



# West Main Street

Steering Committee Meeting #2

*December 16, 2020*



*Photo credit: Robert Torzynski*



*Photo credit: Richard Margolis*

# Introductions

- What is your name?
- Who are you representing?
- How are you connected to West Main Street?
  - New steering committee members only

# Welcome New Steering Committee Members!

- **Ronalyn Pollack**, Native Resource Center
- **Luvon Sheppard**, Joy Gallery
- **Kelsey Mulcahy**, DePaul - Carriage Apartments Property Manager
- **Mary Staropoli**, ReConnect ROC
- Susan B Anthony Museum
- **Antonios Shenouda**, St Peter and St Paul Coptic Orthodox Church
- **Mercedes Phelan**, Citizens Action of NY
- **Justin Long**, Center for Disability Right
- **Shawn**, Teen Empowerment

# Role of the Steering Committee

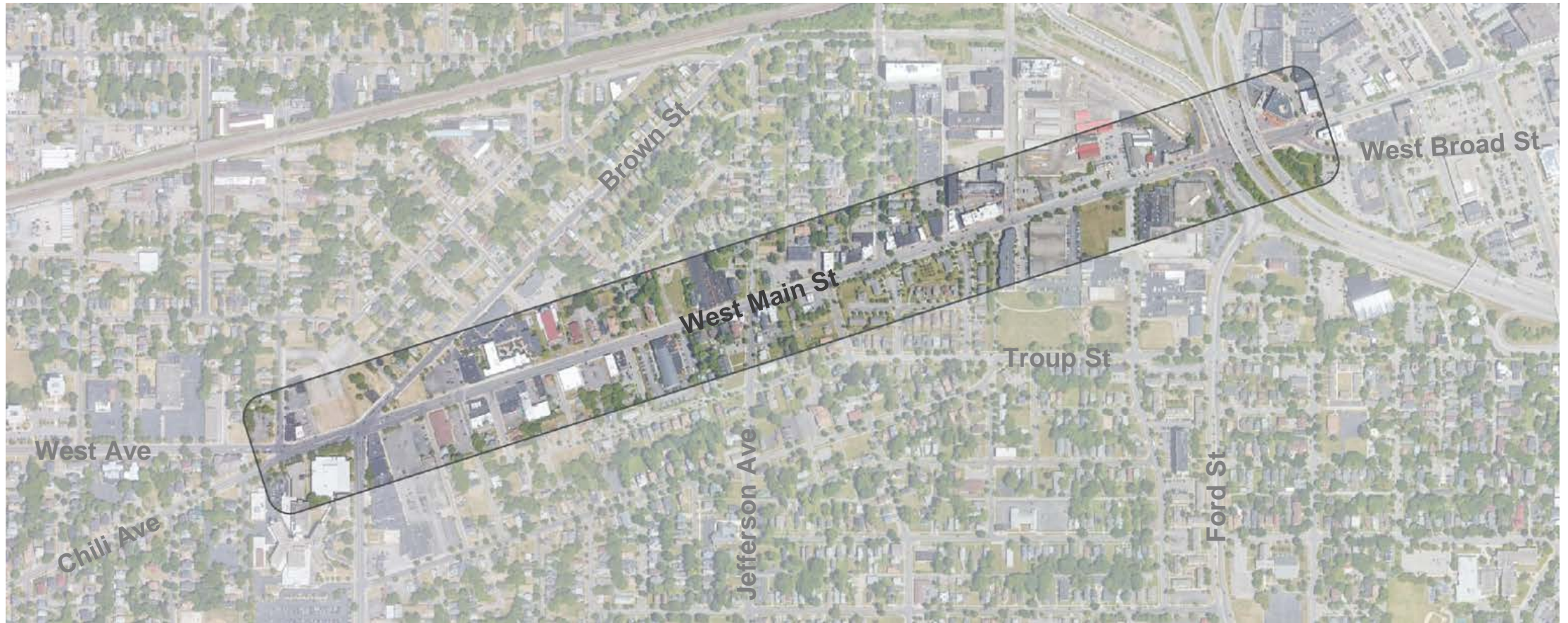
- **Guide the process of co-creation**
  - Informing the process by which the community will create a cohesive vision for West Main Street
- **Connect the project and team to the community**
  - Sharing project information through networks
  - Providing the team with relevant information to guide strategy for reaching out
- **Share expertise on the area and relevant subject matters**
  - Inform the direction of recommendations based on your subject expertise and lived experiences



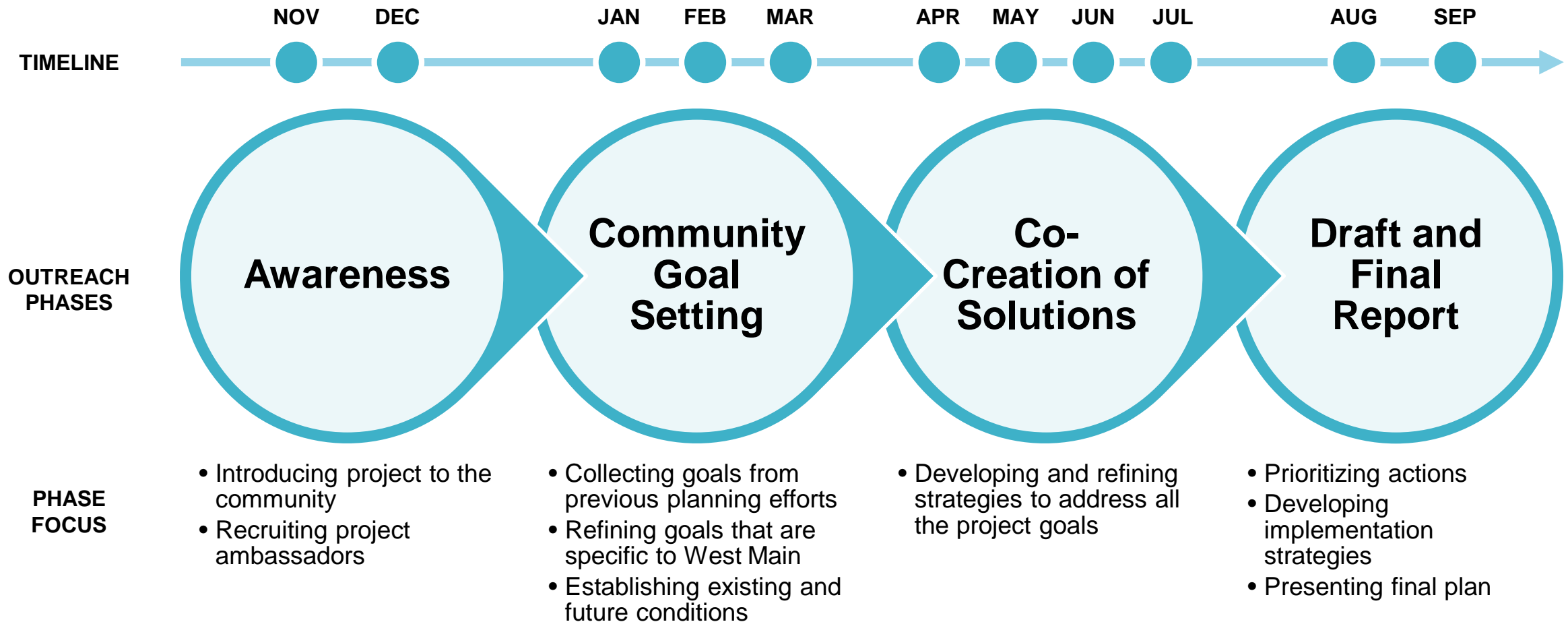
# What We Covered Last Meeting

- Introduced Project
  - Geographic area: West Main Street from West Broad to Chili Ave
  - Project focus: developing an actionable plan for the physical, social, and economic future of West Main street
- Project Team and Steering Committee Member Introductions
- Discussed and took suggestions for changes/additions to the steering committee
- Discussed and took suggestions for revisions to the Public Engagement plan

# Project Area



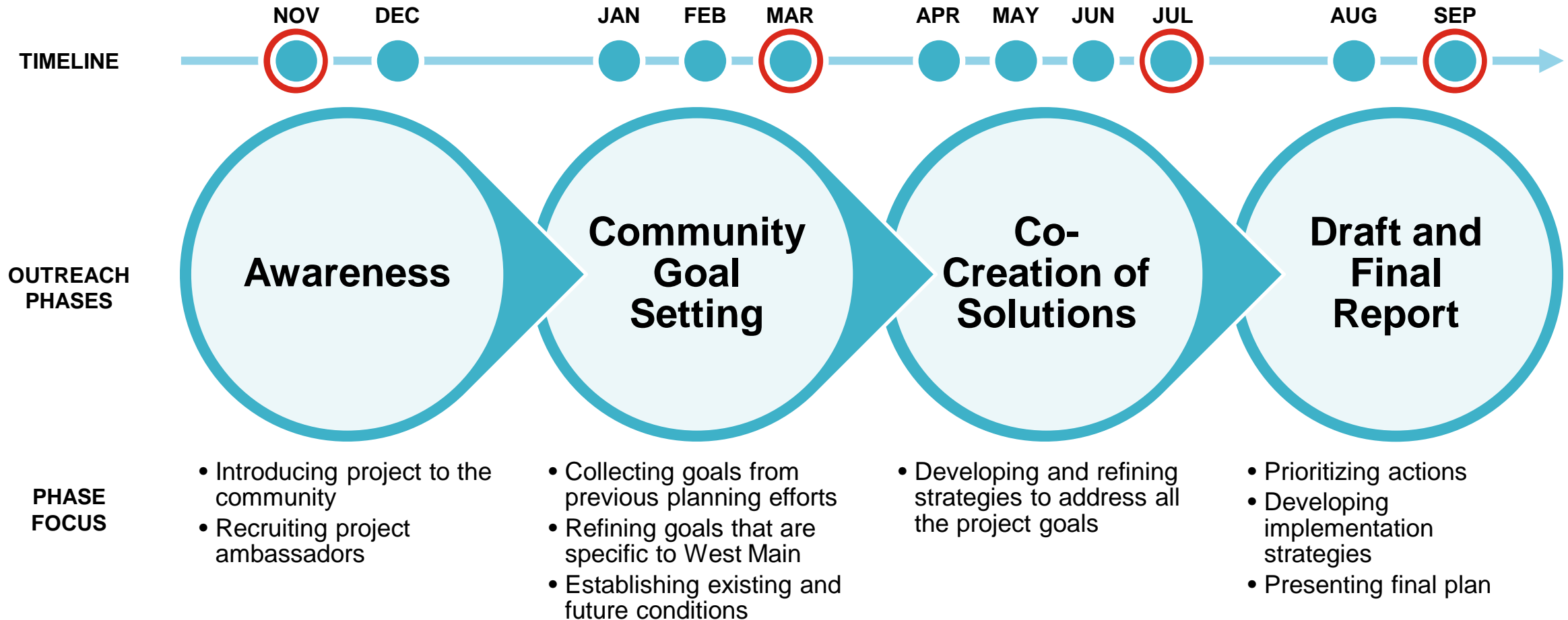
# Outreach Timeline



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## Project Deliverables

1. Public Engagement Plan
2. Existing Conditions and Needs Assessment
3. Design Alternatives and Recommended Strategies
4. Final Vision and Implementation Plan





# Upcoming Outreach Details

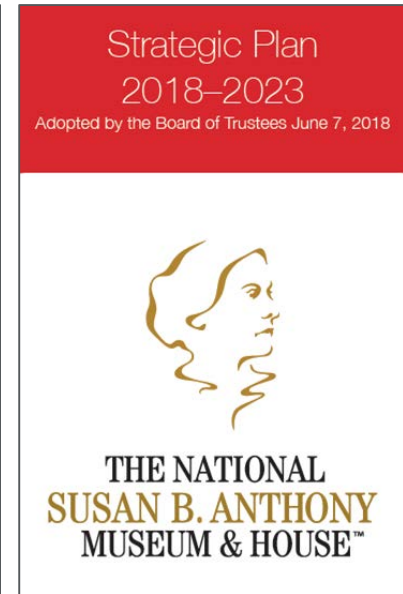
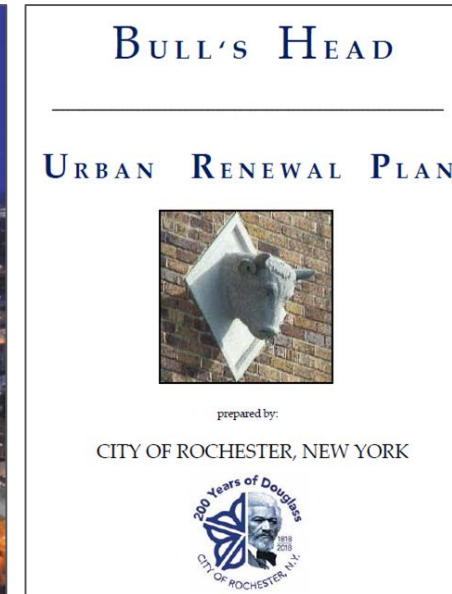
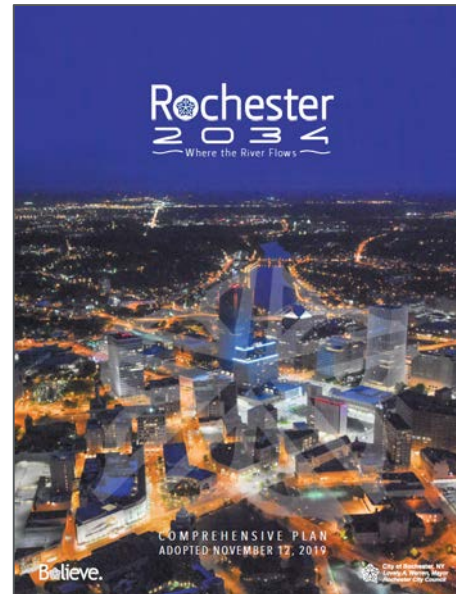
- December
  - Create list of Project ambassador candidates
  - Complete Virtual Door-to-door outreach
- January
  - Present Project goals to the community

# Outreach Update

- Phone Banking Results
  - We've made about 50 calls, collected 130 phone numbers and 150 email addresses so far
- Pop-up site options
  - Many of the businesses we called were willing to host pop-ups, so we may take a distributed approach.

# Draft Goals and Project Framework

- Structure
  - Building on Rochester 2034 guiding principles as foundation
    - Goals nested under principles from 2034
- First attempt to define goals in an iterative process
- Built on and derived from other planning processes



# Rochester 2034 Placemaking Principles





# Goals Discussion/Iteration/Expansion

- Are there goals or outcomes that are missing?
- Is racial and social justice sufficiently established as the foundation for this process?
- Is the goal structure clear? How could it be improved?

**This is our starting point** – our next step is to engage the wider community to iterate on and confirm these goals

# Design at the Pedestrian Scale

## Project Goals:

- Pedestrian-scale design will invite people to experience the neighborhood identity [Placemaking Plan]
- Parks and open space will be connected to and accessible from the corridor [Rochester 2034 (Parks and Open Space, Transportation), Comprehensive Access and Mobility Plan]
- West Main will be an enjoyable and engaging place to walk [Reimagine RTS, Rochester 2034 (Transportation), Comprehensive Access and Mobility Plan, Placemaking Plan, Bull's Head URP]

# Create Beautiful Spaces

## Project Goals:

- Neighborhood identity will be reinforced and uplifted by the arts [Rochester 2034 (Arts + Culture), Placemaking Plan]
- Contaminated vacant land will be remediated for future redevelopment or reuse [Bull's Head URP]
- Trees and other landscaping will support air quality, stormwater management, and heat mitigation [Rochester 2034 (Natural Resources, Climate Change Mitigation and Adaptation), Reimagine RTS]
- Community gardening and urban agriculture will be opportunities for community-led reuse of vacant land [Rochester 2034 (Urban Agriculture and Community Gardens, Vacant Lands), Bull's Head URP]

# Provide Diverse Housing Options

## Project Goals:

- Quality affordable housing will be accessible in the neighborhood [Rochester 2034 (Housing), Placemaking Plan, Bull's Head URP]



# Celebrate Assets

## Project Goals:

- The neighborhood will have a recognizable and inclusive identity [Rochester 2034 (City + Neighborhood Promotion, Community Beautification), Placemaking Plan]
- The historic significance of the area, including the legacy of Susan B. Anthony, will be promoted and preserved [Rochester 2034 (Historic Preservation), Susan B. Anthony Museum and House Strategic Plan]

# Strengthen Multimodal Travel

## Project Goals:

- West Main will be safe and accessible for travel by people of all ages and abilities using any mode of travel [Rochester 2034 (Transportation, Public Health and Safety), Placemaking Plan, Bull's Head URP, CAMP]
- The corridor will provide a high-quality, quick, and comfortable experience for transit users [Reimagine RTS, Rochester 2034 (Transportation), CAMP, Placemaking Plan]
- West Main will enhance connectivity between and through the surrounding communities [Reimagine RTS, Rochester 2034 (Transportation), CAMP, Placemaking Plan]

# Focus Growth

- Small businesses and local jobs will grow in number [Rochester 2034 (Economic Growth), Bull's Head URP, Reimagine RTS]
- Vacant land will be strategically positioned for redevelopment or reuse [Rochester 2034 (Vacant Lands), Bull's Head URP]
- Existing assets will be leveraged and celebrated to support economic growth [Placemaking Plan, Reimagine RTS]

# Rochester 2034 Placemaking Principles





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# Build Community Capacity and Ownership

- Community organizations and residents will be empowered to play a role in implementing the vision for West Main [Rochester 2034 (Building Community Capacity)]
- Young people in the surrounding communities will be involved in implementing the vision for West Main [Rochester 2034 (Building Community Capacity)]

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# Wrap Up & Next Steps

## Project Team

- Refine goals
- Prepare first community survey to continue iteration and engagement on goals

## Steering Committee

- Think about how you will get the word out about the project as we move into the Community Goal Setting phase