



City of Rochester

Comprehensive Master Plan

Rochester 4.0
Our neighborhoods.
Our future.





**Northeast Planning Area Committee
Meeting #3: Land Use
April 10, 2017 5:00 – 6:30 pm
Northeast Quadrant Neighborhood Service Center
500 Norton Street, Rochester, NY**

Meeting Summary

I. Welcome

Sue Hopkins (Bergmann Associates), Doug Benson and Josh Artuso (City of Rochester) welcomed the attendees and introduced themselves. The attendees introduced themselves.

II. Review of Progress to Date

Sue provided copies of an overview of the progress to date. Sue went through each plan and identified the study area and the goals. The plans and goals covered include:

- **Group 14621 Brownfield Opportunity Area Plan:**
 - Goal 1: Stabilize and Revitalize Residential Neighborhoods
 - Identify holistic approaches to stabilizing neighborhoods
 - Encourage owner occupancy
 - Encourage property maintenance
 - Identify new development and rehab opportunities
 - Goal 2: Enhance the Public Realm
 - Create **beautiful** and user-friendly streets
 - Improve existing **parks & trails**
 - Create **new parks**
 - Turn **vacant parcels** into assets
 - Foster a sense of **safety**
 - Goal 3: Create Economic Opportunity
 - Support **new business** development
 - Identify and promote **niche businesses**
 - Support **existing businesses**
 - Identify opportunities for **redevelopment** of brownfield and vacant sites
 - Connect residents with jobs
 - Goal 4: Enhance Youth Resources and Engagement
 - Encourage **youth** involvement in neighborhood initiatives
 - Provide adequate **programs and facilities**
- **El Camino Revitalization Area Community Charrette & Vision Plan**
 - North Clinton Avenue:
 - La Marketa
 - Infill Development
 - Repurpose former fish market



- El Pilon, outdoor seating
- Hickey Freeman Parking lot beautification

Huntington Park and Saint Paul

- Preserve older homes
- Improve connection to Riverway Trail

El Camino Trail and Conkey Avenue

- Ibero Community Center on Clifford
- Conkey Corner Park improvements, pavilion
- Garden of Hope
- Clifford & Conkey mixed use
- Avenue D Rec Center improvements

Streetscape improvements

- Housing stock repair programs
- Improvements to Streets

Underutilized Buildings and Sites (and vacant lots)

- Side yard sale program
- Infill development

- **Marketview Heights Urban Renewal District Plan**

Neighborhood Revitalization

- Remove blight
- Residential infill and reinforce stable blocks
- Large-scale redevelopment of distressed blocks

Workforce Development & Jobs

- Construction of new housing
- Public market kitchen incubator

Public Safety

- Redevelopment of nuisance properties
- Better lighting
- New housing

III. Community Engagement Summary

Sue, highlighted the vital role community engagement has had in the process. She referred to the Community Engagement booklet and walked the attendees through the types of engagement that has occurred to date:

- Public Meeting
- Website
- Surveys
- Facebook
- Twitter
- Textizen
- Meeting in a box



IV. Discussion – Review of SWOT Map & Recommendations

Sue facilitated a discussion of the group to go over the Future Land Use Map and identify anything that may not have been captured on the map during PAC meeting 3. Committee members used markers to draw on a full size map of the NE Planning Area. The results of the discussion were captured on the base map of the NE Planning Area. A photo of the mark-ups is located in Appendix A.

Appendix A: Future Land Use Map – Mark Ups





Northwest Planning Area Committee (PAC) Meeting #4

April 11, 2017 6:00PM-8:00 PM

NWNSC, 71 Parkway, Rochester, NY 14608

Meeting Summary

I. Welcome and Introductions

Attendees introduced themselves. A list of meeting participants is included in Appendix A.

II. Recap of process to date

Tanya Zwahlen (Highland Planning) recapped the Comprehensive Plan Update process, including committee structure, previous meeting accomplishments, and public meetings. The City intends to add one more PAC meeting to discuss Plan recommendations and how they relate to the current zoning code. This meeting will take place during the summer.

III. Review of Land Use Map from Meeting #3

At PAC meeting #3, the group discussed strengths, weaknesses, opportunities and threats within a geographic context. They used a large plot of the planning area to identify specific locations where issues and opportunities exist today.

Tanya reviewed the map from PAC #3 to confirm nothing was missing. The group discussed policies that relate to the proposed improvements. The group took time to clarify a few items. For example, Tanya asked the group to elaborate on their idea for a trolley. The PAC would like a trolley from Center City to Charlotte to encourage more young people to visit Charlotte. There was discussion of the historical trolley system in this corridor. More information is located at http://www.rochester.lib.ny.us/~rochhist/v30_1968/v30i3.pdf.

The current traffic management in Charlotte is unacceptable with limited parking and only one way in and one way out of the area. The shuttle solution was not a popular concept among families.

The group also clarified their use of the term holistic in PAC meeting #3. In the northwest, there is a need for connections between neighborhoods. The group suggested that a trolley or water taxi could be a solution. Other concepts that were added to the map or elaborated upon were:

SWOT comments from the handwritten notes and the SWOT analysis map are included as Appendix E. A summary of the notes regarding the map is below:

- Charlotte should be a target investment area with a park, Robach Center, marina



- Turning Point Park has public safety issues because it is remote
- River near Turning Point Park has a history of boating use and should be developed
- Lake and Ridgeway is a key development opportunity
- Lyell Ave and Smith St. is a development opportunity
- The Lyell community is cultivating a Little Italy district
- Promote northwest's assets (e.g. parks, trail, history at the Port)
- Currently, there are too many parcels zoned automotive
- Asset mapping for each neighborhood is needed
- Lake Avenue lights are not long enough for pedestrian crossing at Lexington, Phelps, Driving Park, and the Smith Street bridge
- Identify brownfields on east side (e.g. Piehler-Maplewood)
- Need to attract young people with a market, a ferris wheel (e.g. Atlanta), aquarium

IV. Policy Recommendations/Statements

A summary of policy recommendations is below:

Community Development

- Revisit NBN as a strategy; it worked
- Book different genres; music at the beach needs to attract a variety of people.
- Encourage activity at the terminal building year round; restaurants are allowed to close in winter. How can we be serious about year round entertainment if you allow that to happen?
- Allow non-profits and neighborhood groups to use the port building, stardust ballroom, and the Robach center for a small fee. Insurance policies should be waived.
- Support Little Italy. Tie it together. Give it a real Rochester feel.
- Publicize river romance. Charlotte wants to participate!

Public Safety

- Increase police staffing; northwest was without 31 officers last year
- Encourage community policing – never met my officers on Lyell.
- Invite sheriff deputies in the City of Rochester. We'd like less division among law enforcement

Transportation

- Reduce travel lanes and improve traffic safety on Lake Avenue; street design contributes to speeding
- Create more transit option sfor millennials
- Increase connectivity
- Connect to river. Encourage boating down there.



- HousingDevelop a right sizing strategy. A lot of the underlying issues around rental property are on the supply side. There are some collapsed markets on the map. Oversupply of the market and sections of neighborhood. DSS hasn't gone up since 2003. Landlords can't supply decent housing with below market rents and tenants can't afford them. Enforcement can't address them. Leads to frustration. There were 8,300 evictions in the City of Rochester. That turnover and transience further exacerbates the issues. If aspects of that can get into this plan, the back end with enforcement and code would be easier to advance. Figure this out in a way that makes sense for neighborhoods.
- Promote homeownership and improve rental property.
- Establish a housing court in the City of Rochester (e.g. Buffalo)

Zoning

- Reduce the number of parcels that are zoned automotive
- Focus on improving corner lots and gateways
Reposition obsolete commercial buildings. Reconfigure commercial space into something that would be more vibrant. We need fewer commercial districts and more vibrancy. It's time to face the facts. We need to consider how we can recreate space for where we're going and where we need to be.
- Find businesses that could take retail space with an on-line presence. Find the alternatives. It's a whole different way to see vibrancy.
- Remove 12-16 story building height in Marina District. This is of character and should be reconsidered

Economic Development

- Support tenant populations driven by immigrants
- Develop an indoor bazaar at Tent City or on the south side of Lyell towards Glide. Theater on the Ridge at Kodak. Things go on there, but it's a sleeper.

Energy

- Tap into hydro power, wind power, solar power with RIT technology
- Reuse Kodak, brownfields and the former Erie Canal bed by Tent City for sustainable energy.
- Promote community solar with Susan Spencer

Education

- Support neighborhood schools.
- Establish a metropolitan school district.

V. Next Steps

The group reviewed the Community Engagement summary.

The next meeting will identify conflicts between PAC recommendations and the existing zoning code. The PAC requested that Doug Benson, Zina Lononegro, or Jason Haremza from City of



Rochester to attend PAC meeting #5. The group would like the opportunity to prioritize their recommendations.

The next meeting will take place in August/September 2017.



Appendix A: Meeting Attendees

Last Name	First Name	Email	Phone
Gardner	Glenn	ggardner@rochester.rr.com	585-269-2700
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Davis	Pamela	NiceNRG@aol.com	585-773-5170
McGrath	Tim	Tmcgrath47@msn.com	585-721-8878
Lippa	John	JNLippa@yahoo.com	585-748-1915
Roethel	Sue	Sue.roethel@gmail.com	585-749-7308
VanDusen	Eric	evandusen@nwrochester.org	
Topa	Jen	jen@highland-planning.com	585-354-3214

Appendix C: Land Use Map



[illegible]

Southeast Planning Area Committee Meeting #4
April 12, 2017 6:00PM-8:00 PM
Hungerford Complex 1115 East Main St., Door 4

Meeting Summary

I. Welcome and Introductions

Attendees introduced themselves. A list of meeting participants is included in Appendix A.

II. Recap of process to date

Tanya Zwahlen (Highland Planning) recapped the Comprehensive Plan Update process, including committee structure, previous meeting accomplishments, and public meetings. The City intends to add one more PAC meeting to discuss Plan recommendations and how they relate to the current zoning code. This meeting will take place during the summer.

III. Review of Land Use Map from Meeting #3

At PAC meeting #3, the group discussed strengths, weaknesses, opportunities and threats within a geographic context. They used a large plot of the planning area to identify specific locations where issues and opportunities exist today.

Tanya asked the group review the map from the last meeting and clarify a few notations.

Zoning

The group discussed the idea of a “no formula zone” on East Main from Goodman to Culver. Joe Difiore explained that the principle is similar to the restrictions the City already places on corner stores, but applied instead to chains. The City could identify certain areas and place restrictions on what sorts of chains can locate in those areas. This could incentivize locally owned businesses. It has been done elsewhere. The idea is flexible. It could be anywhere from “no chain stores” to certain amounts of certain stores. Tanya Zwahlen asked the group whether they would prefer adding more support for local businesses to adding more regulations. The boutique overlay was ineffective on East Main between Culver and Winton. Businesses are having difficulty moving in, and current uses are not attractive.

Tanya asked for a show of hands to determine whether the group as a whole supported a no-formula zone on East Main, and the PAC members supported it unanimously.

Transportation



The PAC unanimously supports a bike lane and more walkability on East Main Street.

Build a pedestrian bridge to connect the Village Gate area to the other side of the tracks so that the old industrial buildings such as the Hungerford and Federer buildings could be taken advantage of as development opportunities

Establish more gateway treatments entering the city (e.g. Goodman and Main, Browncroft coming into the city, and entering the city near East Ave Wegmans)

Urban Villages are located at:

- Goodman and Main
- Winton and Main
- Culver and Main
- Monroe and Goodman
- Clinton and Goodman
- South and Gregory
- The Public Market
- Upper Monroe

Economic Development

- Goodman Plaza has a large open area next to it that is prime for development.
- Implement the recommendations of the East Main Arts and Market Study.
- Promote density along Culver north of the tracks
- Carlson and Humboldt is a development opportunity with lots of vacant industrial space

Community Development

- Establish a public art program.
Promote more beautification, like paintings beneath bridges

IV. Policy Recommendations/Statements

Community Engagement

- Improve communication, cooperation and common vision between neighborhood groups
- Engage young people in neighborhood groups
- "Work with" rather than "do for" the neighborhoods
- Use the Street Manager model
- Support stronger neighborhood associations, especially in underrepresented communities
- Revisit NBN and the NPCs as strategies
- Plan at the sector level rather than the quadrant level

Zoning/Land Use



- Remove all parking requirements
- Revert to historical urban design using a citywide form-based code. Create development guidelines for a consistent look
- Enforce zoning consistently
- Create dense mixed-use areas similar to Monroe Ave and Park Ave along commercial corridors
- Implement "No Formula Zones" on commercial corridors
- Create climate-conscious guidelines for developers beyond LEED
- Streamline process for zoning variances
- Consider height restrictions for C-1 zones
- Update Planning Commission standards
- Create policy for "parklets"
- Create zoning for urban farming
- Encourage progressive interim uses of city owned land such as pocket parks, gardens, playgrounds, etc.
- Create walkable areas
- Create more live/work spaces

Mobility

- Improve public transportation and mobility
- Create crosstown bus lines
- Make busses run with greater frequency
- Implement ride sharing
- Establish Rochester bike share
- Improve walkability
- Continue expansion of bike infrastructure
- Install more electric plugs for cars
- Improve pedestrian safety
- Complete street design
- Move away from hub and spoke design, higher frequency transit
- Consider light rail

Poverty

- Create living wage jobs
- Provide better human services
- Increase owner occupancy
- Implement permanent affordability with a community land trust
- Ensure affordable housing
- Use transit to help relieve burden of poverty and get people to work
- Create local jobs that residents can walk to
- Encourage growth and creation of worker co-ops



Education

- Improve school quality
- Create neighborhood schools, make a symbiotic relationship, with the neighborhood school as a neighborhood center
- Create programs to target the issues the students experience outside of school
- Improve public perception of schools regionally
- Consistent education from school to school, and from neighborhood to neighborhood.
- Use quality schools to prevent families from moving out

Housing

- Establish permanent affordable housing in Winton Village, the South Wedge/Swillburg/Highland Park area
- Establish a land trust to “sprinkle” affordable housing throughout Rochester neighborhoods

Economic Development

- Fund commercial corridor development
- Create a community development corporation
- Create business incubators.
- Develop creative parking solutions
- Continue entrepreneurship programs and, expand Kiva
- Reward good small businesses
- Create incentives to bring in businesses that are specifically requested by residents
- Increase small business grants business that locate in the area, reward people that are
- Benefit locally owned businesses with roots here in the city
- Create a Department of Creative Economics

Community Development

- More activities for children
- More communication from R-centers
- Create safe play spaces, implement “Playable Cities” recommendations
- Expand Teen Empowerment and/or Center for Youth to Beechwood
- Create opportunities for positive interactions between youth and police, such as the old RPD sports leagues

Public Safety

- Restart the officer friendly program
- Create community follow-up and support for people convicted of crimes
- Rework and empower the civilian review board, like Syracuse

Health

- Increase walkability and active transportation



Planning

- Find resources for implementation of long-term goals
- Create plans with clear and connected implementation in mind
- Make plans competitive for funding
- Implement plans with interdepartmental communication and multidisciplinary collaboration
- Follow Detroit's lead in fast-paced revitalization and implementation
- Consider health in all policies
- Stop over-planning; implement major recommendations from past plans

V. Next Steps

The group reviewed the Community Engagement packet that was provided to them.

The next meeting will discuss conflicts between existing code and what the group would like to see for the future. The next meeting will take place in June/July 2017.

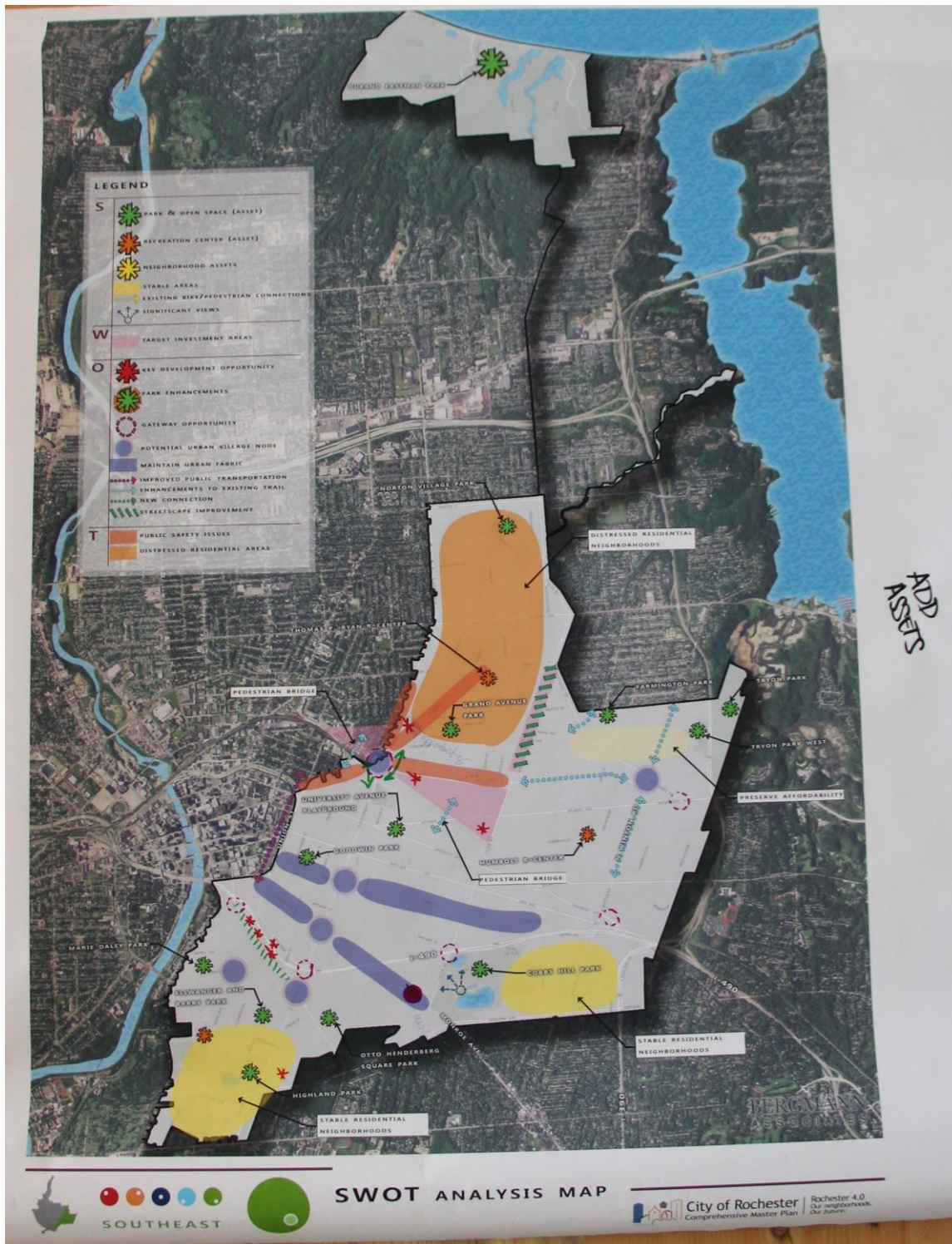


Appendix A: Meeting Attendees

Last Name	First Name	Email	Phone
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Primus	Andre	andre@highlandplanning.com	585-642-9007
DiFiore	Joe	difiorejoe@gmail.com	
Ely	Cynthia	MissCynthia@rochester.twcbc.com	(585) 244-2228
Hogan	Helen	hhogan@rochester.rr.com	585-339-8067
Poinan	Joe	jpoinan@gmail.com	585-500-0000
Woelk	Ben	benjamin.woelk@gmail.com	585-472-0452
Staropoli	Mary	marystaropoli@yahoo.com	
Carter	Steve		
	Bryce		



Appendix B: Land Use Maps







Appendix C: SWOT Summary

Strengths <ul style="list-style-type: none">• Jobs• Position• Transportation• Accessibility• Buildings• Diversity• People• Hope	Weaknesses <ul style="list-style-type: none">• Schools• Challenged• Imperiled• Infrastructure• Home ownership
Opportunities <ul style="list-style-type: none">• Jobs• Vacancies = Opportunity to repurpose space• Industrial• Diverse• Multicultural	Threats <ul style="list-style-type: none">• Rental properties• Lack of entertainment• Visibility



Center City Planning Area Committee
Meeting #4: Land Use Planning & Recommendations
April 13, 2017 4:30PM-6:00 PM
Tower280

Meeting Summary

I. Welcome

Andy Raus, Bergmann Associates, welcomed everyone and thanked them for coming. The committee members went around the table and introduced themselves. A list of attendees is included on the attached sign in sheet.

II. Recap of the Process to Date

Kimberly Baptiste, Bergmann Associates, reviewed the process to date and explained how this process has been guiding the first phase of the Comprehensive Plan Update. She explained how all of the Committee's feedback would be included in five mini-plans, each catered to the individual Planning Area.

III. Community Engagement Summary

Meagan Aaron, Bergmann Associates, highlighted how community engagement has been key in the process. She referred to the Community Engagement booklet.

- Public Meeting
- Website
- Surveys
- Facebook
- Twitter
- Textizen
- Meeting in a box

IV. Review of SWOT Map and Recommendations

Andy facilitated a discussion with the group to review what the Committee identified in the past meeting as the Center City's strengths, weaknesses, opportunities and threats (SWOT) through a series of questions, refer to Appendix A. The Committee came up with six key topic areas to focus the area's recommendations:

1. Leadership
 - a. Continuity
 - b. Better Management
 - c. Articulate Center City's Vision
 - d. Marketing and Promotion of the area



2. Parking and Transportation
3. Retail Strategy
4. Waterfront Access
5. Culture, Arts and Entertainment
6. Creating a BID

For a full list and notes from the Committee's discussion, refer to Appendix D.

LEGEND

PARK & OPEN SPACE (ASSET)
RECREATION CENTER (ASSET)
NEIGHBORHOOD ASSETS
STABLE AREAS
EXISTING BIKE/PEDESTRIAN CONNECTIONS
SIGNIFICANT VIEWS
TARGET INVESTMENT AREAS
KEY DEVELOPMENT OPPORTUNITY
PARK ENHANCEMENTS
GATEWAY OPPORTUNITY
POTENTIAL URBAN VILLAGE NODE
MAINTAIN URBAN FABRIC
IMPROVED PUBLIC TRANSPORTATION
ENHANCEMENTS TO EXISTING TRAIL
NEW CONNECTION
STREETSCAPE IMPROVEMENT
PUBLIC SAFETY ISSUES
DISTRESSED RESIDENTIAL AREAS

Appendix B: Center City Map - SWOT Summary



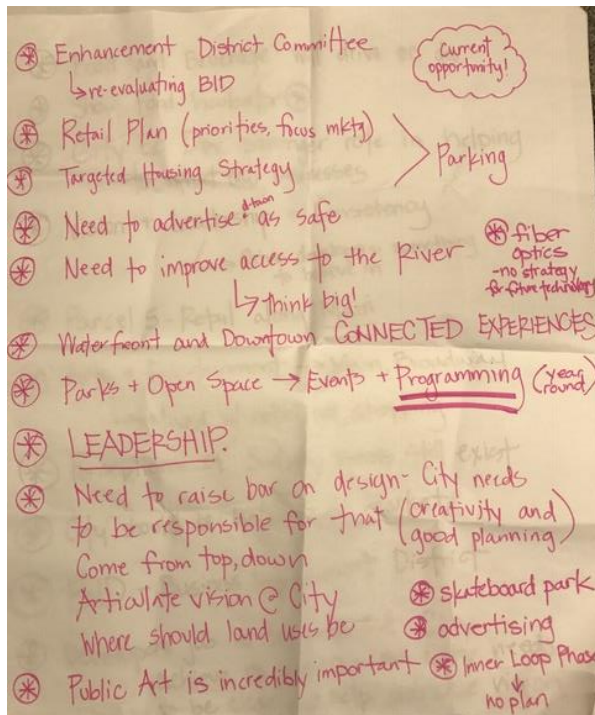
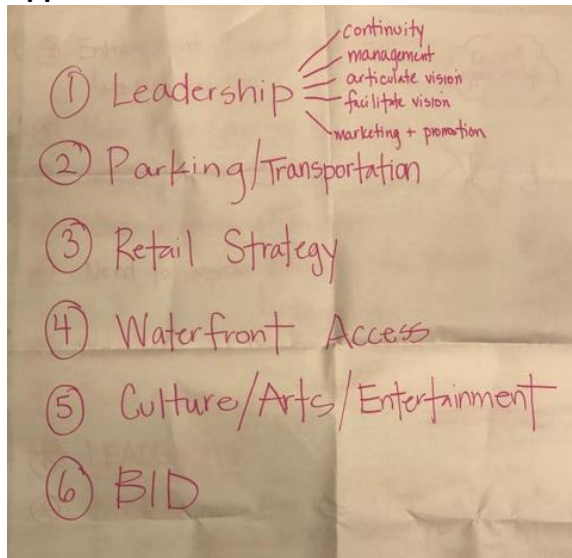


Appendix C: Sign-in Sheet

Name	Organization	Email Address	Present
Bonny Mayer	Corn Hill resident	Bonnywithy@gmail.com	✓
Chandu Carey		cchaundy@gmail.com	✓
Jason Schwingle	Washington Square, Resident	washingtonsquareneighborhood@gmail.com	
John Billone		johnjr@flowercitymanagement.com	
Suzanne Mayer	Grove Plan Association	suzanne.mayer@rochester.rr.com	✓
Jon Swan	Business Owner	oxandstone@gmail.com	
Dennis O'Brien	Resident, ZBA	dennisobrien@monroecounty.gov	
Chris Hill	I. Gordon Corp	chill@igordon.com	
Lauren Gallina	Gallina Development	Lauren@gallinadev.com	✓
Jim Loftus		info@cascadeprops.com	
Zakery Steele	High Falls Area Representative	Zakery.Steele@stantec.com	
Malinda Gaskamp		malinda.gaskamp@stantec.com	
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Sarah Rutherford	Resident, Business Owner	s.c.rutherford@gmail.com	
Bill Whitney		Whitneydesigns4091@gmail.com	
Joseph Becker	Resident	becker126@yahoo.com	175 N Water St Apt. 309 Rochester, NY 14604
Laurene K. Jennings	50 Charlotte Square Marketing Consultant	jenningslaurene@gmail.com	✓
Edward Campary	Student at Monroe Community College	edward.campary@gmail.com	✓
Mark Bailey	Stantec	mark.bailey@stantec.com	✓
Nick Tamburrini	Corn Hill Neighbors Association	tambo1@rochester.rr.com	
Glenn Kellogg	Hart's Local Grows		✓



Appendix D: Committee's Notes





- * Food and Beverage will drive ec. dev.
- * Show Food Incubator*
- * City Ec. Dev. stronger role in helping to attract new businesses
- * Vision + Leadership + Consistency
 - ↳ Give developers something to believe in
- * Parcel 5 - Retail along Main
- * Arts + Entertainment → Main, Broadway
 - ↳ Mixed w/ retail, ent, shopping
- * Perceptions of Safety issues still exist
- * City should be helping to market
- * BID - Business Improvement District
- * Developers job is to help the City achieve its vision.... so City needs to be clear and help advance vision

- * **Parking** - Water Street
 - ↳ don't want more, fair distribution
 - ↳ Not availability, its management issue
 - ↳ Impacts commercial leasing
 - Vicinity of Midtown
 - Negotiations w/ City (4 East Metropolitan)
- * Cycle trail along Inner Loop
- * Parking no longer under Ec Dev (now Finance)
- * Need Comprehensive Parking Plan → focus on specific incremental issues
- * Technology for Parking
 - Cleveland example, live updates on available spaces
- * Regional Retail Node in CC - where is it?
 - ↳ Establish District
 - ↳ City Commitment needed
- * Distinguish neighborhood vs. regional shopping (Main St)
 - ↳ services, food, dry cleaner, rest., wine, etc.