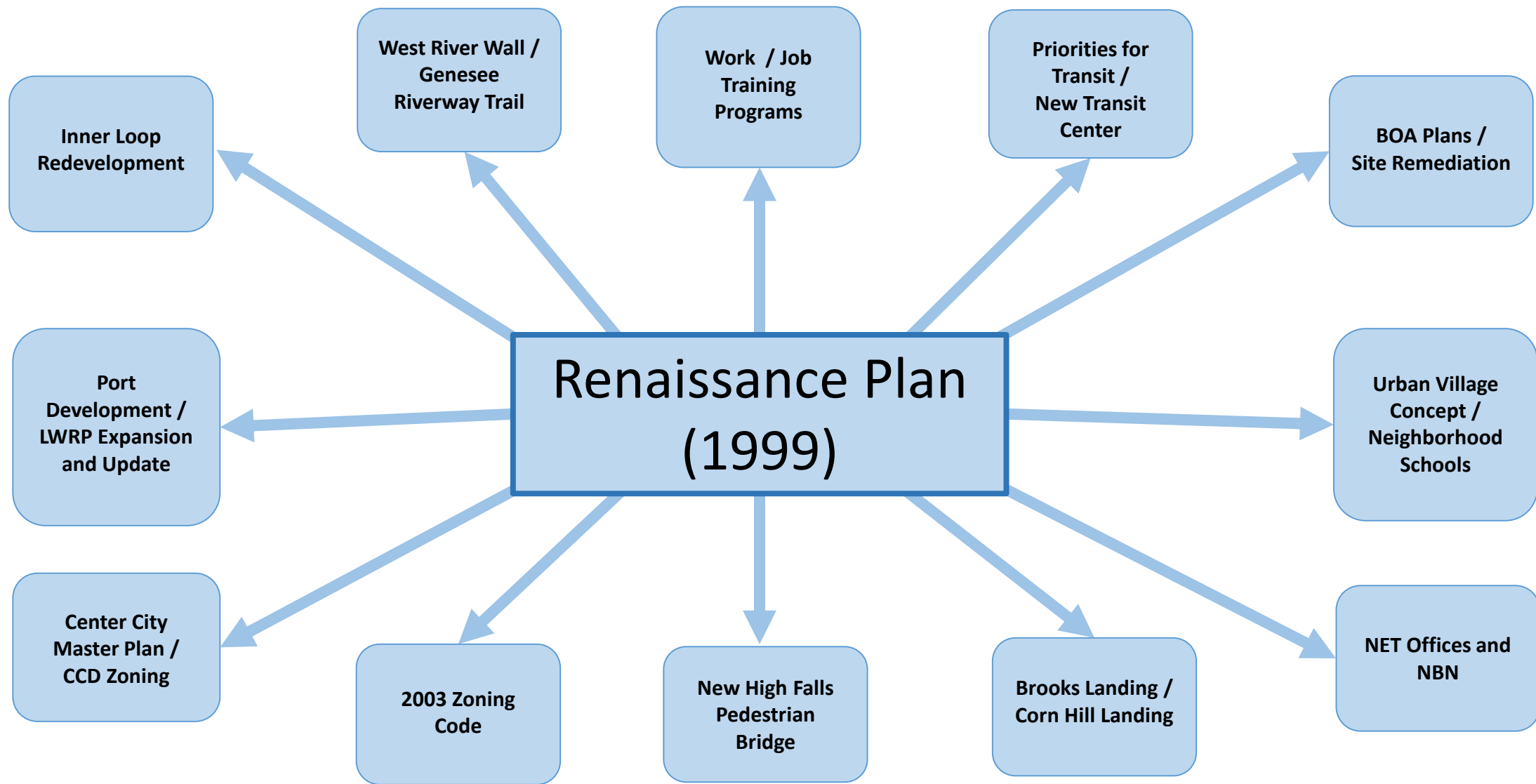


Comprehensive Plan Background

- **145 strategies** **81%**
started, on-going or completed
- **20 strategies** **11%**
started but abandoned
- **14 strategies** **8%**
not started



Comprehensive Plan Background



Comprehensive Plan Background

The Renaissance Plan - 1999

- Involved Citizens
- Educational Excellence
- Health, Safety and Responsibility
- Environmental Stewardship
- Regional Partnerships
- Economic Vitality
- Quality Service
- Tourism Destination
- Healthy Urban Neighborhoods
- Center City
- Arts and Culture

Mayor's Priorities - 2016

- Educational Excellence
- Climate Action Plan
- Jobs - Economic Opportunity
- LWRP Update
- Safe and Vibrant Neighborhoods
- Main Street Initiative

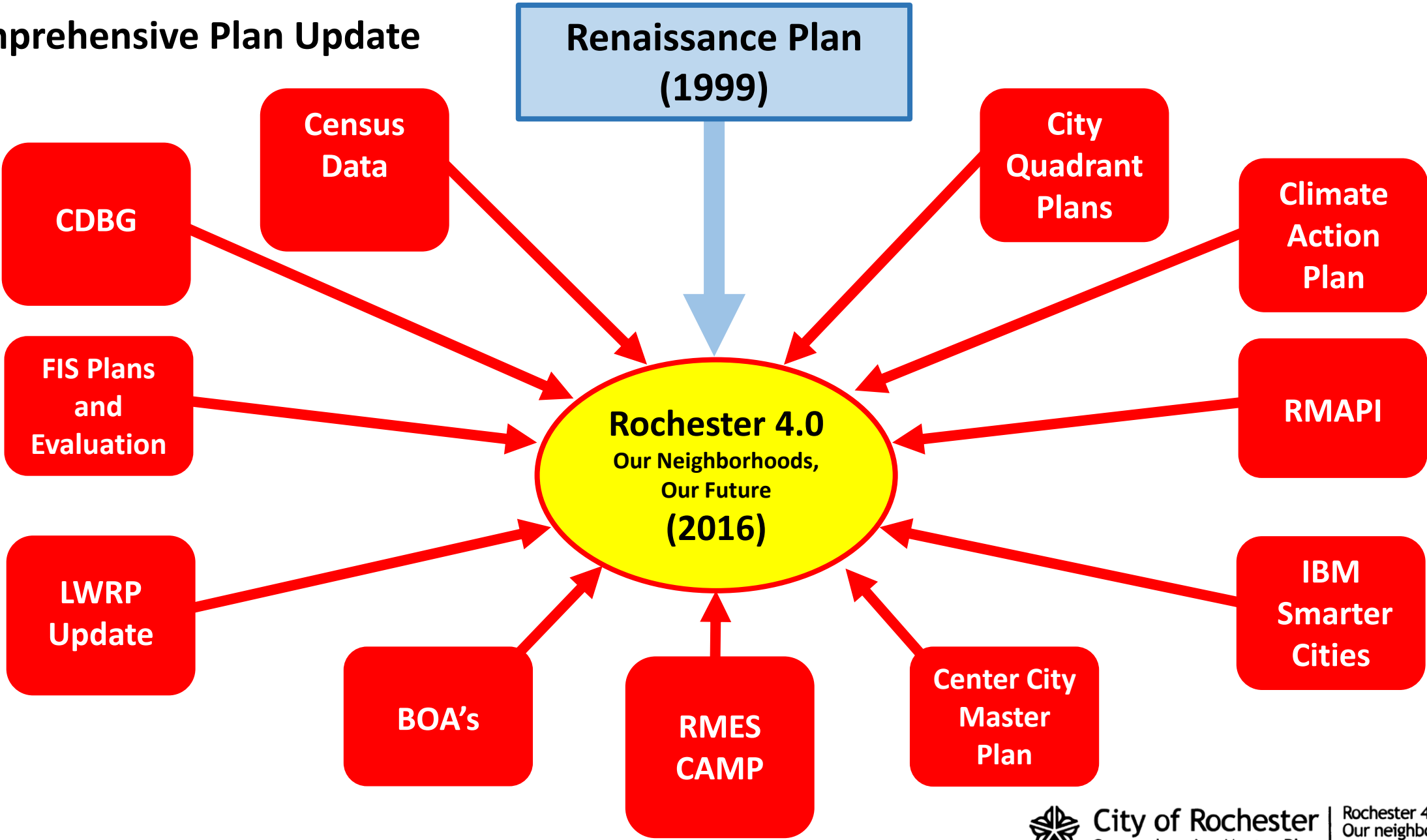


Comprehensive Plan Update

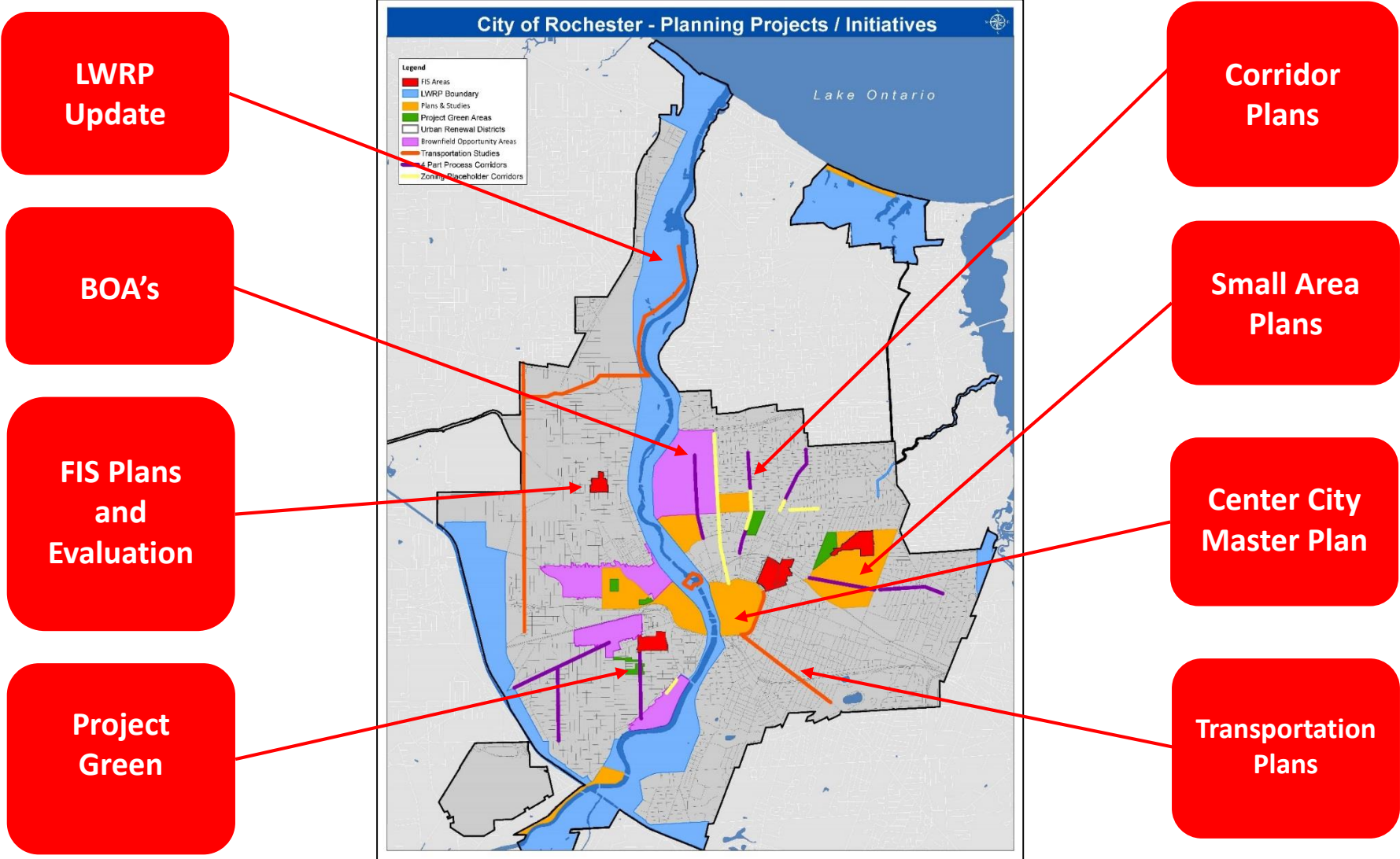
- Use existing plan format; build off of existing policies, goals, objectives and strategies as well as other recently completed plans, studies and reports
- Update the plan with current demographic and economic data and trends
- Create a flexible, strategic, and implementable plan to help guide future decision making
- Incorporate relevant innovative planning concepts, ideas and techniques
- Design the plan with a 10-year implementation horizon
- Create a document that includes policy guidance and direction for future land use decisions and zoning code updates
- Create a document that provides direction for future investments and allocation of resources
- Include benchmarks or “indicators of success” in the plan
- Develop the plan using a strong public participation component
- Utilize Bergmann Associates to assist in the plan development process, meeting facilitation and other public outreach components



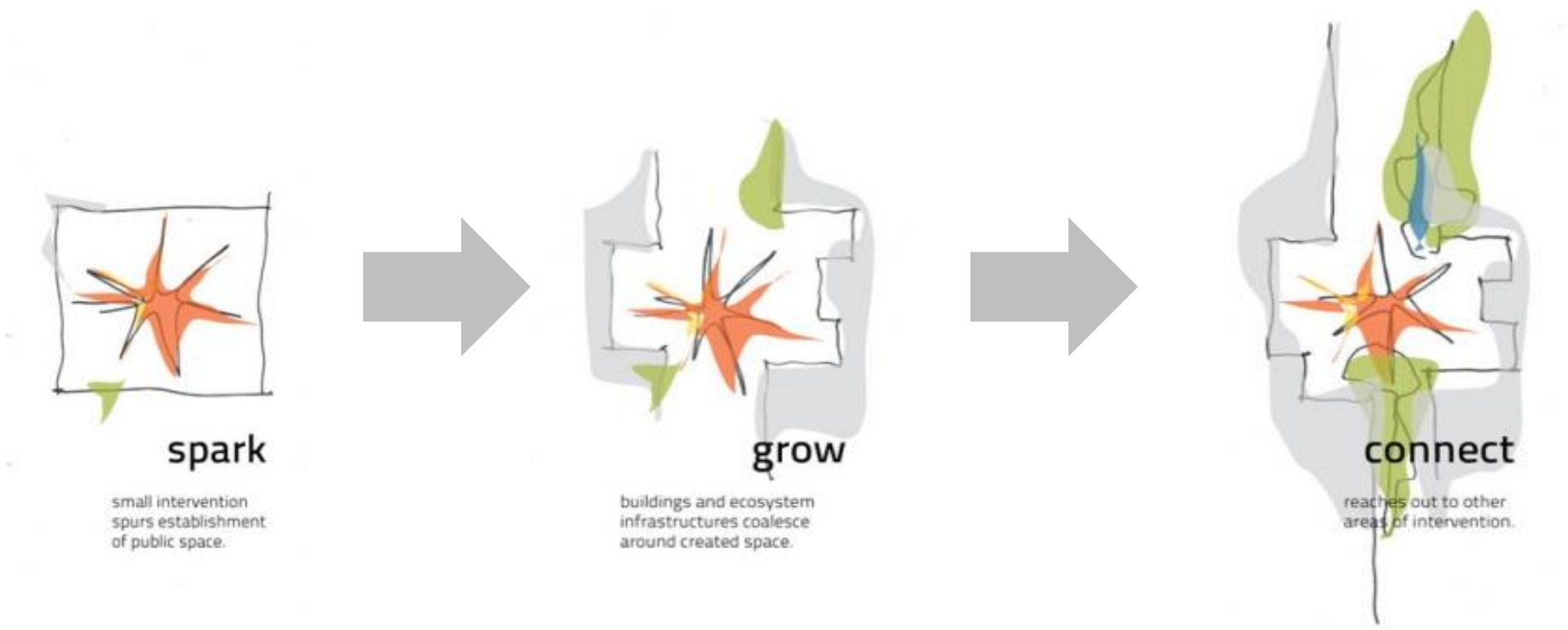
Comprehensive Plan Update



Comprehensive Plan Update



Comprehensive Plan Update



Public Outreach Process

Community Members:

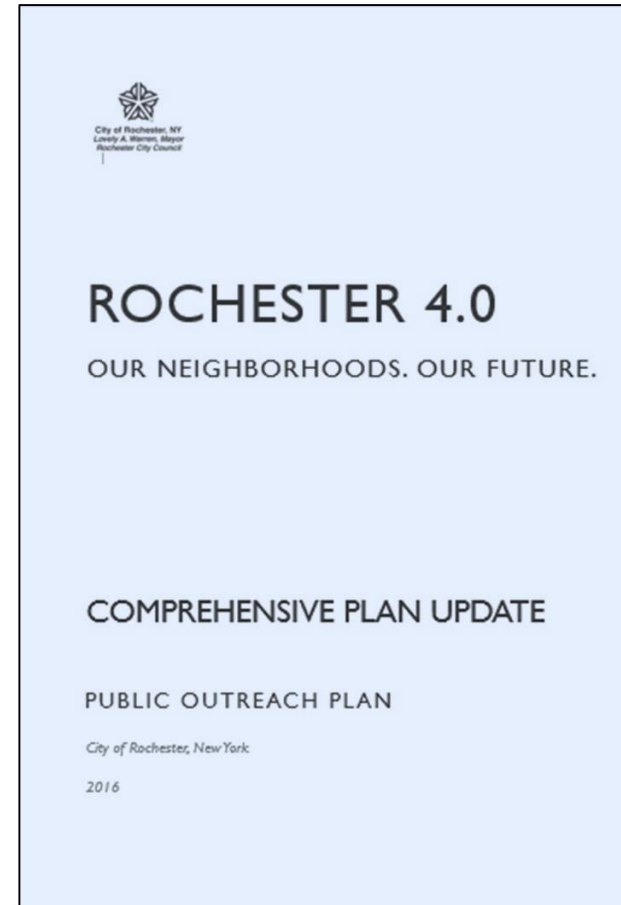
- Residents / Citizens
- Business Owners
- Developers
- Stakeholders / Advocates
- Neighborhood Associations
- Institutions / Agencies
- Visitors
- Students / Youth
- Anyone with an interest in our city's future (Rochester 4.0)



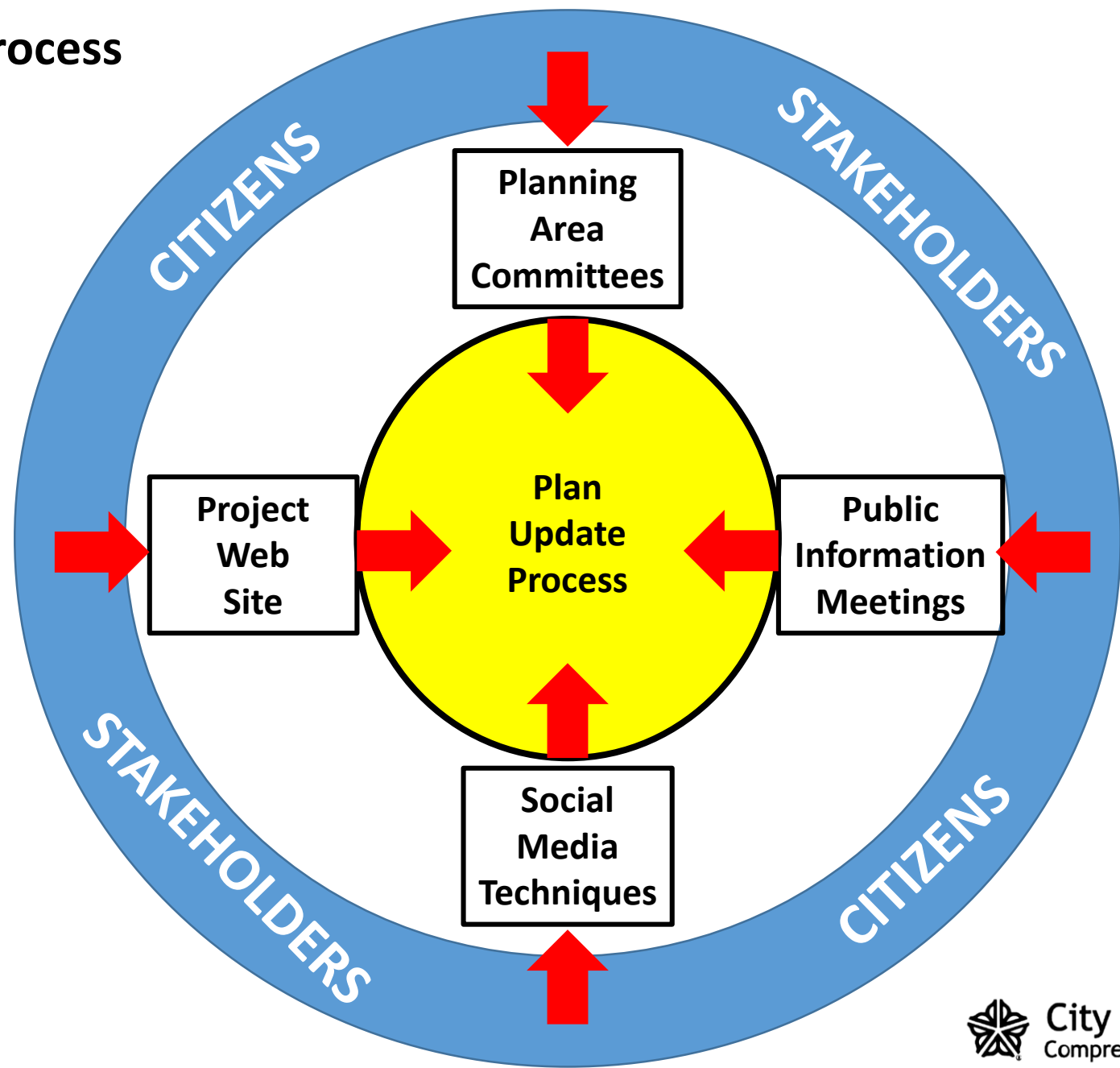
Public Outreach Process

Public Participation Plan:

- Mayor's Advisory Committee (MAC)
- Planning Area Committees (PAC)
- Community Surveys
- Public Information Meetings
- Social Media Outreach (Facebook, Twitter, Textizen)
- Quadrant Team Meetings
- Neighborhood Association Meetings
- "Future City Rochester" Project



Public Outreach Process



Public Outreach Process

"Future City Rochester"



- Middle School Students
- Fall Semester, 2016
- Classroom Teachers / Professional Mentors
- Students Create and Design Their "Future Rochester"
- Students Build Dioramas
- Schools Hold Competitions
- Winning Team Meets Mayor



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Public Outreach Process

"Future City Rochester"



City of Rochester
Comprehensive Master Plan

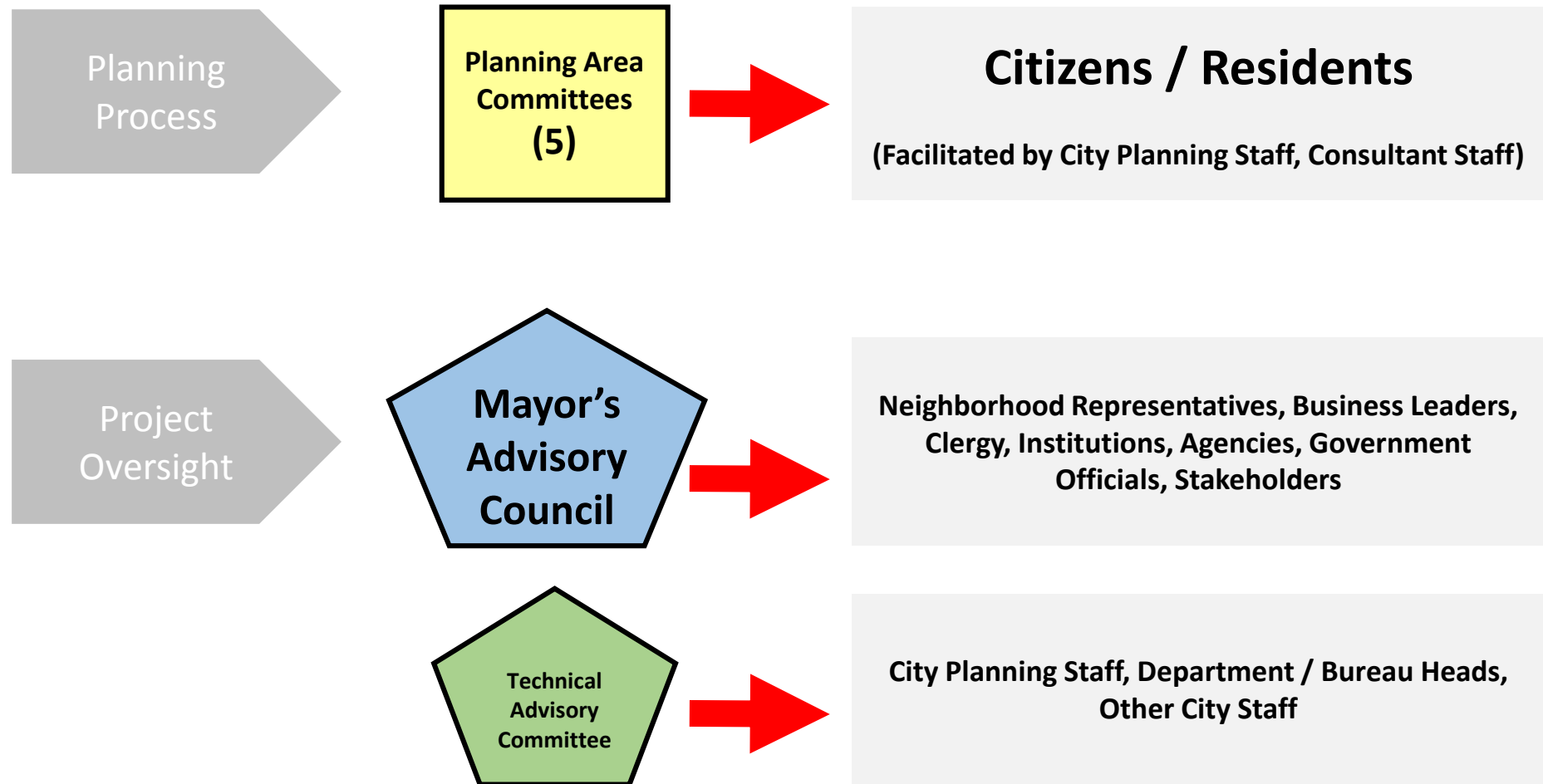
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Public Outreach Process

“Future City Rochester”



Planning Process Committees



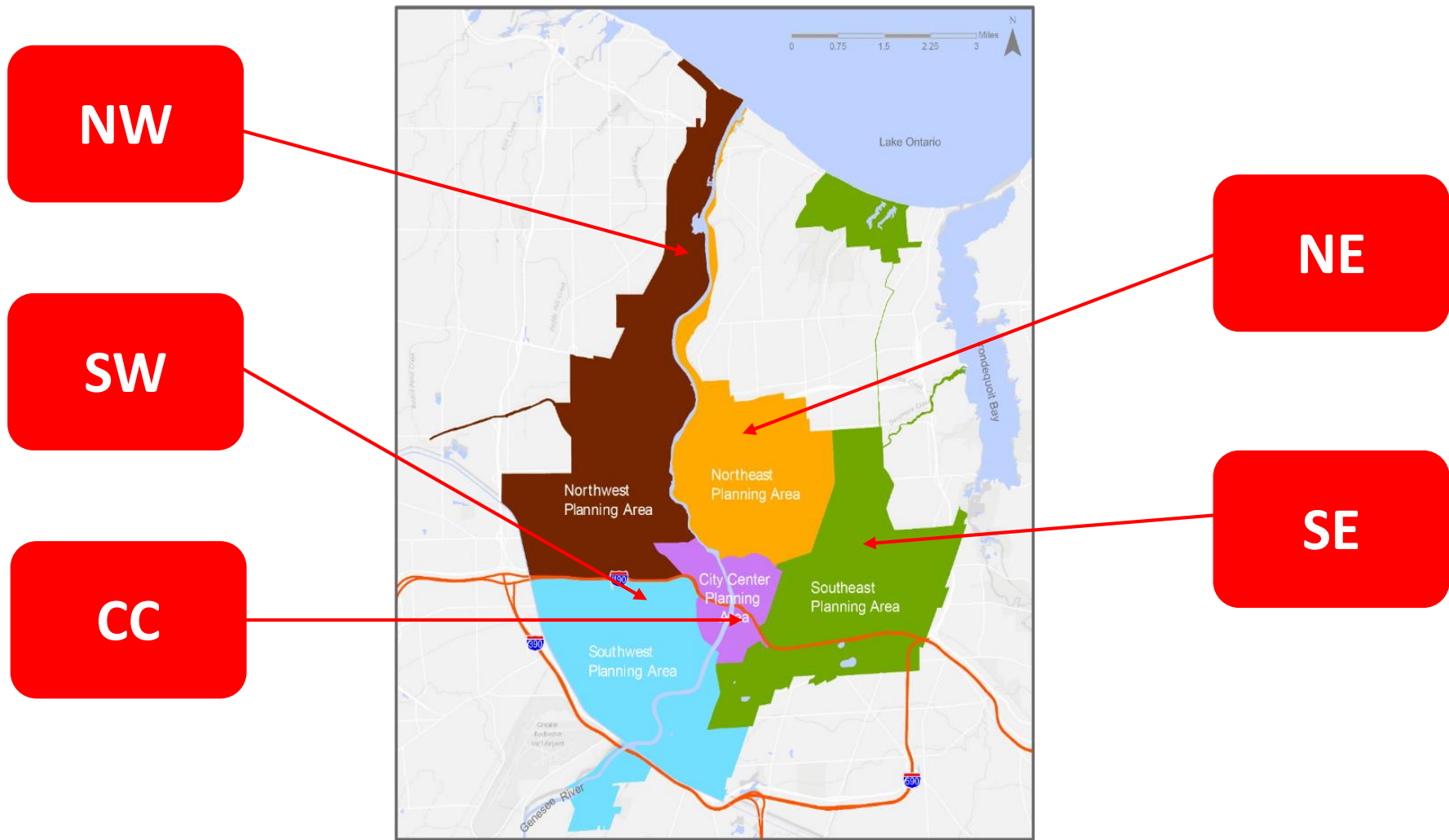
Planning Area Committees (PAC)

Role: To provide the citizen-based perspective for the plan update process; review consultant work material; develop issues, priorities and a conceptual land use plan; develop draft and final recommendations; identify benchmarks; prioritize implementation actions at the smaller geographic level of the planning area.

- **One PAC within each of the five city planning areas (police sections)**
- **Total of 5 PACs**
- **8-12 members each**
- **Diverse representation**
- **Each PAC will meet up to 5 times during the summer and fall, 2016**



Planning Areas (5)



Mayor's Advisory Council (MAC)

Role:

To provide broad strategic direction and oversight for the plan update process;

To oversee and monitor the public engagement process;

To provide periodic review, comment and feedback about specific work products and project tasks; and,


To develop and articulate an overall city vision as well as specific planning policies, goals, objectives and priorities.

Members:

- Elected officials
- Neighborhood representatives
- Business associations
- Business owners
- Real estate developers
- Education representatives
- Arts and culture representatives
- Public safety officials
- Anti-poverty advocates
- Environmental representatives
- Youth
- Health advocates
- Sports & recreation representatives



Mayor's Advisory Council (MAC)

|  Mayor's Advisory Council Membership | | | |
|---|------------|--------------|--|
| # | First Name | Last Name | Organization / Affiliation |
| 1 | Lovely | Warren | Mayor |
| 2 | Leonard | Redon | Deputy Mayor |
| 3 | Loretta | Scott | City Council President |
| 4 | Dana | Miller | City Council Vice President |
| 5 | Louis | Aponte | Charles Settlement House |
| 6 | Dave | Beinetti | SWBR Architects |
| 7 | Shirley | Boone | North East Area Development (NEAD) |
| 8 | Adele | Bouvard | Rochester City School District |
| 9 | Leonard | Brock | Rochester - Monroe Anti-Poverty Initiative |
| 10 | Myra | Brown | Deacon - Spiritus Christi |
| 11 | Carlos | Carballada | E3 Partners (Charter Schools) |
| 12 | Clement | Chung | ROC City Coalition |
| 13 | Michael | Ciminelli | Rochester Police Department |
| 14 | Donald | Crumb | Monroe County (County Executive Rep.) |
| 15 | Sherman | Dickerson | Joseph Avenue Business Association |
| 16 | David | Flaum | Flaum Management |
| 17 | Joel | Frater | MCC Damon City Campus |
| 18 | Judy | Hay | Sector 6 |
| 19 | Tony | Jackson | Panther Graphics |
| 20 | Bill | Johnson | Thurston Village Merchant's Association |
| 21 | Chris | Jones | BASWA (Business Association of the South Wedge Area) |
| 22 | Glenn | Kellogg | Harts Local Grocers |
| 23 | Dwane | Mahoney | Boys and Girls Club |
| 24 | Bob | Morgan | Morgan Management |
| 25 | Gary | Rodgers | Dock Hardware |
| 26 | Arnie | Rothschild | Rochester Broadway Theater League |
| 27 | Naomi | Silver | Rochester Red Wings |
| 28 | George | Thomas | Center for Environmental Initiatives |
| 29 | Thomas | Warfield | PeaceArt International |
| 30 | Marianne | Warfle | Charlotte Merchant's Association |
| 31 | Diane | Watkins | 19th Ward Neighborhood Association |
| 32 | Dave | Watson | City Planning Commission |
| 33 | Heidi | Zimmer-Meyer | Rochester Downtown Development Corp. (RDDC) |



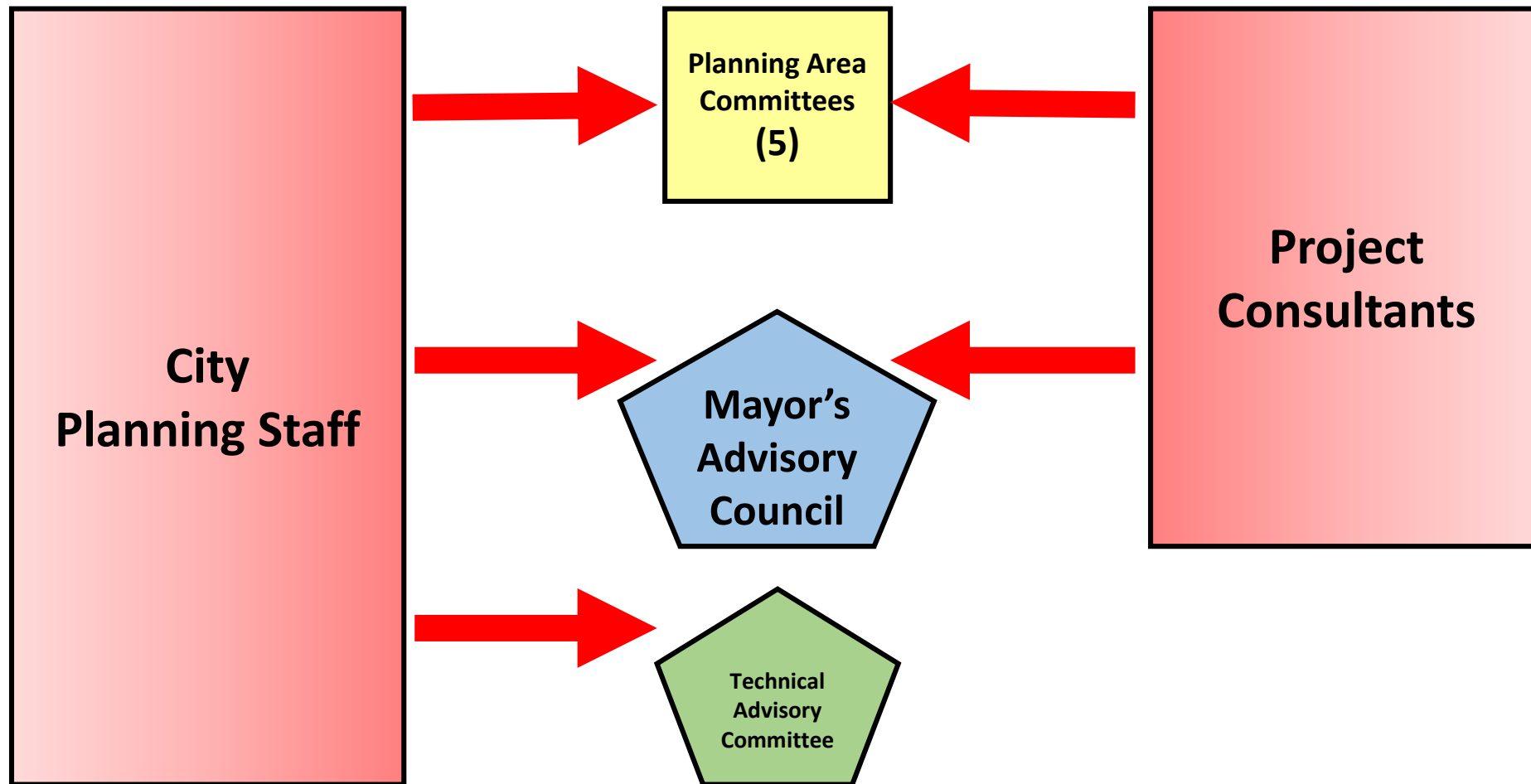
Technical Advisory Committee (TAC)

Role: Daily project administration, oversight and management; oversight of project schedule and timeline; coordination of public outreach activities; assistance in development of work products; review of consultant materials and work products; review of PAC work products; communication and coordination with MAC.

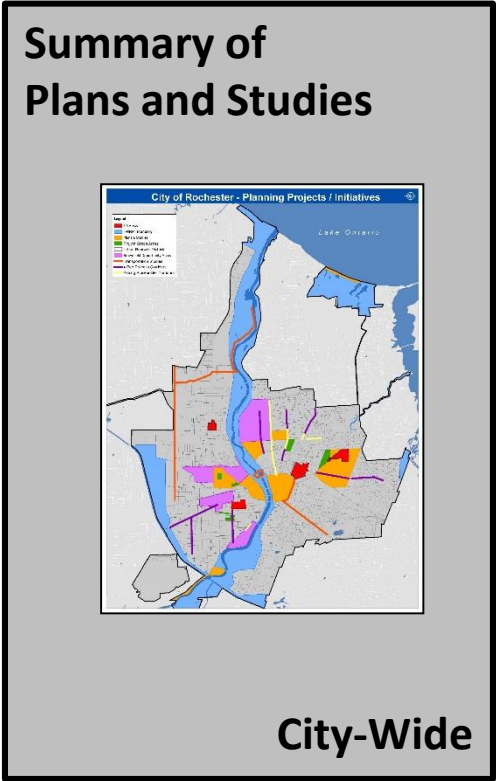
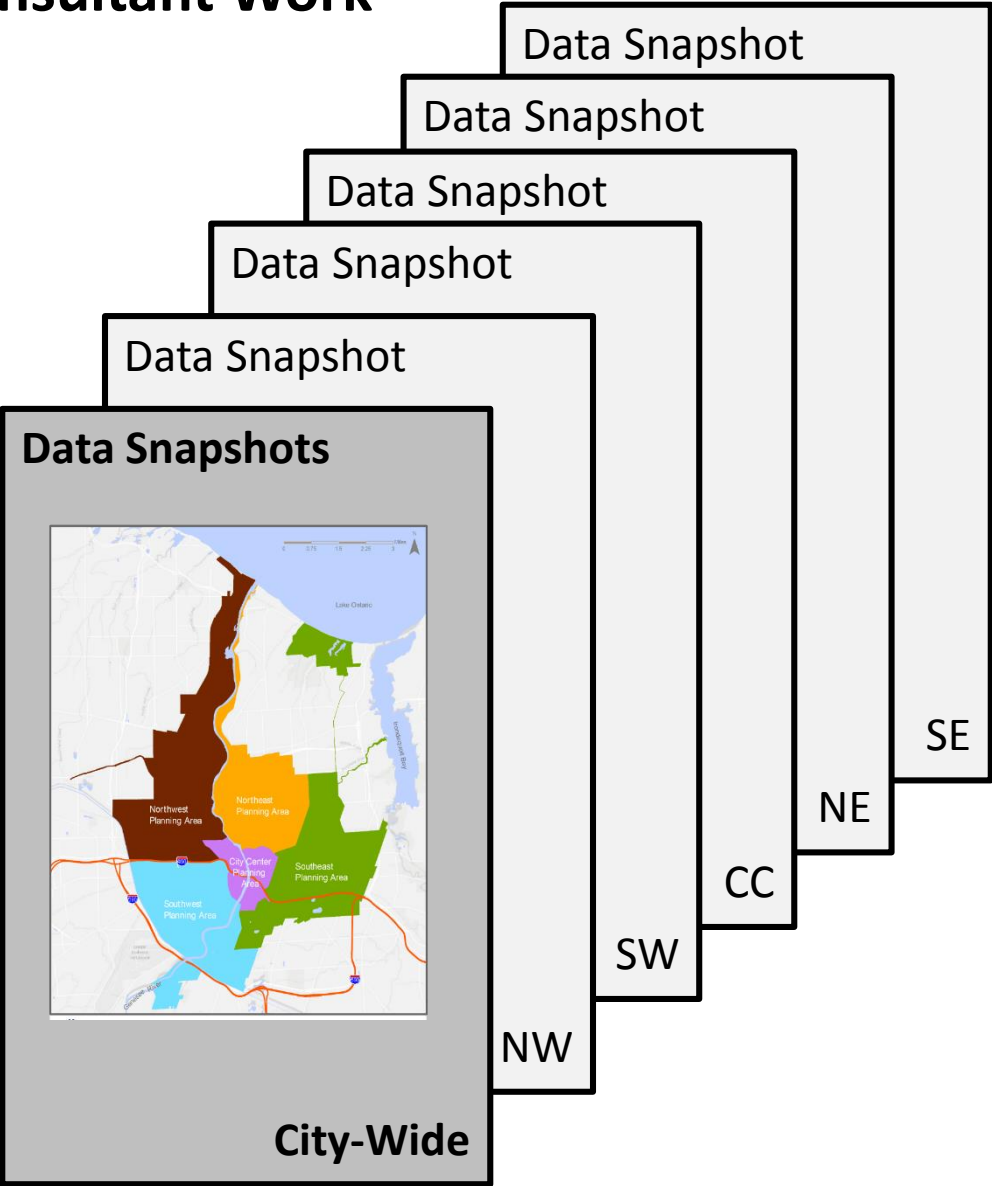
- **City planning staff**
- **Other city staff, including department/bureau heads as needed**
- **Other planning and design professionals and specialists as needed / appropriate**
- **Consultants**



Planning Process Committees

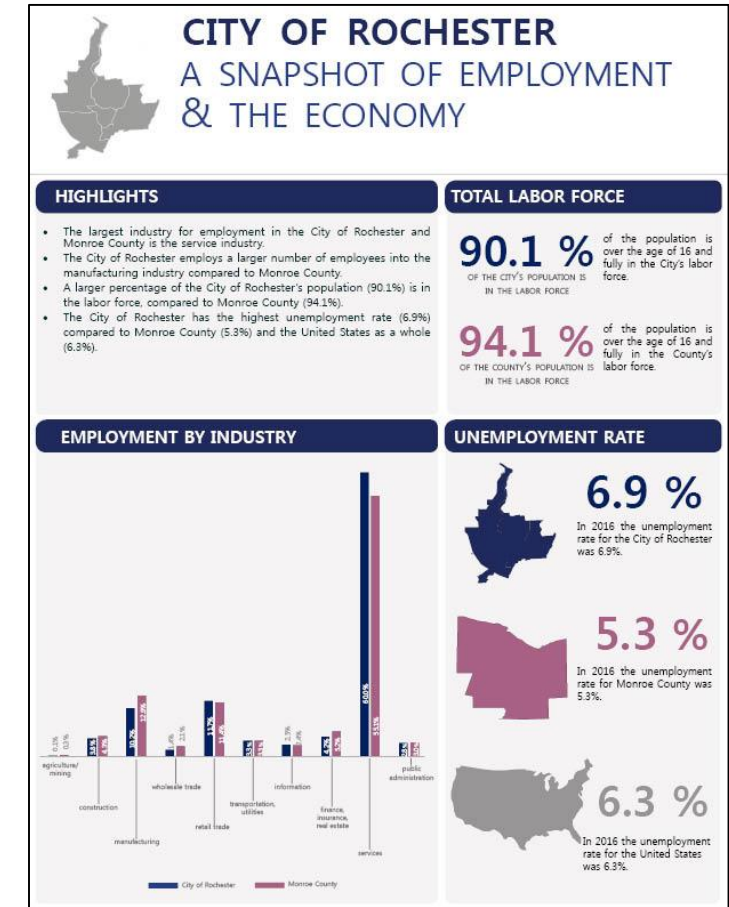
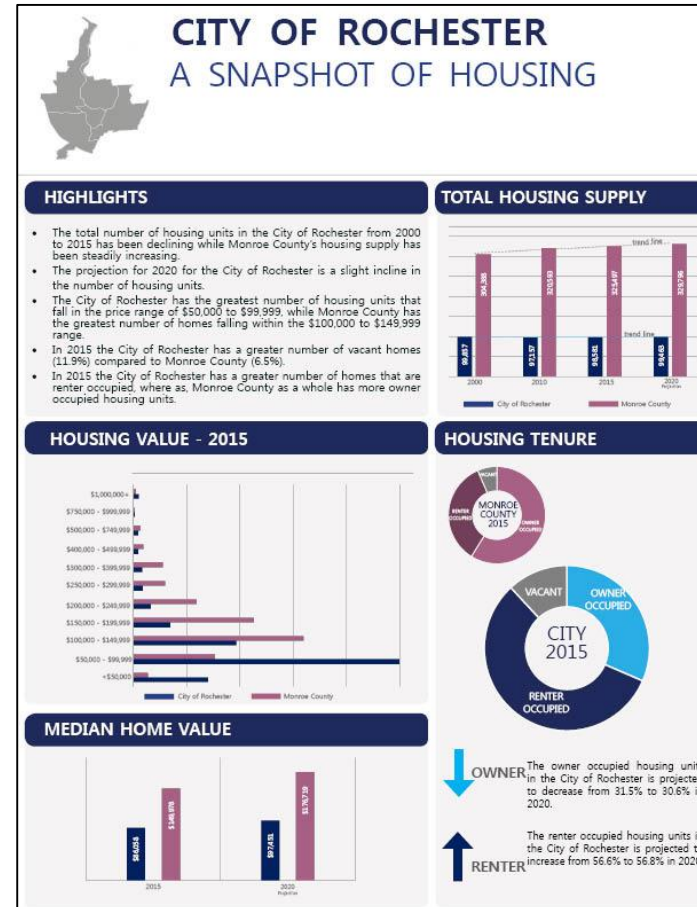
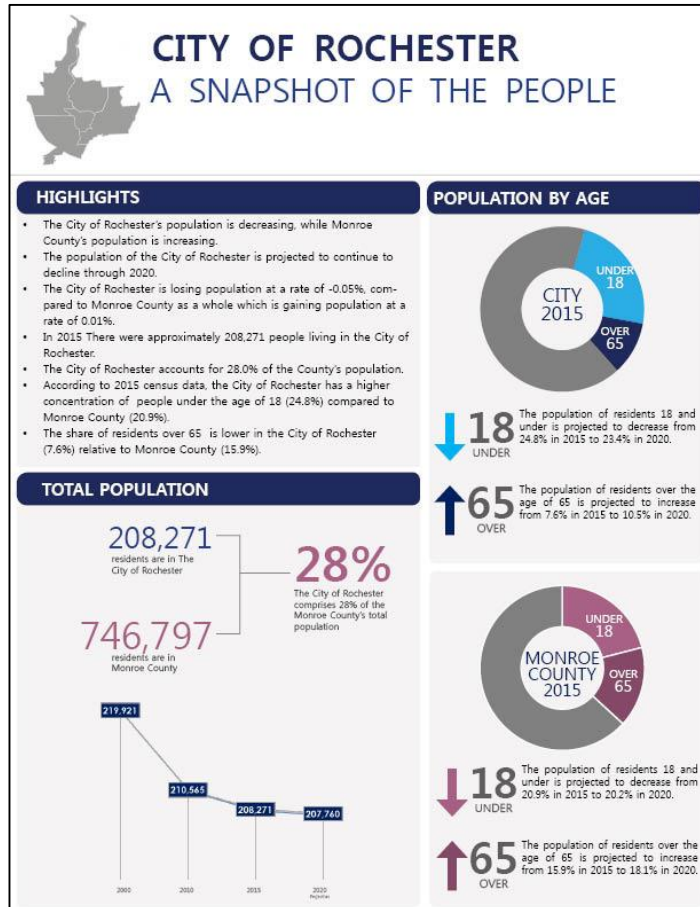


Consultant Work



- Meeting Facilitation (MAC, PAC's and Quad Teams)
- Public Outreach
Social Media
Public Meetings

Consultant Work



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Planning Process (Phase I and II)

- Data Analysis and Key Findings
- SWOT Analysis and Key Issues
- Conceptual Planning and Land Use Strategy
- Benchmarks
- Recommendations / Implementation Items
- Planning Area Reports
- Draft Comprehensive Plan Update Document
- Final Comprehensive Plan Update Document



**Community
Engagement
Process**

MAC, PACs, TAC

City Council

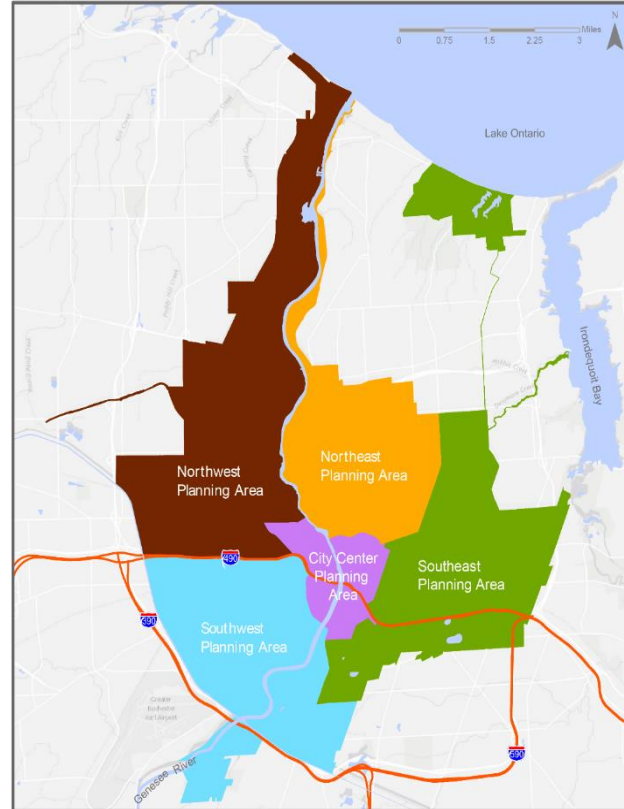


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Planning Process (Phase I)

Planning
Process



**5 Planning Areas
(Police Sections)**

Inventory and Analysis

SWOT Analysis

Conceptual Land Use Plans

**Goals, Strategies and
Benchmarks**

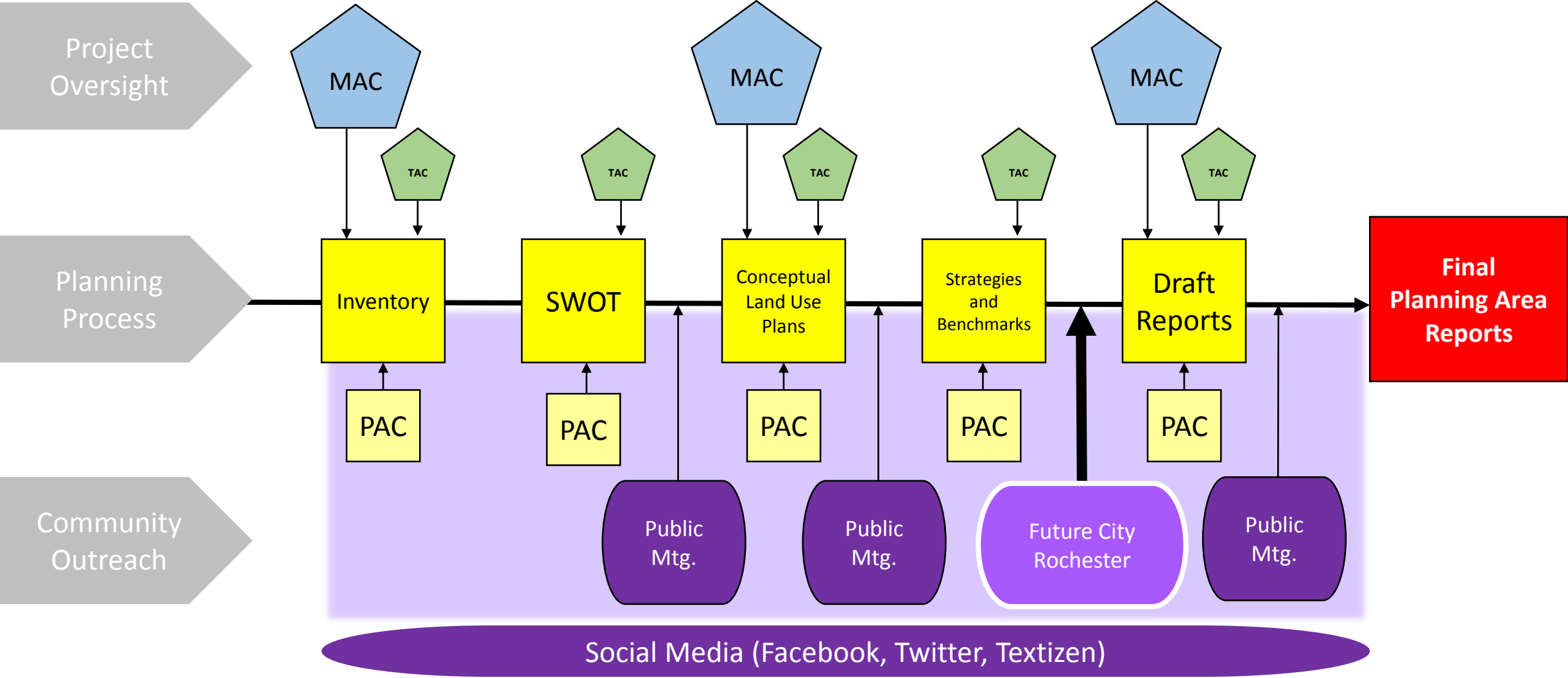
**Draft Recommendations
and Reports**



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Planning Process (Phase I)



Planning Process (Phase II)



Planning Process (Phase I and II)

Potential Innovative Planning Ideas and Concepts

- **Urban Villages**
- **Transit Oriented Development**
- **Complete Streets**
- **Performance Zoning**
- **Eco-Districts**
- **Regional Partnerships**
- **Transportation / Mobility Choices**
- **LEED Building Design**
- **Environmental Remediation**
- **“Beacon Schools” / Neighborhood Schools**
- **Climate Action**
- **De-concentration of Poverty**

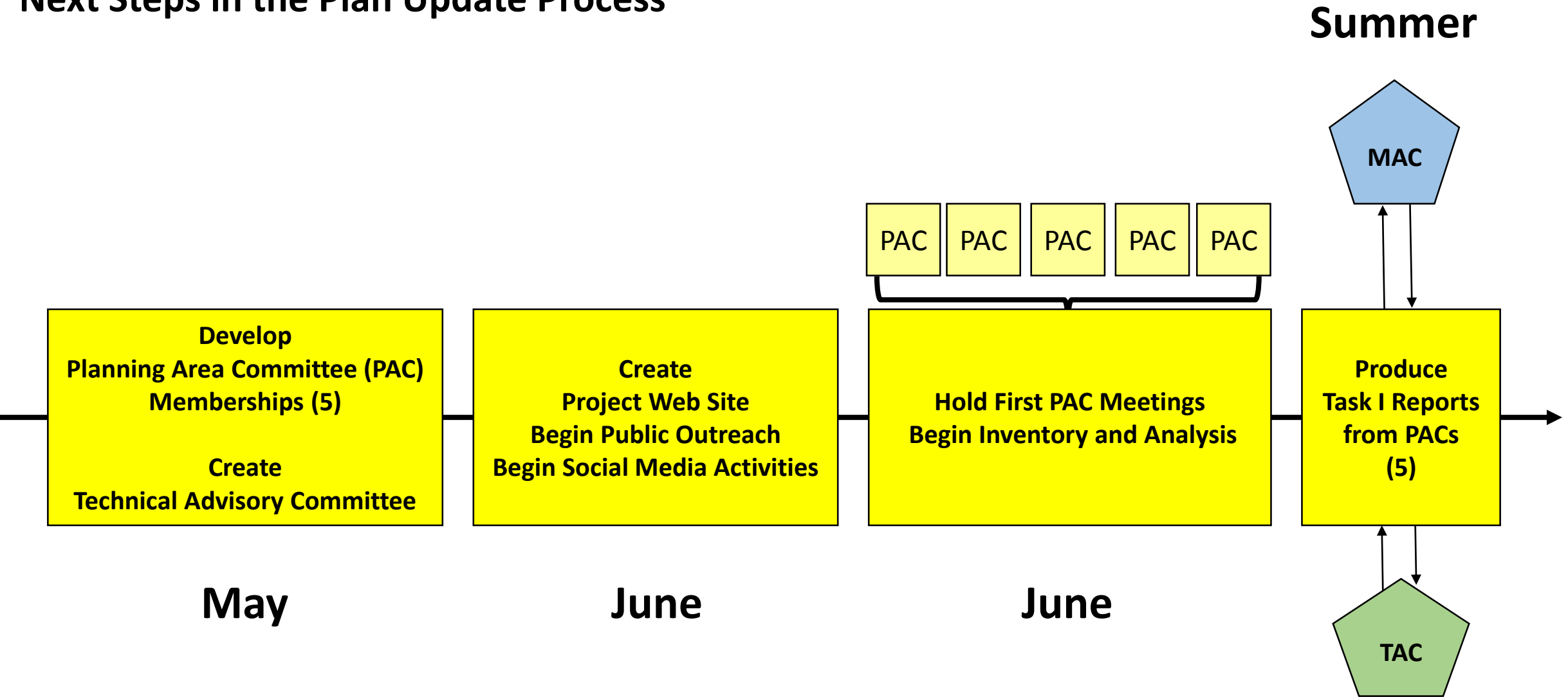


Role of City Council in Plan Update Process

- Stay informed about the process and spread the word to constituents about the process and the work
- Respond to public surveys, social media outreach and other public participation activities
- Attend periodic workshops to review staff, committee and consultant work; provide feedback and input
- Become involved in the “Conceptual Land Use Plan” design charrettes conducted by each of the five PAC’s
- Conduct final public hearing on plan and approve the final plan document
- Oversee implementation of the plan (City Budget, CIP, CDBG) after final adoption; monitor plan benchmarks
- Advocate for the plan and use it to inform decision-making

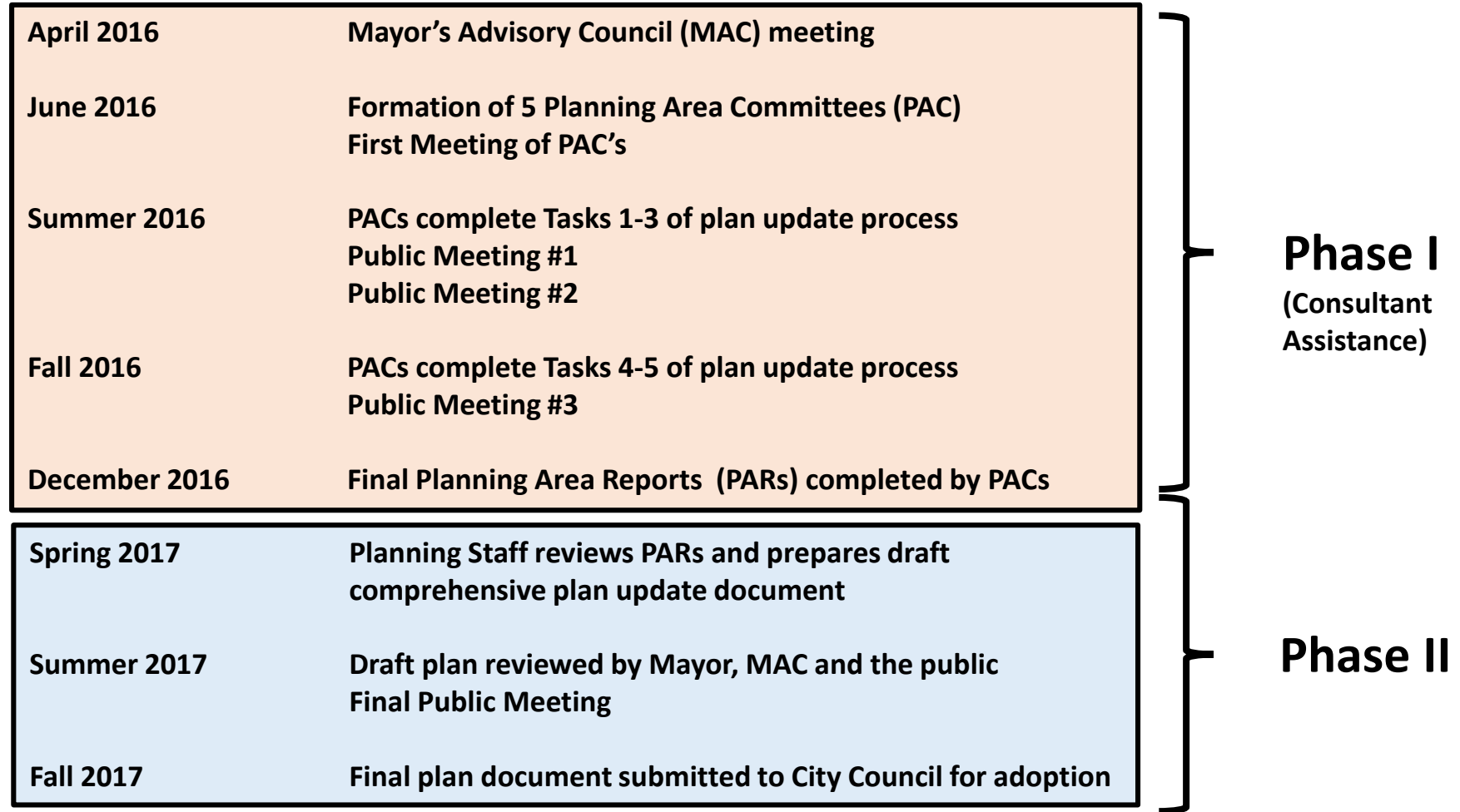


Next Steps in the Plan Update Process



Next Steps in the Plan Update Process

Process Calendar





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Questions and Discussion

