

# Rochester

2034

— Where the River Flows —

## GUIDEBOOK

**B**lieve.



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

# WELCOME

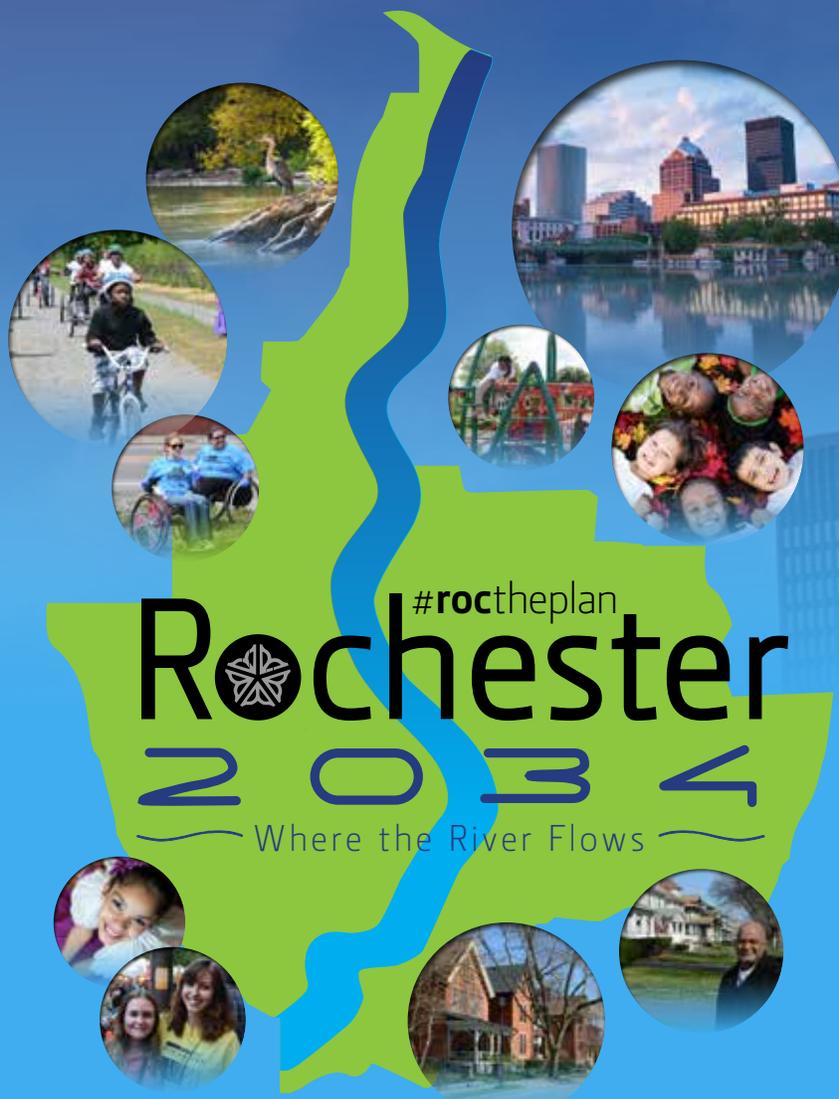
to the *Rochester 2034* Guidebook.

This book was prepared to help you use and understand *Rochester 2034* – what it is, how you can use it and where you can find what interests you.

*Rochester 2034* was unanimously adopted by City Council on November 12, 2019.

The full *Rochester 2034* plan can be found online at [rochester2034.com](http://rochester2034.com). Or, you can find a hard copy at your local library, Neighborhood Service Center office or at City Hall (Rm 223b).





## 2034 VISION

“Rochester is a beautiful, progressive, lively, healthy and welcoming city. We build from strength – leveraging our assets to grow our population, local business community and tax base. We’ll celebrate our 200th birthday in 2034 as a resilient and confident community where diverse neighborhoods are engaged and thriving; downtown is the vibrant heart of our region; our unique network of active waterfronts is accessible to all; and innovation, adaptation and inclusion drive us forward.”

- The People of Rochester

# WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a process that local governments go through to engage their community, develop a vision for the future and plan out what steps we should take together to reach that vision. The best comprehensive plans are used not only by local government, but also by the whole community to inform, fundraise and carry out a broad range of community development strategies that work towards reaching the vision.



## WHY 2034?

A comprehensive plan is typically directed at policies and investments over the next 10-20 years. The year 2034 is 15 years from this plan's adoption, which coincides with the City of Rochester's 200th birthday.



**ROCHESTER'S  
200TH  
BIRTHDAY**

## WHAT WILL I FIND IN ROCHESTER 2034?

*Rochester 2034* is a plan that tells the story of who we are as a community, our history and our vision for the future. The plan explores many topics through data analysis, goal-setting and best practices. It celebrates our assets and values in order to promote living in, doing business in and visiting the City of Rochester. It is intended to serve as a tool for community engagement as well as to inform decisions. A main objective of *Rochester 2034* is to re-establish the strong connection between the City's comprehensive plan, budget and capital improvement program.

One of the most innovative and unique pieces of *Rochester 2034* is "The Placemaking Plan". Placemaking is a way of shaping private development, public facilities and streets into places of great character. It is a people-centered approach to activating our neighborhoods and creating liveliness for everyone to enjoy.

**THROUGH ITS VISION  
AND EXPRESSION OF  
COMMUNITY VALUES,  
ROCHESTER 2034  
AIMS TO  
INSPIRE HOPE AND  
EXCITEMENT FOR  
OUR FUTURE!**



# WHAT ARE THE VALUES THAT GUIDE US?

**POLICY PRINCIPLES** These principles are the basis for our decision-making and guide our policy development. They are broad, overarching themes that we want our policies to achieve.

## HEALTHY LIVING

We will strive to be a city where all residents, regardless of age, income and ability, live active lives in a healthy environment, have access to community-based health services, healthy food and healthy housing and where they have equitable economic and social opportunities.



## EQUITY

We will promote equity, inclusion and environmental justice by working to reduce disparities, extend community benefits, ensure access to housing and include traditionally under-represented populations.



## RESILIENCE

We will reduce risk and improve the ability of individuals, communities, economic systems and the natural and built environments to withstand, recover from and adapt to natural hazards, human-made disasters, climate change and economic shifts.



## PARTNERSHIP

We will join with neighborhood, government, business, not-for-profit and institutional partners to implement this plan and enjoy the results of reaching our goals together.



## PROSPERITY

We will support a diverse, low-carbon economy and foster employment growth, competitive advancement and equitable prosperity.



# WHAT ARE THE VALUES THAT GUIDE US?

**PLACEMAKING PRINCIPLES** The design of our surroundings is intimately related to how we experience, interact with and feel about places where people want to be. These principles are intended to cultivate a strong and unique sense of place for the City of Rochester and to make it a place where people want to live, work and play.

## CREATE BEAUTIFUL SPACES

We will design our streetscapes and public spaces to be vibrant, playful and environmentally sustainable, to reflect, cultivate and celebrate the unique identities of our city and neighborhoods.

## DESIGN AT THE PEDESTRIAN SCALE

We will prioritize development and design that is pedestrian-scaled and generates street-level activity in order to promote walkability and healthy lifestyles and to create an attractive and welcoming built environment.

## PROVIDE DIVERSE HOUSING OPTIONS

We will work to preserve our existing housing stock while also providing more diverse, accessible options within all neighborhoods that expand our range of housing types, densities and prices.



### **CELEBRATE ASSETS**

We will capitalize on our existing unique assets, including natural and scenic amenities, cultural heritage and distinctive historic structures and landscapes, recognizing that these assets enhance neighborhood pride, foster a strong cultural identity and attract visitors, new residents and investment.

### **STRENGTHEN MULTI-MODAL TRAVEL**

We will strengthen multiple modes of transportation and promote more sustainable transit options by improving walkability and accessibility, and increasing bus and bicycle access throughout the city.

### **FOCUS GROWTH**

We will focus population growth and commercial development along key transportation corridors and within mixed-use centers in order to capitalize on existing infrastructure and a critical mass of activity.





# HOW IS ROCHESTER 2034 ORGANIZED?

Rochester 2034 is organized by **Initiative Areas**. Each Initiative Area includes several related topic-based **Sections** and most Sections end with an **Action Plan**.

The first page of each Section has Key Takeaways that give a quick overview of what the Plan says about that topic. You can find a list of all the Key Takeaways in *Rochester 2034* on page 14.

The narrative in each Section explores the topic

through data and analysis, and highlights some of the public comments we received.

Most Sections end with an Action Plan that lists Goals and Strategies to improve that topic and help achieve the Plan's Vision.

## ROCHESTER 2034 INITIATIVE AREAS AND SECTIONS

### 1. LAYING THE GROUNDWORK

- A. What is a Comprehensive Plan?
- B. How to Navigate *Rochester 2034*
- C. Vision + Principles
- D. Community Engagement + Input Into *Rochester 2034*

### 2. THE PLACEMAKING PLAN

- A. Overview of the Placemaking Plan
- B. Future Land Use (Character Areas)
- C. Other Placemaking Elements

### 3. REINFORCING STRONG NEIGHBORHOODS

- A. Housing
- B. Vacant Lands
- C. Arts + Culture
- D. Historic Preservation
- E. Schools + Community Centers
- F. Public Health + Safety
- G. Community Beautification

# HOW DO I FIND WHAT INTERESTS ME?



While *Rochester 2034* is a large document, it is organized in a way that allows you to **look at as much or as little as you want**, with multiple ways to search for your interests:

**Table of Contents** – lists names and page numbers for all Initiative Areas and Sections, and shows what the Appendices are.

**Finding Your Way** – immediately after the Table of Contents in the Plan document, two Finding your Way pages help you find information by User (e.g., resident, developer, funder) or Interest (e.g., jobs, neighborhoods, education).

**Searchable PDF Version of the Plan online** – look up any word or phrase in the digital version of the Plan online by using the Search function in Adobe Acrobat (Ctrl+F). Just open the link to the “Full Plan” on the Plan website at [rochester2034.com](http://rochester2034.com).

## **Interactive Master Action Plan online**

– this tool shows all the *Rochester 2034* Action Plans together in one place and allows you to filter by Section, Key Word or Principle. Just open the link to the “Master Action Plan” on the Plan website at [rochester2034.com](http://rochester2034.com).



**Interactive Placemaking Plan Map online** – this tool is an interactive map of all the proposed Character Areas and place-based recommendations included in Initiative Area 2, The Placemaking Plan. You can pan around the map and scroll in and out to look at recommendations citywide or for a specific part of the city you are interested in. Just open the link to the “Placemaking Plan Map” on the Plan website at [rochester2034.com](http://rochester2034.com).

**Appendices** – provides additional information to help you understand the content of the Plan, such as information about the History of Rochester and an overview of data called Rochester Today.

**Appendices Under Separate Cover** – the technical studies that were conducted to inform the development of *Rochester 2034*, such as the Citywide Housing Market Study, the Transit Supportive Corridor Study, the Commercial Corridor Study, and the Comprehensive Access and Mobility Plan. Links to each of these studies may be found on the Plan website at [rochester2034.com](http://rochester2034.com).

## **4. SUSTAINING GREEN + ACTIVE SYSTEMS**

- A. Natural Resources
- B. Parks, Recreation, + Open Space
- C. Climate Change Mitigation + Adaptation
- D. Urban Agriculture + Community Gardens
- E. Transportation

## **5. FOSTERING PROSPERITY + OPPORTUNITY**

- A. Economic Growth
- B. Workforce Development
- C. Tourism
- D. City + Neighborhood Promotion
- E. Smart City Innovations

## **6. PLANNING FOR ACTION**

- A. Implementation + Stewardship of *Rochester 2034*
- B. Building Neighborhood Capacity



# WERE COMMUNITY MEMBERS INVOLVED IN CREATING **ROCHESTER 2034?**

**Yes!** Community engagement is vital to producing an effective and responsive plan.

- Meetings were held with over 50 neighborhood groups.
- Over 30 topic-based stakeholder meetings were conducted, with representation from nearly 100 topic-based stakeholder groups.
- Two surveys gathered over 4,000 responses.
- Youth engagement was conducted with the Rochester City School District and Mayor's Youth Advisory Council.
- Pop-up outreach events were held at the City of Rochester Public Market, Celebrate City Living expo and local colleges.
- The project team partnered with the Rochester-Monroe Anti-Poverty Initiative (RMAPI) to conduct additional targeted outreach at libraries, R-Centers, public housing facilities, settlement houses, Foodlink mobile markets and other community locations to reach traditionally under-represented populations.
- Public meetings and stakeholder meetings were held to review the draft of *Rochester 2034* prior to Plan adoption by City Council.

## PUBLIC COMMENT

"My favorite thing about Rochester is..."

You can find a full summary of our community engagement and input in Initiative Area 1-Section D of the full Plan.



# WHAT ARE KEY TAKEAWAYS OF *ROCHESTER 2034*?

## THE PLACEMAKING PLAN

- We create places of great character when we invest in things like quality parks, access to the river, attractive public spaces, dynamic streetscapes, resident engagement and thoughtful land use planning.
- Growing the population of Rochester will restore the critical mass of residents needed to support local businesses, deconcentrate poverty and grow the tax base.
- Updating zoning and land use regulations will help create jobs, reoccupy vacant commercial spaces and preserve community assets.
- High standards for building and site design will make Rochester more attractive to residents, businesses and visitors.

## HOUSING

- Housing is critical to the health and well-being of people, neighborhoods and cities.
- Rochester's mostly historic housing stock has unique assets and challenges.
- Our proactive code enforcement and lead ordinance are nationally recognized models for maintaining and increasing healthy housing that we should continue to refine and improve.
- A 2018 Citywide housing market study indicated that the City's housing market is soft overall, but has wide variation among neighborhoods.
- We should promote the benefits of city living and work together to diversify housing choices, affordability and income across all neighborhoods.
- Our housing policy goals should be to maintain and make the strongest market areas more inclusive, revitalize and strengthen middle market areas and stabilize and position weaker market areas for community development and job growth.

- Low-incomes are at the root of Rochester's housing affordability challenges, so we must work on job creation, economic development and workforce development in addition to housing policies to address our housing affordability issues.

## VACANT LANDS

- Half of the vacant parcels in Rochester are owned by the City
- All city-owned vacant lots are maintained at a "clean and green" standard, which exceeds what many cities have in place.
- The City should become more strategic in how it plans for and disposes of city-owned vacant land, taking guidance from the recommendations of the 2018 Citywide Housing Market Study.
- Until redevelopment is feasible, vacant land may present opportunities for creative, community-oriented interim uses (gardens, play spaces, art or beautification projects.)

## ARTS + CULTURE

- Rochester's arts and culture scene is diverse and strong
- Collaboration among artists, arts organizations, institutions, the City and philanthropic supporters is necessary to move community goals for arts and culture forward.
- We should aggressively promote Rochester as a City of the Arts and pursue policies and strategies that support that goal.
- Integrating public art into development projects and public spaces can help make Rochester a more beautiful city for all.

## HISTORIC PRESERVATION

- Rochester has one of the most historic housing stocks in the country and values its historic properties.



- Historic properties safeguard the city's heritage, stabilize and improve property values, foster civic pride, enhance the city's attraction of tourists and visitors and strengthen the economy.
- Owners of designated historic buildings can receive tax incentives to help rehabilitate their properties.
- Historic preservation efforts can be boosted through collaborations among the City, community partners, homeowners, property owners and developers.

## SCHOOLS + COMMUNITY CENTERS

- Schools and other community centers, like libraries and rec centers, play an important role in the health and vitality of neighborhoods.
- Highlighting the successes and assets of RCSD can help counter the dominant negative perception of City schools.
- The neighborhood/community school model focuses on building up schools as multi-purpose community centers that help bring a neighborhood together.
- Our community needs to pursue every option possible to improve educational outcomes and attract more young people and families to live in the city and get involved in our schools.
- Libraries are evolving into neighborhood resource centers that complement schools and offer a wide range of educational, community, technology, job training and other programming to meet the needs of the people they serve.

## PUBLIC HEALTH + SAFETY

- Everyone has the right to live in a safe, healthy and peaceful community.
- Community policing is a partnership between the Rochester Police Department (RPD) and the residents it serves.
- The RPD is dedicated to using the community policing model and to being transparent and accountable to the public.

- The Rochester Fire Department (RFD) has received the highest insurance rating achievable and is fully accredited, making it one of the most capable departments in the country.
- Public Health is a complex topic that is integrated into multiple sections of *Rochester 2034*.
- Access to health services and healthy food are two issues that are essential to community health and wellness and that the City would like to better address moving forward.

## COMMUNITY BEAUTIFICATION

- Rochester's river gorge, waterfronts and waterfalls, park system and historic neighborhoods make it a uniquely beautiful city.
- Preserving historic buildings and holding new development to high quality architecture, construction and urban design standards are key to protecting Rochester's character.
- In addition to its buildings, Rochester's public art, parks and natural resources also contribute to its beauty.
- Everyone deserves access to beautiful places, no matter what part of the city they live in.
- Clean Sweep and Keep Rochester Beautiful are important City-community partnerships to keep neighborhoods, parks and streets looking their best.

## NATURAL RESOURCES

- Rochester has an abundance of fresh water, which is a unique asset we should build on.
- The City of Rochester has been consistently awarded for having the best tasting drinking water in New York State.
- Stormwater infrastructure and regulations protect water quality and prevent flood damage.
- A healthy urban forest is an important part of the City's infrastructure and essential for the well-being of residents.

# ROCHESTER 2034 KEY TAKEAWAYS

- Despite being an urban area, Rochester also provides valuable habitat to many animals and a portion of the Genesee River in the city has been designated a “coastal fish and wildlife habitat of state-wide significance” by New York State.

## PARKS, RECREATION, + OPEN SPACE

- Rochester has more than 3,500 acres of parks and public open space, including 35 miles of multi-use trails.
- Rochester’s park system is historic and nationally renowned.
- It is important to provide safe access to parks, trails and recreational amenities for all residents and to design programming that serves our diverse community.
- The City will work with community partners to explore new ways to maintain, activate and expand our network of parks and public spaces.
- Connecting parks facilities management and planning to recreational programming and stewardship improves the delivery of parks services to the community.
- Implementation of the ROC the Riverway Vision Plan will leverage the waterfront for economic and community development while also increasing public access to the River and parks system.

## CLIMATE CHANGE MITIGATION + ADAPTATION

- Local governments play an important role in preparing for and responding to the effects of climate change.

- The Rochester Climate Action Plan set a goal of reducing community-wide greenhouse gas emissions 40% below 2010 levels by 2030 and 80% by 2050.
- The City is now developing a Climate Change Resilience Plan to identify and prioritize specific climate change adaptation strategies we should pursue.
- The City is working to reduce greenhouse gas emissions associated with municipal operations (via city buildings, vehicle fleets, Lexington Solar Field, etc.) and grow access to renewable energy for city residents and businesses.
- It is important to pursue energy efficiency improvements and initiatives that switch residential and commercial buildings over to run on clean, renewable energy because buildings are a significant source of local emissions.

## URBAN AGRICULTURE + COMMUNITY GARDENS

- Community gardens can help meet a growing demand for locally-grown food, especially fresh produce.
- Beyond providing food, gardens bring people together, teach values and skills and beautify neighborhoods.
- Some urban soils may not be suitable for growing food for consumption.
- It can be difficult to find individuals or groups that can maintain a community garden for several years.



# ROCHESTER 2034 KEY TAKEAWAYS

- Creative new ideas and approaches should continue to drive City policy and community programming in support of community gardening and urban agriculture.

## TRANSPORTATION

- Thriving cities offer a diverse range of transportation choices and invest in quality infrastructure for walking, biking and public transportation (in addition to motor vehicles).
- Rochester has been a leader among mid-sized cities in adopting progressive, multi-modal transportation planning and engineering.
- Equity and safety should be key drivers of multi-modal transportation decision-making.
- An important part of encouraging transportation choices is to better integrate land use and transportation regulations and decision-making.
- With the growth of shared mobility services and emerging technologies, investing in better data and implementing “transportation demand management” strategies are important to help manage change and remain competitive.

## ECONOMIC GROWTH

- Rochester has a rich legacy of innovation in science, technology and manufacturing.
- Population loss and the decline of local industrial giants has negatively impacted the city and region.
- Reinvention requires creative and aggressive economic development strategies that are grounded in data and best practices and that build on the city’s unique assets.

- We need to focus on growing the number of businesses and employees located in Rochester and prepare a skilled workforce that can help attract and retain businesses.
- Restoring Downtown Rochester as our region’s economic core, revitalizing key neighborhood business corridors and supporting the development of non-traditional businesses throughout the city are all important.
- Rochester continues to have a relatively strong manufacturing sector that is well positioned to grow.

## WORKFORCE DEVELOPMENT

- Increasing employment and raising incomes of residents are top priorities for Rochester.
- The skills and readiness of the city’s workforce must match the kinds of jobs available.
- Successful training programs exist in the community today, but often struggle to connect to potential participants.
- Local workforce development partners must work together and stay current to best respond to a competitive and constantly evolving job market.
- Workforce development efforts should constantly strive to be inclusive and responsive to underserved populations.
- Rochester’s immigrant and refugee populations contribute to a diverse, entrepreneurial workforce.



# ROCHESTER 2034 KEY TAKEAWAYS

## TOURISM

- Tourism is an economic driver – an average visitor spends \$240-\$450 on Rochester hotels, restaurants, museums and shops each day.
- Rochester's variety of natural, historical, cultural and business assets are all things that can attract visitors.
- Better promotion of events and amenities can be enhanced through community partnerships.
- Tourism is an opportunity for residents to build community pride by showing off our unique identity and assets to visitors.

## CITY + NEIGHBORHOOD PROMOTION

- Rochester has a great story and the entire community must work together to make sure it is heard.
- Promotional efforts, like Celebrate City Living and Downtown Definitely, highlight the benefits of living and investing in the City and help to foster interest and excitement.
- By marketing and branding their neighborhoods, community organizations can help foster community pride and bring in new residents and businesses.
- More needs to be done to celebrate and promote school programming and successes in the RCSD.

## SMART CITY INNOVATIONS

- Rochester seeks to improve as a "smart" city, using information, smart infrastructure and communication technologies to better serve residents and businesses.
- Open data encourages innovation, civic empowerment and trust between City Hall and the people of Rochester.
- Access to high-speed internet and cellular technologies connects people to opportunities.

## IMPLEMENTATION + STEWARDSHIP OF ROCHESTER 2034

- *Rochester 2034* will be adopted by City Council and City Code will be modified to recognize and help implement *Rochester 2034*.
- *Rochester 2034* will inform City budget decisions and lay the groundwork to update the City's Zoning Code.
- The City plays an important role in helping to implement *Rochester 2034*, but it is a community-wide plan, not just a City plan.
- Successfully implementing *Rochester 2034* will take collaboration, funding, resources and commitment from the public and community partners in addition to City Hall.

## BUILDING COMMUNITY CAPACITY

- Everyone, regardless of age, gender, ability, language, culture, or housing situation should have access to participating in achieving the goals of *Rochester 2034*.
- Public participation is essential to informed decision making.
- Collaboration among government, residents, businesses, neighborhood groups and community development partners make it possible to pool knowledge, balance interests, reduce conflict and sustain engagement.
- Neighborhood and community organizations are critical partners to implement *Rochester 2034*.
- Many neighborhood groups could benefit from additional support, resources and/or technical assistance to better engage and represent the people and areas they serve.

# HOW DOES *ROCHESTER 2034* GET IMPLEMENTED?

The City plays an important role in helping to carry out *Rochester 2034*, but **it is a plan for the community**, not just a plan for City Hall. Successful implementation will take funding, resources and commitment from the public and community partners in addition to City government.

- The Zoning Code and Map are updated to reflect the *Rochester 2034*.
- *Rochester 2034* informs the annual City Budget and drives the plans, programs and activities of City government.
- The Plan is used by community partners to inform their planning, advocacy, fundraising and work plans.



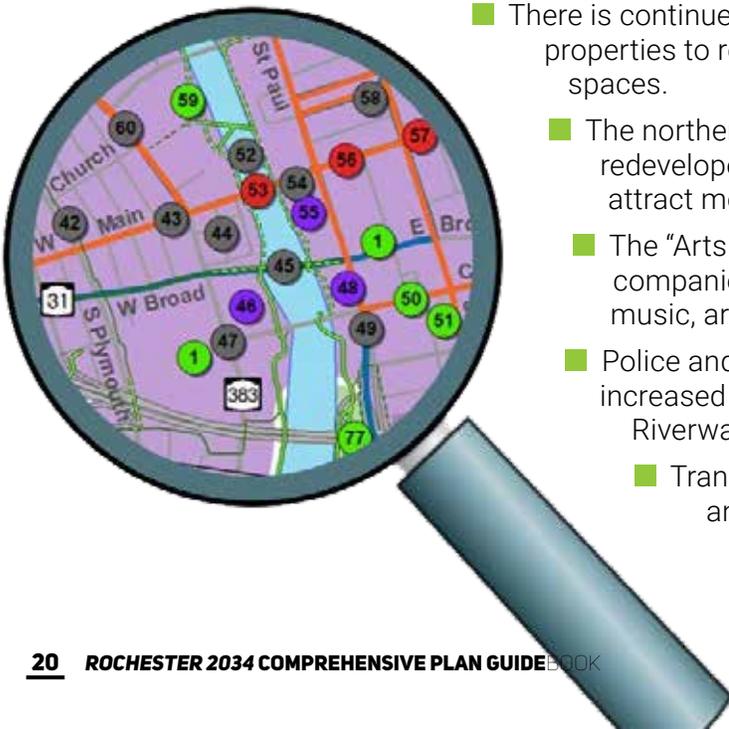
# IN FOCUS

Here, you can see how **Rochester 2034, if fully funded and implemented**, might impact the community. Several areas were randomly selected to demonstrate how implementation of the Plan could bring change to the **future of Rochester**. Areas were selected that are representative of many areas in the City so you can generally see how your community would be affected.

## Downtown

Downtown Rochester is the center of the city, as well as the region. This area is home to many businesses large and small, diverse housing choices, great public spaces and ample year round outdoor activity. Due to the area's significance, buses, bicycle lanes and vibrant streetscapes link people from all over Rochester to the heart of the city.

- Business are attracted to Downtown through advocacy, incentives and marketing.
- The residential population continues to grow and diversify, new residential development supports a wide range of affordability levels and housing type preferences.
- Numerous ROC the Riverway projects are completed, including the Aqueduct Terrace, riverfront spaces at the library, arena and convention center, creation of a downtown/riverfront management entity, improvements around High Falls and a completed Genesee Riverway Trail.
- More employers and employees want to be downtown. Firms are opening offices, filling in vacant spaces, resulting in low levels of commercial vacancy.
- Building on RTS's frequent bus service network, development is occurring where car-free or car-light households will be conveniently connected to downtown and other job centers. Bike share, e-scooters and other emerging modes contribute to flexible choices for getting around the area.
  - Streetscapes are enhanced along Main, State, Exchange and other key corridors to create a safe, walkable, beautiful downtown.
  - There is continued revitalization and investment of highly visible properties to rehabilitate dilapidated buildings and activate first floor spaces.
- The northern segment of the Inner Loop corridor is being redeveloped to improve neighborhood access to downtown and attract more housing and businesses.
- The "Arts in the Loop" initiative enables and encourages various companies and organizations to activate downtown spaces with music, art, technology and other programming.
- Police and fire resources are increased to accommodate the increased activity along the Genesee River as part of the ROC the Riverway initiative.
- Transitional employment programs connect panhandlers and other residents facing major life transitions (homelessness, re-entry, recovery) with simple, low-skill, short-term job opportunities as a pathway to employment.



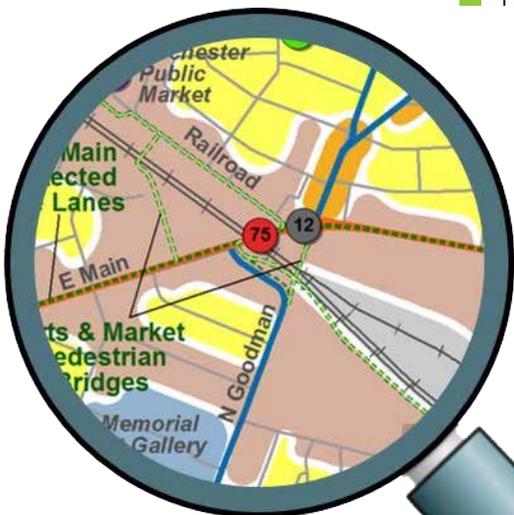


# IN FOCUS

## East Main + North Goodman

If *Rochester 2034* is fully funded and implemented, this busy gateway hub is an eclectic mix of growing businesses and diverse housing choices. Benefitting from its adjacency to the popular City of Rochester Public Market, food-based businesses are taking advantage of the flexible zoning nearby to establish and grow. Buses, bicycle lanes and vibrant streetscapes link people in area neighborhoods to downtown and across former barriers like the CSX railroad tracks and the Main Street Bridge.

- Area businesses and entrepreneurs have greater access to business assistance, creating more vibrancy along E. Main and N. Goodman Streets.
- Building on E. Main's frequent bus service, development is occurring where people without cars will be conveniently connected to downtown and other job centers. Bike share, e-scooters and other emerging modes contribute to flexible choices for getting around the area.
- Private and public placemaking efforts along E. Main and N. Goodman Streets are improving the pedestrian environment through coordination, community policing, attractive streetscape amenities and better building and façade design.
- Building upon the existing arts community, artists and creative businesses are integrated into economic development efforts to test, incubate and grow emerging business types.
- Working in partnership with the community and the City, RTS is improving key bus stops and linking them with other transportation amenities like bicycle facilities.
- The City of Rochester Public Market is thriving as an incubator for small businesses in Rochester, particularly for businesses in craft production, small scale food processing and food service.
- A series of trails and pedestrian bridges provide bikeable and walkable connections from the Public Market to surrounding neighborhoods.
- As a result of the City Parks and Recreation Master Plan, the University/Merriman Playground and Fourth and Peck Street Park are offering programming and facilities that meet the needs of the surrounding residents.
- Neighborhood gateway signs, banners, public art and wayfinding signs help promote area neighborhoods and provide a sense of pride for residents.





# IN FOCUS

## Thurston + Ravenwood

If *Rochester 2034* is fully funded and implemented, the Thurston corridor re-emerges as a healthy, neighborhood-scale business district with strong connections to the surrounding quiet streets of the 19th Ward. The area benefits from its proximity to parks and trails along the Genesee River and Erie Canal, the University of Rochester and the historic residential neighborhoods surrounding it, where homeownership is growing and revitalization is underway.

- The City, Land Bank, development partners and lenders work to strengthen homeownership, private reinvestment and community wealth building in the surrounding neighborhood.
- Revised zoning regulations allow for greater flexibility and creativity in building re-use, increasing the likelihood of re-occupying vacant spaces.
- Thurston Road is a more welcoming and vibrant place to shop, eat and open a business, thanks to public and private placemaking efforts resulting in façade improvements, streetscape enhancements and strengthened community policing. Parking minimums are no longer a barrier to opening a business.
- Partnerships and linkages are fostered at Schools #10 and #16, strengthening their capacity to serve as neighborhood schools and community hubs.
- Thurston Road businesses and area entrepreneurs have greater access to business assistance, creating more vibrancy along the corridor.
- Aberdeen Square is activated with diverse community programming, such as free exercise and dance classes, reading or knitting groups and neighborhood pot-lucks.
- A “zoning for jobs” initiative and the creation of more flexible business development programs supports the creation of more home-based occupations and businesses in residential districts.
- Homes that did not previously conform to the Zoning Code, making it difficult for owners to get financing or sell their property, are now conforming.
- Historic housing tax credits are aggressively promoted as a resource to help residential and commercial property owners re-invest in their assets.
- Through neighborhood collaboration and leadership, the area has a strong brand that is a source of pride and that is used to draw positive attention and interest in the neighborhood.





# IN FOCUS

## Norton + Hudson

If *Rochester 2034* is fully funded and implemented, Hudson Avenue is a heavily used bus corridor developing into a street of mixed uses and strong connections to the surrounding neighborhood. Public art, community gardens and playful sidewalks are contributing to the revitalization of the residential community, along with active community groups.

- Vacant city-owned land is more readily available for community gardens.
- Revised zoning regulations permit urban agriculture and gardening, providing fresh food, entrepreneurial opportunities, community building and workforce development opportunities.
- A new community solar installation is operating and lowering energy costs for surrounding resident subscribers.
- Students at Franklin are engaged in their neighborhoods and have access to park space that has facilities and programming that meet their needs.
- Building on Hudson Avenue's frequent bus service, development is occurring where people without cars will be conveniently connected to downtown and other job centers. Bike share, e-scooters and other emerging modes contribute to flexible choices for getting around the area.
- Area businesses and entrepreneurs have greater access to business assistance, creating more economic opportunity along Hudson Avenue and Norton Street.
- Private and public investment along Hudson Avenue and Norton Street are improving the pedestrian environment through coordination, community policing, attractive streetscape amenities and better building and façade design.
- The neighborhood is taking advantage of the Neighborhood Tool Kit and, with assistance from the City Planning Office, having prepared a neighborhood plan outlining its goals and strategies for advocacy, branding and marketing.
  - The Pulaski Library has been redeveloped after intentional marketing to attract neighborhood-supportive development.

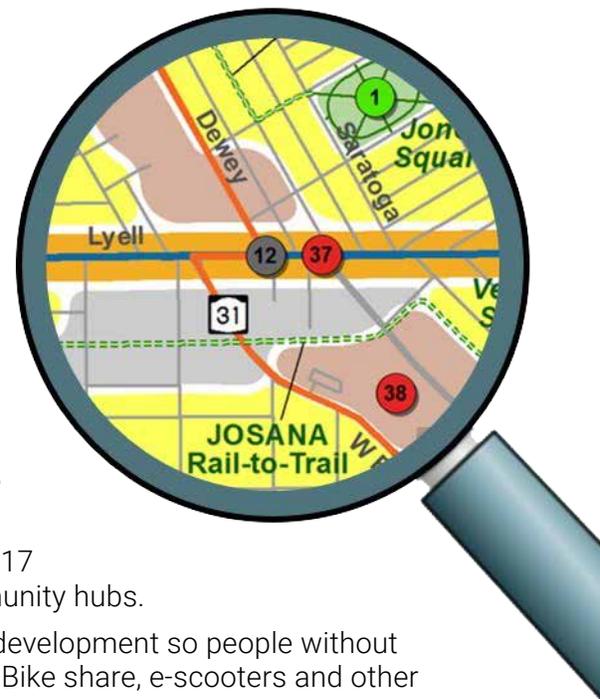


# IN FOCUS

## Lyell + Dewey

If *Rochester 2034* is fully funded and implemented, the area around the intersection of Dewey Avenue and Lyell Avenue is a hub of activity and revitalization. The area benefits from the number of people that travel through this area every day by bicycle, car, bus and walking. Buildings are being reoccupied with a mix of growing businesses and loft housing. The residents feel connected to the Genesee River and Downtown through improved streetscapes and trails.

- Revised zoning regulations provide legacy industrial buildings the flexibility for reuse to facilitate redevelopment and occupancy.
- New trail segments connect neighborhoods to the Genesee Riverway Trail, allowing residents to have access to the river, ROC the Riverway investments, MCC and Downtown.
- Partnerships and linkages have been fostered to strengthen Schools 17 and 30 in their capacity to serve as neighborhood schools and community hubs.
- Lyell Avenue has frequent bus service and higher-density mixed-use development so people without cars are conveniently connected to downtown and other job centers. Bike share, e-scooters and other emerging modes contribute to flexible choices for getting around the area.
- Lyell Avenue businesses and area entrepreneurs have greater access to business assistance, creating more economic opportunity along the corridor.
- Private and public investment along Dewey and Lyell Avenues are improving the pedestrian environment through coordination, community policing, attractive streetscape amenities and better building and façade design.
- The stadium serves as a multipurpose community athletic facility that provides the neighborhood, city and region's youth and families with a valuable amenity.
- The Tent City and Orchard Whitney sites have been redeveloped after intentional marketing for a job-generating and neighborhood-supportive development.
- Through neighborhood collaboration and leadership, the area has a strong brand that is a source of pride and that is used to draw positive attention and interest in the neighborhood.
- Residences of up to 4 units are allowed in areas where only single-family homes were once allowed, providing additional affordable housing units and making it easier for residents to build wealth.
- Homes that did not previously conform to the Zoning Code, which made it difficult for owners to get financing or sell their property, are now conforming.
- Jones Square and the stadium are part of a Parks and Recreation Master Plan that the neighborhood participated in to help inform programming and facility design.



# COMMUNITY INPUT



## PUBLIC COMMENT

“Wellness, community and public health are intricately tied to a community’s ability to thrive.”

## PUBLIC COMMENT

“Turn vacant lots into community green space such as gardens, tree landscapes, rock formations, community art and music space for expression through performance. Give all Rochester people healthy quality city living.”



## PUBLIC COMMENT

“Create policies that directly allow entrepreneurs to make use of vacant space for urban agriculture.”



## PUBLIC COMMENT

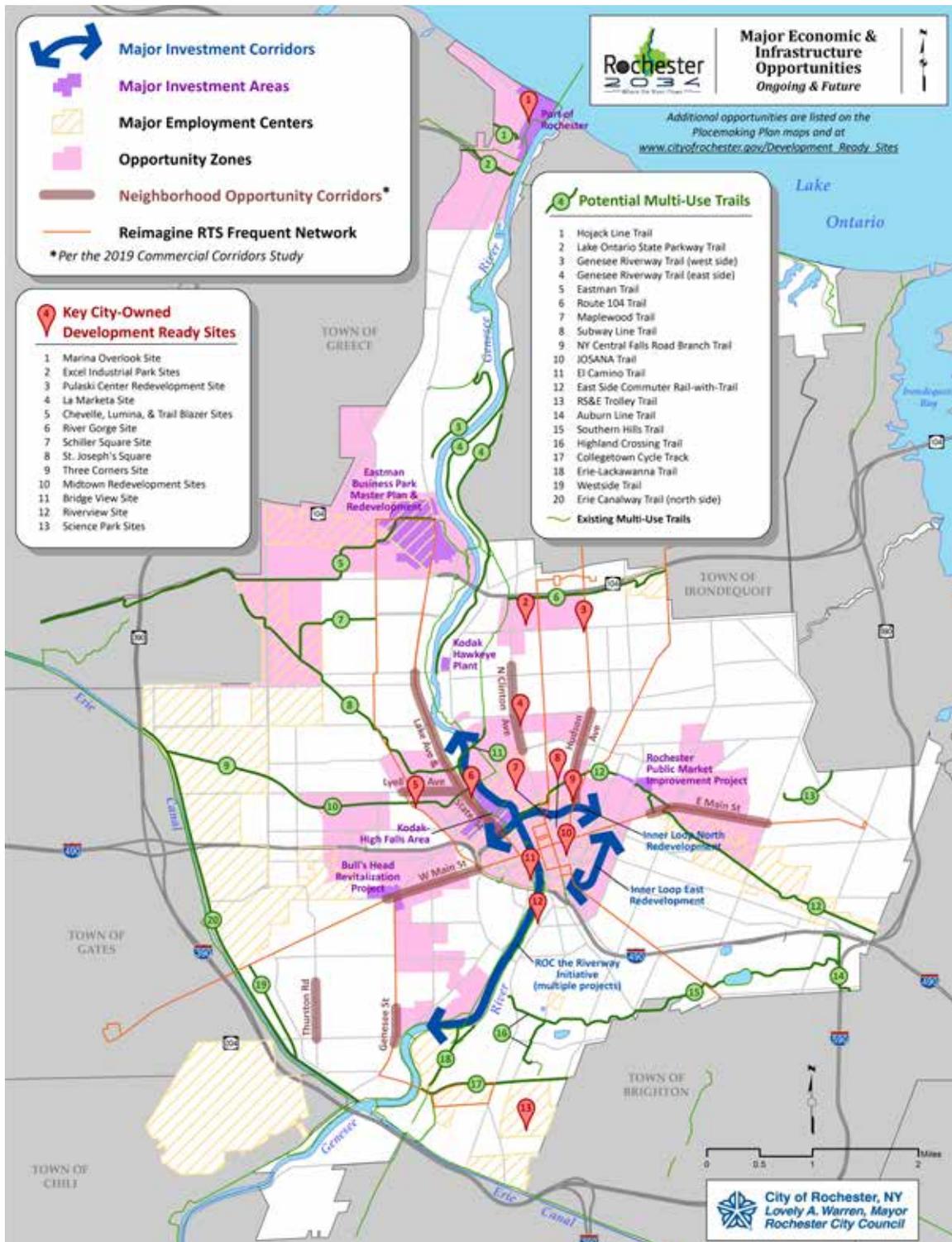
“I think beautifying our city is one of the most important things we can do. By commissioning local artists the city supports local culture and local history, as well as creates a draw for people visiting the city.”

## PUBLIC COMMENT

“Schools are reflective of the community in which they are. If the community is strong, the school will be as well.”

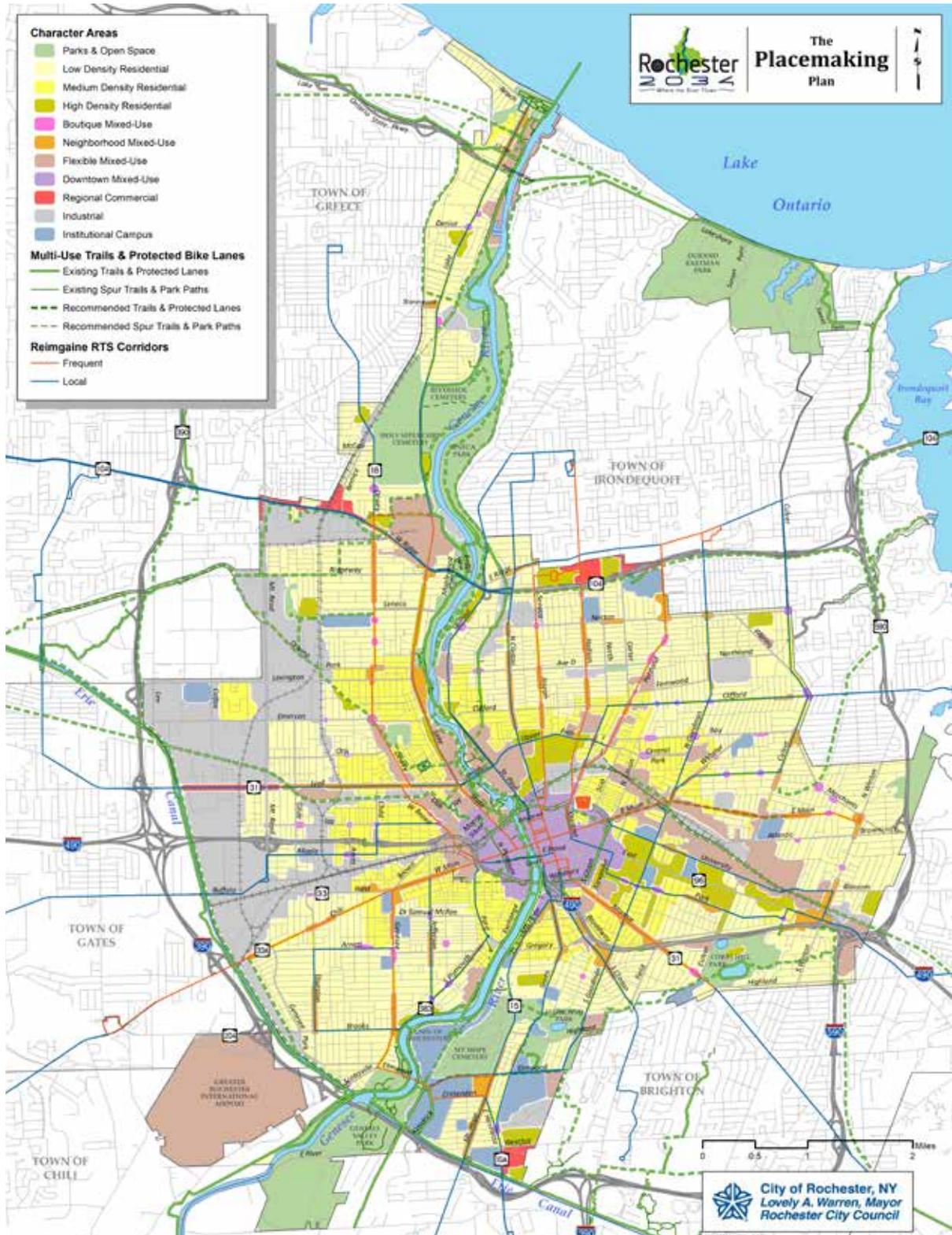
# MAJOR ECONOMIC + INFRASTRUCTURE OPPORTUNITIES

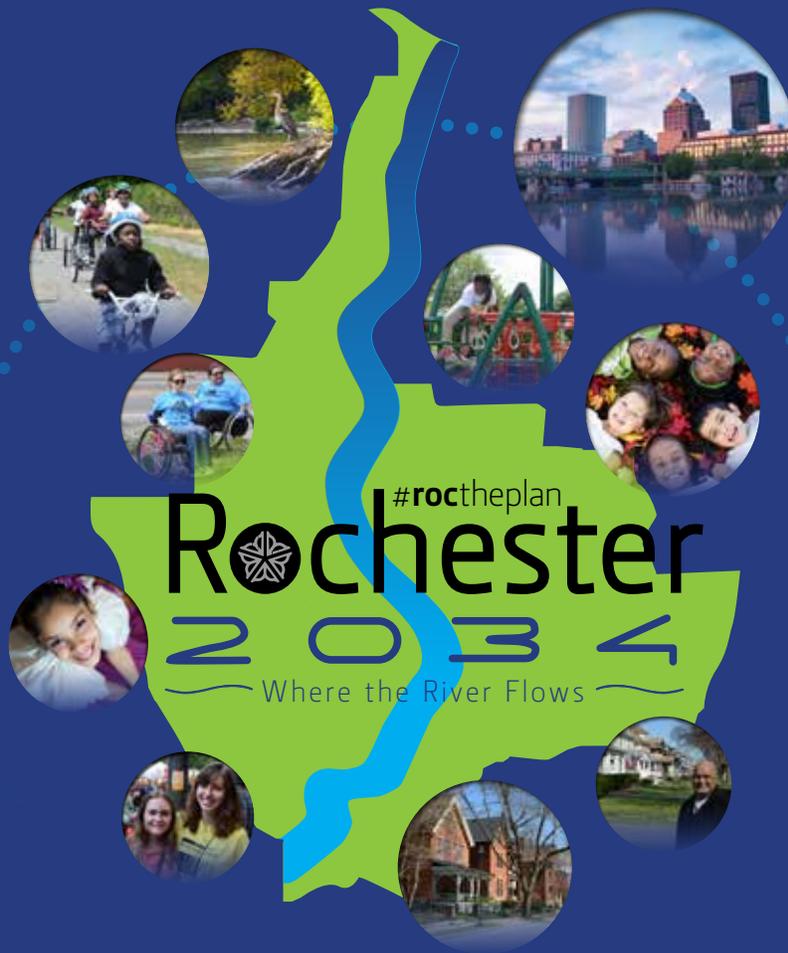
This map, as part of the Economic Growth section, highlights some major economic and infrastructure opportunities in Rochester, both current and near future. It represents a balance of downtown and neighborhood investments as well as public and private projects. It also illustrates the importance of high frequency transit service that connects neighborhoods to downtown and other employment centers. Smaller scale projects and development opportunities can be found at [www.cityofrochester.gov/ProjectsAndPlans](http://www.cityofrochester.gov/ProjectsAndPlans) and [www.cityofrochester.gov/development\\_ready\\_sites](http://www.cityofrochester.gov/development_ready_sites).



# THE PLACEMAKING PLAN

Rochester 2034 includes a Placemaking Plan that serves as both the future land use plan and an investment guide to other elements that contribute to placemaking. The map below shows a vision for where different land uses should be focused throughout the city, as well as the transportation network that is inter-related with those land use decisions. More detail can be found in Initiative Area 2, The Placemaking Plan, including recommendations for park improvements, infrastructure investments, upgrading community facilities and creating better connections to the Genesee River.





**You can find the entire Plan online at [rochester2034.com](http://rochester2034.com).**  
Hard copies of the Plan are also available at your local library.

 City of Rochester, NY

Produced by the City of Rochester Communications and Special Events Bureau, and the Office of Planning. 2019