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



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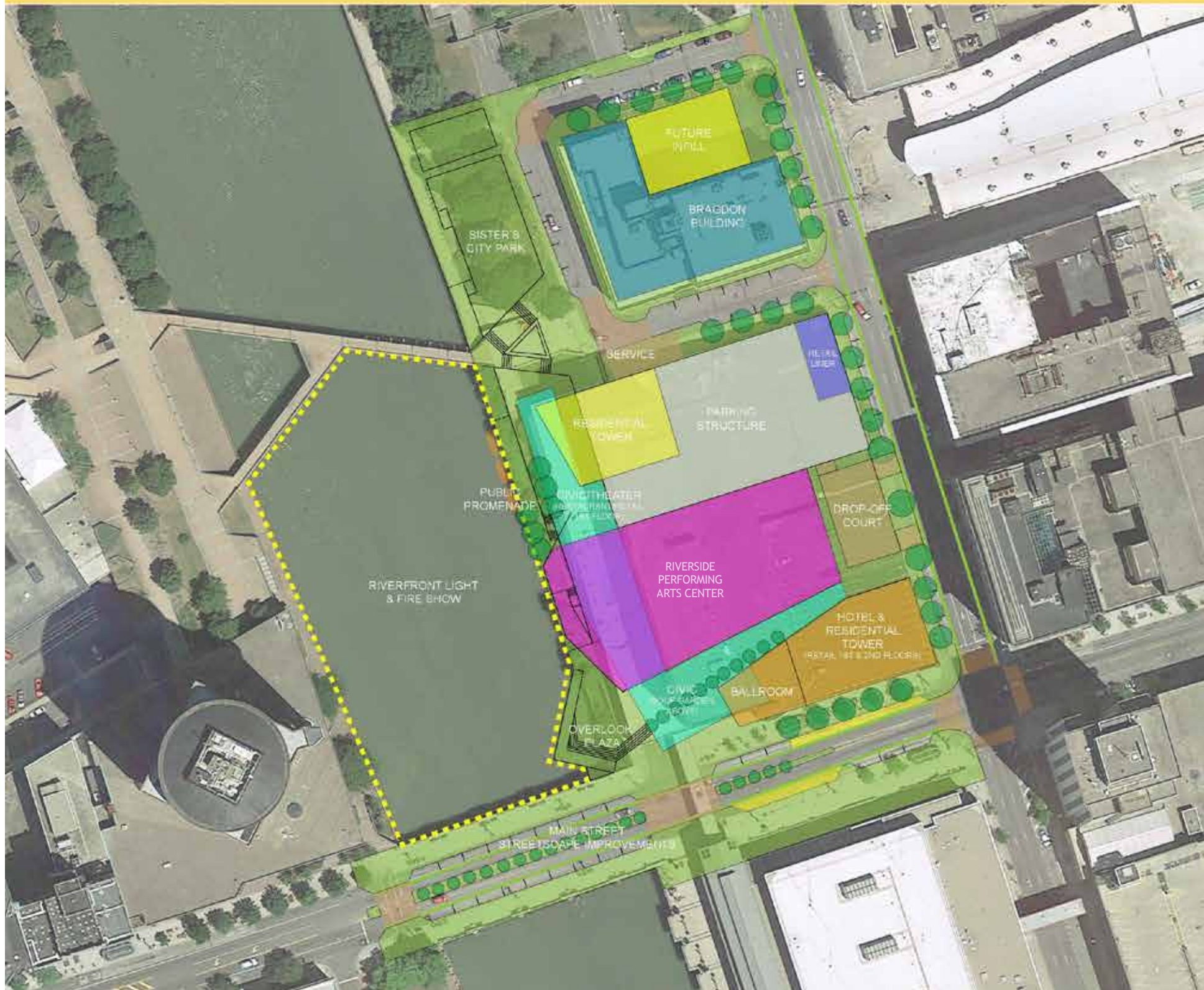
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RIVERSIDE PLACE





- 3,000 seat RBTL Performing Arts Theater
- 500 +/- Seat Theater
- 250 +/- Room Hotel (lower floors of high-rise tower) with event spaces
- 200 +/- Housing Units (Two Phases with a Portion of Affordable Units)
- 50,000-60,000 SF of combined retail, event, fitness, spa, lobby, and grand foyer space
- Over 600 linear feet of dynamic riverside walk-way & entertainment space
- 480 Space Parking Structure

The Riverside Hotel site is at the epicenter of downtown Rochester's revitalization potential...

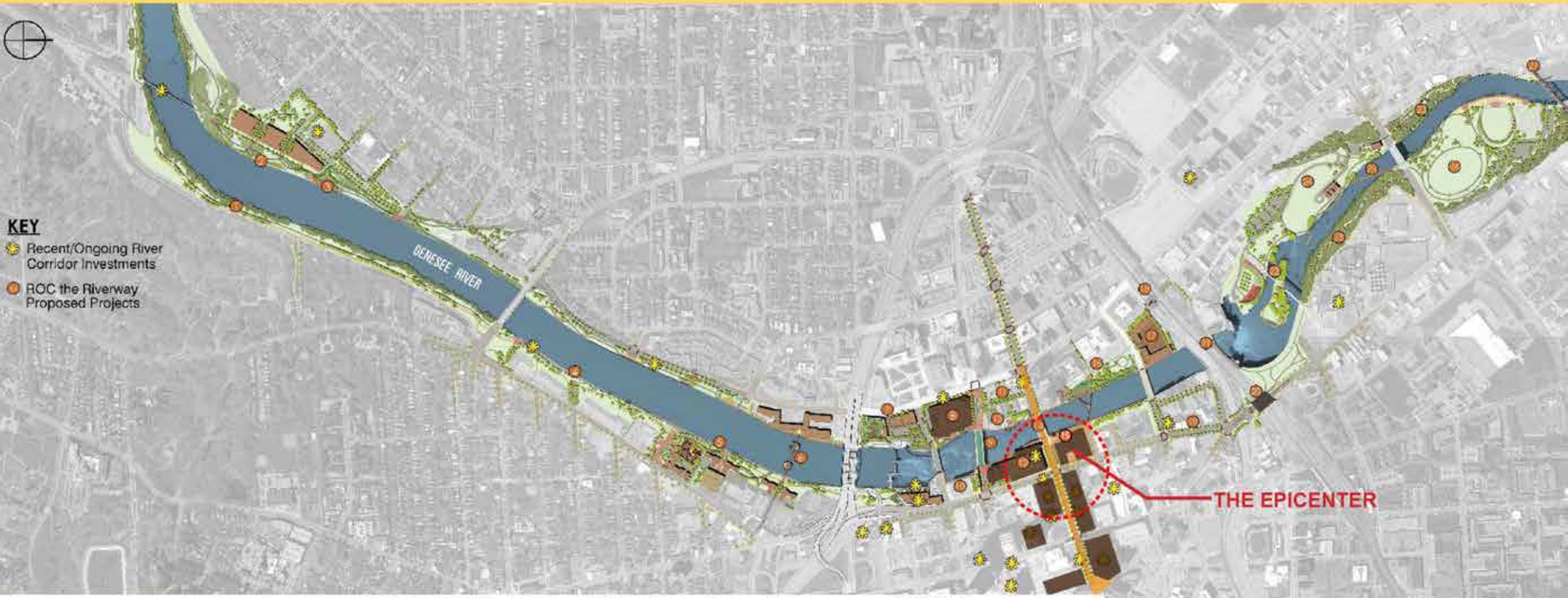
The site can support the development of the highly anticipated RBTL downtown Performing Arts Center in addition to an exciting mix of entertainment, hotel and residential activity. Our team has aggressively worked to confirm the physical and economic feasibility to place the PAC at Riverside Place. The following test suggests a great fit, in a bold and iconic way!



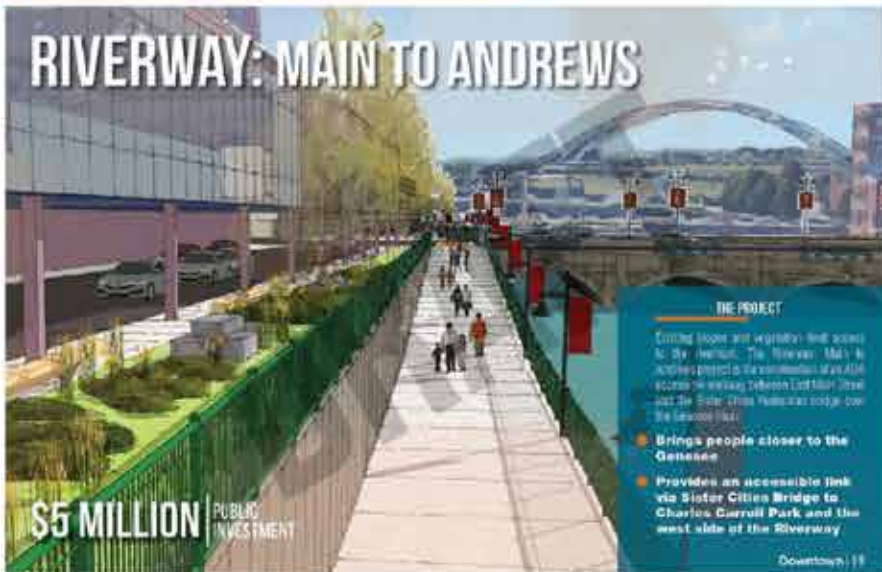
ROC THE RIVERWAY

1. Recharging the Trail
 2. Restore the Shore
 3. Water Landings
 4. Genesee Gateway
 5. Link to the River
 6. Bridge the Genesee
7. Riverside Development
 8. Arena on the River
 9. Aqueduct Re-imagined
 10. Library North Terrace
 11. Childs Basin
 12. ROC Convention Expansion
 13. Riverway Broad to Main
 14. Main Street Resurgence
 15. Riverway Main to Andrews
 16. Charles Carroll Plaza
 17. Riverfront Reborn
 18. Mill Street Connection
 19. Bridge the Loop
 20. Welcome Connection
21. Over the Falls Bridge
 22. Preserving Pont de Rennes
 23. Tree Top Trail
 24. Bee Bee Flats
 25. Connect the Gorge
 26. High Falls Adventure
 27. Running Track Bridge
 28. Downtown / Riverfront Management Entity
(Not on Map)

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RIVERWAY: MAIN TO ANDREWS



The Rose Center FOR PUBLIC LEADERSHIP

NATIONAL LEAGUE
OF CITIES

Urban Land
Institute

Conclusions

- Downtown should be a place for all Rochesterians
- Embrace incremental retail success on Main Street today with a laser focus on long-term diversity
- Downtown has a parking allocation and culture challenge to solve for, not a capacity challenge
- Focus first on access, programming and design priorities to connect and activate the riverfront and Main Street
- Transformative success can only be achieved through bold leadership that creates a new culture of collaboration for a new Rochester



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