Rochester 2034
#roctheplan
Where the River Flows

CITY OF ROCHESTER'S COMPREHENSIVE PLAN

SUMMARY OF INITIAL ROUND OF COMMUNITY ENGAGEMENT

City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

Believe.

BERGMANN ASSOCIATES

HIGHLAND PLANNING

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Section 1: Community Engagement

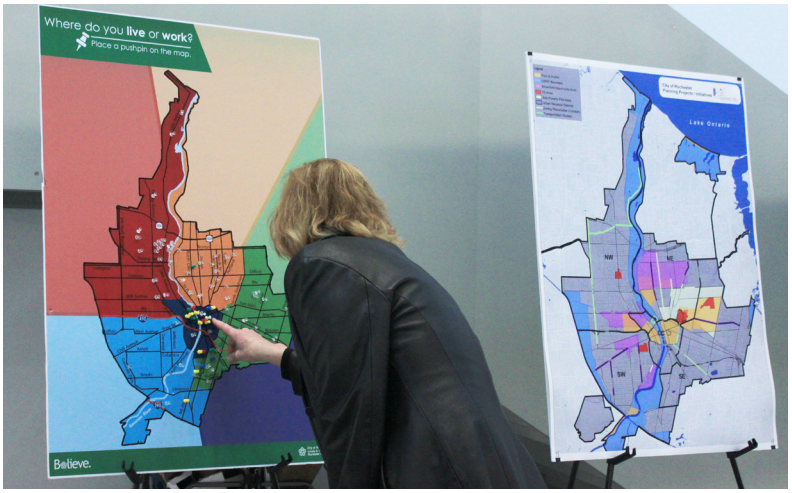
Community engagement is a critical component of the comprehensive planning process. Providing the opportunity for public input encourages citizens to be invested in the future of the City and helps ensure that recommendations and strategies are supported by the community, successfully implemented, and sustained over time. Upon launching the Comprehensive Plan project, the City started gathering community input that would be the foundation for the planning process. This input was collected through the following efforts.

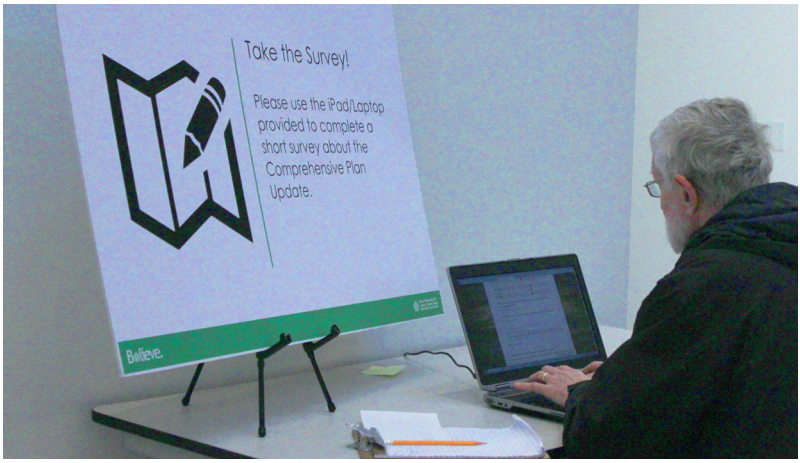
A Mayor's Advisory Council, or MAC, consisting of elected officials, municipal staff, and other key stakeholders, assisted with providing input into the planning process. The Mayor of Rochester, Lovely Warren, chaired the Council to introduce the planning process to this group of stakeholders. The MAC served as a sounding board to establish a consensus on major themes, issues, recommendations and priorities for the plan moving forward. Following the presentation the group participated in an interactive exercise that had the members identify Rochester's greatest assets and challenges. For further detail on the MAC meeting, refer to Appendix A.

A Planning Area Committee, or PAC was created in five areas of the City. Each of the five planning areas had their own PAC consisting of 8-16 members with diverse backgrounds.

Each PAC meeting was facilitated by City staff and members of the project team. The PAC meetings were held to gather and understand a local perspective on opportunities, needs and issues at, essentially, a quadrant level. Each PAC met between three and four times throughout the planning process. For further detail on the PAC meetings refer to Appendix B.

Images from the Public Meeting





Community Engagement

Meeting 1: During the first meeting, the PAC members were introduced to the project team, process and phased approach. The team introduced the various community engagement opportunities that would occur throughout the process and encouraged the Committee members to help get the word out.

Meeting 2: The team presented the key findings of the data and asked the Committee members to react to the data, and give any institutional knowledge they may have that may not be shown in the data.

Meeting 3: The team engaged the Committee members by asking them to describe their Planning Area's strengths, weaknesses, opportunities and threats (SWOT) analysis.

Meeting 4: The team presented the SWOT analysis and mapped the assets that were geographically focused. The Committee members identified any gaps in the SWOT analysis. For further detail on the SWOT Analysis refer to Appendix G.

Web-based Surveys

The team utilized Survey Monkey as a means of releasing an online survey that could be used on a mobile device, as well as on a traditional desktop. Over 1,250 residents, employees and visitors took the survey over a 6-week period. The survey was composed of approximately 20 questions ranging from basic demographic information to questions like, "What is the City of Rochester's greatest asset?" Results of the survey can be found in Appendix C.

Project Website

The City of Rochester created and managed a public website for the project. The website had meeting dates, plans and documents as they were released and links to the different surveys. The website address is: www.cityofrochester.gov/comprehensiveplan.

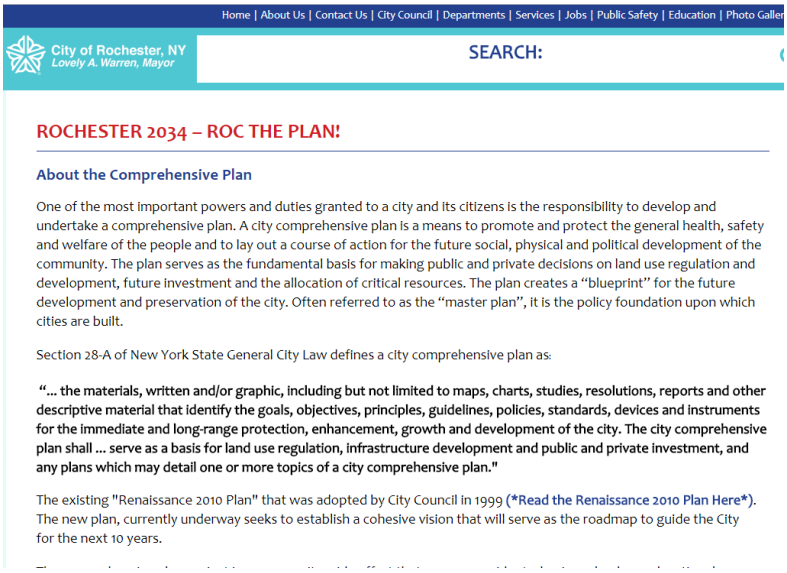
Community Engagement

Textizen

Texizen is a web based platform that sends, receives and analyzes text messages. Text messages have been found to reach a wider range of the population as 90% of Americans have text messaging on their cellular phones. Texitzen aims to bridge the gaps in the traditional public participation approach by engaging citizens that may be left out of a more traditional engagement process. A textizen survey was developed specific to this project and was composed of 10 questions, with a mix of open ended and multiple choice questions. The topic areas ranged from “Do you think Rochester is a good place to live and work?” to “If you could ask the Mayor and City Council to focus on one thing, what would that be?” For a comprehensive analysis of the responses received and a full list of the questions asked, refer to Appendix D.

Meeting in a Box

Meeting in a Box was designed for community groups, neighborhood associations, or friends to gather at a convenient time and location to share their opinions about the future of the City of Rochester. The Meeting in a Box “kit” had everything needed to hold self-facilitated discussions including; instruction sheets for the host/ facilitator, discussion questions, worksheets for participant responses, and directions for recording and returning responses. This approach to public input enabled citizens and local organizations to conduct their own meetings at a convenient time and place for the group. Approximately 47 individuals from 6 groups took part in the meeting in a box exercise. For further detail on the responses and the kit, refer to Appendix E.



Project Website

Public Meetings

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about the process and gather feedback. Each of the 5 meetings consisted of similar content and were held at 5 different times throughout the City to ensure that community members were not limited by scheduling conflicts and had multiple opportunities to share their opinions. In total, the 5 Public Meetings had approximately 175 attendees. A summary of the meeting outcomes can be found in Appendix F. The feedback received from the public workshops is summarized on the following pages.

Public Meeting

Public Meetings Summary

MEETING DATES & LOCATIONS

Nov. 14 — **Northeast**
David F. Gantt R-Center
700 North Street
20 attendees

Nov. 15 — **Northwest**
Maplewood Library
1111 Dewey Avenue
27 attendees

Nov. 16 — **Center City**
Tower 280 Lobby
280 East Broad Street
51 attendees

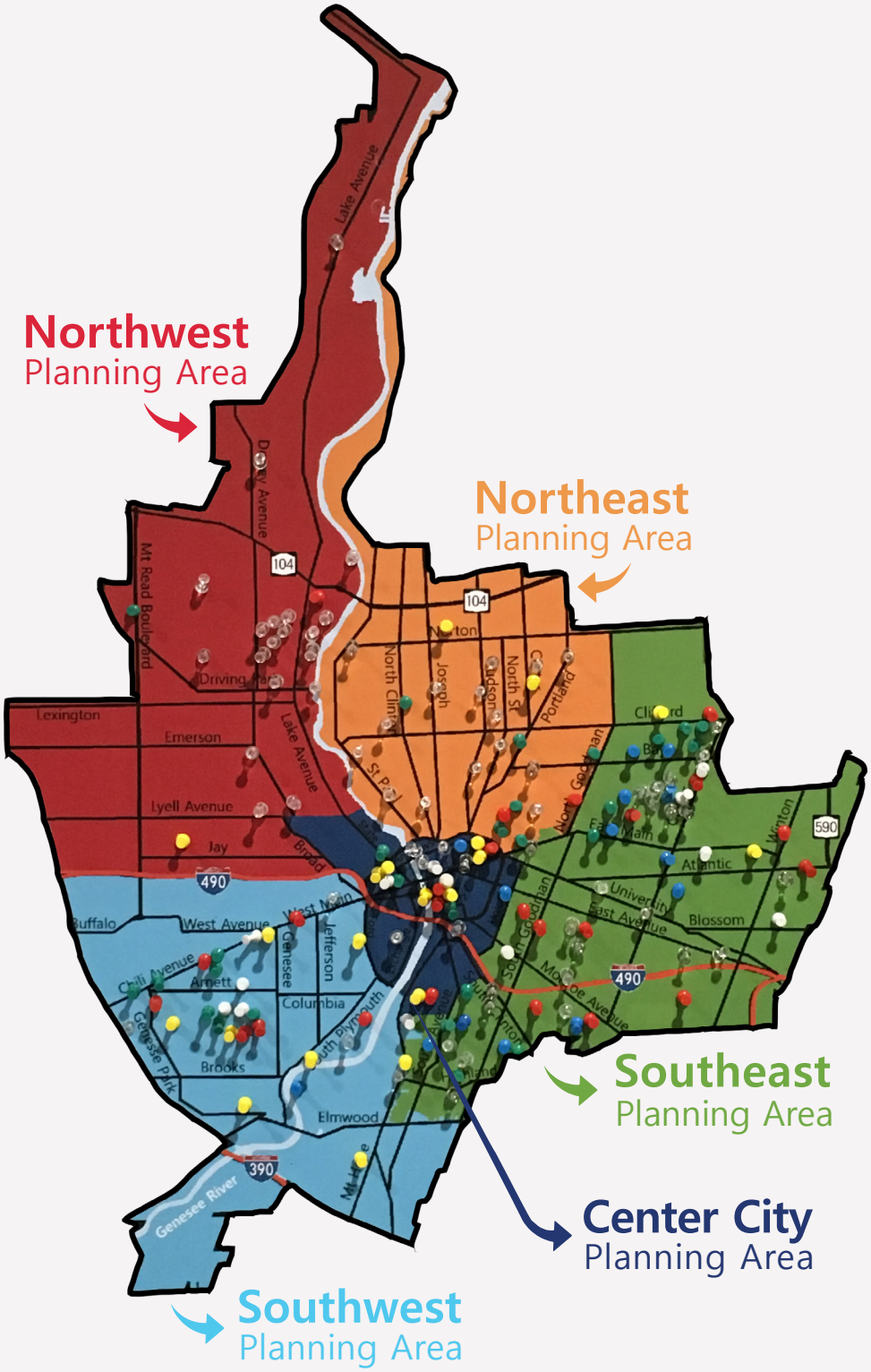
Nov. 17 — **Southeast**
School #33/Ryan Center
530 Webster Avenue
49 attendees

Nov. 22 — **Southwest**
Arnett Library
310 Arnett Boulevard
28 attendees

TOTAL ATTENDANCE

175
people signed in at the public meetings

MAP OF WHERE MEETING ATTENDEES LIVE OR WORK



Public Meetings Summary

STATION #1: INTRODUCTION

attendees were provided with an overview of the plan and were asked to place pushpins on a map to indicate where they live or work

STATION #2: MAPPING EXERCISE

attendees placed post-it notes on maps of each of the five Planning Areas to indicate locations with key issues or opportunities

STATION #3: SWOT PRIORITIZATION

attendees placed stickers next to the strengths, weaknesses, opportunities, and threats they felt were most important to address during the planning process

STATION #4: COMMUNITY SURVEY

attendees completed short electronic surveys about Rochester 2034

STATION #5: VISIONING

attendees shared their future visions for the City of Rochester and for each of the five Planning Areas

STATION #6: ALLOCATING RESOURCES

attendees placed "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused

KEY THEMES

Across each of the five Planning Areas, the following themes were most frequently identified as items to be addressed during the planning process.

- support **multimodal travel** by adding bike lanes and increasing bus service
- provide more **affordable housing** and increase homeownership
- preserve historic parks, protect scenic areas, and expand **greenspace**
- improve **public safety** through increased police presence and better lighting
- improve the **school system** through increased resources and funding
- encourage small, local, and minority-owned **businesses** with grants and tax breaks

Public Meetings Summary

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan to address specific items. Below is a summary of the items.

Arts & Culture

More attractive streetscapes enhanced by public art to create a unique sense of place.

Promote downtown through themed programming or by creating a cultural district to enhance the arts scene and nightlife.

Economic Vitality

Encourage local business development through loans and grants.

Enhance the number of commercial retail establishments, in addition to improving access to grocery stores and pharmacies.

Provide high speed internet access or low-cost Wi-Fi across Center City.

Educational Excellence

Improve schools.

Environmental Stewardship

Enhance and expand parks, trails, gardens, and green infrastructure.

Take bold action in addressing climate change by improving accessibility to and increasing investment in solar energy.

Health, Safety, & Responsibility

Improve public safety and install brighter lighting (specifically on Clinton Ave and in parks).

Healthy Urban Neighborhoods

Balance luxury housing with affordable and market-rate housing units.

Address vacant lots with infill development or urban farming.

Improve connectivity between South Wedge and downtown.

Create pedestrian friendly uses along Main.

Involved Citizens

Encourage more public input for development projects.

Quality Service

Maintain and repair infrastructure.

Tourism

Make the River a point of interest.

Promote and develop the High Falls area with additional housing, shops, and restaurants.

Transportation

Create more bike infrastructure (protected bike lanes, narrower traffic lanes, bike boulevards, increased bike parking, and trail connections).

Improve walkability.

Replace and update existing DOT and City signage.

Promote alternative modes of transportation (Uber) and increase bus service frequency.

Section 2: Key Themes

During the community engagement process, several key themes emerged. The following section synthesizes input received from all engagement activities including: PAC Meetings, Public Meetings, Textizen, Meeting in a Box, and Web-based Surveys.

Key Themes

- Multi-Modal Transportation
- Education
- Poverty
- Neighborhood Services
- Public Safety
- Housing
- Health & Wellness
- Center City

Input received related to each of these themes is summarized on the following pages.

Public Art Installation

Corn Hill Landing

Multi-Modal Transportation

Public input indicated that increasing access to a variety of transportation choices is an important consideration for improving and enhancing the quality of life for citizens. The discussion below provides a summary of the input received on each of several different modes of transportation.

Vehicular Traffic

Stakeholders and residents noted the need for improved access between neighborhoods and destinations throughout the City. Congestion and vehicular speed were identified as issues that need further discussion. Roadway designs that focus on the automobile were highlighted as contributing to vehicular speed issues that compromise safety. Ensuring that residential street networks have traffic calming measures throughout the City was identified as an important area to focus on.

Lake Avenue was highlighted as being in need of improvements to accommodate pedestrians, cyclists and vehicles in a safe manner. Innovative ideas, such as implementing roundabouts or facilitating road diets, to ensure all users are safe and comfortable throughout the City of Rochester were encouraged. In general, the need to incorporate multi-modal amenities was a common theme.

What is a Complete Street?

The New York State Department of Transportation defines a "complete street" as a roadway planned and designed to consider the safe, convenient access and mobility of roadway users of all ages and abilities including children, the elderly, and persons with disabilities. The City of Rochester's Bicycle Master Plan serves as a guide for public investment in bicycle-supportive facilities and services within the City. Rochester's Complete Streets Policy went into effect December 1st 2011. The Complete Streets Policy seeks to create an interconnected network of transportation facilities that accommodate all modes of travel in a manner that is consistent with neighborhood connect and supports community goals.

Bicycle Traffic

In 2010, the Rochester Bicycle Master Plan was completed. The plan analyzes the existing network of bicycle facilities and amenities while making recommendations for future improvements. The community input reinforced that supporting a networked bicycle infrastructure was important.

Pedestrian Access

Community feedback indicated that the pedestrian environment is important to the citizens of Rochester. Specifically, direction included: implement pedestrian improvements; ensure there are safe connections between transit and destinations across the city; and, improve sidewalks. It was stated that all trips begin and end with walking, making the pedestrian environment one of the most important components of the City's transportation network.

Stakeholders and community members noted that jaywalking is an issue in certain areas of the City. Increasing the number of crosswalks in more strategic locations was noted as a necessary means of ensuring pedestrian safety. The current condition of the sidewalk network was identified as a major obstacle for pedestrians. Ensuring the sidewalks are well maintained is a vital component to promoting and ensuring the safety of pedestrians. Drainage issues were cited as an obstacle for pedestrians. It was noted that when it rains, some of the storm drains become overwhelmed by the amount of water and overflow which can inhibit walkability. The need for more pedestrian amenities, such as pedestrian-scale lighting, benches and trash bins were brought up as necessary improvements throughout the City.

Additionally, the idea of constructing pedestrian bridges came up a number of times. The railroad tracks crossing Main Street, Union Street, and North Street were identified as barriers for pedestrians. The public brought up constructing a pedestrian bridge over the railroad tracks to connect the Rochester Armory, located on East Main Street, to the Public Market as an opportunity to remove the existing obstacle and promote walking to key destinations. This concept was also identified in the 2015 East Main Arts & Market Initiative. It was also recommended that there should be increased pedestrian access across I-490, connecting Center City with surrounding neighborhoods, particularly in areas where the elevation of the highway presents physical and visual barriers.

Center City's transit center, Inner Loop redevelopment, and Zagster bike share program adds to Center City's continuously improving multi-modal environment.

In the **Southeast**, pedestrian bridges were desired to connect neighborhoods bisected by railroad tracks.

In the **Southwest,** pedestrian and bike paths were ranked as priority projects to improve connectivity.

In the **Northeast,** the existing trail along the Genesee River was rated as an excellent connection, but in need of enhancements to increase the safety and quality of the pedestrian experience.

In the **Northwest**, the trail connection to Lake Ontario was identified as a strong asset, but in need of more access points to the Genesee River. West Ridge Road was highlighted as an opportunity for enhancements.

Public Transportation

Although it was recognized that significant improvements have been made to the transit system, it was noted that further improvements could be made, including installing more amenities, such as shelters and benches, at existing bus stops. Stakeholders and community members identified the lack of east/west bus lines as a major hurdle for the network. In order to reduce travel time, community members suggested the bus routes are implemented using a grid system, rather than a spoke and hub system. The community members also noted that creating a shuttle system that circulated through the neighborhoods would increase the number of people who are more willing to take public transportation by increasing access. Implementing a neighborhood shuttle would serve those residents that may not be able to walk or cycle to their destination. RTS is currently engaged in a system redesign study.

Zagster Bike Share

RTS Transit Center

Education

Throughout this initial engagement process, people noted that education within the City of Rochester is the community asset that is the biggest obstacle to the City reaching its full potential. The need for more funding and resources for existing schools was talked about. Also identified was the need to increase the availability of pre-kindergarten programs throughout the City.

The input stated that there is a need to bring middle class families back to the City of Rochester. Suggestions that were identified to help accelerate and lift the school district's performance, in turn attracting more families include:

- Creating more magnet schools;
- Reducing existing class sizes; and
- Sharing resources between schools in the district.

Participants noted the following new programs they would like to see implemented in the City schools:

- Creating a community based program with local offices in each neighborhood. The offices would focus on empowering teenagers and young adults.
- Creating homeschooling programs that assists parents who have children with special needs.
- Ensuring parents of children with special needs have access to resources.

Photo Credit: Communications Bureau, City of Rochester, NY

Poverty

Throughout the engagement process a number of participants noted that poverty is the largest and most difficult challenge the City of Rochester faces. Members of the Planning Area Committees, as well as the general public, stated that poverty is experienced in pockets throughout the City.

Programming for New Residents

Refugees and new residents struggle with finding the tools necessary to ensure that they are financially and emotionally successful. Providing assistance and creating employment and life skill programs were aspects identified by the public that would not only reduce poverty levels in the City, but allow for new residents to acclimate seamlessly.

Homelessness

The number of residents experiencing homelessness was identified as increasing over the years. Creating programs and services that would lift these residents out of poverty and give homes to people in need was identified as a major need. The creation of targeted services for the homeless population was identified as a priority initiative.

Rochester-Monroe Anti-Poverty Initiative (RMAPI)

The Rochester-Monroe Anti-Poverty Initiative is a community-informed strategy developed to coordinate and align resources, policies and practices to reduce poverty in Rochester and Monroe County. RMAPI is guided by the following principals:

- **Build & Support Our Community**: Help to rebuild struggling neighborhoods with quality support services, for example businesses, healthcare and strong community schools, to make them safe, healthy and livable.
- **Address Structural Racism:** End the activities and actions that continue racial inequality in public policies, institutional practices and other cultural norms.
- **Address Trauma:** Help to heal people and neighborhoods that are suffering from repeated experiences with trauma; provide support and services that are sensitive to traumatic experiences like abuse, addiction and violence.

Employment

Throughout the public engagement process, the need to create more employment opportunities was highlighted as a major need for the City.

Workforce Development

An overarching comment that was supported throughout the process was the need for available employment opportunities along existing bus routes. Having accessible employment opportunities for residents who do not have access to a personal vehicle and are dependent on public transportation is imperative to the City's success. The need to increase job training opportunities for community members throughout the City was emphasized by the public. Ensuring the community's labor force is marketable to employers is a key component to reducing the City's unemployment rate. The need for more workforce training in neighborhoods throughout the City, especially in areas with populations that have been disenfranchised, was stressed as a priority.

Employment Opportunities

A number of participants identified the need for employment opportunities in the community. Creating a live work space within mixed use development was identified as a solution for underutilized sites, including Eastman Business Park. Participants noted that creating programs that would help promote women-owned businesses and small businesses would support a population that is currently underrepresented. Creating programs that incentivize businesses to hire City residents was cited as being very important to promoting the economic vitality of the City. Also, there should be a focus on leveraging the youth population by creating employment opportunities that support and encourage youth to enter the workforce.

Neighborhood Services

An overarching comment that was noted throughout the engagement process was the need to develop services in close proximity to residences in neighborhoods. The need for more neighborhood-scale businesses, such as pharmacies, grocery stores and restaurants was highlighted. Where developing services is not currently feasible, an alternative suggested was to develop businesses and other services along bus routes which would allow residents to have more convenient access. Developing services in convenient locations was stated as a means to greatly improve the standard of living for City residents.

Access to health care within neighborhoods was also identified as a major need. Developing urgent care facilities and pharmacies in convenient locations, in close proximity to residential areas was brought up by many residents across the City.

Throughout the public engagement sessions, attendees brought up a number of areas that are in need of development and would ultimately help spur a renaissance of City neighborhoods. The section of Lyell Avenue in the Brown Square neighborhood was identified as an area with the potential to become a commercial node. The participants pointed out that currently the area has very little development and is disconnected from the surrounding residential areas.

Leveraging new immigrant population by creating opportunities for small immigrant owned businesses was identified as an opportunity for the City to embrace and leverage its diversity. Introducing a concept similar to the West Side Bazaar in Buffalo would help the immigrant population with employment while providing needed services to the neighborhood. A participant noted that bringing the West Side Bazaar model to neighborhoods that may not have convenient access to retail would facilitate neighborhood growth and revitalization.

The desire to increase the number of libraries, as well as the types of programing the libraries offer was brought up during the public process. Increasing the number of family friendly activities offered in all neighborhoods throughout the City was another point reiterated by many residents. Overall, the services provided by the City were noted as generally good, with participants stating that snow removal, street maintenance, fire and ambulance service in their neighborhoods are done in a timely manner.

The public stated that the City needs to take advantage of the vacant lots in the different neighborhoods while balancing the threat of gentrification. Many participants cited gentrification as a major concern in their neighborhoods. Leveraging the vacant lots by infusing color and innovative design standards was suggested for beautifying city neighborhoods. Code enforcement was discussed as a critical part of neighborhood stability. Participants stated that the City should continue to maintain a high standard of design and ensure that structures are safe and well maintained through their code enforcement department.

In the **Center City,** the need for a pharmacy and more neighborhood scale retail was identified as a need.

In the **Southeast,** the need for more amenities, such as grocery stores, urgent care and child care are needed in order to support the existing population.

In the **Southwest,** the need to spur development and create more neighborhood amenities along West Main Street, Genesee Street and Jefferson Avenue.

In the **Northeast,** the existing north to south corridors need to visually improve to ensure that existing businesses thrive while attracting new business ventures.

In the **Northwest,** greater connectivity between neighborhoods will create a contiguous feel between successful areas.

Public Safety

In 2015, the City of Rochester experienced the second lowest level of violent crimes in 10 years. While the number of violent crimes has decreased, the public identified the need for the City to continue to focus on and prioritize public safety.

Police Interaction & Programming

The following ideas were generated by the public on how the City can become a safer place:

- Have a stronger police presence throughout the City.
- Focus on areas that the public identified as crime hotspots by increasing the number of police surveillance cameras and foot patrol officers.
- Invite the Police Department to host community workshops within neighborhoods.
- Create neighborhood watch groups within the City to allow the community residents to have a buy in on the safety of their neighborhood.

Ensuring that the City's police department and the public have a strong relationship and underlying trust was identified as a key component to establishing a safer community.

Health & Wellness

Park Upgrades

While the City may have a healthy proportion of parks and open space for the population, various participants noted that parks in the City are generally underutilized due to a lack of programming. Participants stated that many of the City parks are in need of new equipment and updates. Specific parks that were identified as being in need of programming and investment include:

- Pulaski Park
- Washington Playground
- Quamina Park
- Conkey Corner Park
- Lewis & Scio Playground
- Field Street Playground
- Fourth & Peck Playground
- High Falls Terrace Park
- Marie Daley Park
- Nathaniel Park
- Wadsworth Park
- MLK Jr. Park
- St. Joseph's Park
- Civic Center Plaza
- Ralph Avery Park
- Lunsford Circle
- Marie Daley Park
- Verona Street Park
- Brown's Square
- Granite Mills Commons

Better lighting was brought up as a need for all City parks. Participants stated that by implementing lighting in existing parks, neighborhood parks feel safer, while providing a gathering space for the local youth population. Some other specific upgrades to the existing parks and trails that the public identified are: more seating, drinking fountains, safe play equipment, and active recreation opportunities.

Overall, the public expressed their appreciation of the existing parks, as they act as great public gathering spaces for local residents.

*Parkland calculation does not include Durand Eastman Park, as it is not within the Study Area and owned/maintained by Monroe County. .

Recreation Centers

The Carter Street Recreation Center was identified as being heavily utilized and in need of more vehicular parking spaces. Recreation centers in general were highlighted as being an asset for the community, but in need of a better means for sharing and promoting the events and services they have available.

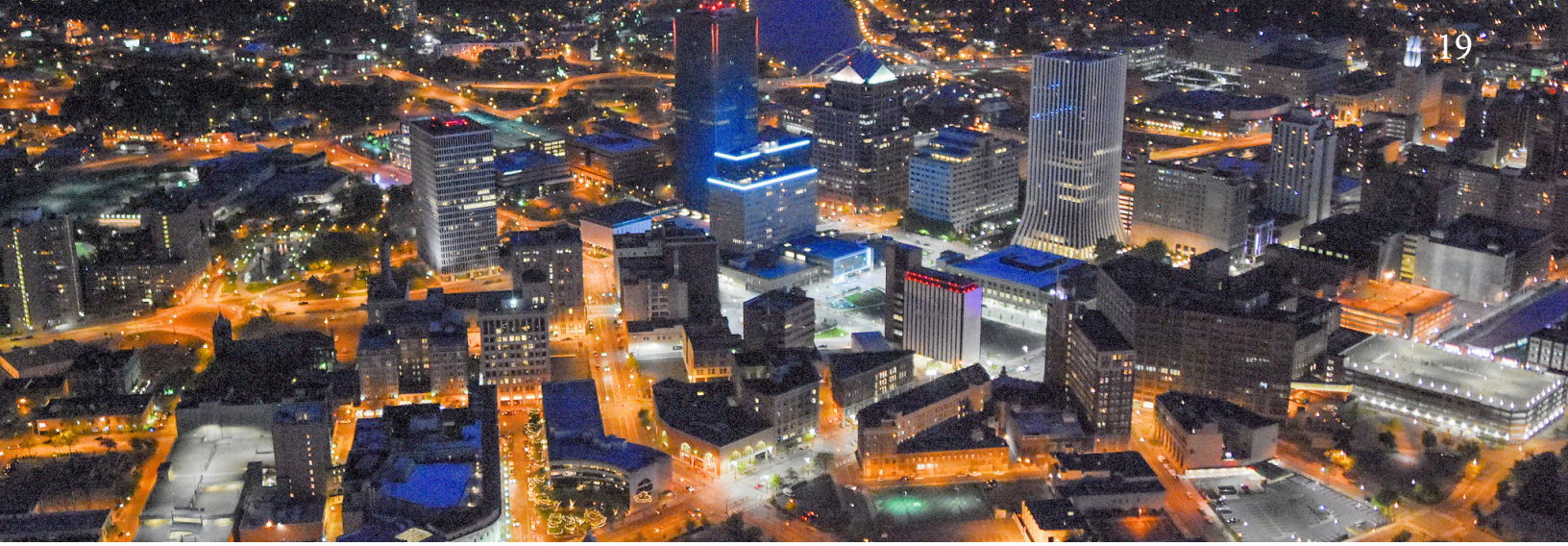
New Parks, Trails & Facilities

Participants stated that they would like to see the following occur:

- Implement the Eastman trail to facilitate connections to the 390 Trail, Erie Canalway Trail, and the Genesee Riverway Trail. Having a connected trail system was identified as a necessity.
- Pave the unpaved sections of the Genesee Riverway Trail and allow for wheelchair and stroller access.
- Implement better signage along the Genesee Riverway Trail and strategically locate markers to ensure that users know where they are within the system and have directions to the surrounding areas.
- Develop multipurpose trails. Multipurpose trails should ensure that cyclists and pedestrians can share the trail in a safe manner by having separate lanes.
- Implement City-owned dog parks throughout the City.
- Create a municipal swimming pool in a centrally located area.
- Plant more street trees, as well as install benches and trash bins along heavily utilized intersections. Webster Avenue was specifically identified as being in need of trees and plantings.

Food Access

Throughout the engagement process participants highlighted access to food as an important necessity for the City to promote. Food deserts have been identified as a major obstacle to the quality of life for City residents. Participants suggested innovative ways to bridge the gap between neighborhoods and access to food, including promoting urban agriculture through educational workshops and incentives. Community gardens were identified as an important resource that should be bolstered through City programs. The public suggested creating more community gardens, as well as programming to help residents learn about the importance of the gardens. The idea of combining playgrounds and pocket parks with community gardens was brought up and supported by many participants. Also identified as a solution was the idea of converting the existing vacant lots into community gardens that would produce fruits and vegetables for the surrounding neighborhood.



Housing

Home Ownership

Throughout the engagement process the public highlighted the need to increase the number of home owners in the City. Participants proposed the City continue to create programs that would incentivize home ownership.

Property Maintenance

The public stressed the need to control negligent landlords who are not maintaining their properties and allowing their property to become eye sores for the neighborhood. Also, ensuring that homes, especially rentals, are following the New York State Building Code was identified as being imperative for both public safety and neighborhood revitalization.

Housing Diversity

Increasing access to affordable housing throughout the City was brought up through the public process. Also, ensuring that affordable housing is located in convenient locations giving residents access to public transportation is critical to the success of the residents. In addition to affordable housing units, participants stated they are interested in seeing more mixed use developments throughout the City. Participants noted that mixed use developments are being focused in Center City and they would like to see similar development outside of Center City. Participants stated that increasing diversity of housing options in areas would ultimately promote market rate housing, high end housing, as well as live work housing developments. Focusing on housing developments along with what is underway in the Center City will allow for other neighborhoods to revitalize and become even more desirable.

Center City

Rochester's Center City acts as the community's central business district. The engagement process revealed six key focus areas, in no particular order, for further discussion, analysis, and consideration.

Key Focus Areas for the Center City

1. Leadership
2. Retail Diversity & Strategy
3. Transportation & Parking
4. Waterfront Access
5. Culture/Arts/Entertainment
6. Business Improvement District (BID)

Leadership

Participants stated that consistent and strong leadership in the City that supports downtown is key to the success of the area. Also, ensuring that when leadership in the City does change, communication between the different City departments and the community is upheld. Center City PAC members indicated that having strong management to guide the Center City Planning Area through a renaissance is vital in keeping the momentum.

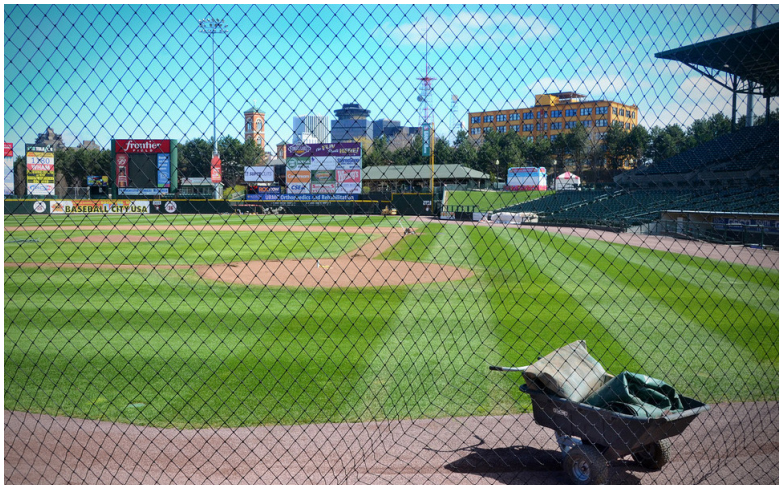
Waterfront

The public indicated the waterfront is a unique asset that the City needs to leverage. The waterfront has the capacity to be the jewel of Center City by providing public access and highlighting its unique history. The public envisioned the waterfront as a network of well connected, multi-use public spaces that fit in with the community's shared vision. An emphasis on developing uses along the waterfront that create an active waterfront environment was described as vital for its success. There should be a focus on the preservation and enhancement of water-related uses. New infill development should protect viewsheds and allow public access to the waterfront. Pedestrian and bicycle connections should be improved, particularly allowing for access to the downtown core.

Genesee Riverfront

Transportation & Parking

The Committee discussed how transportation access and parking play a key role in the success of a development. Ensuring parking is readily accessible by residents, tourists and employees will secure that future development in the area is sustained. The public expressed their frustration with the City's existing parking plan and management. They stated that the City is missing multiple opportunities for future development due to both the lack of parking and how the parking spots are being allocated.



Frontier Field

The public highlighted how the City should consider approaching parking in an innovative way, using a strong regulatory approach with progressive technology. Ensuring that wayfinding signage and parking management are balanced and adequately integrated into the City's existing sign system are key to success. Wayfinding enhances the experience of people and facilitates the understanding of community spaces and connections. As built environments become more complicated, users need visual and physical cues to help guide them through the space to their destination. The City already utilizes simple, directional public parking signs, but increased signage along well-traveled routes would more effectively direct drivers to available lots, especially the underutilized lots of which drivers might be unaware. Directing drivers to these underutilized, outlying lots would create a "park once" or "park and

City Hall

walk" environment, encouraging people to park once and travel on foot or via public transit to multiple destinations throughout Center City. Innovative parking management is imperative to the City's success.

Retail

The public noted all stakeholders must actively collaborate to ensure the maintenance and upkeep of our existing neighborhoods, historic character, and sense of place. At the same time, the City must strive to create greater equity by welcoming newcomers into our community and providing opportunities for new and more diverse retail, housing and entertainment. The success of a retail strategy is dependent on having an entity that is capable of managing growth and promoting development within the Center City.

Culture/Arts/ Entertainment

Maintaining and promoting the Center City's existing culture, arts and entertainment scene is key to creating a vibrant Center City. This Planning Area is already home to the International Jazz Festival, world accredited Eastman Music School and a range of restaurants and bars. Maintaining the concentration of these establishments and events will facilitate the growth of the area.

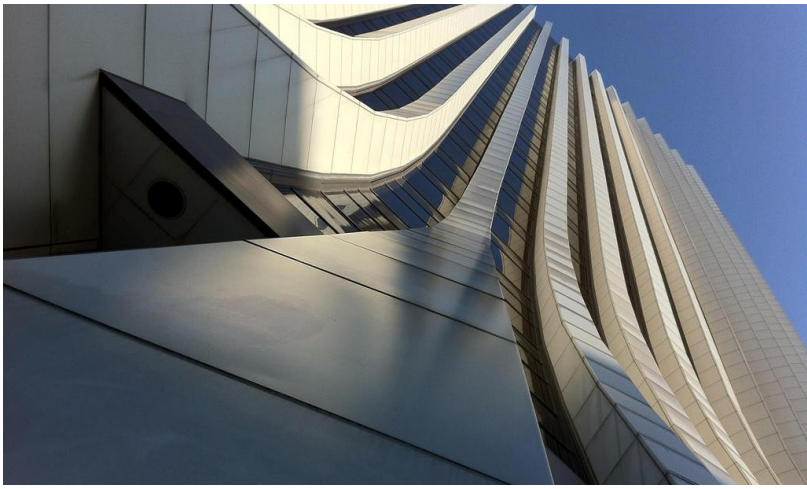
Business Improvement District

The public suggested the creation of a Business Improvement District (BID) to facilitate capital improvements, such as improved lighting and pedestrian amenities downtown. The BID would also create an avenue for downtown to brand and market itself. Creating a brand will assist in the promotion of the area to residents and visitors.

BIDs require the business within a designated area to pay an additional tax in order to fund projects that promote and revitalize the district. Typically a BID will assist with street cleaning, construction of pedestrian amenities, streetscape enhancements and promotion of the area.

Tower 280

Wings of Progress



The Metropolitan

BERGMANN
ASSOCIATES

MAC Minutes

Appendix A

BERGMANN ASSOCIATES

HIGHLAND PLANNING

Mayor's Advisory Council
Meeting #1
April 27, 2016
Rochester City Hall

Meeting Summary

I. Welcome

Mayor Lovely Warren welcomed everyone and thanked them for coming. She gave opening remarks for the presentation. Baye Muhammad, Commissioner at Neighborhood and Business Development, followed up by welcoming everyone and thanking them for coming. He gave opening remarks, and expressed his excitement for the plan update and the future of the City.

II. Comprehensive Plan Background

Kimberly Baptiste, Bergmann Associates, gave an overview of what a comprehensive plan is and its role in private land development and growth, city public infrastructure projects, and city development programs/activities. She outlined the City's past four comprehensive plans and highlighted how the Comprehensive Plan Update will build off of each of these.

III. Planning Process Committees

Kimberly outlined the three types of planning committees that will be involved throughout the process, including, five Planning Area Committees (PACs), the Mayor's Advisory Council (MAC), and a Technical Advisory Committee (TAC). She described the various types of community members involved in each committee, and the role each of these committees will play in the throughout the entire planning process.

IV. Overview of the Plan Update Process

Kimberly outlined Phase I of the planning process which includes, data analysis and key findings; SWOT analysis and key issues; conceptual land use plans; goals, strategies, and benchmarks; draft recommendations and reports. She noted that public outreach will be occurring throughout all of Phase I, including social media outreach and public meetings. Phase II includes final planning area reports, City Planning staff analysis, and the final comprehensive plan update document.

V. Next Steps

The next steps for Phase I are to form five PACs and create the Technical Advisory Committee. The first PAC meetings will take place June 2016. Public outreach will begin Summer 2016, and three public meetings will be scheduled. Dates and locations of all meetings TBD.

PAC Minutes

Appendix B

BERGMANN ASSOCIATES

HIGHLAND PLANNING

Northeast Planning Area Committee
Meeting #1: Project Overview and Existing Conditions
July 21, 2016 6:00PM-8:00 PM
Northeast Quadrant Neighborhood Service Center
500 Norton Street, Rochester, NY

Meeting Summary

I. Introductions

Attendees introduced themselves (though many knew each other already). A list of attendees is included in Appendix A. Sue Hopkins, Bergmann Associates, introduced herself and described the agenda for the meeting.

II. Project Overview

Sue provided attendees with an overview of the Rochester 4.0 project, including its purpose, structure, and history. She also described potential outcomes of the project, reviewed the project schedule, and reviewed the project schedule.

III. Community Engagement and the Role of the NEPAC

Sue detailed the key elements of the engagement process. She described the roles of the Mayor's Advisory Committee (MAC), the Technical Advisory Committee (TAC), and the five Project Advisory Committees (PAC). She also described some approaches to online/social media and print media would be employed to keep community members engaged and informed throughout the process. The PAC members were particularly interested in Textizen, an interactive text messaging service which allows the public to quickly and easily provide input without attending meetings. The PAC members thought Textizen was a good idea and asked when it would be implemented for the purposes of the Rochester 4.0 project.

Sue then asked attendees about the current state of community involvement in the quadrant and about their aspirations for the Rochester 4.0 project.

Question: What do you want to get out of this process?

<u>DISCUSSION HIGHLIGHTS:</u>

General Engagement

- The community wants its voice to be heard. Community ideas need to be reflected in the plan and implemented.

- There is a momentum and energy in the community, and a feeling that "things are happening. " The NE is the "neglected stepchild" of the City and the perception is that the area receives fewer City dollars and planning resources than other quadrants.
- Want to ensure that their input is not ignored by the City when it comes to finalizing the Rochester 4.0 plan
- Understand that the implementation process for a plan is lengthy, so community should be kept informed with regular updates, even if it's just a flyer or a newsletter
- Lingering feeling of hopelessness from many residents because of the sense of continuous broken promises. There is a sense that they have "heard it all before" and nothing will change this time.
- NE quadrant is a group of neighborhoods, not a single neighborhood. There are diverse needs across the entire quadrant.
    - There are distinct areas based on housing stock
    - NE has lots of different identities, making it difficult to collaborate
- NE is a community of various/different needs
    - North of Norton, Clifford to Portland is relatively stable
    - Joseph and Remington are desolate and vacant
- NE needs more positive attention to combat the negative
- Mayor Lovely Warren's administration has brought about change by being on the ground in the community. The Mayor participated in a walking tour through NE streets with PAC members.
- There are other planning efforts underway in the quadrant (i.e., El Camino Revitalization Area Vision Plan, 14621 Revitalization Strategy)

Hopes for the Future

- Rochester 4.0 could be a step in the right direction if people feel like they can be involved and that the elected leadership is listening to what they have to say
- Seeing things happen in the quadrant would be like a "boost of energy"
- NE needs to be portrayed in a more positive and vibrant light
- The area needs City funding to match the momentum and energy that is in the community.

IV. Recent and Ongoing Planning Initiatives

Sue reviewed recent planning initiatives in the NE quadrant, some of which had involved NE PAC members. After providing this context, she asked about the NEPAC about their experiences in planning.

Question: What were the successes of these recent planning processes? What didn't work?

<u>DISCUSSION HIGHLIGHTS:</u>

- A lot of time, energy, excitement, and money that went into planning the North Clinton Avenue Revitalization Project was wasted because so much money was spent with disappointing outcomes (i.e. specific improvements were different than what was on the plan, and haven't been maintained)
- There needs to be community ownership and consistent involvement in addition to an emphasis on public input.
    - Community engagement should be integrated with the planning process
    - Should feel a sense of accountability
    - The Joseph Avenue Business District Vision Plan was a success because businesses created and help pay for it
- Planners should come to public/stakeholder meetings with an "ask, not tell" mentality
- The City and consultants must be willing to listen to community
- If plans change when it comes to implementation, the community should be informed, otherwise it hurts morale and leads to a sense of hopelessness.
- FIS (Focused Investment Strategy) should focus on one area and then move to another area so that investment is spread evenly throughout NE
- More grant opportunities for home repair should be provided with less red tape
    - Get rid of lottery system
    - People have lived in area for a long time and want to continue living in area but are unable to afford home maintenance

V. Snapshot of the NE Planning Area

Sue shared data about the NE Planning Area, including population, housing, education, race and ethnicity, income, employment, public safety, and land use statistics. In many cases, data from the city or the region was included for comparison and contextualization. The presentation is attached.

Question: What surprised you about this data? Did any of the data change your perceptions about the NE Planning Area?

Overall the NEPAC was not surprised by the data but was saddened by some of the statistics. Specific feedback is noted below:

Education

- Include charter schools on map
- Indicate that School 22 is becoming a charter school
- PAC members took note that the NE graduation rate was dragging down the City's

Employment

- Include unemployment rate per census tract in the NE quadrant so that resources can be mobilized in neighborhoods with greatest employment needs

    - CDBG dollars should be allocated based on need (i.e., invest in poverty-stricken areas not Collegetown)

Public Safety

- Reacted positively that the NE quadrant does not have the highest crime rate in the City
    - There was a question why NE seems to get all the negative publicity
    - 2 homicides in 2015 seemed too low

Land Use

- Is Quamina Park inside a private development?
- Add El Camino Trail as public park
- PAC members noted the large gap in parks within the northern portion of the quadrant

VI. Asset Mapping

Sue asked the NEPAC to identify some assets that define the character of the quadrant on a large map. The NEPAC felt strongly that the focus should be on the area of the quadrant south of Long Acre Road, as the area north of Long Acre along the Genesee River is a different character and is relatively more affluent. The assets identified by the NEPAC are as follows and are also detailed in Appendix B:

- El Camino Trail
- Lomb Memorial
    - Could become an asset if presented in a more positive way
- Businesses along Clinton Avenue
    - Clinton should be highlighted as a major corridor on the map
- Churches
- Schools
    - Good buildings
    - Can service a lot of kids
- Housing stock on St. Paul Street
    - Historical character
    - Some houses on St. Paul could compete with those on South Ave.
- Architecture
- Vacant land
    - Could be repurposed for parks and development
- Avenue D Rec Center
    - Should be expanded
- Pulaski Library
- Public Market
- A lot of big parks with sports fields (i.e., Baden)
- Lincoln Library

    - Needs to be bigger because it services a lot of kids
- Community based organizations (CBOs)
- Bridges and the gorge
    - Beautiful views in the fall
- Genesee River
- Jordan and Clinton Family health centers
- Optimax, Bausch & Lomb, Hickey Freeman
    - Big employers in the area
- School for the Deaf
- Pulaski Park
- Carter Street Rec Center
- David F. Gantt Rec Center
- Housing projects
    - Mildred Johnson Estates
    - El Camino Estates
- Salvation Army
- Local artists
    - Electrical box art, street art
- Rochester General Hospital
- Former Kodak Hawkeye Plant and 14621 Industrial Park
    - Could be assets if invested in
- Seneca Park
    - Some families take the bus to the park/ zoo
    - Not really thought of as part of the quadrant
    - Does not need investment

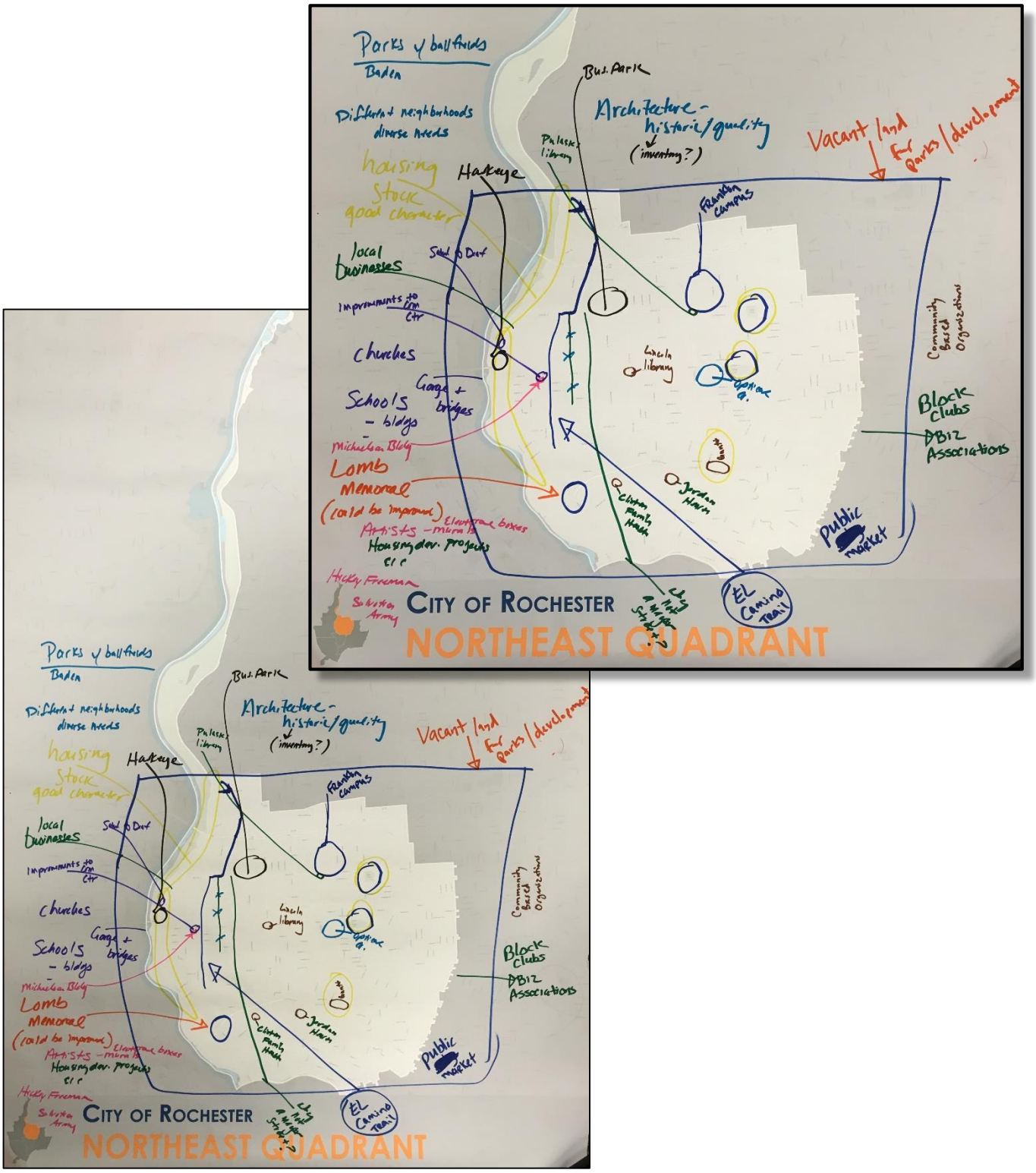
VII. Next Steps

The next NEPAC meeting was tentatively scheduled for August 16 (tentative) at 6:00pm at the NE Quadrant Neighborhood Service Center on 500 Norton Street. Sue will send a meeting invite.

Appendix A: 7/21/16 Meeting Attendees

Last Name	First Name	Email
Bird	Dawn	dbird@iberodevelopment.org
Pérez	Ida	ida.perez@iaal.org
Menlendez	Miguel	mmelendez@iberodevelopment.org
Boone	Shirley	sboone@neadrochester.org
Bogmis	Laurie	labogmis@yahoo.com

Appendix B: Asset Map



CITY OF ROCHESTER

NORTHEAST QUADRANT

Bergmann associates

HIGHLAND PLANNING

Northwest Project Advisory Committee
Meeting #1: Inventory
July 11, 2016 6:30PM-8:30PM

Northwest Quadrant Neighborhood Service Center
71 Parkway Rochester, NY 14608

Meeting Summary

I. Introductions

Each attendee introduced themselves. A list of attendees is included as Appendix A. Tanya Zwahlen, Highland Planning, introduced herself and set the agenda for the meeting.

II. Project Overview

Tanya Zwahlen (Highland Planning) provided the NWPAC with an overview of the Rochester 4.0 project, including its purpose, structure, and history. She also described potential outcomes of the project, and reviewed the project schedule.

III. Community Engagement and the Role of the NWPAC

Tanya Zwahlen detailed the key elements of the engagement process. She described the roles of the Mayor's Advisory Committee (MAC), the Technical Advisory Committee (TAC), and the five Project Advisory Committee (PAC). She also described how digital media, print media, and creative approaches would come together to keep the citizenry engaged and informed throughout the process.

IV. Recent and Ongoing Planning Initiatives

Tanya reviewed recent planning initiatives in the NW quadrant, some of which had involved NWPAC members. After providing this context she asked about the NWPAC about their experiences in planning.

Question: What were the successes of these recent planning processes? What didn't work? What do you want to get out of this process?
The NWPAC members that worked on previous plans expressed their experiences and assessments of the processes, and discussed the structures and groups that arose out of those planning efforts. The NWPAC agreed there is a lack of funding for many of the projects which has resulted in slow or no implementation. Bill Collins added the Dewey Avenue charrette to the list. Responses are included in Appendix B: Detailed Question Responses.

V. Snapshot of the NW Planning Area

Tanya shared data about the NWPAC, including income, employment, education, housing, public safety, land use, race and ethnicity, and population statistics. In many cases, data from the city or the region was included for comparison and contextualization. The presentation is in Appendix D.

Question: What surprised you about this data? Did any of the data change your perceptions about the NW Planning Area?
Overall the NWPAC was unsurprised by the data, and felt it matched their perceptions. The group was somewhat surprised that the demographic of the 55 + community is increasing while the 18 and under group is decreasing. Responses are recorded below under "Detailed Question Responses."

Question: How will we get the word out for public meetings?
Tanya suggested for the group to reach out to all of their neighborhood email lists, Next Door and Facebook pages to help publicize future meetings.

James Muscatella from the Dutchtown neighborhood, nojimmy@rochester.rr.com, should be contacted to send out public meeting notices. Dorothy Paige from the JOSANA neighborhood also should be contacted.

VI. Asset Mapping

The group discussed which regions, corridors, and locations they considered to be assets to the NWPAC. The discussion was organized around the question, "What are the character defining assets of the NW Planning Area?" The results of the discussion were recorded on a map, and are shown below in Appendix C.

VII. Next Steps

The next meeting was tentatively scheduled for August 16th at 6:30pm at the NW Neighborhood Service Center, 71 Parkway Rochester, NY 14608. Bruce Wilder will reserve the room.

Bill requested that meeting materials should be sent out prior to the next meeting. Glenn will send previous plans to Tanya to distribute to the group.

Appendix A: 7/11/16 Meeting Attendees

Last Name	First Name	Email	Phone
Wilder	Bruce	bwilder@cityofrochester.gov	585-428-7614
Wallace	Mary	WFranny48@aol.com	585-317-9664
McTighe	Kevin	PAIROFJACKS1@aol.com	585-458-3249
Khan	Muhammad	akhtiazkhan@yahoo.com	585-35-4737
Van Dusen	Eric	evandusen@nwrochester.org	
Stortini	Clare	infocharlottecca@gmail.com	585-865-6101
McGrath	Tim	Tmcgrath47@msn.com	585-721-8878
Gardner	Glenn	ggardner@rochester.rr.com	585-269-2700
Lippa	John	JNLippa@yahoo.com	585-748-1915
Collins	Bill	alameda@frontiernet.net	585-647-6850
Boyd	Salena		585-458-7235
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Topa	Jen	jen@highland-planning.com	585-354-3214
Davis	Pamela	NiceNRG@aol.com	

Appendix B: Detailed Question Responses

What were the successes of the recent planning processes?
JOSANA Plan

What didn't work?

- Lack of funding.
- Community buy in is low because things have not been implemented.
- The Dewey Avenue charrette did fund the striping but they are still looking for funding to complete the Dewey/Driving Park realignment.
- There hasn't been funding for the LYLAKS BOA beyond the current Orchard/Whitney planning project.
- Eric said there is lack of market level data to help stakeholder focus strategy in areas where it's needed most. He discussed the concept of tipping points.
- The Harbor Management Plan is slow to implement. The local waterfront revitalization plan (LWRP) is impacting the process. The waterfront is one of the NW major strategic assets. Tanya will ask Doug Benson what the status of the LWRP is.

What do you want to get out of this planning process?

- Make Lyell Ave better than Park Ave. when it comes to property values, safety, and perception. Lyell Avenue was promised 10 cameras in the area and there is only 1 currently. Mary thinks that they have added some to Murray/Lyell and Child/Lyell.
- Since the City is updating the comprehensive plan, the group may need to review that plan. Tanya will ask Doug to come to a meeting to discuss the previous comprehensive plan and what has been accomplished since its adoption.
- Increased community spirit and involvement. They need to become a part of the process.
- Increasing communication and engagement is needed.
- Glenn will share the previous Sector 1,2,3 plans and discuss what should be carried forward at the next meeting.
- Urban villages are the life blood of the city. City needs to focus on developing these urban villages further.

What surprised you about this data?

- **Public Safety:** Lyell Otis is noticing an increase in crime, not a decrease as stated for the planning area.
- Eric would like to know the details of particular information, for example the poverty rate. The community's health starts with good housing. Everything ties into housing and it is extremely important when creating this plan. Housing is key to quality of life. The last housing study was done in 2007, would some of the information still be relevant? Maplewood has seen a large increase of single family non-occupied homes.

- **Education:** Neighborhood schools are needed. The group might want to put that into the plan. The group additionally is interested in a county-wide school.
- Aquinas and other private schools like UPrep should be included in this data for more accuracy.
- **Income:** If you split up the data further by geography, you'd see the split in lower vs. higher income.
- **Other:** The data set for health is not included in this data and it is important. The county collected this data by zip code, and recently did a study on lead. Tanya will check to see if we can incorporate this data from the County.
- The population trend was surprising that the older demographic is rising. Is it possible that this age group can't afford to "get out"? Where there is youth, there is more property crime. What pleasantly surprised the group is that the property crimes were as low as they were.

Does the data change your perception of the Northwest?

- MCC moving to this area will be an asset to the NW. The group hopes it will create more jobs as well as educational opportunities.
- Tentative or unchanged perception

How will we get the word out?

- The NW NSC
- The City of Rochester Communications
- The NWPAC members' social media (i.e. Facebook, Next Door)
- Neighborhood mailing lists

Asset mapping

Industrial history
Erie Canal history
The Gorge
The Port
Maplewood Rose Gardens
Theatre on the Ridge
The Cathedral
Fire departments (specifically Engine 5)
River Trail
Historical Housing District
Kodak

Threats

- Industrial can go both ways

Appendix C: Collaborative Asset Map

Bergmann associates

HIGHLAND PLANNING

Post Meeting Comments

I. **Eric Van Dusen"**

Hi Tanya,
Looking forward to working with you on the NW Comprehensive Plan. Some data points that might be useful to our work could include:

Breakout of household types (i.e. single female head of household w/children, family w/children, single head of household, etc.)
Poverty percentage by census tract
Average assessed value of single family owner-occupied homes (might be good to break this out by neighborhood – Maplewood, Charlotte, Edgerton, Dutch Town, etc.)
Rent levels (by neighborhood)
Average assessment of investor-owner single family homes, two families, three and four (by neighborhood)
% of single family homes that are investor-owner (by neighborhood)
% of landlords who live in the neighborhood
% of landlords who live in the city
% of 2 family dwellings that are owner-occupant
% and number of city owned residential and commercial properties & vacant land (a dot map of this data would be useful to determine if there are clusters)
% of property that is tax exempt (property that is dedicated to a public purpose and a neighborhood asset)

In addition, it would be very useful to get MLS data on:

Average sale price of homes and days on market (by neighborhood)
Demographic breakdown (age, income, race, household type, etc.) of homebuyers (by neighborhood)
Type of mortgage (FHA, distressed, cash, etc.)
% of landlord purchases vs owner-occupant purchases year-over-year (by neighborhood)

Since the last Comprehensive Plan, it would be interesting to know:

Number of muti-family de-converts that took place because of Zoning's 9 month vacancy ordinance.
Top three variance types that came before the Zoning Board
Top three case types that came before the Planning Commission
Top three nuisance complaints the NSC office addressed
Number of homes and commercial property demoed by City (and % of district total in each category)
Number of community garden permits issued on vacant city owned land

If the City doesn't have MLS data, let me know. I might be able to help with that. I will also ask The Housing Council if they can tell us how many property owners in the NW district are in some phase of foreclosure.
Hope this is helpful.

Southeast Project Advisory Committee
Meeting #1: Inventory
June 29, 2016 6:30PM-8:30PM

Southeast Quadrant Neighborhood Service Center
320 North Goodman Street, Rochester, NY 14607

Meeting Summary

I. Introductions

Each attendee introduced themselves. A list of attendees is included as Appendix A. Nancy Johns-Price, the City of Rochester Southeast Quadrant Neighborhood Service Center Administrator, introduced herself and her staff, including two AmeriCorps volunteers.

II. Scavenger Hunt

The AmeriCorps volunteers introduced the meeting with a scavenger hunt, which was a team building exercise for the Southeast Project Advisory Committee (SEPAC). The activity was located throughout The Village Gate, and was designed to encourage team bonding. The SEPAC was split into teams of two and given a list of clues. The clues brought the SEPAC all around the facility, led them to view and participate in public art, and encouraged them to enter several of the businesses. After the teams returned, prizes were awarded for the teams who completed the challenge the fastest.

III. Project Overview

Tanya Zwahlen (Highland Planning) provided the SEPAC with an overview of the Rochester 4.0 project, including its purpose, structure, and history. She also described potential outcomes of the project, and reviewed the project schedule.

IV. Community Engagement and the Role of the SEPAC

Tanya Zwahlen detailed the key elements of the engagement process. She described the roles of the Mayor's Advisory Committee (MAC), the Technical Advisory Committee (TAC), and the five Project Advisory Committee (PAC). She also described how digital media, print media, and creative approaches would come together to keep the citizenry engaged and informed throughout the process.

V. Recent and Ongoing Planning Initiatives

Tanya reviewed recent planning initiatives in the SE quadrant, some of which had involved SEPAC members. After providing this context she asked about the SEPAC about their experiences in planning.

Question: What were the successes of these recent planning processes? What didn't work? What do you want to get out of this process?

The SEPAC members that worked on previous plans expressed their experiences and assessments of the processes, and discussed the structures and groups that arose out of those planning efforts. The SEPAC agreed there is a desire for plans with immediate, visible, and complete implementation, and for active and empowered community members with a common vision to prevent unproductive squabbles. Responses are included in Appendix B: Detailed Question Responses.

VI. Snapshot of the SE Planning Area

Tanya shared data about the SEPAC, including income, employment, education, housing, public safety, land use, race and ethnicity, and population statistics. In many cases, data from the city or the region was included for comparison and contextualization. The presentation is in Appendix D (a separate file).

Question: What surprised you about this data? Did any of the data change your perceptions about the SE Planning Area?

Overall the SEPAC was unsurprised by the data, and felt it matched their perceptions, though the recently redrawn boundaries of the area did influence some data away from expected values. Responses are recorded below under "Detailed Question Responses."

Question: How will we get the word out for public meetings?

Nancy offered to use her resources to reach out to all the neighborhood groups. Ben offered to contact Explore Rochester and ask them to use their social media reach to publicize the event.

VII. Asset Mapping

The group discussed which regions, corridors, and locations they considered to be assets to the SEPA, and which they considered detrimental. The discussion was organized around the question, "What are the character defining assets of the SE Planning Area?" The results of the discussion were recorded on a map, and are shown below in Appendix C.

VIII. Next Steps

The next meeting was tentatively scheduled for August 17th at 6:30pm at the Ryan Center at School #33 on Webster Avenue.

Appendix A: 6/29/16 Meeting Attendees

Last Name	First Name	Email	Phone
Bradford	Tariq	tariqbradford@aol.com	585-743-7047/585-406-8190
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
Stevens	Chris	stevens35@gmail.com	585-781-0888
Woelk	Ben	benjamin.woelk@gmail.com	585-472-0452
Johns-Price	Nancy	pricen@cityofrochester.gov	585-428-7640
Nash	Jason	jn12@geneseo.edu	585-428-7640
Knight	Kelvin	knightk@CityofRochester.gov	585-428-7640
Flores	Jeiri	Jeiri.Flores@cityofrochester.gov	585-428-7640
Robinson	Aggie	Aggie.Robinson@cityofrochester.gov	585-428-7640
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Primus	M. André	andre@highland-planning.com	585-642-9007

Appendix B: Detailed Question Responses

What were the successes of the recent planning processes?
East Main Street development and Hillside Family Agencies
Zombie houses being addressed
Community engagement in Southeast
Small core groups taking on projects (e.g. Show On Monroe)
Eastman Gardens nearing completion.
Regular sector meetings with a budget
Sector 6 has 11 neighborhoods that are still meeting
The now-defunct bureau of neighborhood initiatives

What didn't work?
Human capital, in the form of active neighborhood advocates, getting burned out
Strong dividing lines, lack of common vision, power struggles
Lots of NIMBYism
Residents and businesses don't always work together
Pride preventing people from working together
Implementation is hard, lots of plans have no teeth, are sitting on shelf
People get detached if implementation isn't connected or clear

What do you want to get out of this planning process?
Enhance connection between neighborhoods and groups
Engage and heighten investment of new people
Youth
Diversity is a virtue
Find the core group and get the ball rolling
Find the key issues that you can get people around.
Improve communication and cooperation between neighborhood groups
Sustain human capital and improve succession
Planning and strategies
Have different neighborhoods feel connected and help each other
Interdepartmental communication and multidisciplinary collaboration
Strong, improved leadership
Efforts and beneficial outcomes extended to other quadrants/PAC's
Keep millennials from concentrating in only the SE
Develop strong processes that can be used citywide
Improve implementation
Lots of plans have no teeth, are sitting on shelf
Review and prioritize existing plans
Find resources for implementation of long term goals
Don't just plan what, but how

Make ourselves competitive for funding

What surprised you about this data?
Crime was surprising to some, not to others
Educational attainment seemed low
Graduation rate seemed low

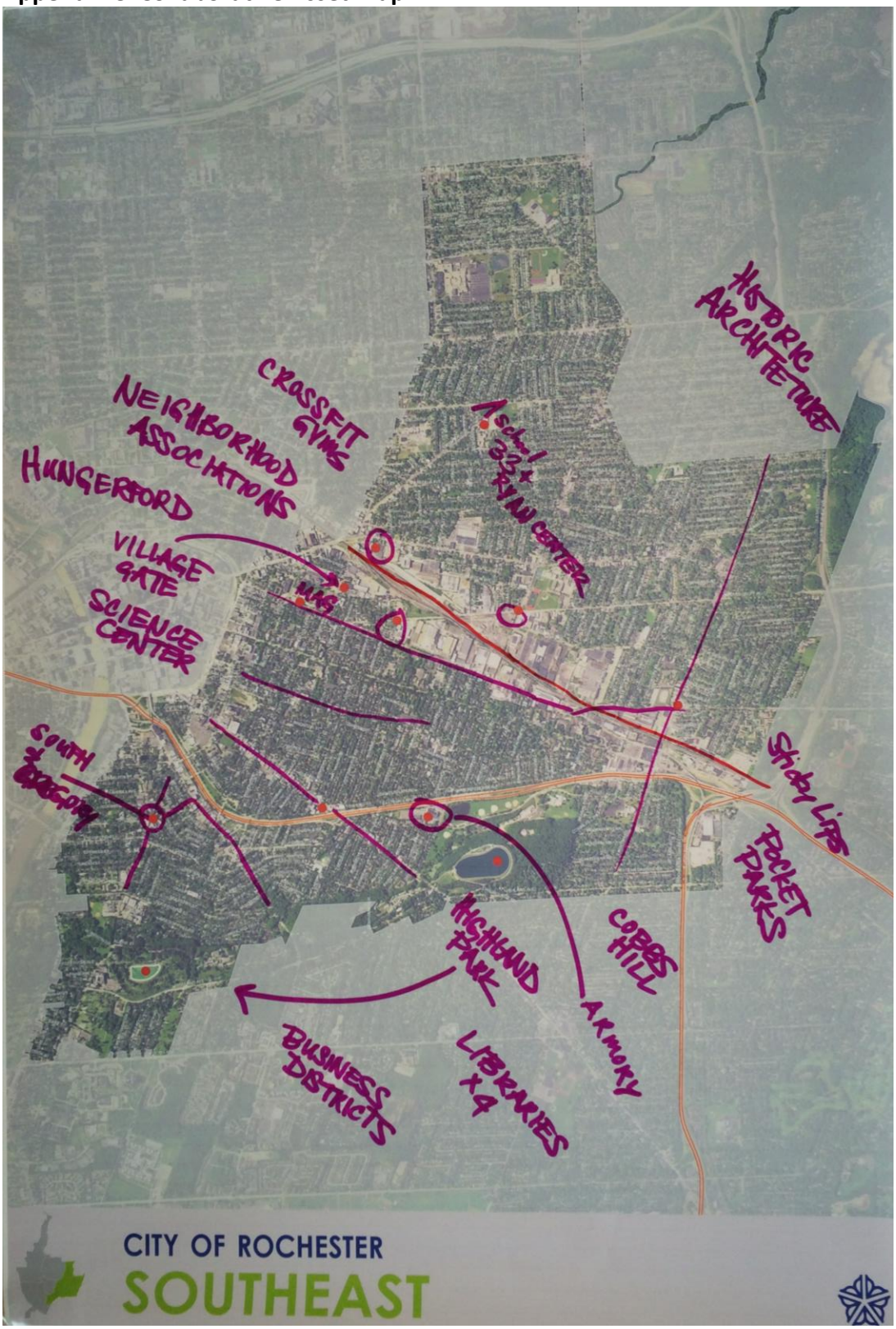
Does the data change your perception of the Southeast?
The geographic boundaries of the Southeast were different then the perceived cardinal boundaries
Beechwood and the areas north of it are not intuitively considered part of the southeast quadrant by some
Overall expected the region was more affluent
Tentative or unchanged perception

How will we get the word out?
The SE NSC
Explore Rochester Instagram Group
The SEPAC members' social media (i.e. Facebook, Twitter)

Asset mapping
Memorial Art Gallery
Eastman House
Village Gate
Science Center
Cobbs Hill
South Ave and Gregory St. (South Wedge)
Highland Park
YMCA
Library Branches
Pocket Park
Thriving Business Assets
Historic Architecture
Culver Road Armory
Recreation Centers
Park Ave CrossFit
Neighborhood Associations
Hungerford Building
School 33
Sticky Lips

Detriments
Rail line divides neighborhood

Appendix C: Collaborative Asset Map



Bergmann associates

HIGHLAND PLANNING

Southwest Project Advisory Committee
Meeting #1: Project Overview and Existing Conditions
July 13, 2016 6:30PM-8:15 PM
Southwest Quadrant Neighborhood Service Center
Genesee Street, Rochester, NY

Meeting Summary

I. Introductions

Each attendee introduced themselves. A list of attendees is included as Appendix A. Kimberly Baptiste, Bergmann Associates, introduced herself and set the agenda for the meeting.

It was noted that those in attendance represented both the SW PAC and Center City PAC. In the future, the meetings of each of the PAC's will be separated in order to allow for targeted discussions specific to both geographies.

II. Project Overview

Kimberly provided attendees with an overview of the Rochester 4.0 project, including its purpose, structure, and history. She also described potential outcomes of the project, and reviewed the project schedule.

III. Community Engagement and the Role of the SWPAC

Kimberly detailed the key elements of the engagement process. She described the roles of the Mayor's Advisory Committee (MAC), the Technical Advisory Committee (TAC), and the five Project Advisory Committee (PAC). She also described how digital media, print media, and creative approaches would come together to keep the citizenry engaged and informed throughout the process.

Kimberly asked attendees for ideas on how to spread the word about future meetings and how to maximize involvement from community members. Highlights of the groups discussion are noted below.

<u>DISCUSSION HIGHLIGHTS:</u>

Spreading the Word

- Provide local groups flyers and brochures to distribute
- Direct mailers
- Ensure enough lead time and notice is provided

- Leverage local churches
- Mail Chimp
- Incentivize the meeting / give people a reason to come – food, pencils, giveaways
- Tie in the event with back to school – give it a theme plus the giveaway
- Robocalls can be very compelling but a strong message needs to come out in first 5 seconds
- Utilize "Next Door" social media
- Kid focused – bounce houses, themes, etc.
- Gift card giveaways
- Need to spread word using multiple approaches
- Event approach – tent, balloons, something special
- Utilize social media

General Engagement

- Make sure everyone has the same 10 second elevator speech when they are asked about the project
- Make sure residents feel like they are being heard
- Listen to what they say about today – that's what they care about……theyre not going to be here in 20 years in some cases
- Keep public meetings in the neighborhood – do not do a citywide meeting in just one location, people will not go
- Walking tours is a good meeting alternative
- Marketing and PR is key – think back to Uncle Sam messaging – "We want you"
- Tie meetings into Neighborhood Uplifts
- Mayor needs to be very involved and visible during this process!! She needs to show up, and not just at MAC meetings. She needs to show she cares. City leadership should be present and visible throughout.

IV. Recent and Ongoing Planning Initiatives

Kimberly reviewed recent planning initiatives in the SW quadrant, some of which had involved SW PAC members. After providing this context she asked about the SWPAC about their experiences in planning.

Question: What were the successes of these recent planning processes? What didn't work? What do you want to get out of this process?

<u>DISCUSSION HIGHLIGHTS:</u>

- Need to be better at celebrating milestones – big and small
- Need to define short term goals, small success and low hanging fruit (while ensuring they fit into the long term vision)

- Make sure projects fit together and work together
- Need more investor and developer involvement
- Past planning processes only focus on the built environment. None of them address the root of the problem, which is the societal and behavioral concerns.
- There has been no investment in changing the social climate
- Need to discuss zoning ramifications when discussing projects / built environment / compatibility
- Enforcement is an issue – plans have the vision – but need to enforce the changes

V. Snapshot of the SW Planning Area

Kimberly shared data about the SW Planning Area, including income, employment, education, housing, public safety, land use, race and ethnicity, and population statistics. In many cases, data from the city or the region was included for comparison and contextualization. The presentation is in attached.

Question: What surprised you about this data? Did any of the data change your perceptions about the SW Planning Area?

Overall the SWPAC was unsurprised by the data, and felt it matched their perceptions. Specific feedback is noted below:

- Confirm graduation rates for SW and Center City
- Can a walkability assessment be included as part of the analysis
- Would like to see a healthy living assessment to identify parks and open space gaps in specific neighborhoods
- Center City HH income data seems low – confirm?
- Lack of entertainment options is part of problem in our inability to retain millennials
- Would like to see population data for SW with and without students (college)
- Need to ensure we are paying attention to long-term residents and not just on new, transient residents
- Housing age is a major issue….folks cannot keep up with the maintenance
- Consider generational housing issues – need policies and programs to help generational property owners stay in their homes (look at FIS data)
- School 58 in Center City

VI. Asset Mapping

Although part of the original agenda, due to time constraints the interactive asset mapping exercise was not completed and will be included in the next meeting.

VII. Next Steps

The next SWPAC meeting was scheduled for August 17th at 6:30pm at the SW Neighborhood Service Center on Genesee Street. Kimberly will send a meeting invite.

A separate meeting notice will be sent for a follow-up meeting for the Center City Planning Area. Date and location of meeting TBD.

Appendix A: 7/13/16 Meeting Attendees

Last Name	First Name	Email
Herbert	Nora	noraherbert@yahoo.com
Hall	Dorian	dorian@pl-ex.org
Robinson	Lynnette	lrobinson@nwrochester.org
Doucette	Elizabeth	cottagestreetvoices@gmail.com
Mayer	Bonny	Bonnywithy@gmail.com
Chaundu	Carey	cchaundu@gmail.com
Swingle	Jason	washingtonsquareneighborhood@gmail.com
Mayer	Suzanne	Suzanne.mayer@rochester.rr.com
Swan	Jon	oxandstone@gmail.com

Northeast Planning Area Committee
Meeting #2: SWOT
August 17, 2016 6:00PM-7:30 PM
Northeast Quadrant Neighborhood Service Center
500 Norton Street, Rochester, NY

Meeting Summary

I. Welcome

Attendees introduced themselves (though many knew each other already). A list of attendees is included in Appendix A.

II. Review of Outstanding Items from Meeting #1

Sue Hopkins, of Bergmann Associates, provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets. The Education sheets was updated to include charter schools in the NE Planning Area. The Economy sheet was updated to show unemployment rates by Census Tract.

III. Workshop – "In a Word"

Sue facilitated a discussion of the group designed to identify strengths, weaknesses, opportunities and threats through a series of questions. For each question, committee members were provided with two sheets of construction paper and asked to provide an answer on each sheet "in a word." Committee members then pasted their sheets on the wall and discussed the thinking behind their selected words. Below is a summary of the words and themes that emerged during the discussion.

Question #1: What one word would you use to describe the Northeast Planning Area today?

- **Lively.** There is a lot of activity and vibrancy in the area. People are out walking, going to stores, socializing, working. Etc.
- **Opportunity.** Huge potential to create jobs. There are lots of great people that live in the planning area and care about its future
- **Overlooked.** Youth feel that they are disenfranchised. Residents seek a higher quality of life.
- **Blighted.** There is extreme blight in some areas like Meade Street. Blight invites crime and youth problems.
- **Challenged & under-invested.** More State and Federal resources that the City receives need to be invested in NE. There is a sense that compared to other areas of the City, NE

does not does not experience the same level of investment, tax incentives for new development, and services.

- **Bad.** City services not represented in this area (ex. have to beg the City to sweep the streets). Resources should be spent in the neighborhoods to help address needs there.
- **Mess**
- **Filled with drug activity**
- **Horrible**

Question #2: What is the Northeast planning area's greatest strength?

- **Resiliency**
    - The people who have lived in the planning area for years face a lot of obstacles everyday but keep working hard
    - It's tooth and nail fighting for resources
- **Community initiative and drive.** Organizations/block clubs/people are always moving/pushing community forward against adversity
- **People**
    - Even if people aren't making a lot of money, they are always willing to give back
    - There is a lot of love in and for the community
    - Lots of block groups, full of caring people
- **El Camino Trail**
    - Great asset that should be leveraged
    - People take care of and maintain it
- **Good neighbors**
- **Hard working people**
- **Parks**
- **Stores**
- **Block groups**
- **Diversity of people**

Question #3: What is the most needed improvement in the Northeast planning area?

- **Concentrated housing resources/reinvestment.** Need to increase homeownership. The City/Land Bank should buy property and give/sell it to someone who will actually live in it, instead of auctioning the property off to a landlord
    - Cannot expect landlords to put money into properties
    - The City can afford to put money into maintenance of some properties
    - Invest in new housing that is mixed income, not just affordable
    - If more residents with higher incomes are brought into the area, more people will consider living here

- **Jobs (actually physically located in the area, and within walking distance)**
    - Lots of people who live in the planning area take two buses to work outside the area, such as in Henrietta
    - Jobs should be in the neighborhood
    - How can the City provide incentives for companies to move here? There are many opportunities, a great building stock.
- **Limit loitering** (i.e. at corners/stores) to divert youth from street life
- **Home repair/grants for owners/addressing vacant properties**
    - The Roof Repair Program was a great start and helped people. More money needs to be allocated to it
    - Money needs to go to those who need it most; if not, there will be more blight
    - CDBG program is based on poverty, so planning area should be getting its fair share
- **Help people fix up their homes**
- **Police**
    - Police force is reactive, not proactive
    - Police should live in the community
    - Police should walk the beat; City should invest in community policing
- **Improved relationships with RPD/City Hall**
    - Fire Department does more than any other agency
    - Want to admire and work with RPD/City Hall like we work with Fire Department
- **Streets**
    - The streets and sidewalks need fixing (cracks, pot holes, giant puddles)
- **Fix streets and sidewalks**
- **Better City services**
    - City is not very responsive in this area
    - Need to put forth the effort to get something done – City only does the bare minimum

Question #4: How would you like to be able to describe the Northeast planning are in 10 years?

- Good place for families
- Caring. People care about each other.
- In time, streets will be cleaned, sidewalks will be fixed, construction will be finished
- Dynamic
- Lovely community
- Good parts of the community are be tied together
- Great
- Wonderful place to live
- Family-friendly

- Invested in
- Economically developed
    - People will take more pride in the community and feel like they have been listened to if they see investment
    - Need more opportunities for youth
- Vibrant
- Fun

IV. Next Steps

Sue described next steps in the project schedule:

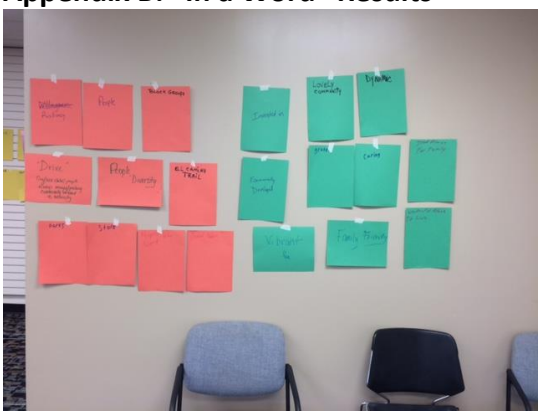
- City-wide Public Workshop: October (date TBD)
- Textizen & Online Survey: distributed end of August/early September
- PAC Meeting #3: Late October

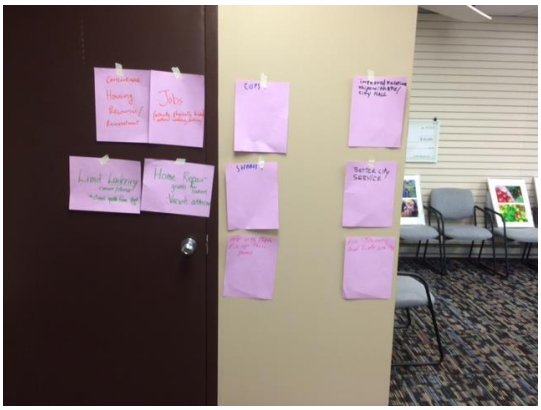
Sue also provided materials and described the process for hosting a "Meeting-in-a-Box." The City prepared Meeting-in-a-Box materials in the form of a kit, for representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit contains everything needed for organizations to hold their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials are designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants. It will be the responsibility of each individual organization or group to send feedback information back to a representative of the PAC or to Bergmann Associates directly.

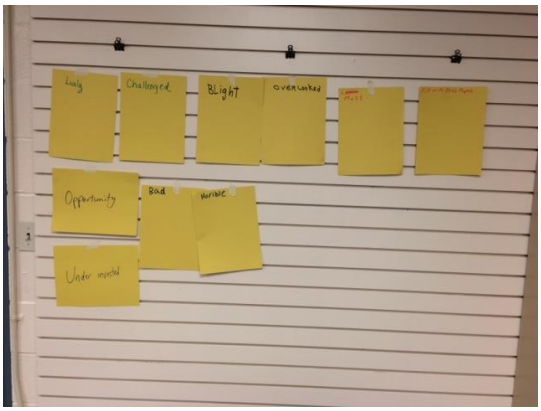
Appendix A: Meeting Attendees/Sign-in Sheet

name	Affiliation
Dawn Bird	IADC - Project HOPE
Miguel Melendez	IADC - Project HOPE - Resident
Mary D Tice	50 Deramaine Dr.
PAT CANTY	COA/ EAST Ridge ASSOC.
Devan	

Appendix B: “In a Word” Results







Appendix C: SWOT Summary

Strengths	**Weaknesses**
• Resiliency • Community initiative and drive. People • El Camino Trail • Good neighbors • Hard working people • Parks • Stores • Block groups • Diversity of people	• Blighted • Challenged • Streets and sidewalks • Public safety/crime
Opportunities	**Threats**
• Concentrated housing resources/reinvestment. • Jobs (actually physically located in the area, and within walking distance) • Limit loitering • Home repair/grants for owners/addressing vacant properties • Help people fix up their homes • Improved relationships with RPD/City Hall • Streets • Fix streets and sidewalks • Better City services	• Overlooked • Level of public investment • Drug activity • City service levels • Relationships with police, city administration

Northwest Planning Area Committee
Meeting #2: SWOT
August 16, 2016 6:00PM-7:30 PM
Edgerton R Center, Stardust Ballroom
41 Backus Street, Rochester, NY

Meeting Summary

I. Welcome and Introductions

A list of attendees is included in Appendix A. Attendees introduced themselves. Given the low participate rate, the group discussed following up with the other PAC members to ask why they did not attend.

II. Review of Outstanding Items from Meeting #1

A. Data

Tanya Zwahlen (Highland Planning) provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets and additional data requested by Eric Van Dusen. The education sheets were updated to include charter schools. The economy sheet was updated to show unemployment rates by Census Tract.

Pamela Davis asked if the city ever seriously tried to create a metropolitan school district. Doug Benson said it was not considered in the 1999 plan, but year round school, the drop out age, a more robust truancy program, and having neighborhood schools were the center of the urban village.

Bill Collins requested health data be included in the current comprehensive plan.

B. Comprehensive Plan

Doug Benson (City of Rochester) reviewed the 1999 Renaissance Plan. The plan process began in 1994, and it was adopted in 1999. The 1999 plan included 10 planning areas (sectors), each led by a committee with 10-15 stakeholders. The plan also included subject committees. Ultimately, the plan included 11 campaigns with goals and strategies. The three themes of the plan were Responsibility, Opportunity and Community. Once adopted, an action committee was created for each campaign.

The City has reviewed prior action items to see what has been addressed, implemented, and never started. According to a July 2014 assessment of the comprehensive plan, the City

started and continues to advance 142 strategies (79%) identified in the 1999 plan, it has started and completed 3 strategies (2%), it has started and abandoned 20 strategies (11%), and it did not start 14 strategies (8%). This attachment is included as a separate attachment with this summary.

This comprehensive plan will be an update to the 1999 plan. Mayor Warren would like to review the 11 campaigns and make a decision if things need to changed or updated.

Eric Van Dusen asked that the updated plan include a much stronger data this time around, particularly trends over time.

Bill Collins doesn't want the plan to sit on the shelf, but is unsure how the administration will use the new plan. Doug assured Bill that the mayor and advisory council have accepted that the five planning area documents will be used in the plan.

C. Surveys

Pamela Davis suggested the following methods to advertise the comprehensive plan surveys:

- Insert to water bill or tax bill
- Post on inside or outside of RGRTA buses
- Post survey at the transit center
- Develop an engagement method similar to Candy Chang (http://candychang.com/work)
- Go to events, parks, public market, grocery stores to solicit input
- Use a QR code
- Offer the chance to win a Visa gift card

III. Exercise – "In a Word"

Tanya facilitated a discussion of the group designed to identify strengths, weaknesses, opportunities and threats through a series of questions. For each question, committee members were provided with three post its and asked to provide an answer on each sheet "in a word." Committee members then pasted their sheets on the wall and discussed the thinking behind their selected words. Below is a summary of the words and themes that emerged during the discussion. Photographs of the exercise are included as Appendix B. A SWOT summary is included as Appendix C.

Question #1: What one word would you use to describe the Northwest Planning Area today?

- **Creative**
- **Opportunities.** Vacancies = opportunity to repurpose space. The area is the "right size" to make a change by filling the vacancies with good tenants.
- **Challenges.** In challenges are opportunities.
- **Industrial.** The area has a large industrial presence.
- **Imperiled**
- **Diverse.** Income, ethnic, race.
- **Multicultural**
- **Developmentable.** Waterways, history.
- **Sanctuary.** Referring to the refugee community.

Question #2: What is the Northwest planning area's greatest strength?

- **Jobs.** Industry.
- **Position.**
    - Kodak Park
    - Historical
    - Proximity to trail, park, lake, downtown.
- **Transportation**
- **Accessibility**
    - Everything is close
    - Most used transit routes
    - Dewey
    - Lake
    - Genesee River Trail
- **Buildings**
- **Diversity**
- **People (x 2)**
- **Hope.** Tap into diversity and refugee community.

Question #3: What is the most needed improvement in the Northwest planning area?

- **Schools**
- **Infrastructure**
    - Bike racks, water, parking, electricity at parks
- **Jobs**

- **Home renovation/rehabilitation**
- **Homebuyers**
- **Homeowners.** Owner occupied homes.
- **Namaste.** The light in me honors the light in you.
- **Visibility**
- **Entertainment.** Theater on the Ridge was an example. If there is entertainment in an area, people will come.

Question #4: How would you like to be able to describe the Northwest planning are in 10 years?

- Gold Standard
- Family friendly
- Fun
- Coveted
- In-demand
- Confident
- Realized
- Stable
- Avantgarde. Diversity, have a place like Hungerford building.

IV. Next Steps

Tanya described next steps in the project schedule:

- City-wide Public Workshop: October
- Textizen & Online Survey: September
- PAC Meeting #3: Tentative date is Thursday, October 27th in the Charlotte area. Jen for Highland Planning and Glenn Gardner are working on a meeting location.

Tanya Zwahlen described the process for hosting a "Meeting-in-a-Box." The City prepared Meeting-in-a-Box materials in the form of a kit, for representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit contains everything needed for organizations to hold their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials are designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants. It will be the responsibility of each individual organization or group to send feedback information back to a representative of the PAC or to Bergmann Associates directly.

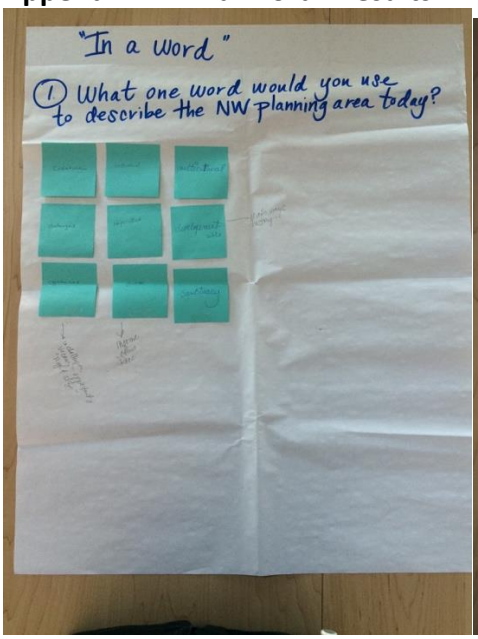
V. Action Items

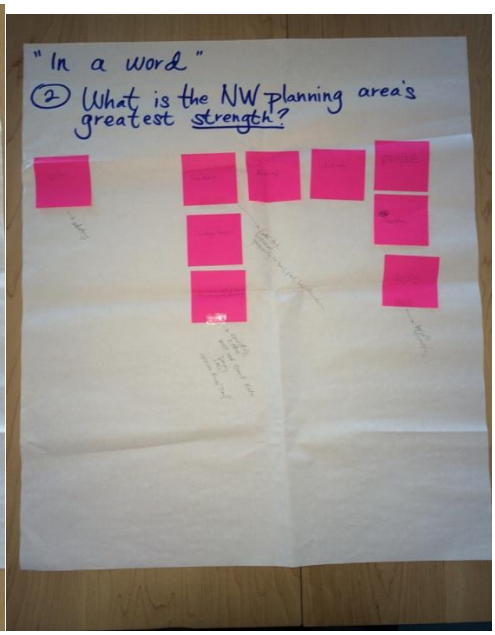
- Send meeting materials prior to the next meeting so the committee can review before the meeting
- Obtain health data from the county or City of Rochester
- Provide group with summaries and accomplishments of previous comprehensive plan
- Provide group with electronic copy of meeting-in-a-box
- Provide meeting-in-a-box document to Ron Penders to circulate
- Provide group with electronic copy of updated and new NW data so they can share with others.
- Share Sector plans from Glenn Gardner
- Secure location in Charlotte for October 27th NW PAC meeting #3

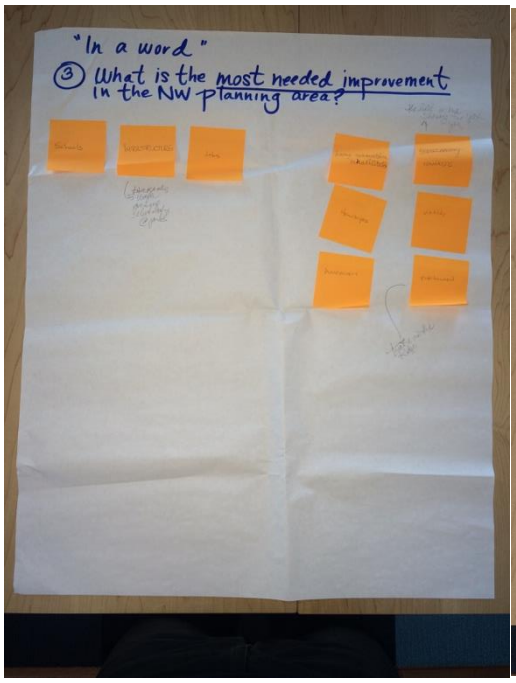
Appendix A: Meeting Attendees

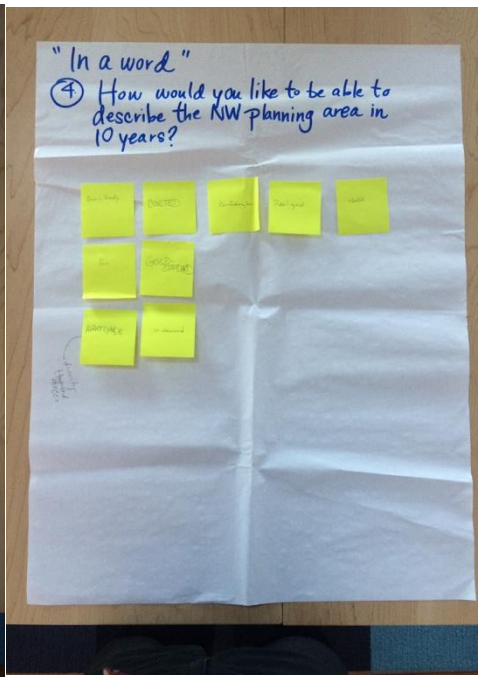
Last Name	First Name	Email	Phone
Benson	Doug	Doug.benson@cityofrocehster.gov	
Van Dusen	Eric	evandusen@nwrochester.org	
Collins	Bill	alameda@frontiernet.net	585-647-6850
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Topa	Jen	jen@highland-planning.com	585-354-3214
Davis	Pamela	NiceNRG@aol.com	585-773-5170

Appendix B: "In a Word" Results









Appendix C: SWOT Summary

Strengths • Jobs • Position • Transportation • Accessibility • Buildings • Diversity • People • Hope	**Weaknesses** • Schools • Challenged • Imperilled • Infrastructure • Home ownership
Opportunities • Jobs • Vacancies = Opportunity to repurpose space • Industrial • Diverse • Multicultural	**Threats** • Rental properties • Lack of entertainment • Visibility

Southeast Planning Area Committee
Meeting #2: SWOT
August 17, 2016 6:30PM-8:00 PM
Thomas P. Ryan Community Center
530 Webster Avenue, Rochester, NY

Meeting Summary

I. Welcome and Introductions

Attendees introduced themselves to the group. A list of attendees is included in Appendix A.

II. Review of Outstanding Items from Meeting #1

Tanya Zwahlen (Highland Planning) provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets related to diversity, poverty, and jobs for the southeast planning area. The education data was updated to include charter schools. The economy data was updated to show unemployment rates by census tract. A land use map, cross city comparisons of median home value, and crime data also was added.

Tanya Zwahlen reviewed the project overview for the benefit of SEPAC members for missed the first meeting. She covered the process, timeline, and expectations for the SEPAC. Tanya also reviewed the 1999 "Renaissance Plan," including its history, design, and implementation.

The City has reviewed prior action items to see what has been addressed, implemented, and never started. According to a July 2014 assessment of the comprehensive plan, the City started and continues to advance 142 strategies (79%) identified in the 1999 plan, it has started and completed 3 strategies (2%), it has started and abandoned 20 strategies (11%), and it did not start 14 strategies (8%). Summaries of the 1999 comprehensive plan will be distributed to PAC members with the meeting summary.

III. Exercise – "In a Word"

M. Andre Primus (Highland Planning) facilitated an exercise designed to identify strengths, weaknesses, opportunities and threats through a series of four questions. For each question, committee members were provided with three sticky notes and asked to provide an answer "in a word." Committee members posted their sheets on the wall and discussed the thinking behind their selected words. Below is a summary of the words and themes that emerged during the discussion. Photographs of the exercise are included as Appendix B. A SWOT summary is included as Appendix C.

Question #1: What one word would you use to describe the Southeast Planning Area today?

- **Diverse.** Diverse was the word most used by the group to describe the planning area
- **Siloed.** The planning area is disconnected and unequal, consisting of separate neighborhoods with their own concerns. Very little communication between neighborhoods occurs.
- **Juxtaposed**. Neighborhoods in the area are in varied condition, with very different areas butting up against each other.
- **Rich.** Thea area has many resources, cultural, architectural, and otherwise.
- **Neighborly.** The area feels like home, as a sense of history, and is walkable.
- **Poor.** Some areas are lacking.
- **Stable/Unchanged**
- **Up-and-coming/Lively**

Question #2: What is the Southeast planning area's greatest strength?

- **Educated.** The population is generally better educated than in the other areas.
- **Culture.** Arts and culture thrive in the area.
- **People.** The people are one of the best assets in the area, with active residents and organizations contributing. Lots of children growing p in the area.
- **Resources.** The area is well resourced and has many assests.
- **Urban Spaces.** The SE has active public spaces and commercial corridors.
- **Housing.** The SE has good housing stock and architecture.
- **Neighborhood Service Center.**

Question #3: What is the most needed improvement in the Southeast planning area?

- **Mobility.** Public transportation and mobility must be improved.
- **Connection.** Connection, communication, and common vision among the neighborhoods is necessary.
- **Schools.** School quality should be improved.
- **Stability.** Owner occupancy should go up, neighborhoods should be less in flux, and the area should have a consistent look.
- **More community Involvement.** Active community member are aging and getting worn out, they need new blood.
- **Poverty.** The area needs living wage jobs and better human services, to reduce poverty and crime.
- **Forward thinking policies and zoning**. Need more mixed use areas similar to park ave. Zoning enforcement needs to be consistent.

- **Business.** The area needs commercial corridor development, a lead CDC, and business incubators, and to meet parking needs

Question #4: How would you like to be able to describe the Southeast planning are in 10 years?

- **Diverse and Equitable**
- **Prosperous**
- **Connected, unified, cohesive.**
- **A great place for families with good schools.**
- **Urban and mixed use.**
- **Distinguished, the gold standard**
- **Vibrant, growing, developing**

IV. Next Steps

The group discussed next steps in the project schedule:

- City-wide Public Workshop: October
- Textizen & Online Survey: Early September
- SEPAC Meeting #3: October 26th at 6:00

Helen Hogan asked the consultant team to compile previous plans in the area to avoid duplicating effort. Tanya Zwahlen agreed to create a drobox accessible to the PAC Members with those plans.

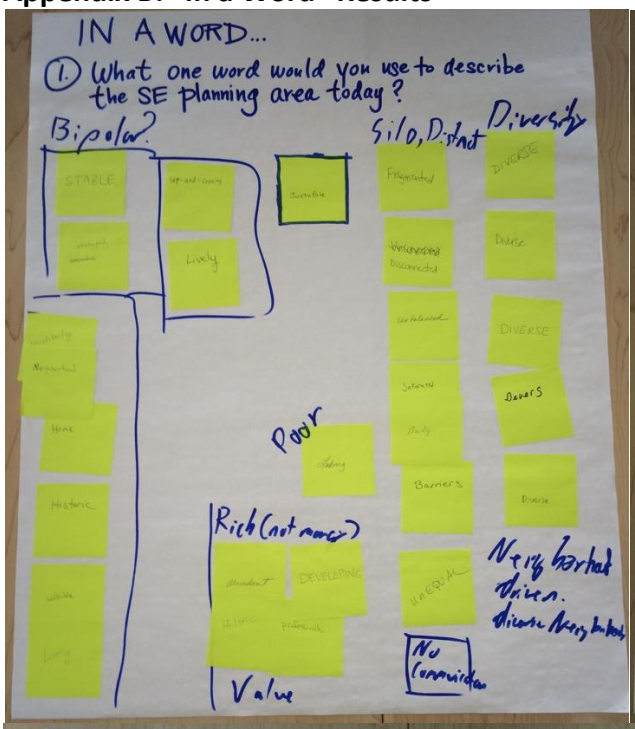
Tanya Zwahlen described the process for hosting a "Meeting-in-a-Box." The City prepared Meeting-in-a-Box materials in the form of a kit, for representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit contains everything needed for organizations to hold their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials are designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants. It will be the responsibility of each individual organization or group to send feedback information back to a representative of the PAC or to Bergmann Associates directly. Mary Staropoli noted that having arterial streets on the map in the meeting in a box would make it easier for those not familiar with the area borders.

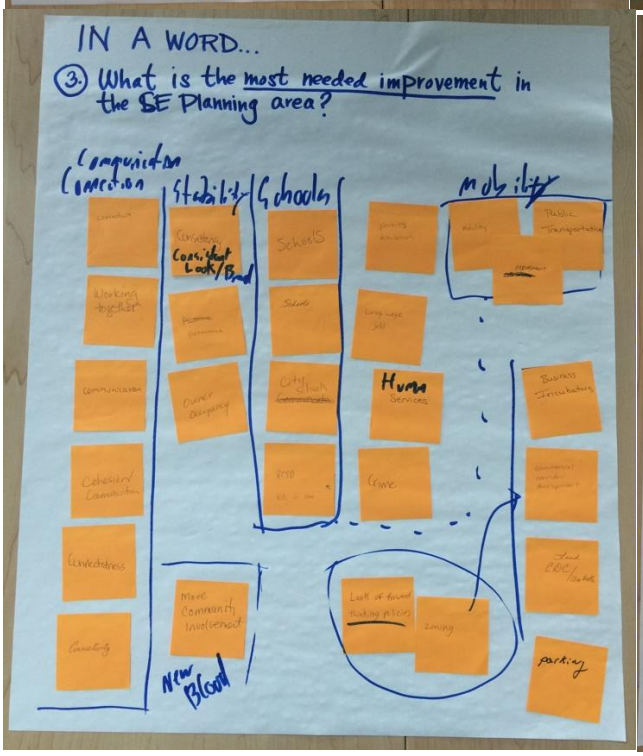
The group scheduled the next meeting, and discussed bringing $3-4 each for pizza. John volunteered to bring it. The group also decided to do a tour of the area to familiarize themselves.

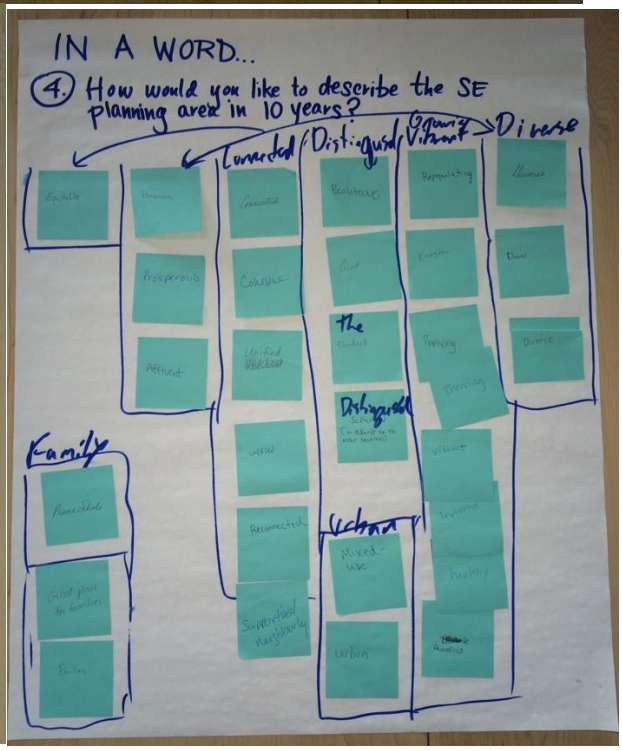
Appendix A: Meeting Attendees

Last Name	First Name	Email	Phone
Penden-Dorsey	Jeremy	Jeremypd.yvov@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
Stevens	Chris	stevens35@gmail.com	585-781-0888
Woelk	Ben	benjamin.woelk@gmail.com	585-472-0452
Johns-Price	Nancy	pricen@cityofrochester.gov	585-428-7640
Nash	Jason	jn12@geneseo.edu	585-428-7640
Knight	Kelvin	knightk@CityofRochester.gov	585-428-7640
DiFiore	Joe	difiorejoe@gmail.com	
Staropoli	Mary	marystaropoli@yahoo.com	
Finn	Theo	Theo@edgemere.com	
Corraggioso	John	brendasachs@yahoo.com	
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Primus	M. André	andre@highland-planning.com	585-642-9007

Appendix B: "In a Word" Results







Appendix C: SWOT Summary

Strengths • Educated • Culture • People • Resource • Urban Spaces • Housing • Neighborhood Service Center • Diverse • Rich • Neighborly • Stable	**Weaknesses** • Siloed • Juxtaposed • Poor • Up-and-coming/Lively • Unchanged
Opportunities • Mobility. • Connection • Schools • Stability • More community involvement. • Forward thinking policies and zoning. • Business • Urban and mixed use.	**Threats** • Schools • Poverty

Southwest Planning Area Committee
Meeting #2: SWOT
August 17, 2016 6:30PM-8:00 PM
Southwest Quadrant Neighborhood Service Center

Meeting Summary

I. Welcome

Attendees introduced themselves (though many knew each other already). A list of attendees is included on the attached sign in sheet.

II. Review of Outstanding Items from Meeting #1

Kimberly Baptiste, of Bergmann Associates, provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets. She provided a brief overview of the project and distributed the meeting summary from meeting #1 for the benefit of those attendees that were unable to attend the first meeting.

III. Workshop – "In a Word"

Kimberly facilitated a discussion of the group designed to identify strengths, weaknesses, opportunities and threats through a series of questions. For each question, committee members were provided with three sheets of construction paper and asked to provide a descriptive "word" on each sheet of paper. Committee members then taped their sheets on a large panel and discussed the thinking behind their selected words. Below is a summary of the words and themes that emerged during the discussion.

Question #1: What one word would you use to describe the Southwest Planning Area today?

- **Growing (x2).** Similar to the two words that follow, discussion focused on how the neighborhood is evolving and some good, positive things are happening. Population, commercial offerings.
- **Developing.**
- **Transforming.** The old housing stock needs transformation, its unhealthy.
- **Potential.** It was noted that there is great potential to build on what is there today.
- **Challenged (x3).** While there are positives, the neighborhood continues to be challenged by social aspects – drugs, safety – as well as housing, jobs and unemployment.
- **Sad.**
- **Undermined.** Feeling as though no one is listening and working collectively. Involvement of non-local stakeholders is a false representation. Fraud.

- **Gentrified.** PLEX neighborhood is being gentrified.
- **Diverse (x2).** Similar to the term below, this is viewed positively. Demographics, ages, incomes.
- **Different.**
- **Zoning.** This was viewed negatively. Zoning, today, is seen as an impediment to commercial growth and business development.
- **No-Say.** Respondent noted that it feels like decisions are made before they come to the community for input and then just spun. City has already decided what will happen.

Question #2: What is the Southwest planning area's greatest strength?

- **Foot print.** People on the street.
- **Development.**
- **Businesses.**
- **Services.** Wide variety of services available including food, health/medical, social services, VA, walk in clinics.
- **Great Neighbors.**
- **Community.**
- **Organizing.**
- **Change.**
- **Commitment.**
- **Visionary.**
- **Open.**
- **Graduations.**
- **Education.** Access to a number of institutions of higher education (colleges) which gives local residents an opportunity to attend. U or R, MCC.
- **Minorities.** This is a selling point. Shows diversity – Asians, Indians, Blacks, etc. Minorities want to live in diverse neighborhoods. They seek it out.

Question #3: What is the most needed improvement in the Southwest planning area?

- **Education (x2).** Rochester School District is an issue.
- **Job Training.** Need local workforce development programs.
- **Jobs (actually physically located in the area, and within walking distance).**
- **Urgent care.** While many services exist, urgent care would be very helpful. Today they primarily exist in suburban areas, not the city.
- **Sustaining.** SW should be able to sustain itself. Money should be invested locally.
- **Eradication of Racism.** Solve education and poverty problems.
- **Neighborhood Association.**
- **Involvement.** Need to get people to the table and working together.

- **Communication (x2).** Need better communication from the City and local Service Center. Need to know whats happening. PLEX Neighborhood Association is fractured.
- **Accountability.** Get people involved in local projects. Need the key folks at the table. City Service Center should be represented at all meetings associated with what's happening in SW Planning Area.
- **Transparency.** Needed from Neighborhood Association.

Question #4: How would you like to be able to describe the Southwest planning are in 10 years?

- **Vibrant (x3).** Everything already mentioned. Diversity, businesses, homes. People on their front porches. People working together.
- **Thriving.**
- **Healthy.** Less diabetes, drugs, gambling. Lifestyles in general. Healthier social conditions.
- **Business.** More diversity of businesses.
- **An Attraction.** Tourism. Nice and fun. A place people want to come back to.
- **Diverse.**
- **Same Neighbors (x2).**
- **Children.** The desire to see more kids active in the neighborhood.
- **More personal.** Know your neighbors and support them. Stronger relationships. Working together instead of against one another.

IV. Next Steps

Kimberly described next steps in the project schedule:

- City-wide Public Workshop: October (date TBD)
- Textizen & Online Survey: distributed in September
- PAC Meeting #3: Late October

Kimberly also provided materials and described the process for hosting a "Meeting-in-a-Box." The City prepared Meeting-in-a-Box materials in the form of a kit, for representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit contains everything needed for organizations to hold their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials are designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants. It will be the responsibility of each individual organization or group to send feedback information back to Bergmann Associates (contact information provided).

Appendix A: Meeting Attendees/Sign-in Sheet

Southwest Planning Area Committee Meeting #2

Wednesday, August 17th at 6:30 PM

SIGN IN SHEET

Name	Email Address
Greg Norsen	P18401@Aol.com
MARY D'ALESSANDRO	HHD7444@Hotmail.com
ELIZABETH Dowrette	cottagestreetvoices@gmail.com
Lynnette Robinson	LRob10@Hotmail.Com
John DeMott	jnj_demott@juno.com
Dorian Hall	Dorian@PL-EP.org

Appendix B: SWOT Summary

Strengths	**Weaknesses**
• Recent development • Businesses and services • Neighbors • Community • Local commitment to area • Visionary and open to new ideas • Graduation rate increasing • Access to colleges and universities • Diversity of population • Kids	• Blighted • Sad • Gentrified • Rochester City Schools • No workforce development programs • Lack of jobs • No urgent care in neighborhood • Local community groups not working together • Housing stock
Opportunities	**Threats**
• Become self-sustaining • Neighborhood Association as a bridge • People working together towards common goals • Better communication – with City Hall, with fellow residents • Improved social conditions • Diversity • Strengthen relationships	• Poverty • Continued lack of accountability • Drugs • Public health declining

Center City Planning Area Committee
Meeting #3: SWOT & Land Use Planning
October 18, 2016 4:00PM-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. Review of Outstanding Items from Meeting #1

Andy provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets. He provided a brief overview of the project and distributed the meeting summary from the Southwest Planning Area meeting #1 for the benefit of those attendees that were unable to attend the first meeting.

III. Project Overview

Andy described the project team, the different phases of the project and the role of the Planning Area Committees (PAC), see attached powerpoint for more detail. Andy proceeded to discuss the various public engagement opportunities that were underway, including:

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

Meagan Aaron, Bergmann Associates, introduced the data snapshots for Center City. She highlighted data associated with population, education, employment, income, house, land use and public safety.

Workshop: Future Land Use

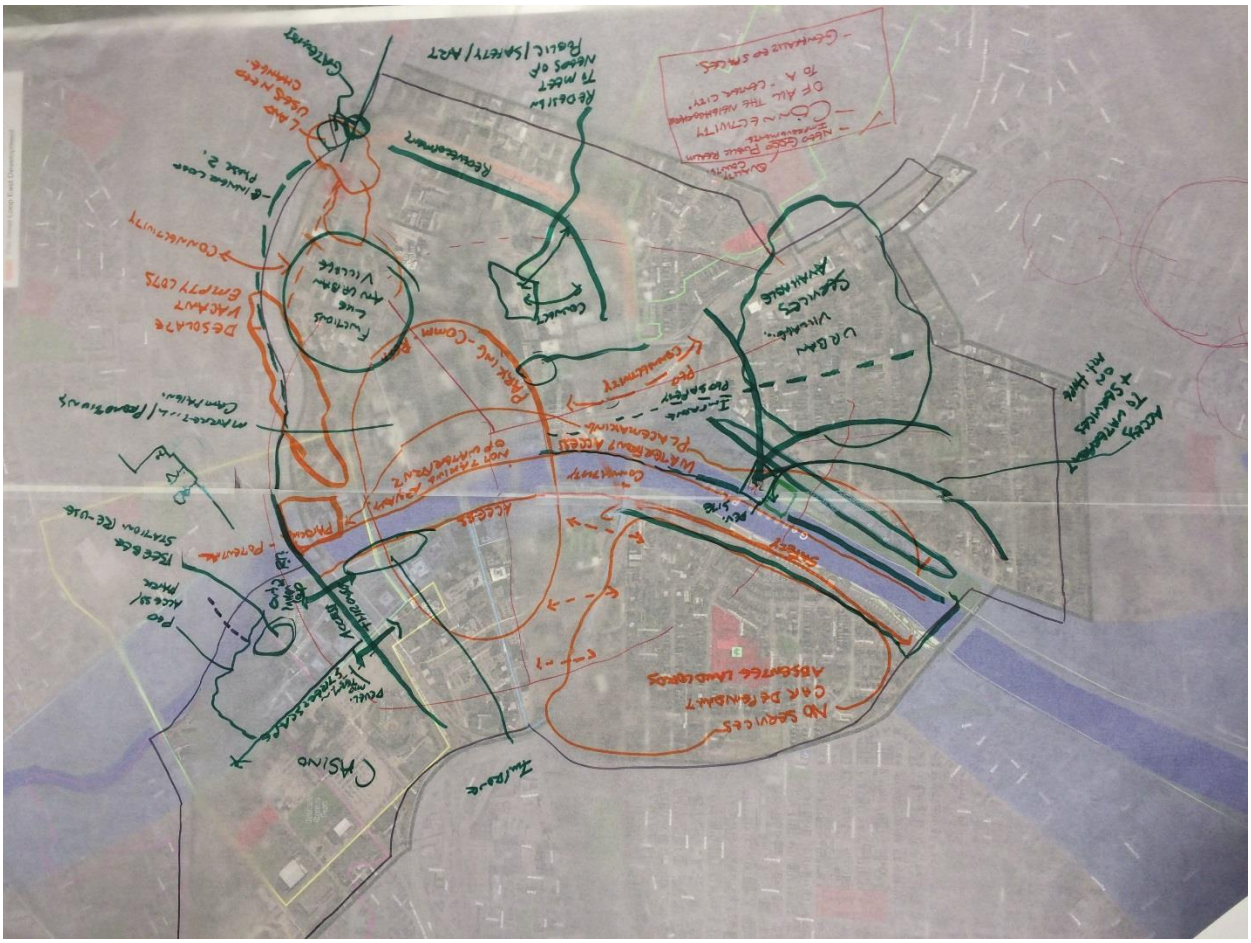
Andy facilitated a discussion of the group designed to identify strengths, weaknesses, opportunities and threats (SWOT) through a series of questions. Andy assisted the participants in placing the elements of the SWOT analysis on a map of Center City.

The SWOT analysis themes that emerged during the discussion and a map locating the strengths, weaknesses, opportunities and threats are included as Attachments A & B.

Appendix A: SWOT Summary

Strengths	**Weaknesses**
• River • Walkability • Neighborhood (walkability and services) • Diversity (land use, cultural institutions, population) • Historic building stock • Potential for change • Public interest • Night life • Center of everything • Jobs • Innovation groups • Eastman School of Music • YMCA • Monroe Community College • Inner loop	• Perception of crime and safety issues • Underutilized greenspace (poor design & lack of people) • Lack of selling the new downtown • Lack of cohesion • Lack of connectivity • Issues with vacant buildings and open paved lots • Parking • Code enforcement • School system • Absentee landlords • Lack of available housing for families • Lack of children • Parks • Inner loop is a barrier
Opportunities	**Threats**
• Casino • Daycare • More recreation for families • More mid-range housing • Owner occupied units • More retail • Committed groups • Vacant parcels- “broken teeth” • Starting fresh • More affordable artist space • Inner loop	• Corruption • Taking on too much too fast • Lack of communication • Lack of vision • Communication between administration and government agencies • Loosing student population • Lack of jobs • Poverty • Out dated code and regulations • Lack of neighborhood schools

Appendix B: Center City Map - SWOT Summary


Casino
Tourism
No Services
Can be Foundant
Absentee Landlords
Access
Not Tourist Friendly
Op Unfriendly?
Waterfront
Commercial
Pedestrian Access
Pedestrian
Pedestrian
Pedestrian
Community
Pedestrian
Community
Pedestrian
Pedestrian
Pedestrian

Appendix C: Sign-in Sheet

Center City Planning Area Committee Meeting

Tuesday, October 18th at 4:00 PM

SIGN IN SHEET

Name	Email Address	Mailing Address
Michelle Lindsay	mlindsay@clarkprop.com	259 Alexander Street
Suzanne Mayer	Suzanne.mayer@rochester.rr.com	121 University Ave 14605
Dennis O'Brien	dennisobrien@monroeco.gov	14 Sibley Pl 14607
Joseph Becker	beckerzzp@yahoo.com	175 N Water St #309 14604
Betty Mayer	bettymwitting@gmail.com	48 Atkinson 14608
Chandi Caray	cchandi@gmail.com	161 Emilia Cir 14606
Sarah Rutherford	s.c.rutherford@gmail.com	214 Andrews St. Apt 4a 14604
[illegible]	chillerfordla.com	e
ZAK S.	ZACERY.STEELE@STANTEC.com	61 Commercial St. Suite 100
Lauren Gallina	lauren@gallinadev.com	1890 S Winton Rd Suite 100 14618

Northeast Planning Area Committee
Meeting #3: Land Use
February 2, 2017 5:00 – 6:30 pm
Northeast Quadrant Neighborhood Service Center
500 Norton Street, Rochester, NY

Meeting Summary

I. Welcome

Attendees introduced themselves. A list of attendees is included in Appendix A. The project team included Doug Benson and Josh Artuso (City of Rochester), and Sue Hopkins (Bergmann Associates).

II. Review of Meeting Agenda and Purpose

Sue provided copies of a project overview (Appendix C) prepared by the City of Rochester, as well as a meeting handout containing background information and questions to help guide discussion. Sue explained that the purpose of the meeting was to discuss opportunities and threats in the neighborhood and complete a mapping exercise to show key features, assets, future land uses and other suggestions. The results of the mapping exercise will be documented and ultimately included in the Comprehensive Plan.

III. Workshop – Future Land Uses

Sue facilitated a discussion of the group designed to identify future land use opportunities and constraints. Committee members used markers to draw on a full size map of the NE Planning Area. Questions considered during the discussion included the following:

- What significant development issues exist in the area?
- What areas are most appropriate for higher density development?
- What areas are most appropriate for new residential development? What housing trends are evident?
- What areas are most appropriate for new commercial/retail development? What goods and services are lacking in the area?
- What areas are most appropriate for new mixed-use development?
- What areas are experiencing severe blight, or are in need of neighborhood revitalization or environmental remediation?
- What areas are in need of targeted investment?
- What areas are known hot spots or areas or concern for public safety issues and in need of additional public safety resources or investment?
- What transportation corridors/nodes need improvement?
- What areas of the public realm need improvement or enhancement?

- What areas are underserved by public transit or could benefit from improved mobility options?

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 B.

A summary of the discussion is below:

- **General/Area-wide comments:**
    - Area needs new storefronts, lighting, business opportunities, improved storefronts
    - Deteriorating housing conditions, need financial support to help homeowners repair roofs, windows, and siding
    - Need improvements to streets and sidewalks (conditions) and drainage
    - "East Side Bazaar" Concept for the area south of Samuel Torres Playground, between Upper Falls Boulevard, Oakman, and Martin. Develop something similar to the West Side Bazaar in Buffalo.
    - Pepsi plant: encourage them to hire locally
    - Tops at Clinton and Upper Falls: Keep Tops in the neighborhood
    - North/South Commercial corridors: improvements needed to attract new businesses and support existing businesses
    - Seneca Manor/Walmart: better lighting and pedestrian improvements
- **Parks/Rec/Trails:**
    - Baden Park: Needs an improved playground
    - Pulaski Park: It is a nice park, but there is not a lot to do there. It needs more active amenities, workout equipment, and lighting
    - Conkey Park: needs improvements
    - Avenue D Rec Center: needs expansion, more parking, great location for community activities
    - Add workout stations El Camino Trail
    - Carter Street Rec Center: Need more parking
- **Transitional/Challenged Areas ("hot spots"):**
    - The blocks north of the Gantt Center, between Clifford and Cleveland, Hudson and School 45 is a very challenged area

    - The blocks on either side of Remington, from Clifford to Norton Street are very challenged
    - Area around Avenue A, Holllenbeck, Roth Streets are challenged
    - Area bounded by Hudson and Norton is considered a threat/transitional area
- **Redevelopment Sites:**
    - Fernwood site: should be redeveloped as mixed-use with residential
    - Sites in and around Avenue A and Conkey: consider community health services uses and other community programming
    - Hawkeye Building: Recreation, job training
    - 14621 Industrial Park: Job training, education uses
    - Pulaski Library: student focused/community use
- **Opportunities for housing stabilization:**
    - Area between El Camino Trail, Genesee River, and Avenue E (Fertile Crescent?)
- **Transportation:**
    - Allow NB left turns from St. Paul onto Route 104
    - Need better transportation options (i.e. so people don't have to transfer downtown)
    - Need bus shelters and improved stops

Appendix A: Meeting Attendees/Sign-in Sheet

Sign In Sheet

Rochester Comprehensive Plan Public Workshop
Date: 2-2-17
Location_____

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

Name	Affiliation	Email Address
1. Shirley Thompson	Fertile Crescent Block Club	sthomps1@rochester.rr.com
2. Ida Pérez	Serantom St Block Club	ida.perez@iaal.org
3. Laura Phonharath	Fertile Crescent Block club	LauraPhon@gmail.com
4. Emma Morrison	UNITY NE ASSOCIATION	er211@frontier.com
5. Dave Bird	Proj. HOPE - IADC	dbird@iberodevelopment.org
6.		
7.		
8.		
9.		
10.		

Appendix B: Land Use Map Mark-up

Northwest Planning Area Committee
Meeting #3: Land Use Workshop
October 27, 2016 6:00 PM-7:30 PM
Charlotte Library, 3557 Lake Ave, Rochester, NY 14612

Meeting Summary

I. Welcome and Introductions

Attendees introduced themselves. A list of attendees is included in Appendix A.

II. Review of Outstanding Items from Meeting #1 and #2

Tanya reviewed the agenda for the meeting. She summarized the accomplishments of the previous two meetings, and asked if there were any questions before moving forward.

The group discussed the analysis of health data provided by Monroe County Public Health Department. Premature death/decreasing life expectancy correlates directly with income/poverty rate of geographic areas. City residents overall have much lower life expectancy than suburbanites, with as much as a 15 year difference in some zip codes. Attendees suggested that more specific data on causes of death and issues such as crime, lifestyle factors, and contamination of natural resources is needed.

III. Land Use Workshop

The group conducted a discussion of strengths, weaknesses, opportunities and threats within a geographic context. They used a large plot of the Northwest Planning Area, and identified specific locations where issues and opportunities exist today. Prior to beginning, the group reviewed the SWOT analysis developed at PAC meeting #2. The results of the land use workshop are recorded in Appendix B. A photograph of the map is included in Appendix C.

IV. Next Steps

Tanya reminded PAC members to bring the "Meeting in a Box" to neighborhood associations and organizations to facilitate location/geographically specific discussion.

The project surveys are being revised and finalized, and the consultant team will send them to the PAC members once they have been approved.

The next meeting will take place in January 2017. A date has not yet been selected.

Appendix A: Meeting Attendees

Last Name	First Name	Email	Phone
Collins	Bill	alameda@frontiernet.net	585-647-6850
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
Collins	Bill	alameda@frontiernet.net	585-647-6850
Boyd	Salena		585-458-7235
Peo	Jose		
Hardin	Jonathan	mrjhardin@yahoo.com	
Speciale	Dan	dspeciale@reconnectrochester.org	585-472-2214

Appendix B: Land Use Workshop Results

Existing opportunities and threats:

- The river dominates the sector and is a major opportunity of both recreation and development.
- However, the river trail feels unsafe due to lack of upkeep and isolated sections. Lack of direct river access on the west side of the city is unfulfilled potential.
- Completion of planned connections (to canal trail, etc.) and greater river access would strengthen it.
- The Lake Avenue corridor connects many neighborhoods, but is currently prioritized for traffic. Congestion, speed, and safety are issues. The combined commercial and residential nature of the corridor poses difficulties: jaywalking is prevalent, yet vehicular traffic must be accommodated to encourage patronage at businesses.
- Law enforcement is short 31 officers in the NW quadrant, so traffic regulations are currently under-enforced.
- Street design contributes to speeding and unsafe driving- too many lanes, too wide. No priority lane causes traffic to back up behind stopped busses. Making left turns onto Lake from adjacent neighborhoods is dangerous due to volume of traffic.
- Lake Avenue was “overdesigned” to accommodate heavier traffic than currently exists, and is currently a barrier to pedestrian travel/access to Maplewood Park. Pedestrian perceptions of safety are low.
- Lane reduction and improved street design – as has been implemented in the section between cemeteries – is desirable for more of the corridor.
- Roundabouts are another possibility for traffic calming.
- Charlotte feels like “the suburbs in the city,” while most other sections of the NW present more visible crime, drug use, and public safety issues. Safety issues in Turning

Point Park have increased lately. Effectiveness of city surveillance cameras was discussed. Perceptions of safety are a barrier to greater commercial development and patronage.
- Community policing has limited efficacy due to shortage of officers. Instead, more cameras with better range and power were suggested.

Opportunities to increase density/development:
- Kodak Park and the adjacent area should be mixed use, with places to live and work.
- On the northeast section of Lyell, near where State becomes Lake, there is very little current development, and a disconnect between residents and patronage of local businesses. Most patrons are driving in from other areas (ex. Roncone's restaurant). Need to encourage development that is patronized and supported by locals. Encourage business ownership by recent immigrants that is geared towards and celebrates diversity and culture.
- Facilitate recent immigrants starting small businesses throughout the section. Placement of refugees in concentrated pockets is creating neighborhoods with specific immigrant/cultural character.
- The neighborhood adjacent to Tops should have greater residential density to take advantage of proximity to amenities.
- The vacant brownfield next to the post office on Lexington provides opportunity for redevelopment.
- Dewey and Ridge has a lot of vacant/underutilized space including parking lots and commercial buildings.
- Mt. Read between Emerson and 104 has mostly industrial use but has potential for commercial development.
- Terminal building at the Port of Rochester is underdeveloped and underutilized. Increased programming would help attract people to Charlotte and increase traffic through all neighborhoods along the Lake Avenue corridor en route.

Possible locations for an Urban Village, which was defined as a commercial node that is walkable and has amenities that serve locals and attract outsiders:
- Dewey from Driving Park to Ridge
- Lyell and Mt. Read
- Greater connectivity between nodes is desirable throughout the NW, removing the feeling of isolation currently characterizing each successful zone and instead creating a contiguous feel.

*Does data exist on the impact of the College Town development on public safety in that area and could that be replicated in the NW?

<u>Blighted Sections:</u>
- Corner properties in commercial areas tend to be most susceptible to blight and need special attention/resources.

- Too much automotive-focused zoning in the Northwest Planning Area. Unnecessarily large, unkempt parking lots detract from aesthetics and accessibility.
- East of Lyell Ave at Child Street, including the 400 block, many historic structures have been removed and vacant lots are prevalent.
- On Jay and Child Streets, programmed use of space has lapsed, inviting crime instead.
- Strip plaza along Lyell and Mt. Read.
- Abandoned housing complex at Lake and Denice should be demolished.
- Dewey, south of Driving Park and Emerson (and several other pockets along the route).
- North side of Emerson (between Mt. Read and Dewey).
- Lake from Phelps to Driving Park (and pockets all the way to Lyell).

Land Use Conflicts:

- Mirage and Louie's Cordial do not fit the character of a residential, family neighborhood.
- Areas surrounding Lake Ave near the Marina have historically been public land and neighbors are not pleased with the prospect of private development.

Transit and Transportation:

- Water taxis across the Genesee River to connect bars and shops on the east and west sides of the River at Lake Ontario.
- Wrap city bus with trolley design for pub crawls and events.
- Desire for ridesharing (Uber, etc.).
- Lack of bus stop amenities (shelters, benches, etc.) at Charlotte High School.
- More east/west connecting bus routes (grid system rather than spoke and hub) to shorten travel time and increase accessibility within NW.
- Desire for a trolley/rail transit along Lake Ave to attract young professionals.
- Dewey and Driving Park street design.
- Road diet for Mt. Read (currently unnecessarily large, takes up too much space).
- Proposed Eastman Trail to facilitate connection among 390 trail, canal trail, and river trail.
- Pave currently unpaved section of the river trail.
- Continue to expand signage and location marker system along the river trail.

Parks/Recreation:

- Dog park(s)
- Municipal swimming pool
- Improvements to Maplewood Rose Garden
- Seating, drinking water, electricity and general amenities at parks and playgrounds

Misc. Ideas for Development:

- Public Market or interactive environmental center at terminal building or in Kodak Park parking lot
- Theater district or cultural district along Lake Avenue

Appendix C: Land Use Map

Appendix D: SWOT Summary

Strengths • Jobs • Position • Transportation • Accessibility • Buildings • Diversity • People • Hope	**Weaknesses** • Schools • Challenged • Imperiled • Infrastructure • Home ownership
Opportunities • Jobs • Vacancies = opportunity to repurpose space • Industrial • Diverse • Multicultural	**Threats** • Rental properties • Lack of entertainment • Visibility

Southeast Planning Area Committee (PAC)
Meeting #3: Land Use Workshop
October 26, 2016 6:00 PM-7:30 PM
Ryan Center, 530 Webster Ave, Rochester, NY 14609

Meeting Summary

I. Welcome and Introductions

Attendees introduced themselves. A list of attendees is included in Appendix A.

II. Review of Outstanding Items from Meeting #1 and #2

Tanya reviewed the agenda for the meeting. She reviewed the agendas and accomplishments of the previous two meetings, and asked if there were any questions before moving forward.

III. Land Use Workshop

The group conducted a discussion of strengths, weaknesses, opportunities and threats within a geographic context. They used a large plot of the Southeast Planning Area, and identified specific locations where issues and opportunities exist today. Prior to beginning, the group reviewed the SWOT analysis developed at PAC meeting #2. The results of the land use workshop are recorded in Appendix B. A photograph of the map is included in Appendix C.

IV. Next Steps

Tanya reminded PAC members to bring the "Meeting in a Box" to neighborhood associations and organizations to facilitate location/geographically specific discussion

The project surveys are being revised and finalized, and the consultant team will send them to the PAC members once they have been approved.

The next meeting will take place in January 2017. A date has not yet been selected.

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
Finn	Theo	Theo@edgemere.com	
DiFiore	Joe	difiorejoe@gmail.com	
Knight	Kelvin	knightk@CityofRochester.gov	585-428-7640
Grey	Joseph	grescica@u.rochester.edu	
Cilino	Tony	tony@ercrochester.com	585-820-1020

Appendix B: Land Use Workshop Results

Connectivity

The PAC strongly suggested that the City implement suggestions from the East Main Arts and Market District Study. They agreed with the study's recommendation of a bridge connecting the Main Street Armory to the Public Market and a bridge connecting Goodman over the tracks. Another suggested implementation is the public square in front of the Hungerford building. A protected bike lane or cycle track on Main Street connecting to the cycle track on Union could connect the entire southeast.

Significant Development Issues

The PAC noted that the most significant development issue is the existing zoning code. They want the City to implement a form-based code. Under the current code, Beechwood has many nonconforming buildings that are good for the neighborhood. The R-1 zone is preventing density, rather than encouraging it. It also forces people to use R-1 on existing commercial buildings. The City should revert to historical urban design using a citywide form-based code.

The PAC discussed why it should be easier to get zoning variances. A lot of application processes need to be simplified, or someone needs to be assigned to help you through the process.

Using Sticky Lips BBQ's complex as an example of desirable small development, the PAC discussed a "No Formula Zone" where chains cannot get spots, thus creating main commercial corridors with a unique Rochester "feel." Corning is a counterexample of a good main street with some chain businesses that are designed to fit visually and be "right sized." Examples of "No Formula Zones" in other cities would help the group make a decision about this recommendation.

All parking requirements should be removed.

Focus Areas for Revitalization and Blighted Areas

The PAC wants a focus area along East Main Street from Culver to Goodman, and another along Culver from Bay to East Main. The EMMA Neighborhood has blight. There have been problems investing so far, but improvement in EMMA is a prerequisite for improvement on Main. It has a lot of industrial buildings that could be reused. The northern part of the Planning Area is less stable than the southern, where property values are flat.

Urban Village Concept

The intersection of Goodman and Main would be good for an Urban Village, as the East Main Arts and Market District Study says. The corner at Goodman and Clinton as well as Wadsworth Park can be improved. Review NBN plans to see if they identified areas for Urban Villages, and look at the Rochester Community Design Center charrette for the Swillburg neighborhood.

Citizen Empowerment

The PAC wants the City to "work with" rather than "do for" the neighborhoods. They also want the City to not put plans that the neighborhoods make – like the East Main Arts and Market District Study – "on the shelf." They acknowledged that not all neighborhoods have strong neighborhood associations, and those that do not could get ignored because they are harder to engage. The Street Manager model has been successful, but the City needs to support stronger neighborhood associations. NBN and the NPCs should be revisited as strategies.

Transportation

Crosstown bus lines with greater frequency are desirable. People are unable to get from Beechwood, to North Winton Village, to Neighborhood of the Arts on the bus. Ride sharing would be a good investment.

Sustainability

The Comprehensive Plan should address climate change, with guidelines for new development. There should be LEED guidelines for developers.

Parks and Recreation

R-Centers are great, but it is hard to figure out what activities they have going on. They need to be better at sharing and promoting their services.

Affordability and Revitalization

Permanent affordability should be maintained in the Planning Area, since it is the most affluent in the City. Consider a community land trust. It would be most effective in places that are likely to increase in home value like the South Wedge, Beechwood, and the Triangle.

Density

The PAC agrees that commercial corridors are the best places to increase density. North Winton Village has walkable and less dense areas which could use filling in. There should also be increased destiny on University, Culver, Goodman, and East Main.

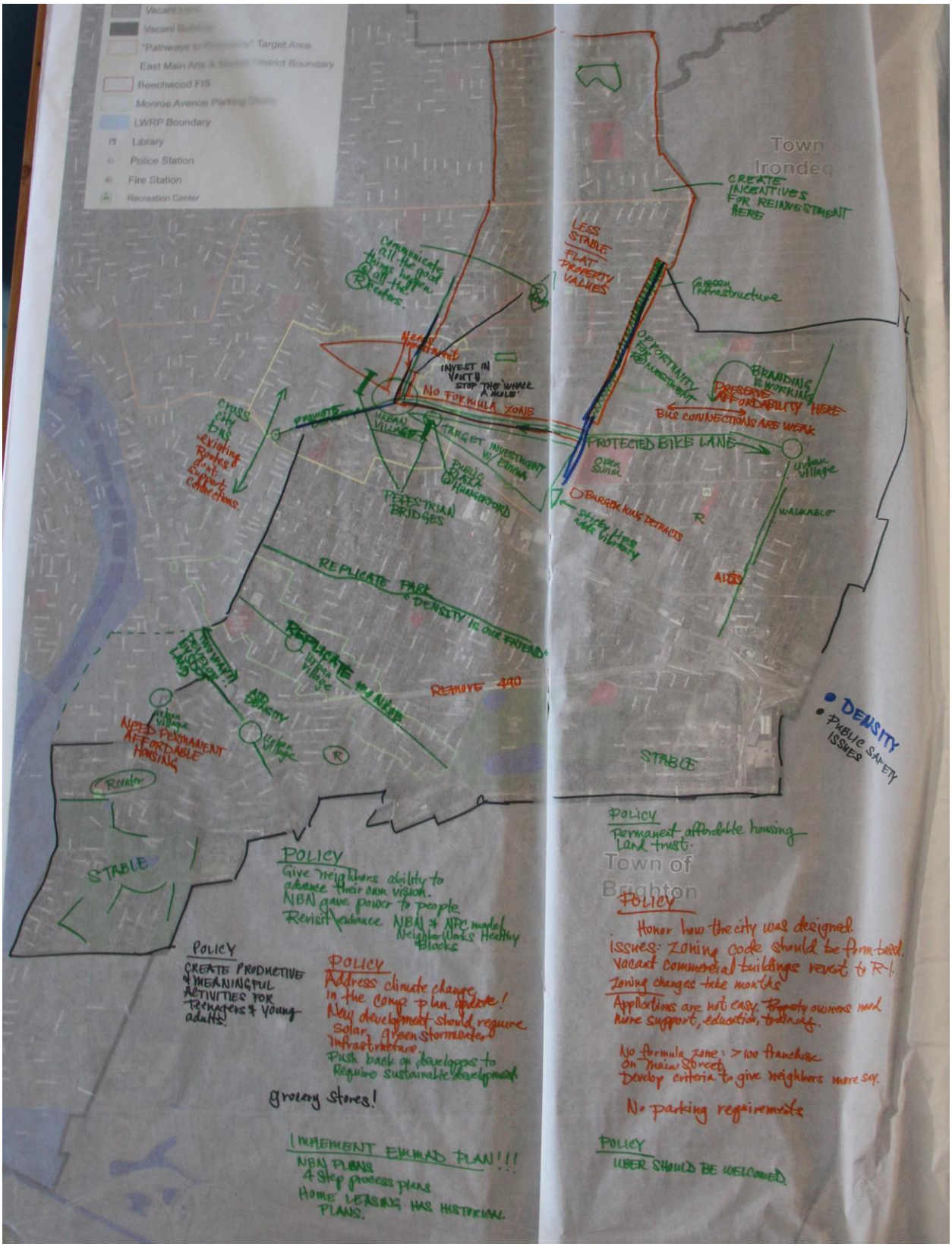
Monroe Ave and Park Ave are examples of density that should be followed in other areas. Broadway should be a densely developed two-way street, and the land along I-490 should also be developed.

Public Safety

The PAC agrees that there should be more activities for children. RPD used to sponsor sports teams to keep kids out of trouble; they also gave the officers context for the neighborhoods.

Police cameras are “an expensive game of whack-a-mole,” moving crime around instead of stopping it.

Appendix C: Land Use Map



Appendix D: SWOT Summary

Strengths • Educated • Culture • People • Resource • Urban spaces • Housing • Neighborhood Service Center • Diverse • Rich • Neighborly • Stable • Up-and-coming/lively	**Weaknesses** • Siloed • Juxtaposed • Poor • Unchanged
Opportunities • Mobility • Connection • Schools • Stability • More community involvement • Forward thinking policies and zoning • Business • Urban and mixed use	**Threats** • Schools • Poverty

Southwest Planning Area Committee
Meeting #3: Land Use
January 11, 2017 6:00 – 7:30 pm
Southwest Quadrant Neighborhood Service Center
923 Genesee Street, Rochester, NY

Meeting Summary

I. Welcome

Attendees introduced themselves. A list of attendees is included in Appendix A. To welcome new PAC members to the committee Kimberly Baptiste (Bergmann Associates) provided an overview of the Comprehensive Plan project.

II. Review of Meeting Agenda and Purpose

Kimberly explained that the purpose of the meeting was to discuss opportunities and threats in the neighborhood and complete a mapping exercise to show key features, assets, future land uses and other suggestions. The results of the mapping exercise will be included in the City's Comprehensive Plan Update and will inform policies and recommendations.

III. Workshop – Future Land Uses

Kimberly facilitated a discussion to identify future land use opportunities. Committee members used markers to draw on a full size map of the SW Planning Area focusing on the identification of, areas where they see strengths, weaknesses, opportunities and threats. A photo of the mark-ups is located in Appendix B.

Overarching comments included:

- Develop a local shuttle circulating the neighborhood
- Implement traffic calming measures in residential neighborhoods
- Create a waterfront experience with amenities
- Develop a multipurpose trail- separate pedestrians and cyclists
- Light the waterfront to ensure safety for users
- New retail is an asset
- Pockets of high crime activity and blight are scattered throughout the planning area
- More amenities (i.e. grocery stores) are needed

Connected Corridors:

- Ford Street
- Jefferson Avenue
- Genesee Street
- Main Street

Transitional/Challenged Areas:

- Intersection of West Main Street and Thurston Road
- Intersection of West Main Street and Genesee Street
- Area between Tremont Street, Ford Street, Jefferson Avenue and West Main Street
- Along Jefferson Avenue from West Main Street to S Plymouth Avenue

Urban Villages:

- PLEX neighborhood
- Susan B Anthony neighborhood

Appendix A: Meeting Attendees/Sign-in Sheet

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Comprehensive Master Plan | Our neighborhoods. Our future.

Southwest Planning Area Committee Meeting

Wednesday, January 11th at 6:00 PM

SIGN IN SHEET – COMMITTEE MEMBERS

Name	Present
John DeMott	
Nora Herbert	
Dorian Hall	
Florence Clemons	
Lynnette Robinson	
Willie Lightfoot	
Diane Watkins	
Marvin Maye	
Judy Hay	
Elizabeth Doucette	

Name	Present
David Hawkes	
Mary D'Alessandro	md
Tonya Brooks	
Dawn Noto dnoto1872@gmail.com	dn
Bill Washington Bill.washington@azm.com	BW
Diane Watkins	
Jamone Alexander	
John Lightfoot	
Dorothy Hall	
Dave Etzel	
Bill Johnson	
Hurley Davis	
~~Mary D'Alessandro~~	md
Nelson Baldwin	

Email Karenwilder113@yahoo.com Karen Wilder K.W.

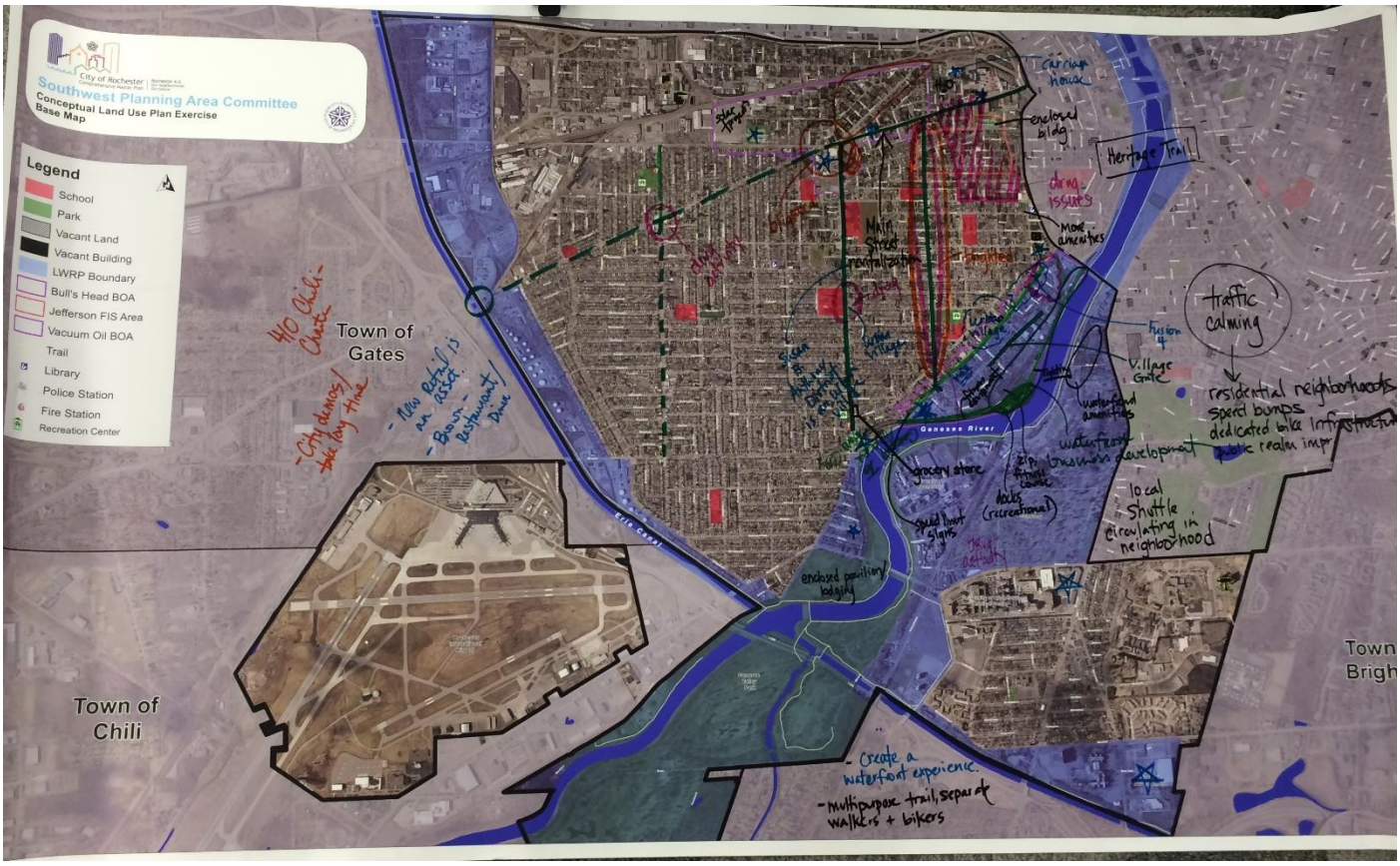
Email- pneal@rochester.rr.com Patricia Neal

Bruce N. Neal BN

Dwight Moxley dwightmoxley@yahoo.com Plex

MARVIN K. MAYE mayedev@frontiernet.net SPBA

Appendix B: Land Use Map Mark-up



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

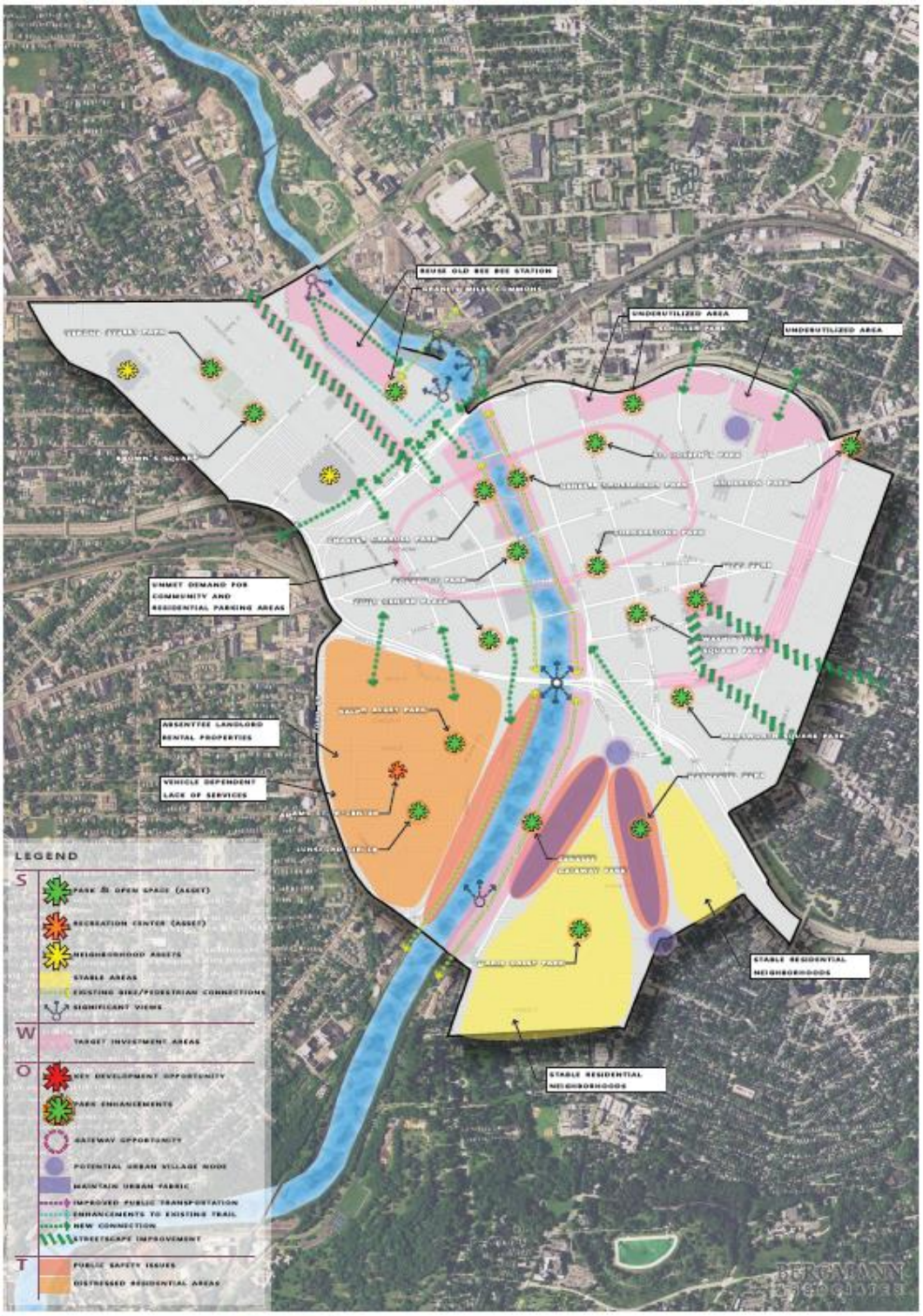
Andy facilitated a discussion with the group to review what the Committee identified in the past meeting as the Center City's strengths, weaknesses, opportunities and threats (SWOT) through a series of questions, refer to Appendix A. The Committee came up with six key topic areas to focus the area's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

Appendix A: Center City Map – Future Land Use Map



CENTER CITY

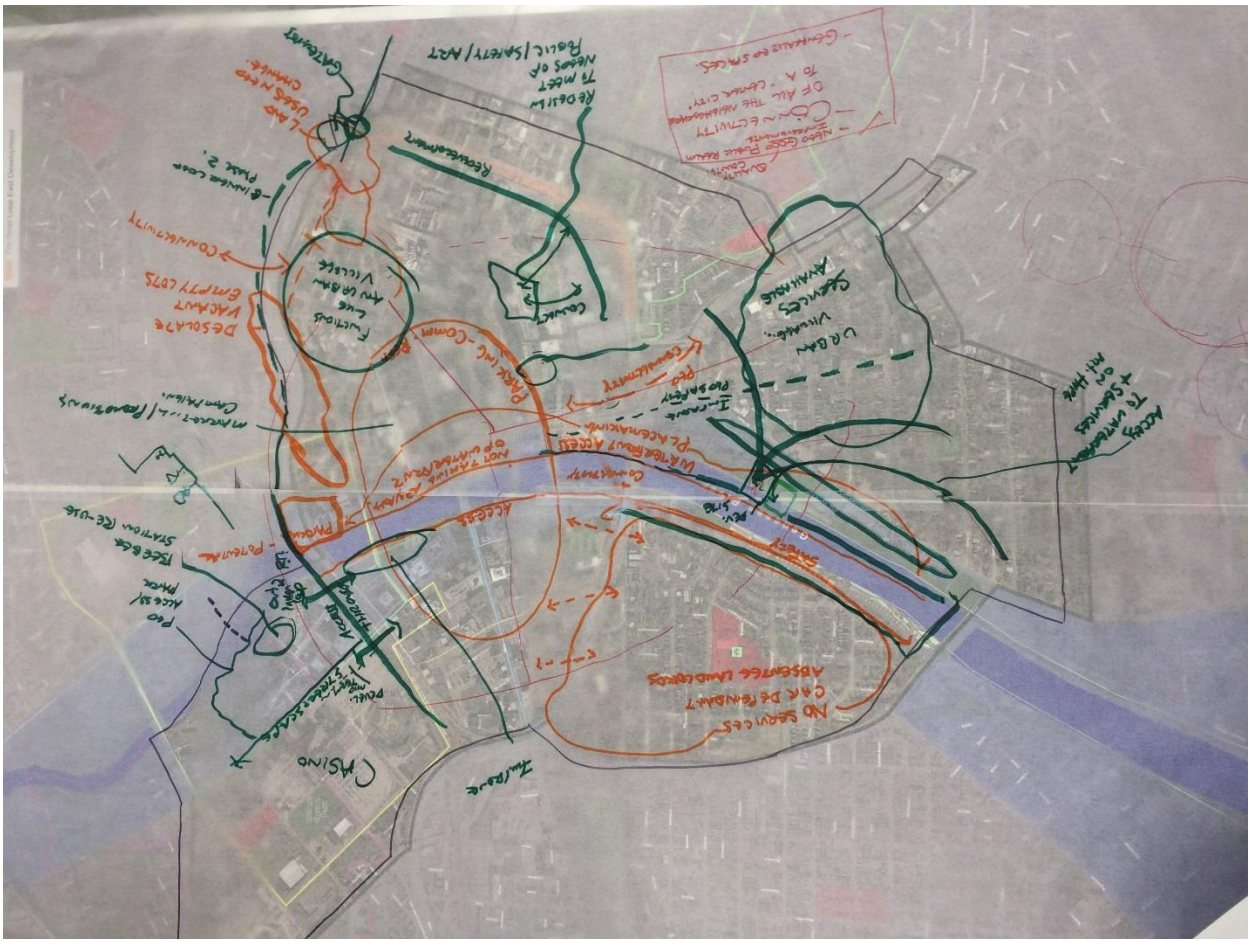
SWOT ANALYSIS MAP

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

Bergmann associates

HIGHLAND PLANNING

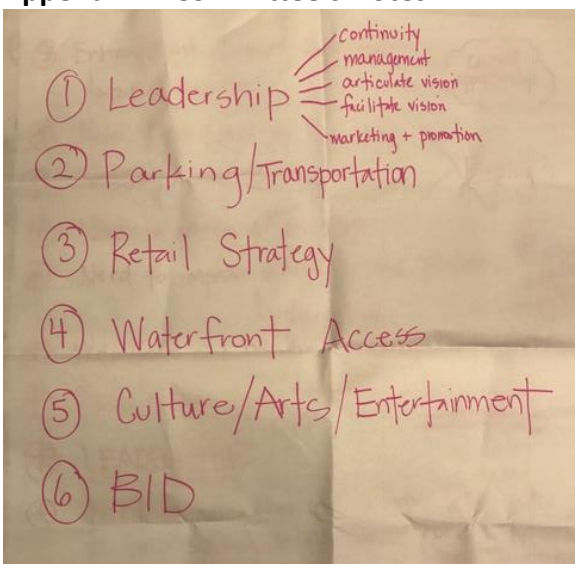
Appendix B: Center City Map - SWOT Summary

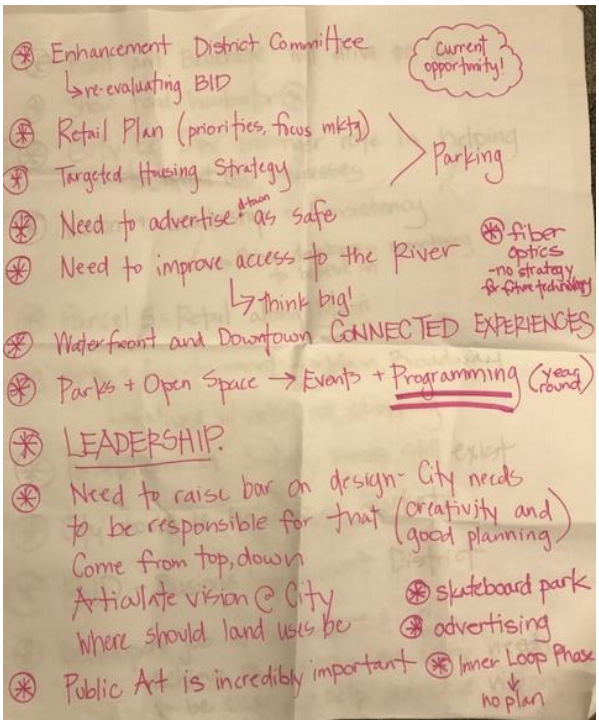


Appendix C: Sign-in Sheet

Name	Organization	Email Address	Present
Bonny Mayer	Corn Hill resident	Bonnywithy@gmail.com	✓
Chandu Carey		cchaundu@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	
Michelle Lindsay	Buckingham Properties	mlindsay@buckprop.com	
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 Campany	Student at Monroe Community College	edward.campany@gmail.com	✓
Mark Bailey	Stantec	mark.bailey@stantec.com	✓
Nick Tamburrini	Corn Hill Neighbors Association	tambo1@rochester.rr.com	
Glenn Kellogg	Hart's Local Grocers		✓

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
  - Not availability, its management issue
  - don't want more, fair distribution - Vicinity of Midtown
  - impacts commercial leasing - Negotiations w/ City (1 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

Northeast Planning Area Committee
Meeting #4: 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

- Increate 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 options for 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.

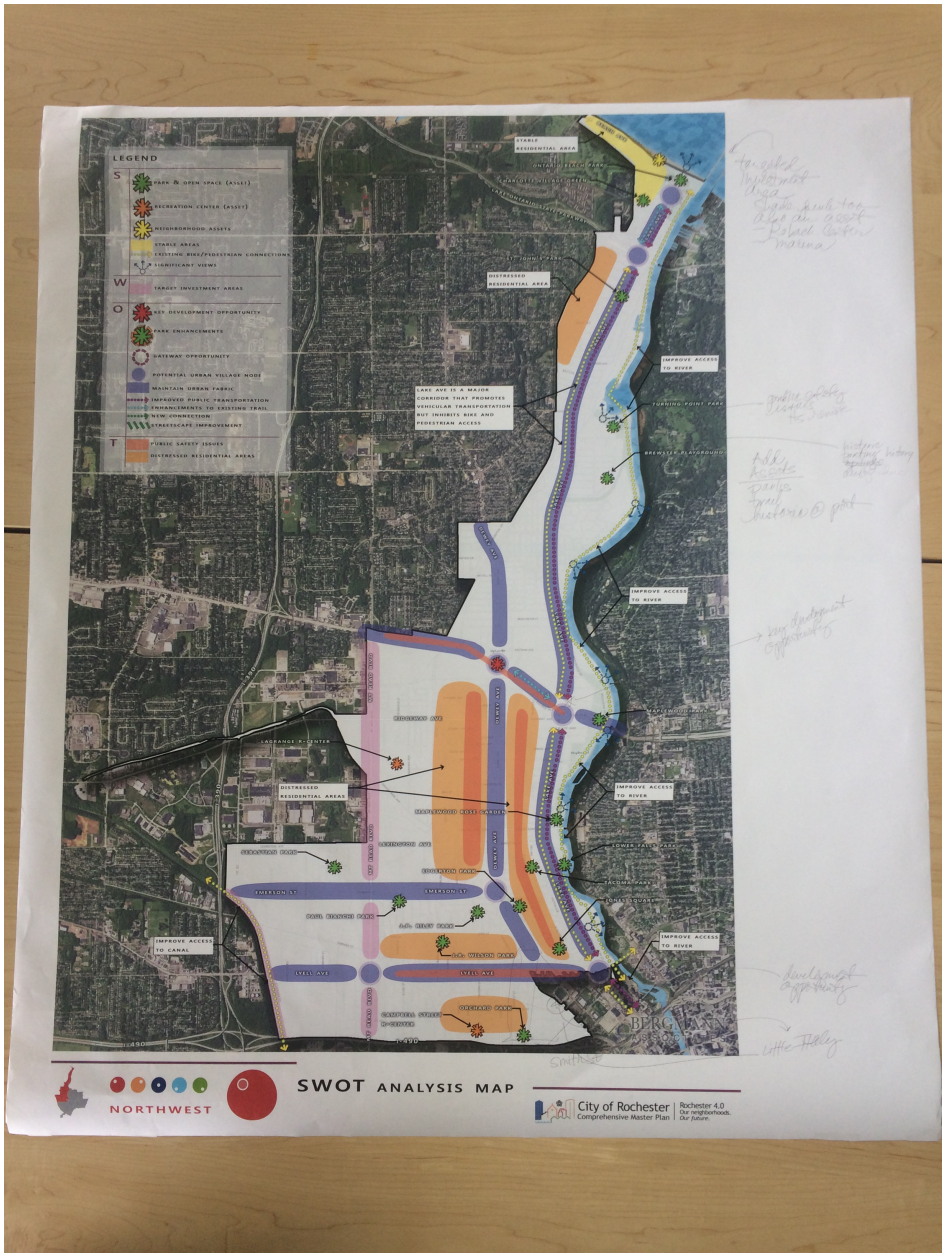
The next meeting will take place in August/September 2017.

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

Appendix E: Annotated Map



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 relive 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

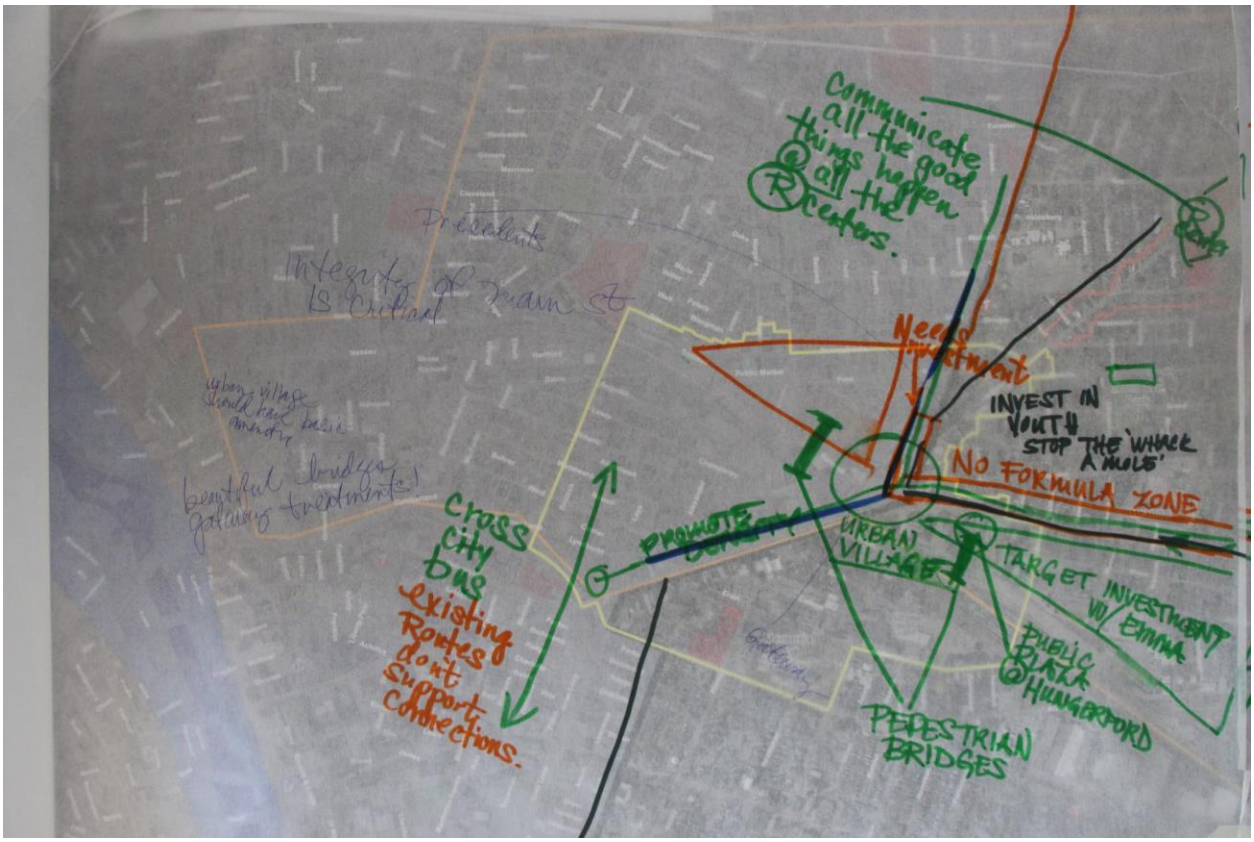
The group reviewed the Community Engagement packet that was provided to them.

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



Bergmann associates HIGHLAND PLANNING

Appendix C: SWOT Summary

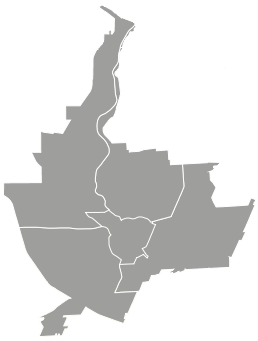
Strengths • Jobs • Position • Transportation • Accessibility • Buildings • Diversity • People • Hope	**Weaknesses** • Schools • Challenged • Imperiled • Infrastructure • Home ownership
Opportunities • Jobs • Vacancies = Opportunity to repurpose space • Industrial • Diverse • Multicultural	**Threats** • Rental properties • Lack of entertainment • Visibility

Online Survey Overview

Appendix C

BERGMANN ASSOCIATES

HIGHLAND PLANNING



SURVEY OVERVIEW
CITY OF ROCHESTER

BACKGROUND

In order to gather feedback to guide the development of Rochester's updated Comprehensive Plan, community members were encouraged to fill out an online survey. The survey gathered information regarding what residents, workers, and visitors enjoy about the city and what they think could be improved. The results of the survey are summarized below.

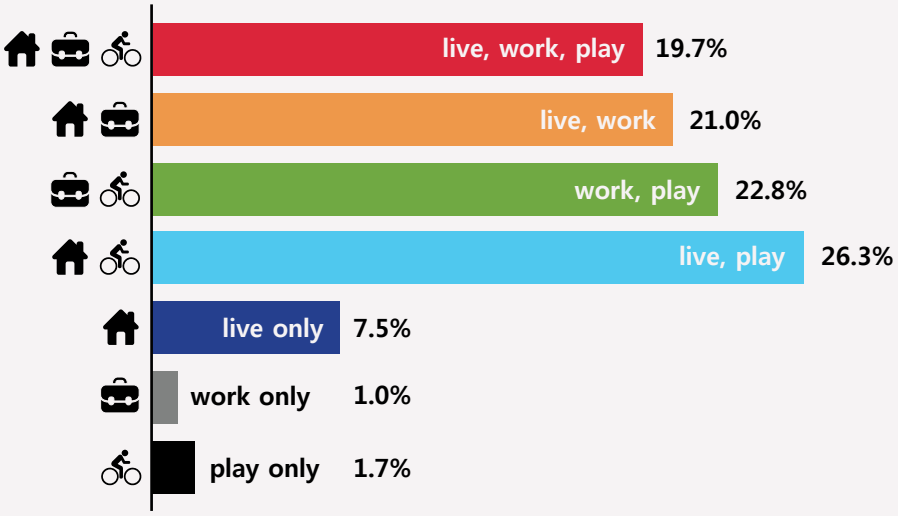
PARTICIPANTS

over **1,250** people took the survey

WHAT DO PEOPLE DO IN ROCHESTER?

Survey Question: How do you relate to the City of Rochester?

Most participants do more than one thing in the city. In fact, almost 20% of participants live, work, and play in Rochester.



PARTICIPANT DEMOGRAPHICS

Residence

86% live in Rochester

14% live outside of Rochester

Gender

55% female

45% male

Race & Ethnicity

80% White

10% Black

6% Hispanic, Latino, or Spanish

2% American Indian or Alaskan Native

2% Asian

less than 1% Native Hawaiian or Pacific Islander

Age

under 25: 6%

25 to 34: 31%

35 to 44: 22%

45 to 54: 17%

over 55: 24%

Education

3% GED or no degree

22% some college or 2-year degree

39% 4-year degree

36% graduate degree or PhD

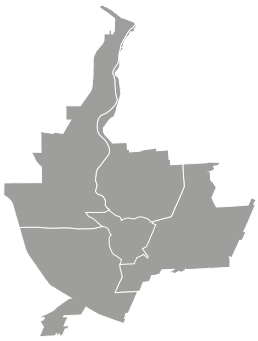
Transportation

88% travel via car

6% walk

3% travel via bus

3% travel via bicycle



SURVEY OVERVIEW
CITY OF ROCHESTER

ROCHESTER'S ASSETS

Survey Question: What is Rochester's one greatest asset?

1 cultural activities

2 low cost of living

3 waterways and natural resources

WHY DO PEOPLE WANT TO LIVE IN ROCHESTER?

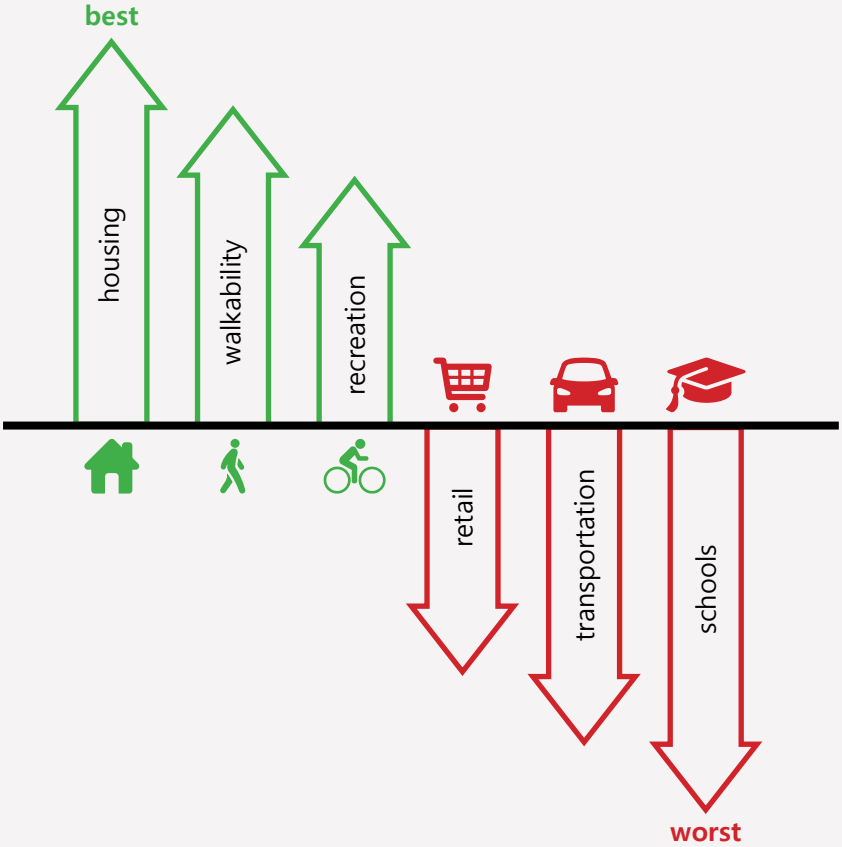
Survey Question: What are the main reasons you choose to live in the City of Rochester?

		national rankings
arts and culture	**20th** ranked metropolitan area for arts (2015)	
affordable housing	**most** affordable housing market (2016)	
walkability	**6th** most walkable mid-sized city (2015)	

Source: NCAR Arts Vibrancy White Papers, 2014. Investors Business Daily, Real Estate, February 2, 2017. Redfin, Local News, August 24, 2015

NEIGHBORHOOD AMENITY RANKINGS

Survey Question: How would you rate the following amenities in your neighborhood?



QUALITY OF SERVICES

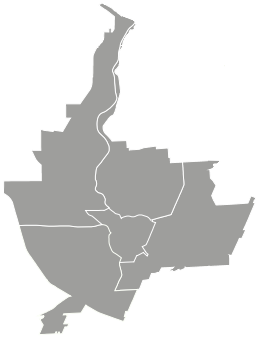
Survey Question: On a scale from excellent to very poor, how would you rate the quality and responsiveness of the following community services?

Excellent

Good
- street maintenance
- snow removal
- sewer service
- ambulance service
- fire protection
- brush and leaf pick-up
- police protection

Fair
- sidewalk maintenance
- code enforcement

Poor

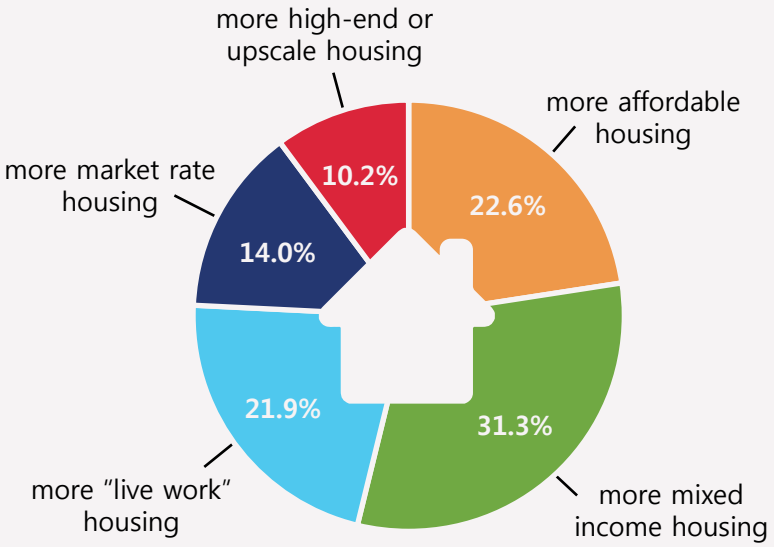


SURVEY OVERVIEW
CITY OF ROCHESTER

PREFERRED HOUSING OPTIONS

Survey Question: What types of housing options would you like to see in Rochester?

Survey results indicated a desire for increased affordability in Rochester's housing market, with many participants preferring mixed income and affordable housing options. Over 20% of participants also suggested more "live work" housing options, which include special zoning code regulations that allow artists to live and work in the same space.



SUGGESTIONS FOR JOB GROWTH

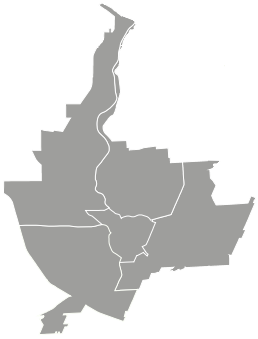
Survey Question: What one thing should the city do to encourage or enhance job growth?

1. Better promote and market the city to potential businesses and developers.
2. Provide more transportation choices and better mobility options.
3. Implement job training programs.

RECREATION OPTION RANKINGS

Survey Question: How would you rate the following recreation options?

1. festivals and events
2. museums and educational activities
3. art, theater, and dance performances
4. restaurant and dining options
5. trails, parks, and outdoor activities
6. clubs, bars, and nightlife scene
7. retail, shopping, and boutique options



SURVEY OVERVIEW
CITY OF ROCHESTER

ROCHESTER'S BIGGEST CHALLENGES

Survey Question: From your point of view, what are the biggest challenges facing Rochester?

1. concentrations of poverty
2. underperforming school system

VISIONS FOR ROCHESTER'S FUTURE

Survey Question: What one phrase should best describe the city 10 years from now?

ROCHESTER'S MOST IMPORTANT GOALS

Survey Question: In your opinion, which of the following goals should be a priority for Rochester to address in the next 10 years?

1. **27%** of participants prioritized: creating educational excellence in the school system
2. **17%** of participants prioritized: creating dense, walkable, and diverse neighborhoods
3. **15%** of participants prioritized: making the city safer and lowering the crime rate
4. **14%** of participants prioritized: developing downtown
5. **14%** of participants prioritized: encouraging citizens to be more involved in their neighborhoods
6. **13%** of participants prioritized: creating new jobs

Textizen Overview

Appendix D

BERGMANN ASSOCIATES

HIGHLAND PLANNING

TEXTIZEN SURVEY

QUESTION 1
Do you think the City of Rochester can have "a future as bright as its past"?
A. No
5 Responses, 17%
B. Yes
24 Responses, 83%

QUESTION 2
Which of the following is the most important to you?
A. More Jobs
6 Responses, 25%
B. Safer Neighborhoods
4 Responses, 17%
C. Better Schools
9 Responses, 38%
D. Quality Housing
1 Response, 4%
E. Other
4 Responses, 17%

QUESTION 3
Which area of the city is most in need of improvement?

- 19th ward suffering from inhospitable adjacent land uses preventing connectivity to city
- Northeast
- NE quadrant
- Everywhere!
- Entire river corridor
- Support for homeowners and renters to improve their properties - curb appeal would go a long way in communicating that this is a place that people care about.
- North west side. Hudson, Joseph, letter avenues, etc.
- Inner city
- The NW has been ignored for too long. Funds are needed by many who cannot afford to make repairs to their homes. The city should help homeowners, so houses aren't abandoned. Also, safer neighborhoods. More enforcement of laws.
- Beechwood, Meigs Street
- Poverty. Heroin.
- Maplewood area. NE section too
- Midtown and 19th Ward
- Lyell/Otis drugs and prostitution. Vacant houses demolished and replaced with garden/park
- More jobs, better biking infrastructure, better police relations

- Healthy food access and BOLD environmental action and clean energy
- Northwest section and Northeast section. The River is our gem, lets enhance those neighborhoods and make Charlotte like Niagara on the Lake.
- State st near inner loop, east main from Goodman to culver, canal st area.
- Marketview Heights North and South, center city, east Main from Goodman to Culver
- Downtown, PLEX, Public Market area, dewey/driving park, lyell ave, Jay st, susan b,
- Continue Center City development. Work with Connected Communities to implement a comprehensive revitalization plan.
- Core moving north
- More attractions downtown to pull people down there and stay there (aquarium!)

QUESTION 4
What would you like to see as Rochester's greatest accomplishment in the next ten years?

- Better public schools, more school funding
- A flourishing economy
- Planning department
- ?
- River! Also, desire for more compact, walkable neighborhoods that allow car free or car-lite living
- Lots of people want to live in a city. Let's make people see the great things about Rochester! Rochester love notes should get more visibility. There are exciting things happening. Some people only hear about crime and bad schools. Let's promote the good stuff. And bike infrastructure.
- Downtown metropolitan area. Increase residential living spaces and reduce commercial real estate costs to help bring startup companies and new businesses to the city.
- Add more jobs, improve public transportation
- Revamping public transit
- Supporting entrepreneurship.
- Create a livable community downtown and fix our schools to stabilize our neighborhoods.
- Idk but it can start by stop mediocre call center jobs come here, doesn't bring enough opportunities
- Culture
- Changing housing stock to reflect income (smaller and easier to maintain)
- Photonics. Growth, jobs, young people. Let’s create a city that attracts talent.
- Hopefully developing city wide initiatives for alternative power.
- Sustainability.
- Improving schools and the perception of schools to prevent people from leaving when they have kids
- Create a vibrant downtown that celebrates our river, integrates commercial and retail space with quality housing and offers entertainment options that activate our streets.

- Technology, more home ownership in the core, parking using the former rail bed that is perfect. Transits commuter trains east and west
- Capitalize on the river area downtown and by u of r

QUESTION 5
"Which of the following focus areas do you think the Mayor and City Council should spend most of their time on?"
A. Jobs
4 Responses, 19%
B. Housing
4 Responses, 19%
C. Safety
1 Response, 5%
D. Schools
5 Responses, 24%
E. Revitalization
4 Responses, 19%
F. I have another idea
3 Responses, 14%

What is your idea?
- Tell a consistent and visionary story that promotes urban life. Jobs/safety/education is not visionary
- Hyper-local focus on neighborhoods. Best not to attempt takeover over City schools. Work cooperatively w school district to support.
- All of the above except D, it's not possible for the city to work on D, that's a board concern

QUESTION 6
Do you live in the City of Rochester?
A. No
5 Responses, 24%
B. Yes
16 Responses, 76%

QUESTION 7
What is your Zip Code?
14609
5 Responses, 24%
14450
2 Responses, 10%
14620

2 Responses, 10%

14606

2 Responses, 10%

14619

2 Responses, 10%

14608

2 Responses, 10%

14580

1 Response, 5%

QUESTION 8

How old are you?

A. Under 18

0 Responses, 0%

B. 18-29

4 Responses, 19%

C. 30-49

11 Responses, 52%

D. 50-64

5 Responses, 24%

E. 65 and over

1 Response, 5%

QUESTION 9

Which racial groups do you identify with?

A. Black

2 Responses, 10%

B. White

16 Responses, 76%

C. Hispanic

2 Responses, 10%

D. Asian

0 Responses, 0%

E. Native American

1 Response, 5%

F. Other

1 Response, 5%

QUESTION 10

Would you like to receive updates about this project (no more than one per month)?

A. No

2 Responses, 12%

B. Yes

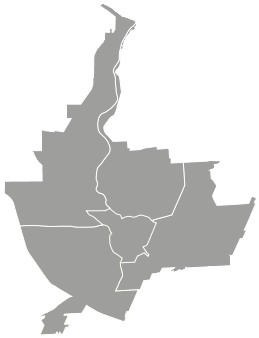
15 Responses, 88%

Meeting-in-a-box Overview

Appendix E

BERGMANN ASSOCIATES

HIGHLAND PLANNING



MEETING-IN-A-BOX OVERVIEW

CITY OF ROCHESTER

WHAT IS MEETING IN A BOX?

Meeting in a Box is designed for community groups, neighborhood associations, and residents to gather and share their ideas about the future of the City of Rochester. The Meeting in a Box kit contains everything necessary to facilitate discussion and record participant responses. The kit was sent to over 30 different groups and organizations throughout the City of Rochester.

PURPOSE

The ultimate purpose of Meeting in a Box is to ensure that more voices are heard and more visions are shared for the future of the city. Rochester's Comprehensive Plan Update is a community-wide effort involving residents, business owners, educational institutions, community partners, and other interested stakeholders. Some of the most important responsibilities that cities and citizens have are to develop and implement a comprehensive plan. Citizens' local knowledge is vital to understanding a community's strengths and opportunities for growth, and this feedback will enable the project team to make informed recommendations that more adequately address the community's needs and more closely align with its vision for the future.

QUESTIONS

Participants were asked to respond to the following questions:

1. What one word would you use to describe the _____ Planning Area today?
2. What is the _____ Planning Area's greatest strength?
3. What is the most needed improvement in the _____ Planning Area?
4. How would you like to be able to describe the _____ Planning Area in 10 years?

RESPONSES

Responses were received specific to the Center City, Southeast, and Southwest Planning Areas. Overall, Planning Area-specific responses were largely consistent with the feedback received at public meetings.

PARTICIPANTS

Responses were received from a variety of groups with diversified interests including:

1. Reconnect Rochester
2. Young Urban Preservationists
3. Urban Agriculture Working Group
4. ABC Streets Neighborhood Association

TOTAL ATTENDANCE

47

people signed in at Meeting in a Box discussions

Public Meeting Summary

Appendix F

BERGMANN ASSOCIATES

HIGHLAND PLANNING

CENTER CITY
PLANNING AREA

BERGMANN
ASSOCIATES

PUBLIC MEETINGS SUMMARY

CENTER CITY

INTRODUCTION

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings and from Meeting in a Box discussions were distilled and summarized specific to the Center City Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Center City Planning Area.

PUBLIC MEETINGS SUMMARY

CENTER CITY

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:

Arts & Culture

- More attractive streetscapes enhanced by public art to create a unique sense of place.
- Promote downtown through themed programming or by creating a cultural district to enhance the art scene and nightlife.

Economic Vitality

- Encourage local business development through loans and grants.
- Enhance the number of commercial retail establishments, in addition to improving access to grocery stores and pharmacies.
- Provide high speed internet access or low-cost Wi-Fi across Center City.

Educational Excellence

- Improve schools.

Environmental Stewardship

- Enhance and expand parks, trails, gardens, and green infrastructure.
- Take bold action in addressing climate change by improving accessibility to and increasing investment in solar energy.

Health, Safety, & Responsibility

- Improve public safety and install brighter lighting (specifically on Clinton Ave and in parks).

Healthy Urban Neighborhoods

- Balance luxury housing with affordable and market-rate housing units.
- Address vacant lots with infill development or urban farming.
- Improve connectivity between Southwedge and downtown.
- Create pedestrian friendly-uses along Main.

Involved Citizens

- Encourage more public input for development projects.

Quality Service

- Maintain and repair infrastructure.

Tourism

- Make the River a point of interest.
- Promote and develop the High Falls area with additional housing, shops, and restaurants.

Transportation

- Create more bike infrastructure (protected bike lanes, narrower traffic lanes, bike boulevards, increased bike parking, and trail connections).
- Improve walkability.
- Replace and update existing DOT and City signage.
- Promote alternative modes of transportation (Uber) and increase bus service frequency.

PUBLIC MEETINGS SUMMARY

CENTER CITY

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Center City Planning Area.

Development

- Build on the historic attributes of downtown.
- Build on the theme of the Erie Canal.
- Develop the waterfront.
- Create night/social venues and culturally-based entertainment.

Opportunity

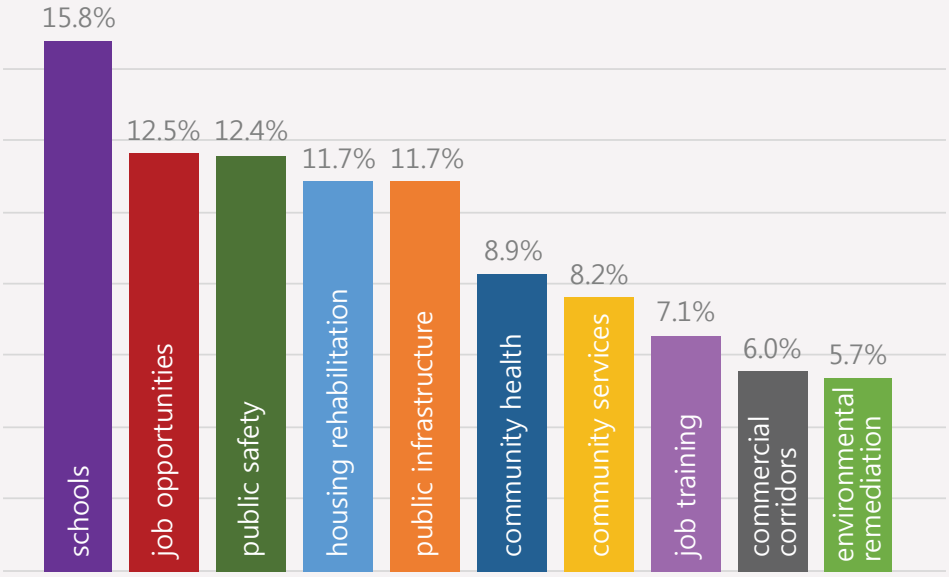
- Vibrant opportunity for everyone.
- Employment and recreation opportunities for youth.
- Job opportunities for the homeless.

Walkability

- Should be able to walk everywhere.
- Street-level community feeling.
- Focus on beautification.

INVESTMENT PRIORITIZATION

Attendees at the public meetings were asked to place "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused Citywide. Based on the cumulative totals from all five meetings, investment in schools was identified as the most important, followed by investment in job opportunities and public safety.



SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Center City Planning Area.

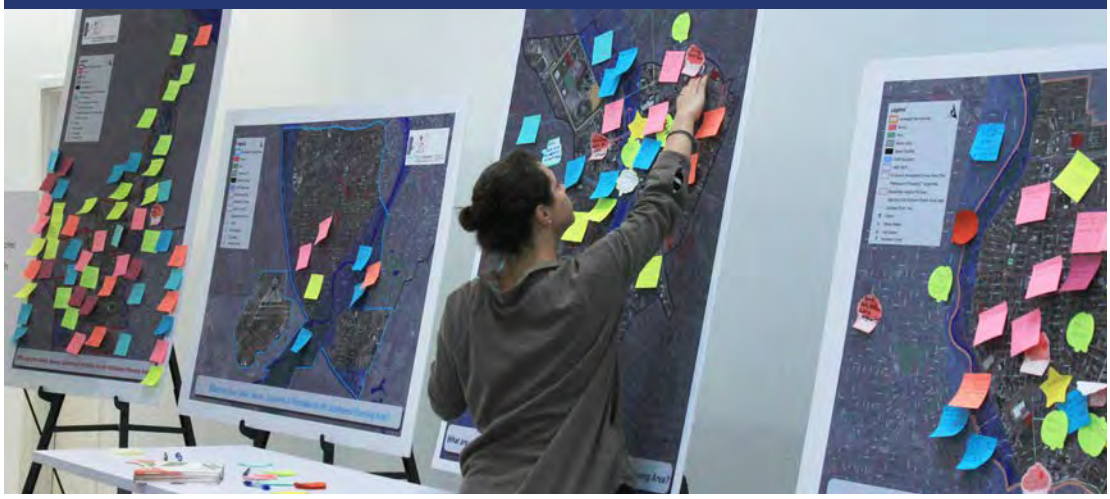
1. walkability
2. perception (crime, safety)
3. poverty
4. school system
5. more retail

PUBLIC MEETINGS SUMMARY

CENTER CITY

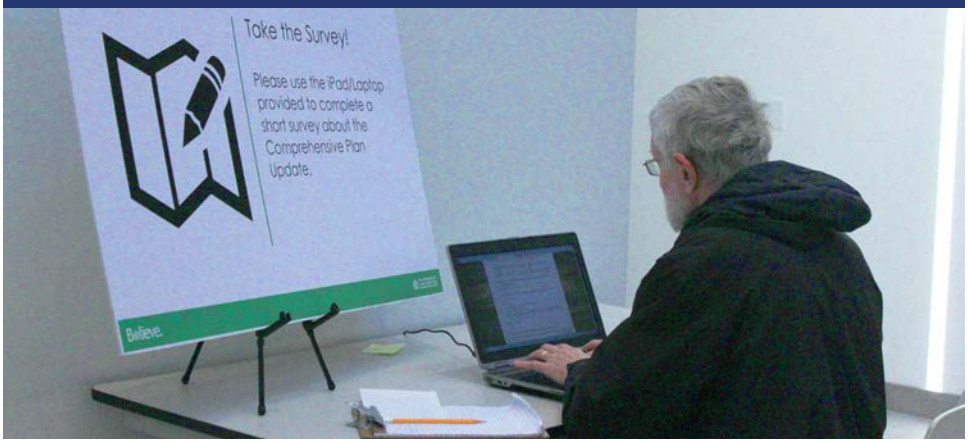
STATION #1: INTRODUCTION

STATION #2: MAPPING EXERCISE

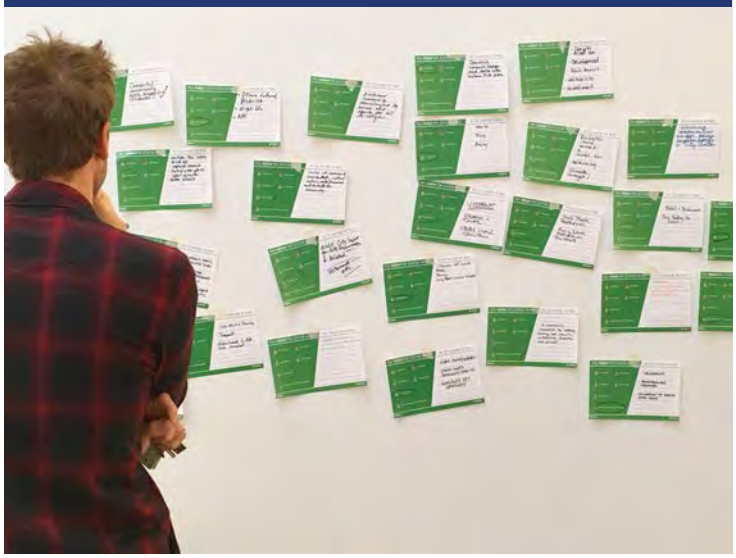


STATION #3: SWOT PRIORITIZATION

STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING



STATION #6: ALLOCATING RESOURCES

NORTHEAST
PLANNING AREA

BERGMANN
ASSOCIATES

PUBLIC MEETINGS SUMMARY

NORTHEAST

INTRODUCTION

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings were distilled and summarized specific to the Northeast Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Northeast Planning Area.

PUBLIC MEETINGS SUMMARY

NORTHEAST

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:

Arts & Culture

Develop new and enhance existing urban art projects in addition to preserving historic architecture and cultivating neighborhood diversity.

Economic Vitality

Provide job training for underprivileged youth and better utilize the community labor force.

Create, protect, and enhance small businesses.

Educational Excellence

Enhance public libraries.

Provide more funding and resources in order to improve schools and reduce class sizes.

Environmental Stewardship

Expand existing parks and create more greenspace.

Consider community solar projects.

Health, Safety, & Responsibility

Improve public safety by increasing police presence as well as the number of police cameras, substations, and foot patrols.

Ensure that kids have safe places to play.

Healthy Urban Neighborhoods

Revitalize the commercial corridors along Joseph, Clinton, and Clifford Avenues.

Increase homeownership rates by providing more affordable housing.

Increase investment in the area by expanding the Focused Investment Strategy and considering the Choice Neighborhoods grant.

Redevelop vacant lots into pocket parks, urban agriculture sites, or infill housing.

Enforce zoning regulations and separate entertainment areas from residential areas.

Involved Citizens

Focus on community-based relationship planning like the Neighbors Building Neighborhoods program.

Quality Service

Improve access to recreation centers by extending their hours.

Tourism

Create more green riverfront development.

Enhance connections between the El Camino and Riverway Trails.

Provide safe access to the Lower Falls.

Transportation

Improve bike infrastructure with additional bike lanes and boulevards, in addition to lowering the speed limit.

Create more pedestrian trail connections (ex. from El Camino Trail to High Falls to downtown).

Improve bus service by providing satellite transportation hubs and facilitating east-west transit lines.

PUBLIC MEETINGS SUMMARY

NORTHEAST

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Northeast Planning Area.

Beautification

- Convert vacant buildings and lots into urban agriculture sites.
- Better infrastructure.
- Rehabbed houses.

Opportunity

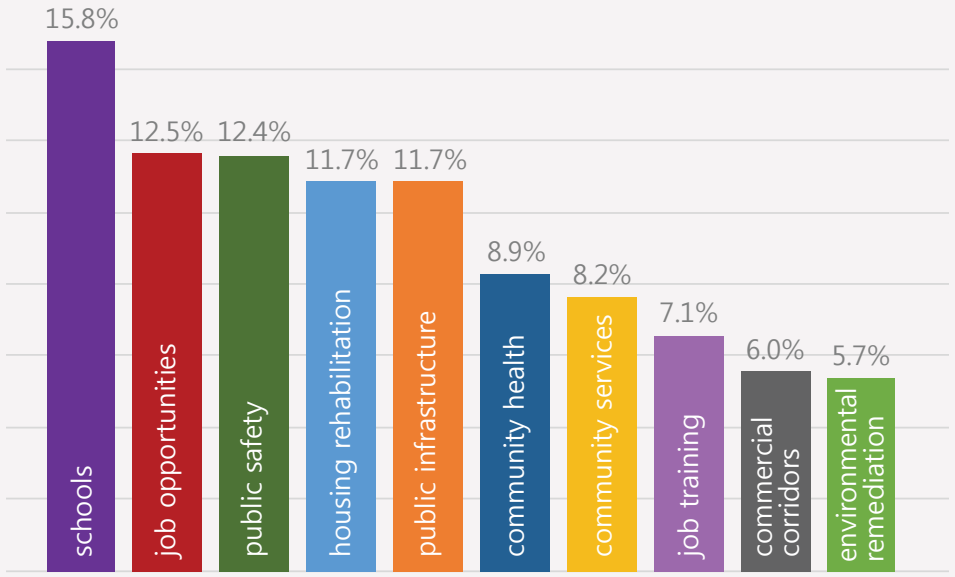
- More working people.
- Grants for small businesses and homeowners.
- School district sharing.

Community

- Preserve the neighborhood for the children.
- Empowerment through education.
- Public safety.

INVESTMENT PRIORITIZATION

Attendees at the public meetings were asked to place "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused Citywide. Based on the cumulative totals from all five meetings, investment in schools was identified as the most important, followed by investment in job opportunities and public safety.



SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Northeast Planning Area.

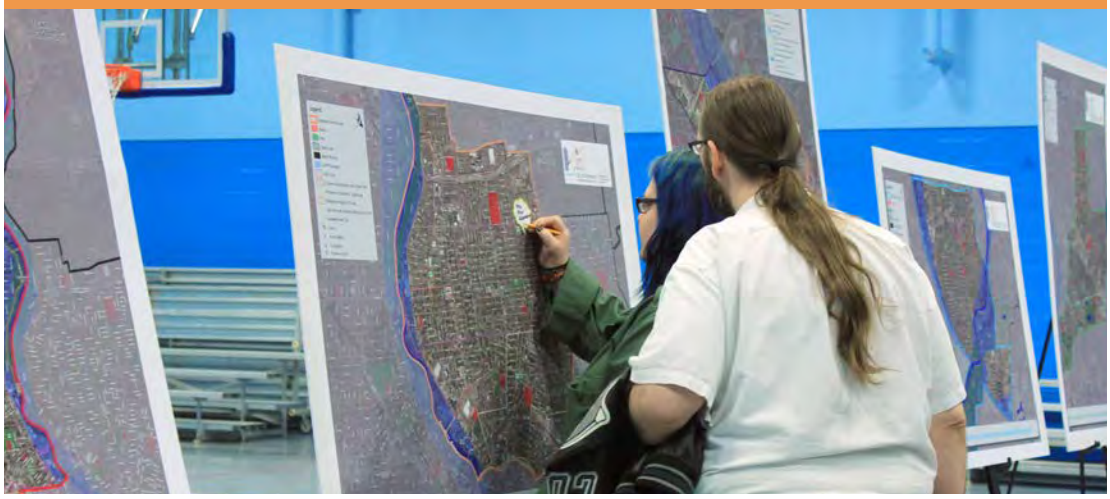
1. improved relationships with RPD/City Hall
2. public safety/crime
3. helping people fix their homes (ex. grants)
4. addressing vacant properties
5. jobs within walking distance

PUBLIC MEETINGS SUMMARY

NORTHEAST

STATION #1: INTRODUCTION

STATION #2: MAPPING EXERCISE

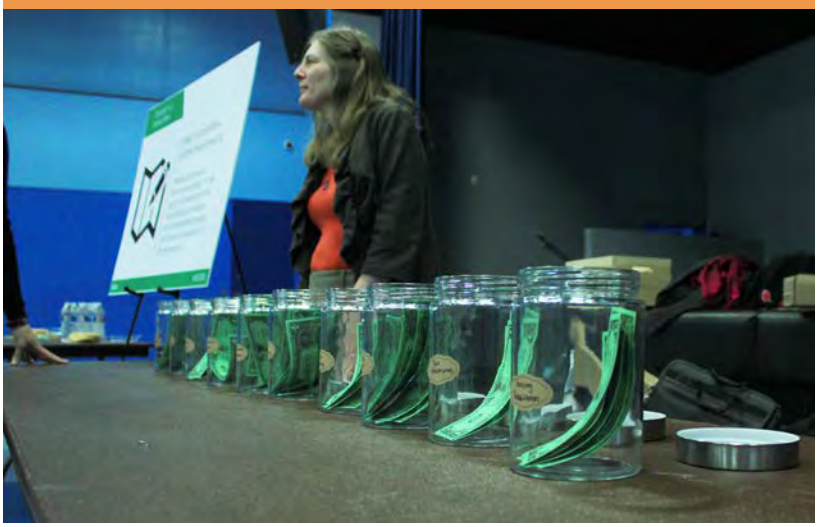


STATION #3: SWOT PRIORITIZATION

STATION #4: COMMUNITY SURVEY

STATION #5: VISIONING

STATION #6: ALLOCATING RESOURCES



NORTHWEST
PLANNING AREA

BERGMANN
ASSOCIATES

PUBLIC MEETINGS SUMMARY

NORTHWEST

INTRODUCTION

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings were distilled and summarized specific to the Northwest Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Northwest Planning Area.

PUBLIC MEETINGS SUMMARY

NORTHWEST

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:

Arts & Culture

- Celebrate ethnic heritage through design (especially along Lyell Avenue).
- Enhance urban design by creating more colorful and playful sidewalks.

Economic Vitality

- Increase business development along Dewey and Lyell Avenues.
- Redevelop Eastman Business Park and the Sykes Building for commercial purposes.
- Provide more training and opportunities for disenfranchised populations and refugees.

Educational Excellence

- Improve schools and reduce truancy.
- Expand Maplewood Library.

Environmental Stewardship

- Preserve historic parks (like Seneca and Durand Eastman Parks), protect scenic areas, enhance trails, and expand community greenspace.
- Maintain highways and arterials to clean litter and debris (especially along Dewey Ave).
- Consider community solar at Kodak Park.

Health, Safety, & Responsibility

- Improve public safety by increasing police presence, providing brighter lighting on Dewey Avenue, and installing additional police cameras on Lake Avenue.
- Improve access to health care clinics and healthier food options.

Healthy Urban Neighborhoods

- Increase homeownership rates by providing more affordable housing and grants for owner-occupied housing units.
- Enforce property codes and housing blight violations.
- Implement the Dewey Avenue charrette recommendations.
- Create an Eastman Business Park master plan to redevelop the area (possibly like College Town).

Involved Citizens

- Create a teen empowerment office and continue to assist refugees.

Quality Service

- Maintain and repair existing infrastructure.
- Create more recreation centers.

Tourism

- Promote Lower Falls Park, improve access to the River, and develop the Port.

Transportation

- Improve pedestrian and bicycle infrastructure along Lake Avenue.
- Further develop the Genesee Riverway Trail and create additional trail connections.
- Provide sheltered benches at bus stops.

PUBLIC MEETINGS SUMMARY

NORTHWEST

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Northwest Planning Area.

Vibrant

- Thriving neighborhood with good schools.
- Integrated, diverse neighborhood.
- Vibrant growth because of value and wealth of activities.

Healthy

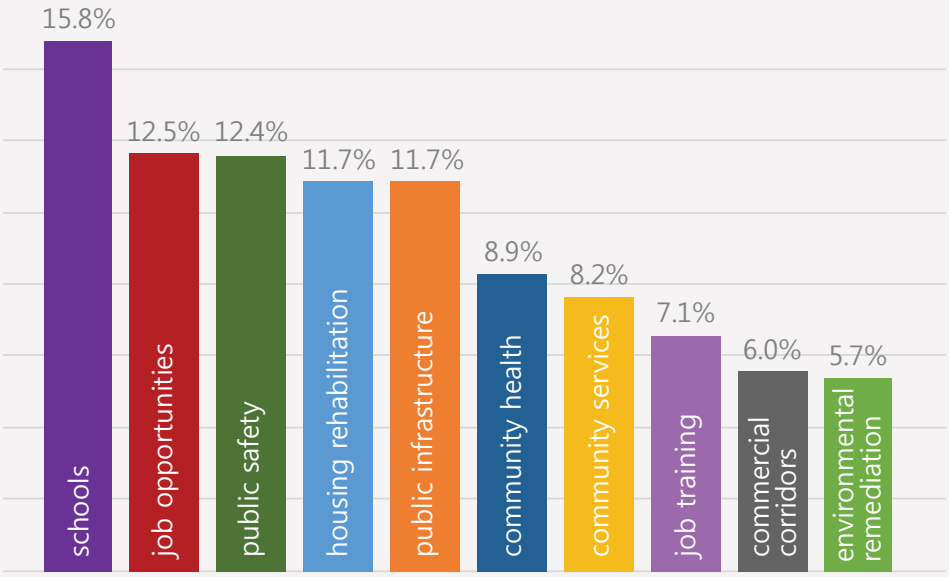
- Encourage good diets, safety, and play.
- Increase family and water activities like boating, swimming, and fishing.
- Highly accessible via bike or public transit.

Community

- Neighbors that respect and support each other.
- Homes that are well maintained.
- Upgraded housing stock with fewer rentals and more home ownership.

INVESTMENT PRIORITIZATION

Attendees at the public meetings were asked to place "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused Citywide. Based on the cumulative totals from all five meetings, investment in schools was identified as the most important, followed by investment in job opportunities and public safety.



SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Northwest Planning Area.

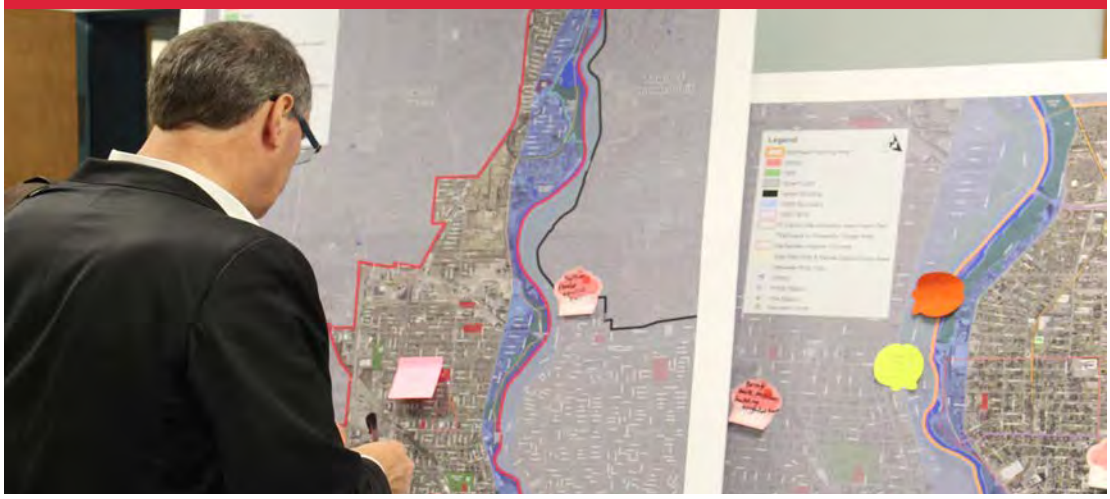
1. schools
2. opportunities to repurpose vacant spaces
3. rental properties
4. diversity
5. people

PUBLIC MEETINGS SUMMARY

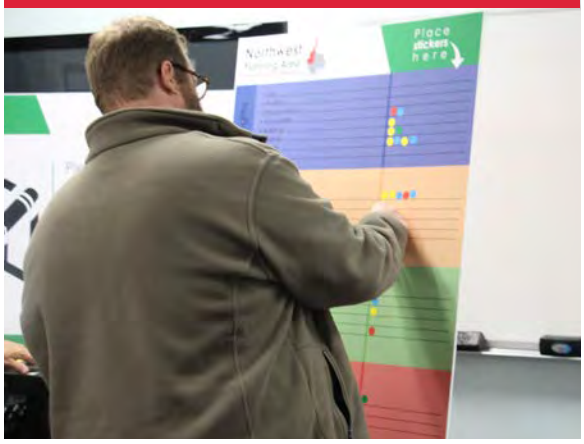
NORTHWEST

STATION #1: INTRODUCTION

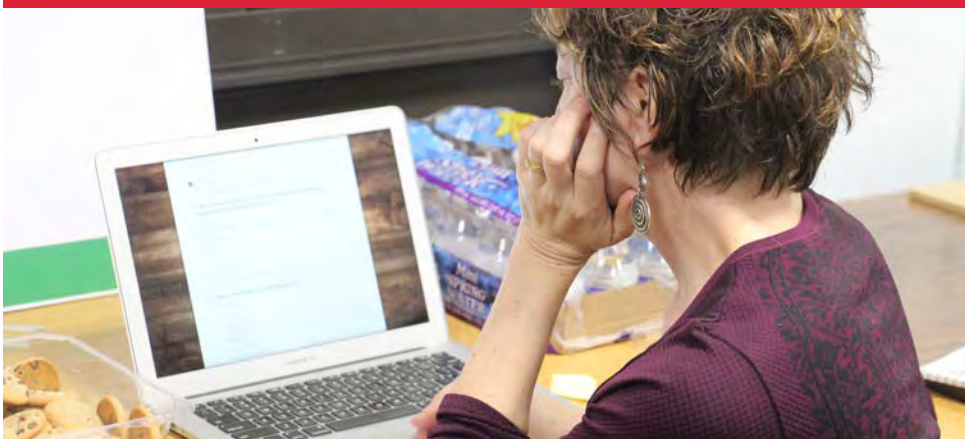
STATION #2: MAPPING EXERCISE



STATION #3: SWOT PRIORITIZATION



STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING

STATION #6: ALLOCATING RESOURCES

SOUTHEAST
PLANNING AREA

BERGMANN
ASSOCIATES

PUBLIC MEETINGS SUMMARY

SOUTHEAST

INTRODUCTION

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings and from Meeting in a Box discussions were distilled and summarized specific to the Southeast Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Southeast Planning Area.

PUBLIC MEETINGS SUMMARY

SOUTHEAST

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:

Arts & Culture

Create a trail connecting cultural institutions.

Consider a historic district near Barrington Street.

Economic Vitality

Provide more living wage jobs and create an initiative to hire community residents.

Encourage more small, women-owned, and family-friendly businesses.

Increase commercial activity along South Clinton, South Avenue, Culver, and East Main.

Educational Excellence

Improve the school system to attract more middle-class families.

Develop magnet or community schools.

Environmental Stewardship

Preserve historic parks (like Highland and Marie Daley Parks), protect greenspace, create more rain gardens, and add street trees along Webster Avenue.

Create more solar incentives.

Health, Safety, & Responsibility

Improve public safety by encouraging police involvement in neighborhoods, hosting non-violent communication workshops with police, implementing a neighborhood watch program, and considering crime prevention through design in future projects.

Increase accessibility to healthy activities and foods.

Healthy Urban Neighborhoods

Provide more affordable housing.

Maintain residential zoning in the North Winton Village area, appropriately zone commercial corridors, and consider adopting a form-based code.

Create more accessible and nicer play spaces, increase curb appeal, and turn empty lots into community gardens with youth involvement.

Involved Citizens

Encourage more public input and improve partnerships between local groups.

Quality Service

Create a teen empowerment office.

Improve homeless services.

Transportation

Improve traffic safety by reducing speed limits, implementing traffic calming measures, adding more bump-outs, and increasing pedestrian lighting.

Improve bike infrastructure.

Increase walkability and optimize crosswalk timers in locations where children and seniors frequently cross.

Add more bus stops and more frequent bus routes, and consider additional public transit connections between neighborhoods.

PUBLIC MEETINGS SUMMARY

SOUTHEAST

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Southeast Planning Area.

Sustainable

- Walkable with pedestrian safety.
- Improved transit.
- Mixed-use development, green space, and smart growth.

Thriving

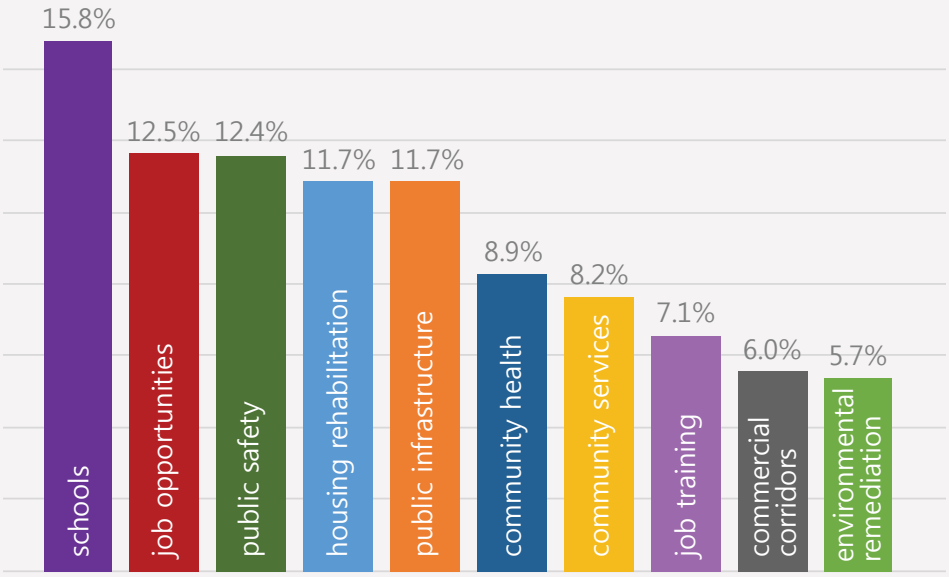
- Choice and opportunity for all.
- Clean, vibrant, diverse area with thriving businesses.
- An enclave of joy and beauty.

Education

- Public schools perform at high levels for all kids.
- Better schools.

INVESTMENT PRIORITIZATION

Attendees at the public meetings were asked to place "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused Citywide. Based on the cumulative totals from all five meetings, investment in schools was identified as the most important, followed by investment in job opportunities and public safety.



SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Southeast Planning Area.

1. schools
2. businesses
3. poverty
4. forward-thinking policies and zoning
5. urban and mixed use development

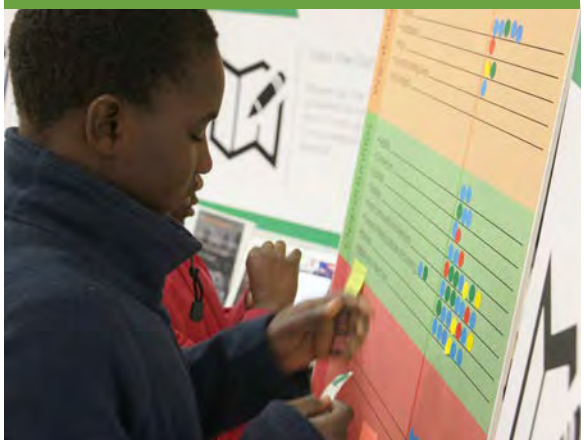
PUBLIC MEETINGS SUMMARY

SOUTHEAST

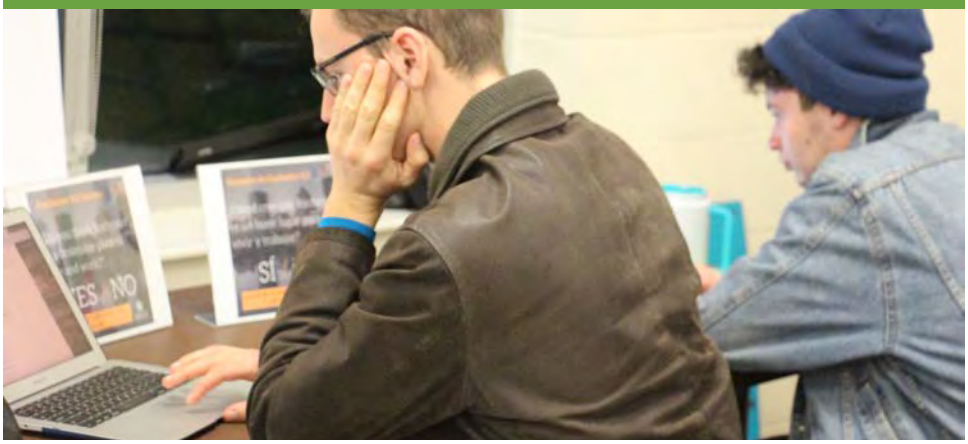
STATION #1: INTRODUCTION

STATION #2: MAPPING EXERCISE

STATION #3: SWOT PRIORITIZATION



STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING

STATION #6: ALLOCATING RESOURCES

SOUTHWEST
PLANNING AREA

BERGMANN
ASSOCIATES

PUBLIC MEETINGS SUMMARY

SOUTHWEST

INTRODUCTION

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings and from Meeting in a Box discussions were distilled and summarized specific to the Southwest Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Southwest Planning Area.

PUBLIC MEETINGS SUMMARY

SOUTHWEST

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:

Arts & Culture

- Add more colorful sidewalks and bright murals (especially along Chili Avenue).
- Consider a youth performing arts theater.

Economic Vitality

- Provide more low-skill, living-wage jobs and additional opportunities for youth.
- Provide grants and tax breaks for small businesses.
- Improve the commercial corridor along South Plymouth Avenue.

Educational Excellence

- Develop and expand pre-kindergarten schools.

Environmental Stewardship

- Promote and preserve the Olmsted park system in addition to implementing the Genesee Valley Park West and Mount Hope Cemetery master plans.
- Provide subsidies for home energy efficiency and solar upgrades, and redevelop vacant lots for community solar.

Health, Safety, & Responsibility

- Improve public safety in parks and ensure that children have safe places to play.
- Address food deserts by improving access to healthy foods.
- Address drug issues along Chili and Jefferson Avenues.

Healthy Urban Neighborhoods

- Enhance and support home ownership.
- Improve rental properties and crack down on negligent landlords.
- Provide more equipment in parks and create community gardens and basketball courts.

Involved Citizens

- Build relationships throughout the community and better coordinate with the University of Rochester.

Quality Service

- Provide training for disadvantaged populations.

Tourism

- Improve access to the Erie Canal.
- Promote the Susan B. Anthony House and Neighborhood.

Transportation

- Create more bike infrastructure.
- Provide more efficient bus service as well as covered benches at bus stops.
- Create transportation alternatives like a shuttle with stops at the University of Rochester, the Westside Farmers Market, recreation centers, and libraries.

PUBLIC MEETINGS SUMMARY

SOUTHWEST

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Southwest Planning Area.

Safe

- Safer schools.
- Safe places for kids to play and explore.
- Work together to create a safe environment.

Healthy

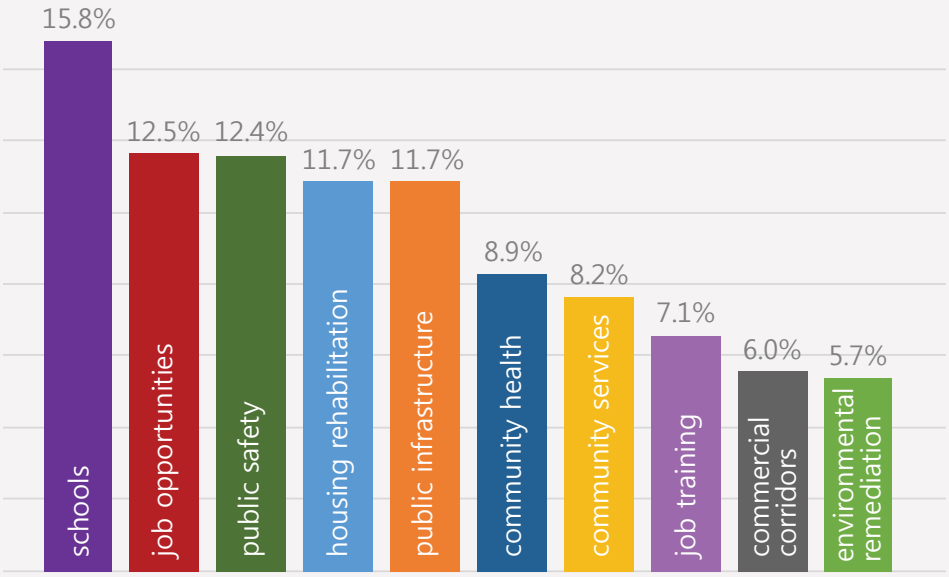
- Invest in sites for urban agriculture.
- Incubators for community food systems.
- Gardens with playgrounds.

Community

- Strengthen neighborhoods.
- More community involvement.
- Support local businesses and diversity of services.

INVESTMENT PRIORITIZATION

Attendees at the public meetings were asked to place "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused Citywide. Based on the cumulative totals from all five meetings, investment in schools was identified as the most important, followed by investment in job opportunities and public safety.



SWOT ANALYSIS

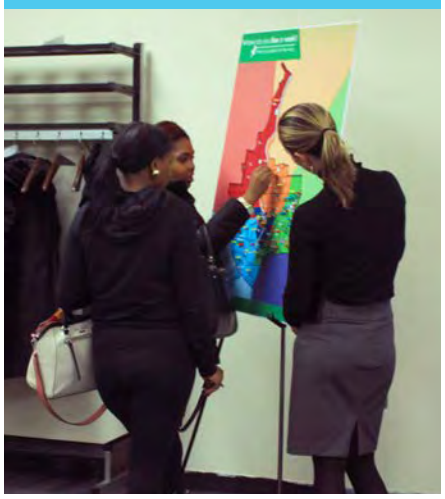
Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Southwest Planning Area.

1. schools
2. lack of jobs
3. poverty
4. drugs
5. diversity

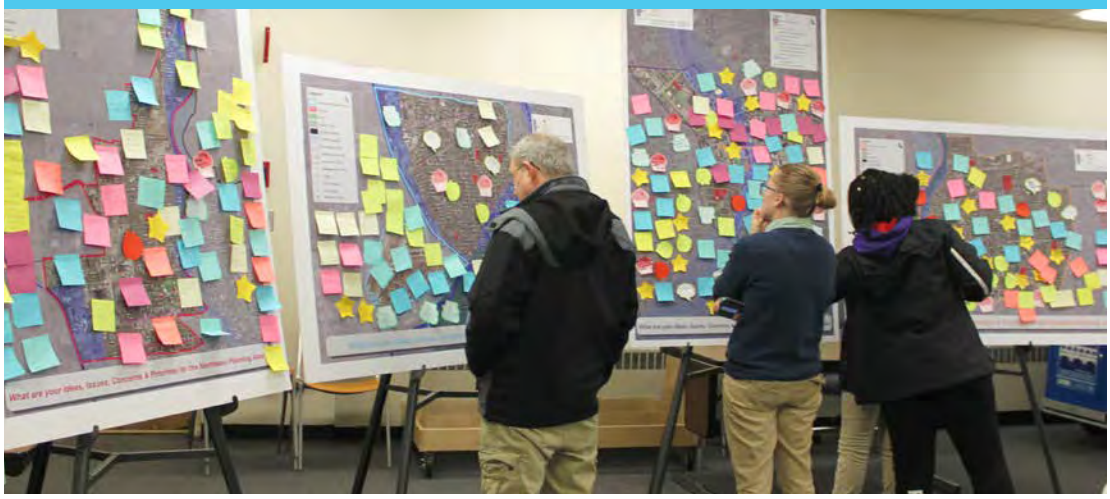
PUBLIC MEETINGS SUMMARY

SOUTHWEST

STATION #1: INTRODUCTION

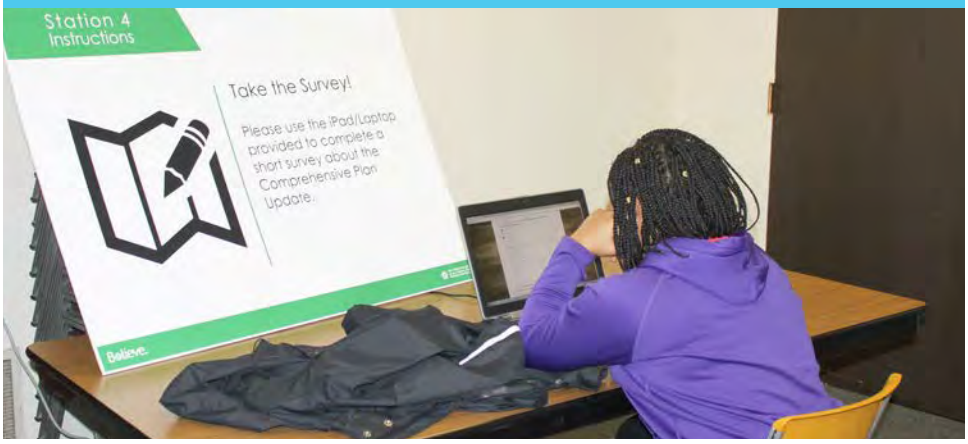


STATION #2: MAPPING EXERCISE



STATION #3: SWOT PRIORITIZATION

STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING

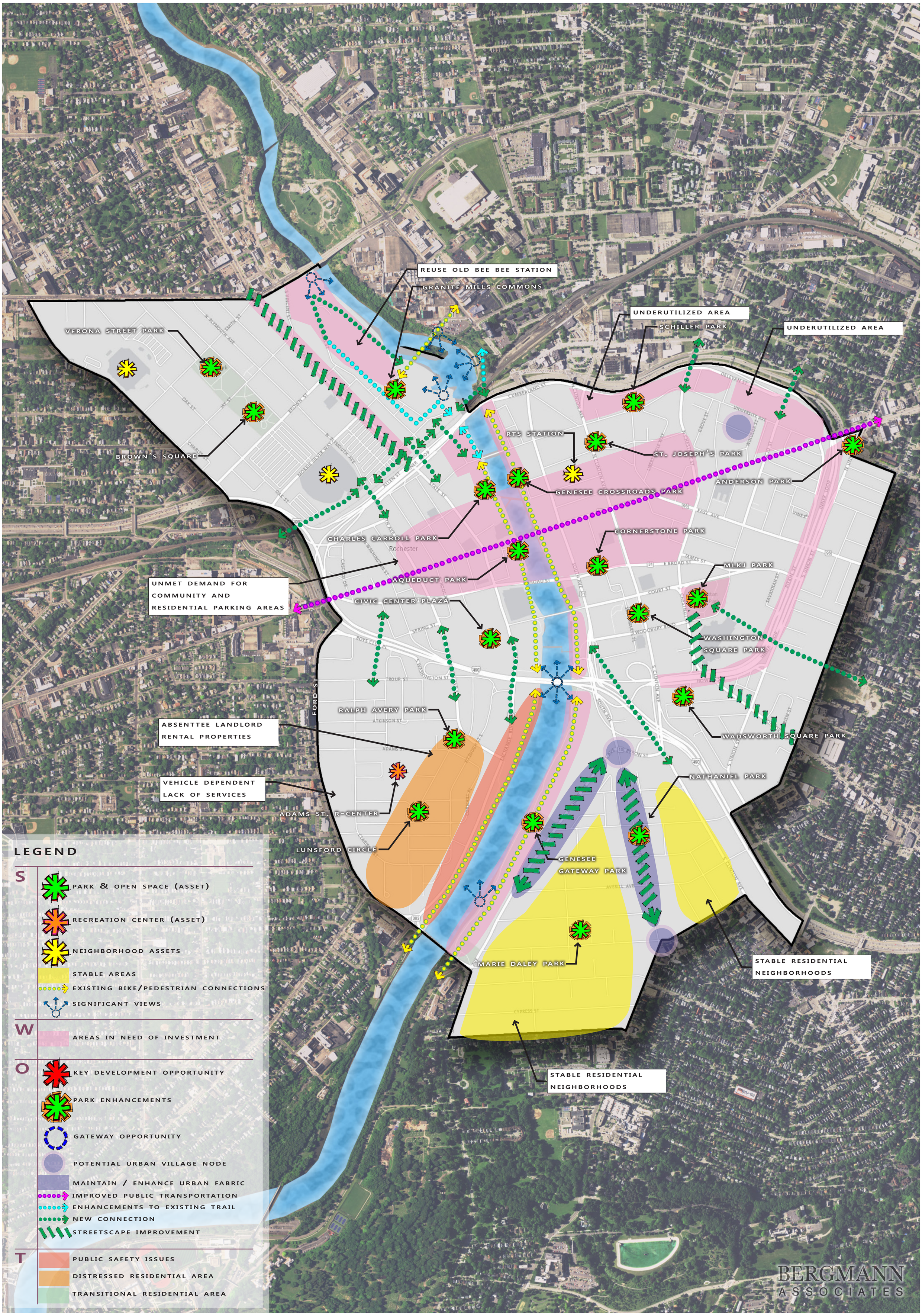
STATION #6: ALLOCATING RESOURCES

SWOT Analysis Maps

Appendix G

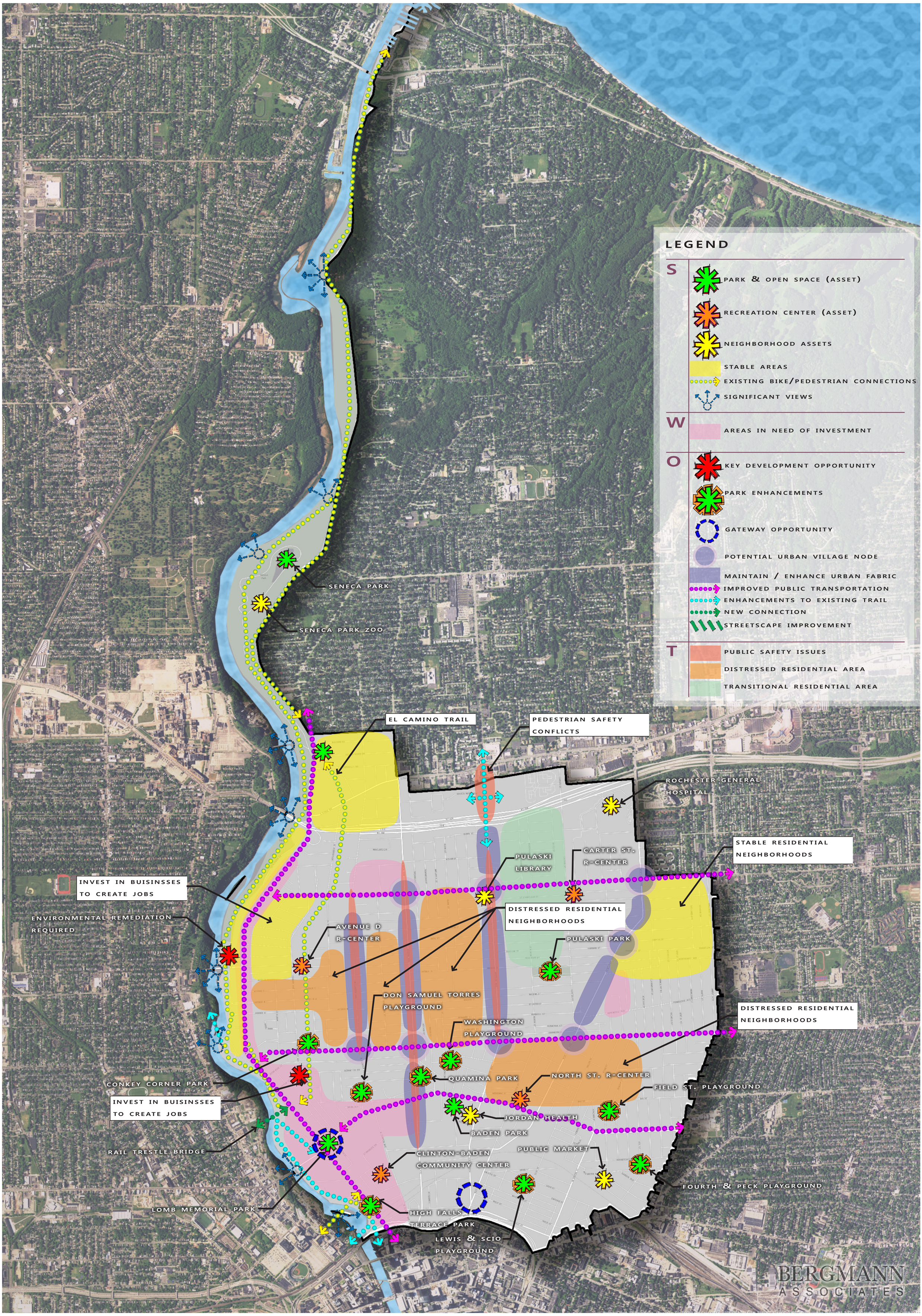
BERGMANN ASSOCIATES

HIGHLAND PLANNING



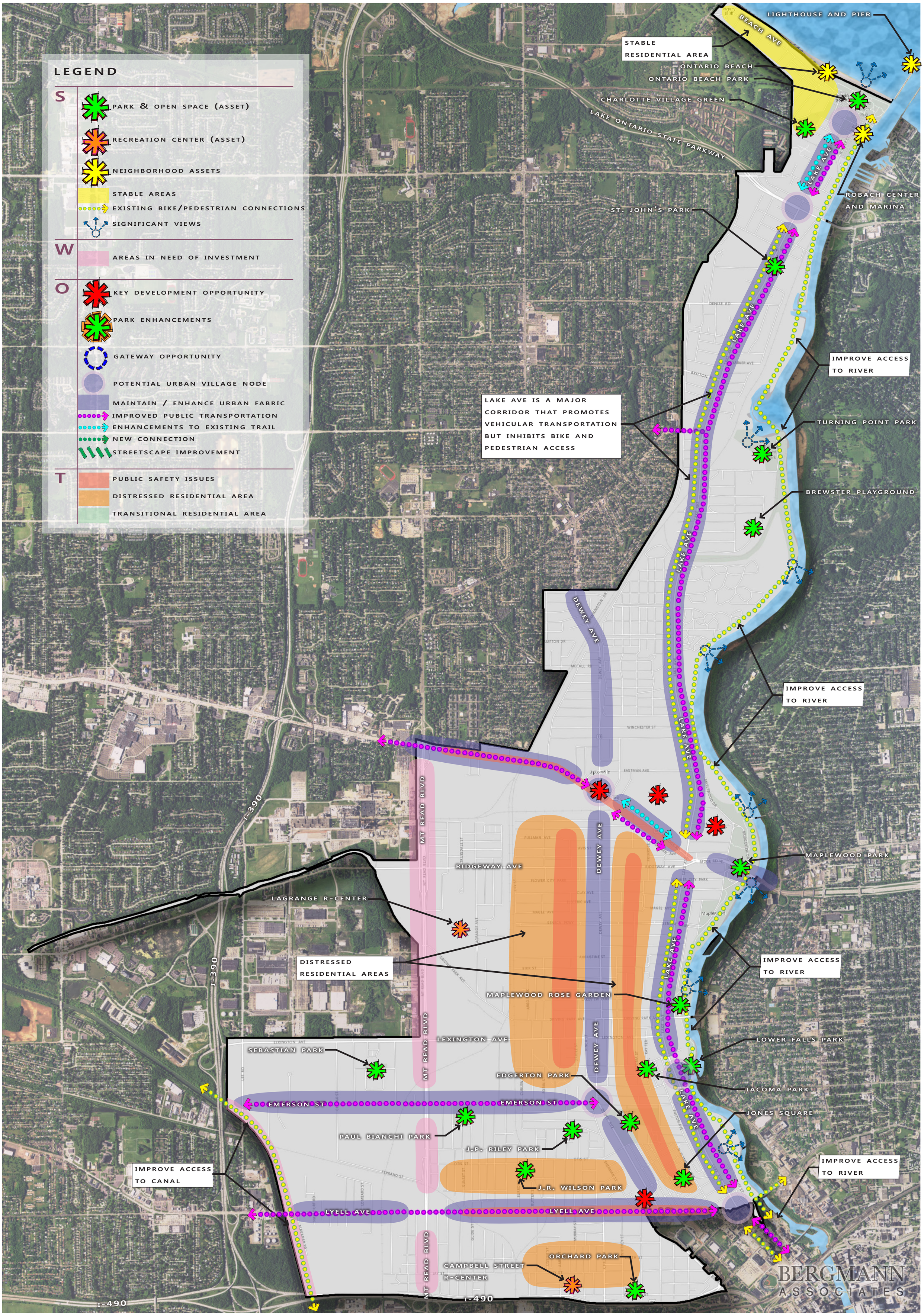
CENTER CITY

SWOT ANALYSIS MAP



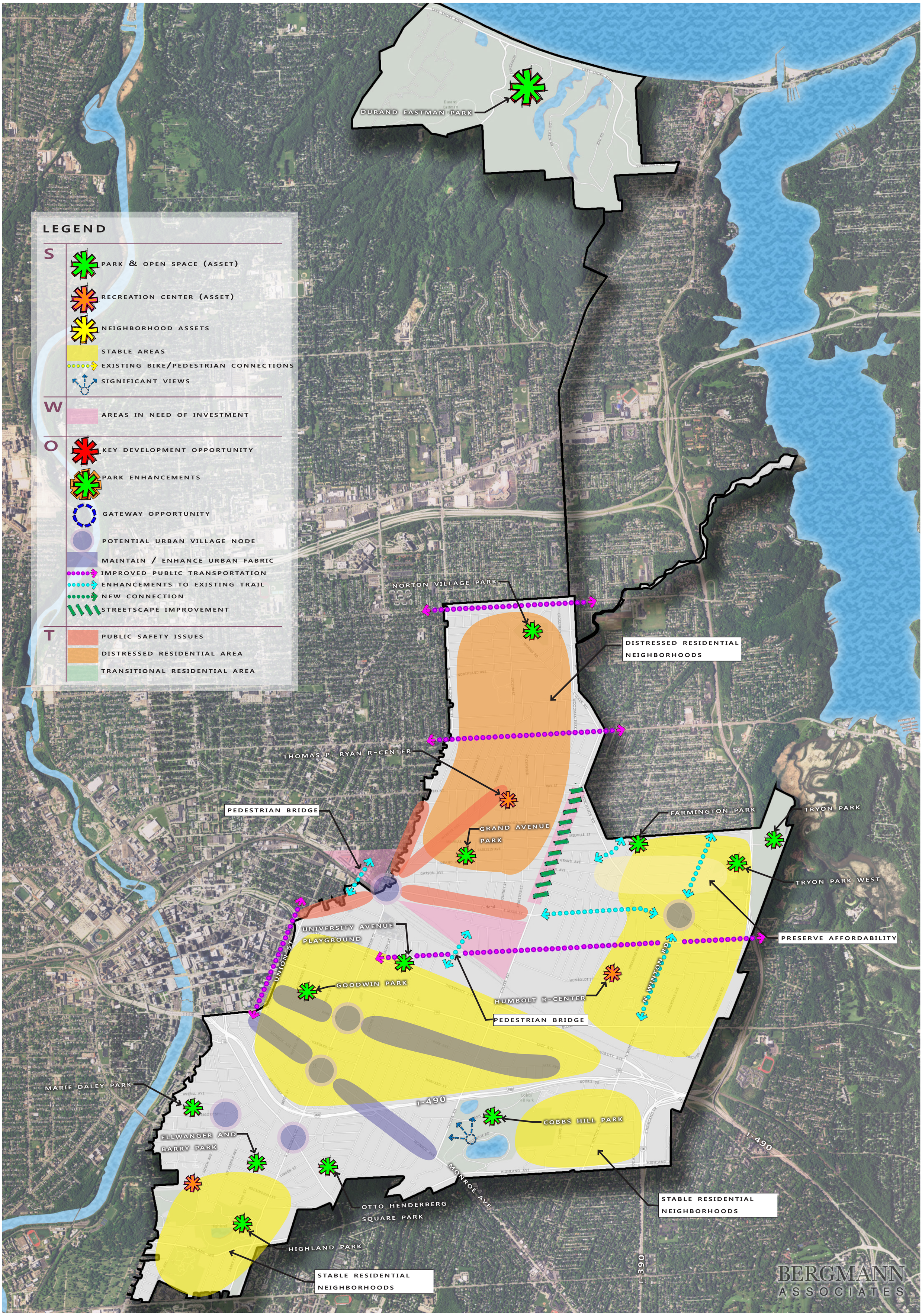
NORTHEAST

SWOT ANALYSIS MAP



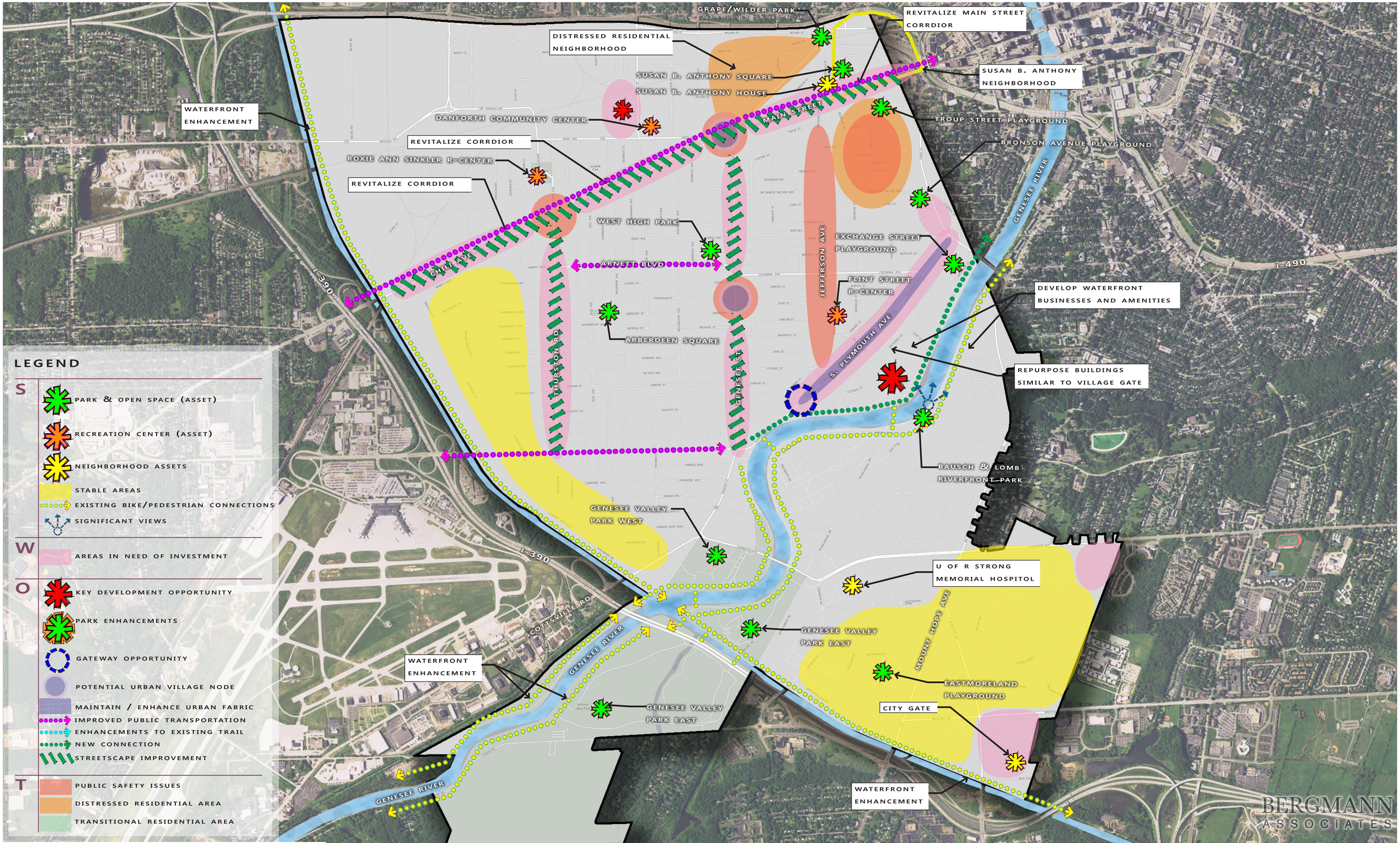
NORTHWEST

SWOT ANALYSIS MAP



SOUTHEAST

SWOT ANALYSIS MAP



SOUTHWEST

SWOT ANALYSIS MAP

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