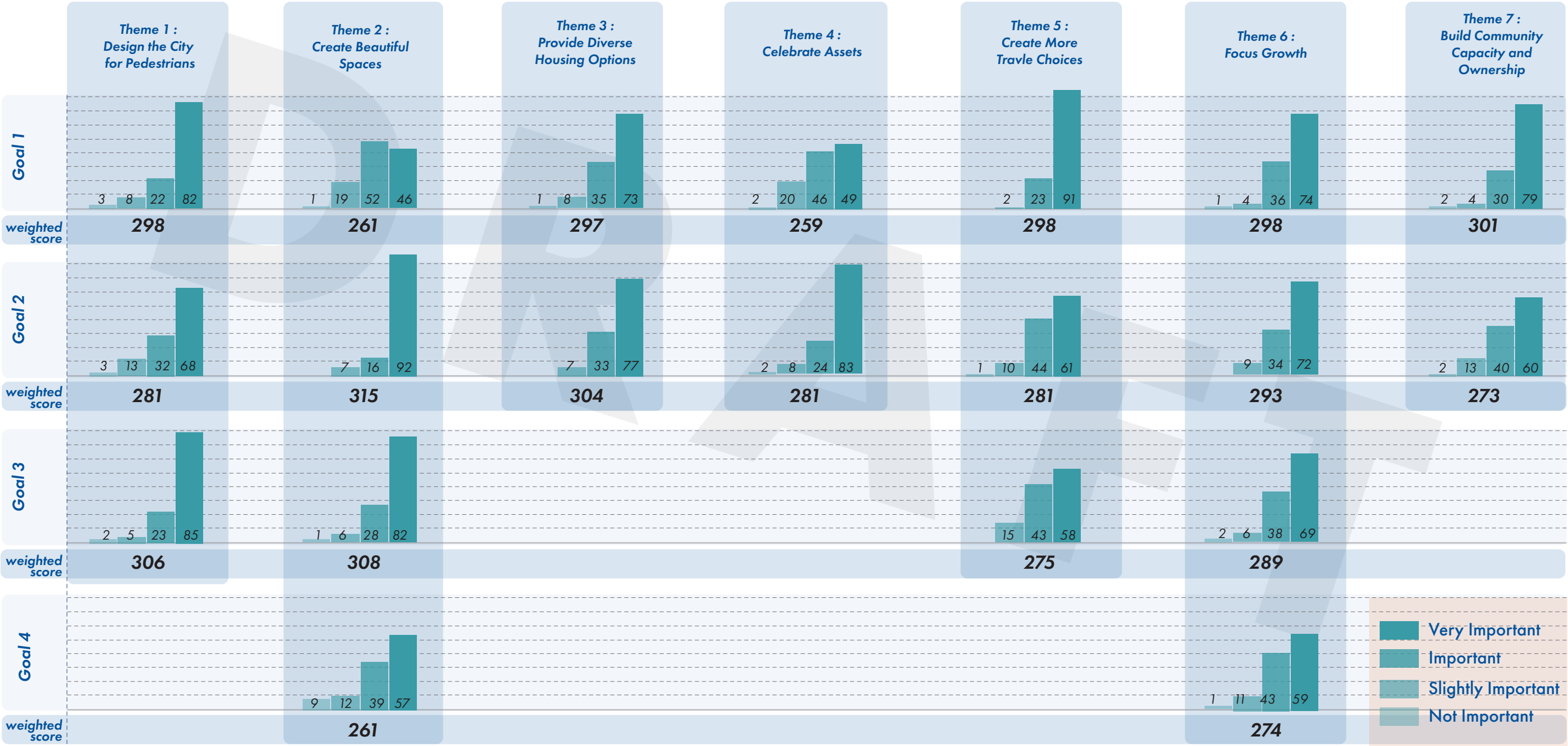


Existing Goals Ratings

* Note : This is the table that shows number of community votes of each goals from Survey 1 with a weighted tally score for each. The tally was calculated by giving each vote a certain number of points based on their answer, which were then added together to give each goal a total “weighted score.” Points were distributed based on the following point schedule : Very Important = 3 points Important = 2 points Slightly important = 1 point Not important = 0 points



Top Ranked Goals

*Note : The highest ranked goals from survey #1 are highlighted in orange. These are goals that received the highest overall scores in each thematic category. Some of the goals are dropped out to better focus on the community's priority goals for the project.

	Theme 1 : Design the City for Pedestrians	Theme 2 : Create Beautiful Spaces	Theme 3 : Provide Diverse Housing Options	Theme 4 : Celebrate Assets	Theme 5 : Create More Travel Choices	Theme 6 : Focus Growth	Theme 7 : Build Community Capacity and Ownership
Goal 1	Pedestrian-scale design will invite people to experience the neighborhood identity.	Neighborhood identity will be reinforced and uplifted by the arts.	Quality affordable housing will be accessible in the neighborhood.	The neighborhood will have a recognizable and inclusive identity.	West Main will be safe and accessible for travel by people of all ages and abilities using any mode of travel.	Small businesses and local jobs will grow in number.	Community organizations and residents will be empowered to play a role in implementing the vision for West Main.
weighted score	298	261	297	259	298	298	301
Goal 2	Parks and open space will be connected to and accessible from the corridor.	Contaminated vacant land will be remediated for future redevelopment or reuse.	The neighborhood will offer a mix of housing choices which meet the needs of individuals and families in all phases of life.	The historic significance of the area, including the legacy of Susan B. Anthony, will be promoted and preserved.	The corridor will provide a high-quality, quick, and comfortable experience for transit users.	Vacant land will be strategically positioned for redevelopment or reuse.	Young people in the surrounding communities will be involved in implementing the vision for West Main.
weighted score	281	315	304	281	281	293	273
Goal 3	West Main will be an enjoyable and engaging place to walk.	Trees and other landscaping will support air quality, stormwater management, and heat mitigation.			West Main will enhance connectivity between and through the surrounding communities.	Existing assets will be leveraged and celebrated to support economic growth.	
weighted score	306	308			275	289	
Goal 4		Community gardening and urban agriculture will be opportunities for community-led reuse of vacant land.				Future development will support high-quality and frequent bus service.	
weighted score		261				274	

**Note : Goals from Survey #1 were then condensed and reneled to incorporate community priorities from Survey #1. In Survey #2, we will ask the community to let us know if they feel these revised goalsmatch the priorities and needs of their community.*

IMPROVE and EXPAND Accessibility and Connectivity

GOALS

- 1.**
Provide a high-quality experience for people taking the bus by improving bus stops.
- 2.**
Provide safe and accessible spaces for pedestrians and bicyclists of all abilities.
- 3.**
Provide a comfortable walking experience with streetscape improvements including street trees, lighting, benches, and flower boxes.

SUPPORT and FOSTER Sustainable Communities

GOALS

- 1.**
Expand and maintain clean, safe, and accessible sidewalks.
- 2.**
Find temporary uses for vacant land before it's permanently developed or reused.
- 3.**
Support existing businesses by expanding existing small business programs, and increase local job opportunities through workforce training and development.
- 4.**
Support and expand high quality affordable housing opportunities and create strong anti-displacement policies before making major investments.

**Note : Goals from Survey #1 were then condensed and reneled to incorporate community priorities from Survey #1. In Survey #2, we will ask the community to let us know if they feel these revised goalsmatch the priorities and needs of their community.*

CELEBRATE and PROMOTE **History, Culture, and Legacy**

GOALS

- 1.**
Empower community organizations and residents to lead the development and implementation of the vision for West Main.
- 2.**
Acknowledge, promote, and preserve elements of cultural significance - including the legacies of Susan B. Anthony, Frederick Douglass, and other leaders – while enhancing their relevance for current residents.
- 3.**
Uplift the neighborhood by funding and promoting creative, community-oriented activities including street murals, sculptures, festivals, and other artistic expressions.

**Note : This vision statement for West Main was drafted based on the priorities that emerged from Survey #1. With Survey #2, we will ask the community to confirm or recommend changes to this draft vision statement to solidify the community's intention for West Main and guide the rest of the process.*

The West Main Multimodal Transportation and Place-making Plan is a transportation and public realm improvement effort rooted in an inclusive, community-based leadership and decision-making process.

The plan will focus on : (1) improving and expanding safety, comfort, and accessibility for people walking, biking, and taking the bus; (2) supporting and fostering sustainable economic activities and opportunities; and (3) celebrating and promoting the history, culture, legacy of surrounding communities.

**Note : This section contains the free-response answers collected from Survey #1 that were analyzed and incorporated into the revised goals for the project.*

DRAFT

Appendix

THEME : Design the City for Pedestrians

GOAL 1 (1.1)

Pedestrian-scale design will invite people to experience the neighborhood identity. [Placemaking Plan]

GOAL 2

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]

GOAL 3

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]

EMERGING GOALS

How would you change these goals? What other goals related to this theme do you have for West Main?

CULTURAL HERITAGE

- The area's significant cultural heritage and history will be celebrated with interpretive signage on walkways and trails will connect to historic sites such as the Anthony museum.
- A Susan B Anthony, Frederick Douglass & Underground RR exhibit
- There should be a combination of buildings that feature Rochester's history as well as nice shopping places, and cafes/other places to eat.
- More destination places and more focus on history
- Visibility for historic sites, in particular the Susan B. Anthony House and Museum
- I would love to see a Visitors' Learning Center to enlighten the community and travelers about the history and achievements of the work of Susan B. Anthony. This center would have virtual learning, hands-on learning, lectures, ample conference space and ample parking space.
- Would like a "Classic Look" as apposed to a modern trendy look.
- I would like to see W. Main in body more culture, family friendly and friendly police interactions. More of a neighborhood watch and festivals (small).

PUBLIC TRANSPORTATION

- Can we have a west side public transportation hub? Pedestrian spaces are great, but encourage biking and public transportation.
- Having a bus stop at the intersection of West Main St and Litchfield St
- Usable (clean, maintained, fully accessible to me disabled) public transportation stops should also be a priority.

BIKE ACCESS

- Dedicated Bus Lanes and protected low stress bike lanes.
- Bike Access!
- Bike paths would be a great addition too!
- Bicycle use and access
- Best Practices in Cycle tracks
- Bicycle friendly
- Bike Friendly, lighted and designed for police patrols
- Labeled, separate and safe bicycle lanes on west main. Increased connectivity to the city trails.
- Incorporate cycling

ACCESSIBILITY / CONNECTIVITY

- This may be implicit to the plan, but handicap and stroller accessibility are also important.
- An emphasis on Four Seasons accessibility and livability.

PARKING

- Centralized parking and parking convenient to West Main businesses is also important, to draw in non-residents.

LANDSCAPING

- Green spaces are needed.
- Make the West Main corridor reflective of an inviting park.

COMMUNITY FOCUS AREA

COMMUNITY FEEDBACK

SIDEWALK IMPROVEMENT

- Need wide side walks. It would be nice if during warm weather there were places to sit. Places to eat or browse.
- More outside seating or tables.
- Sidewalks and designated paths connecting pedestrians/wheelchair users from bus stops to businesses
- Litchfield St and W Main St need paving. also the sidewalks need repair. i'm in a wheelchair and its very difficult to get around.
- Repaired streets, curbs and sidewalks!!
- Winters (except those without snow like today) walking West Main always meets unplowed sidewalks, and worse, piles across the sidewalk left by plowing contractors. Please address these nuisance violation with the priority given other property code violations.
- The most pressing needs of pedestrians on West Main are: 1) the narrowness of sidewalks, 2) public safety/ street crime, 3) unswept debris and litter, 4) poorly maintained buildings, and 5) the insufficient number of signal lights/crosswalks (zebra crosswalks without signal lights just don't work in our city, especially with the lack of education and enforcement). While pedestrian-focused design is important, we also have overwhelming needs that are much further down on the hierarchy of needs.

ACCESS TO RETAIL/BUSINESS

- New shopping places that accept EBT, UHC, healthy food benefits, secure food shopping, cheap secure clothing shopping
- New stores and shops should be wheelchair accessible.
- More small business shops with healthier food choices in mind
- More businesses to walk to; fewer curb cuts and longer light times for people to cross the street.
- Restaurants, shops.
- West Main St sidewalk width adequate for table seating in front of restaurants & businesses.
- Mix of businesses and residences (both houses and apartments)
- Lots of shops and businesses. Making sure people know this is a safe and fun area to go to
- Make filling the commercial spaces on West Main Street a priority, and slow down car traffic.
- W Main should be attractive from city to Genesee St. Walkable, open shops, highlighting diversity, inclusion, susan b anthony neighborhood

TRAFFIC CONTROL

- Be sure to include some traffic calming measures (reducing travel lanes, reducing lane widths, adding parking lanes). I am a seasoned pedestrian and I feel a bit uncomfortable on some stretches of West Main Street (because cars are traveling too quickly and too closely)
- Traffic calming features--its like a 4 lane highway right now and no place for pedestrians.

COMMUNITY ENGAGEMENT

- There would need to be neighborhood engagement in these plans so that there is a sense of pride and belonging

SAFETY

- West Main will be a safe gateway for pedestrians and vehicle traffic.
- All plans should have safety in mind.
- Less criminals walking around. More police presence (not social workers)
- Safety, architectural restoration, storefronts and shops to promote pedestrian traffic
- Good sight lines so that pedestrians feel safe
- It can be intimidating/ frightening to walk W Main
- People need to feel safe while walking anywhere, in any neighborhood. What are ideas for helping people feel safe?
- Walkable and safe... even at night (*especially* at night, actually!). Thus needs lighting that is "safe feeling" but not "prison floodlight"-ish.

MAINTENANCE

- Garbage pickup. More public garbage cans to minimize littering. Having garbage emptied more often.
- Clean up the area... people aren't walking or biking on west main st. It's unsafe
- Stop people from loitering or littering
- Daily street and sidewalk cleaning, attractive trash bins and exterior building beautification

Theme 1 : Design the City for Pedestrians : GOALS AND FOCUS AREAS

GOAL 1

Pedestrian-scale design will invite people to experience the neighborhood identity. [Placemaking Plan]

GOAL 2

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]

GOAL 3

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]

EMERGING

How would you change these goals? What other goals related to this theme do you have for West Main?

ARTS+CULTURE

- The areas significant cultural heritage and history will be celebrate with interpretive signage on walkways and trails will connect to historic sites such as the Anthony museum.
- A Susan B Anthony, Frederick Douglass & Underground RR exhibit
- There should be a combination of buildings that feature Rochester's history as well as nice shopping places, and cafes/other places to eat.
- Visibility for historic sites, in particular the Susan B. Anthony House and Museum.
- Would like a "Classic Look" as apposed to a modern trendy look.
- I would like to see W. Main embody more culture, family friendly and friendly police interactions. More of a neighborhood watch and festivals (small).

CITY + NEIGHBORHOOD PROMOTION

- More destination places and more focus on history
- I would love to see a Visitors' Learning Center to enlighten the community and travelers about the history and achievements of the work of Susan B. Anthony. This center would have virtual learning, hands- on- learning, lectures, ample conference space and ample parking space.
- Would like a "Classic Look" as apposed to a modern trendy look.
- An emphasis on Four Seasons accessibility and livability.
- W Main should be attractive from city to Genesee St. Walkable, open shops, highlighting diversity, inclusion, susan b anthony neighborhood

TRANSPORTATION

- Can we have a west side public transportation hub? Pedestrian spaces are great, but encourage biking and public transportation.
- Pavilions for bus passengers at bus stops.
- Usable (clean, maintained, fully accessible to the disabled) public transportation stops should also be a priority.
- This may be implicit to the plan, but handicap and stroller accessability are also important.
- Dedicated Bus Lanes and protected low stress bike lanes.
- Bike Access!
- Bike paths would be a great addition too!
- Bicycle use and access
- Best Practices in Cycle tracks
- Bicycle friendly
- Bike Friendly, lighted and designed for police patrols
- Labeled, separate and safe bicycle lanes on west main. Increased connectivity to the city trails.
- Incorporate cycling
- Centralized parking and parking convenient to West Main businesses is also important, to draw in non-residents.
- Be sure to include some traffic calming measures (reducing travel lanes, reducing lane widths, adding parking lanes). I am a seasoned pedestrian and I feel a bit uncomfortable on some stretches of West Main Street (because cars are traveling too quickly and too closely)
- Traffic calming features--its like a 4 lane highway right now and no place for pedestrians.

PARKS, RECREATION, + OPEN SPACE

- Green spaces are needed.
- Make the West Main corridor reflective of an inviting park.

PLACEMAKING ELEMENTS

Sidewalk

- Need wide side walks. It would be nice if during warm weather there were places to sit. Places to eat or browse.
- More outside seating or tables.
- Sidewalks and designated paths connecting pedestrians/wheel-chair users from bus stops to businesses
- Litchfield St and W Main St need paving. also the sidewalks need repair. i'm in a wheelchair and its very difficult to get around.
- Repaired streets, curbs and sidewalks!!
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PLACEMAKING ELEMENTS : Retail

- New shopping places that accept EBT, UHC, healthy food benefits, secure food shopping, cheap secure clothing shopping
- New stores and shops should be wheelchair accessible.
- More small business shops with healthier food choices in mind
- More businesses to walk to; fewer curb cuts and longer light times for people to cross the street.
- Restaurants, shops.
- West Main St sidewalk width adequate for table seating in front of restaurants & businesses.
- Mix of businesses and residences (both houses and apartments)
- Lots of shops and businesses. Making sure people know this is a safe and fun area to go to
- Make filling the commercial spaces on West Main Street a priority, and slow down car traffic.

BUILDING COMMUNITY CAPACITY

- There would need to be neighborhood engagement in these plans so that there is a sense of pride and belonging

PUBIC HEALTH + SAFETY

- West Main will be a safe gateway for pedestrians and vehicle traffic.
- All plans should have safety in mind.
- Less criminals walking around. More police presence (not social workers)
- Safety, architectural restoration, storefronts and shops to promote pedestrian traffic
- Good sight lines so that pedestrians feel safe
- It can be intimidating/ frightening to walk W Main
- People need to feel safe while walking anywhere, in any neighborhood. What are ideas for helping people feel safe?
- Walkable and safe... even at night (*especially* at night, actually!). Thus needs lighting that is "safe feeling" but not "prison floodlight"-ish.

COMMUNITY BEAUTIFICATION

- Garbage pickup. More public garbage cans to minimize littering. Having garbage emptied more often.
- Clean up the area... people aren't walking or biking on west main st. It's unsafe
- Stop people from loitering or littering
- Daily street and sidewalk cleaning, attractive trash bins and exterior building beautification

Theme 2 : Create Beautiful Spaces : GOALS AND FOCUS AREAS

GOAL 1	GOAL 2	GOAL 3	GOAL 4	EMERGING
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]	
How would you change these goals? What other goals related to this theme do you have for West Main?				
<div>ARTS + CULTURE</div> <ul style="list-style-type: none">How about a "street of murals" highlighting the nearby history.I love the Kettavong sculptures, the Rutherford murals, and the landscaping that already exists along the railroad tracks, and I would love to see more such things.Arts ought get funding in the greater context and under the measurable goals of transformative place making, not for mere prettiness sakes.The City should start funding the arts & giving credit to artists when they use their work in city promotional materials.	<div>ECONOMIC GROWTH</div> <ul style="list-style-type: none">There isn't much room for new trees. There is even less room for urban agriculture-- the available parcels along Main would be much better suited for new infill development that provide much-needed jobs and housing. While the quality of the public realm is important, it gets much more attention from our planners than the much more dire economic needs of the area.In addition to the arts, the area could become an incubator for neighborhood businesses that would employ neighborhood residents. The City would have to assist in that economic development effort.W Main St should be for residences and businesses, not farms. <div>FUTURE LAND USE</div> <ul style="list-style-type: none">Affordable housing would help build up the communityAs the largest residential area in the city, housing and neighborhoods needs to be reimagined. As a resident of the 19th ward, there are no small neighborhood parks. Where do kids go to play? There are no thriving neighborhood spaces. These places need to be close. Also for vacant lots in the city, let's focus on smaller, sustainable houses being built.The combination of residential, business, and community use with green space is an excellent goal.Again, gentrification. Everyone wants these things. However, many Black residents know that with this and white-led placemaking and development efforts comes a pattern of lack of affordability. And sorry, venture-capitalist funded efforts from B corp developers like Home Leasing are just tokenized amounts of affordability. If these efforts are not part of decommodifying housing, then they will ultimately displace long-time disinvested residents.	<div>NATURAL RESOURCES</div> <ul style="list-style-type: none">I think all these goals are important, but adding trees would be the top priority for me. It can get very hot walking down the street on a summer day.Flower pots for businesses. Benches for people to pause.Planting trees now that will grow tall and full.Trees planted will include 25% fruit and nut bearing trees in the public realm. Vacant land can be used for green connections and access for pedestrians from the surrounding neighborhoods to W Main street.Don't just clean up the land for buildings--clean it for intergenerational nature play.	<div>URBAN AGRICULTURE+COMMUNITY GARDENS</div> <ul style="list-style-type: none">Farms don't belong on an urban commercial corridor.Gardening training.We have several community gardens in our area and it is very difficult to get our neighbors involved and then to stay involved. Many folks like them and its a good idea as long as 'others' tend them.Encouraging community members to garden or grow flowers/vegetables would be inspiring!I like to idea of a community garden. I would also like to see a co-op for the urban area that is for the people that help decrease poverty. I would like to see a grocery store, other than tops and less of corner stores /fast food places, Family Dollar or Walgreens own by people who do not live in our neighborhood. I would also like to see community resource center that provides educational trainings.Community gardening will not only help and support residents of the community and bring people together, it will be beneficial to release empty and vacant lots. <div>BUILDING COMMUNITY CAPACITY</div> <ul style="list-style-type: none">Community organizations should be given first priority for vacant land.It's important to clarify if development of West Main is to improve the living conditions and uplift the residents, or if it is to increase use of businesses and resources on West Main and draw in non=residents.Is there an existing neighborhood organization? If not, create one. If so, empower it.	<div>COMMUNITY BEAUTIFICATION</div> <ul style="list-style-type: none">The beauty must be well maintained after being out into place.It's important to have community buy in to care for plantings and clear litter.Carefully monitoring the care of the trees is essential. I have noticed this has not been the case after installations so they fail to thrive, are sometimes abused, and often die. There MUST be a plan for the maintenance of the lots keeping them free of litter etc.The arts is great, but won't be appreciated, it will be filled with graffiti.Hopefully, art will prevent graffiti or have a reusable white board for changing art. <div>PUBIC HEALTH + SAFETY</div> <ul style="list-style-type: none">Should have neighborhood watch. i'm afraid to go out at night.Unsure - maybe remove all drug activity monitor our community for all violence and drug activity. Add educational, artistic, and shopping stores.Must have the sidewalks open for people in wheelchairs.Some of these spaces should be child friendly as well.

Theme 3 : Provide Diverse Housing Options : GOALS AND FOCUS AREAS

GOAL 1

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

GOAL 2

The neighborhood will offer a mix of housing choices which meet the needs of individuals and families in all phases of life.

EMERGING

How would you change these goals? What other goals related to this theme do you have for West Main?

HOUSING : MAINTAINING QUALITY /RENTER’S PROTECTION

- I would like to see a housing standard put in place that requires property owners to keep up the maintenance of their home, be more mindful of the colors they paint the homes and build a community gratitude program.
- Attention to improving existing housing by helping homeowners and monitoring how absentee landlords are taking care of their properties is so important. Building plenty of affordable housing is a must!
- Establishing rapport and enforcing guidelines with existing landlords is crucial.
- Again, Home Leasing is not a leader in this. Please don't be fooled by them. Rochester needs 28,000 units of City Affordable housing. Home Leasing and other venture capital funded corporations like them are providing token amounts. Please, look to the local and statewide housing movement if you want to be accountable in this placemaking work. PUSH Buffalo, City-Wide Tenant Union of Roc, Rochester Housing Justice Alliance, City Roots, Housing Justice for All NYS.

HOUSING : AVOIDING DISPLACEMENT

- It is important to find ways to improve the quality of life in the neighborhood without pricing it out of reach of the families and individuals who already live and work there.
- Identify/survey what the “mix” of housing choices are.
- Quality of life for residents should be surveyed. Over occupancy in private housing does not lend to a good quality of life for the tenants or the neighbors. Boarding house zoning laws should be reviewed for effectiveness of solving our limited housing for our transient population.
- Emphasize the QUALITY of the affordable housing.

PLACEMAKING ELEMENTS

- Access to a grocery store.
- Should have a fast food place on W Main 500 block.
- Connected to safe schools and neighborhood recreation centers.
- Retail & grocery store is needed.
- Residential space doesn't make sense if you're trying to make it walking commercial area.
- Amenities for multi-modal travelers living in these diverse housing options: bike racks, bus shelters with seating, breaking up the endless sea of parking lots.
- Keep building height low--no highrises!

BUILDING COMMUNITY CAPACITY

- Multi generational housing can help families with childcare and elder care.
- Providing options for citizens of all ages can help make a viable community.
- Affordable housing; family friendly neighborhood.
- Family friendly housing: 3BR, safe play spaces inside and outside.
- Mix housing options are good for a neighborhood.

HOUSING : INCLUSIVE DEVELOPMENT

- Restrictions should not be in place which discourage people from working toward higher income.
- Low-income housing should be the primary focus here.
- Many variations of income on and off of West Main. Ensuring a mix of housing choices will benefit many parties.
- Please don't gentrify.
- Equity for existing residents. Any property value gains from gentrification to be shared.

HOUSING : ADAPTIVE REUSE

- Let's also focus on improving what's there. Can we make 100 year olds houses more sustainable and energy efficient? Many of these houses are at a tipping point of doing small improvements now or facing a rapid decline if left in current condition.
- I think we have enough affordable housing through the city
- "Affordable" housing has meant "new" development of section 8 housing that competes with actual affordable housing in nice, older units (\$700 with subsidy and internet beats \$450 for nice one-bedroom in older building).
- We need to preserve and renovate the existing housing stock in the area. Our region is not growing in population, so new housing developments are primarily just moving the existing "pie" around rather than growing it. New housing projects *can* help to infill gaps in the street, but we don't need to new housing developments to provide affordable housing the way that larger cities with hotter real estate and economies need it. Our greatest housing needs are to provide renovation assistance to existing owners (especially for expensive repairs such as new roofs) and to prospective buyers of buildings that are in need to extensive renovations. The biggest problem that many west side residents have with being able to afford housing is the lack of income, and the most important thing that we can do to improve people's ability to afford housing is to attract more jobs to the area and to provide greatly improved public transportation to jobs in other areas.
- Aging in place remains important, but new housing ought not come at the opportunity cost of letting existing housing rot, only to be demolished.
- Removing any vacant houses and businesses.
- Attract empty nesters from the suburbs.

Theme 4 : Celebrate Assets : GOALS AND FOCUS AREAS

GOAL 1

The neighborhood will have a recognizable and inclusive identity. [Rochester 2034 (City + Neighborhood Promotion, Community Beautification), Placemaking Plan]

GOAL 2

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]

EMERGING

How would you change these goals? What other goals related to this theme do you have for West Main?

CITY + NEIGHBORHOOD PROMOTION

- Yes! Make this a destination.
- The neighborhood or so large, how does it have an identity? Perhaps it will have multiple identities in the many sub-neighborhoods (eg SBA square, plex, Thurston/ Brooks, etc.)
- Market neighborhood to Monroe County schools for field trips.
- Identity of the neighborhood should be expanded to encompass Susan B and suffrage history, but not limited by the inherent challenges of celebrating one person's life & legacy.
- Small business opportunities
- Promoting under-served minorities should be the main focus.
- Regular monthly festivals supported by City funding happening at the various green spaces/park areas..to encourage walking and enjoying the businesses and neighborhoods.

HISTORIC PRESERVATION

- Include and present our not so well know history along this route.
- A visitors center or museum will welcome visitors to the community and build upon the possibilities for cultural heritage tourism connected to Anthony, Douglass, Steward, etc. and the neighborhood will feel safe and welcoming for visitors with options for food and retail.
- Rochester has such a rich history! I'd like to hear more about abolitionist and women's rights activist Amy Post as well.
- Continue to support the plans for preserving the Susan B. neighborhood!
- The SBA neighborhood has seen great improvement over the past 10-15 years as its historic significance and identity has grown. Highlighting this and other historic connections, including to churches and other buildings, helps revitalize an area
- Our history is exciting and very important! We should highlight our foremothers & forefathers with pride.
- Our existing building are a valuable asset, and we must work to preserve those buildings. Too many building have been allowed to deteriorate, and the city has taken too much of an old-school Urban Renewal approach to the area. We can't demolish our way to a healthier neighborhood. Our historic buildings and buildings of architectural value must be prioritized (not just "the historic significance" but the actual physical history). We don't need to have "a recognizable identity", but we certainly shouldn't have the bland and generic EIFS boxes that dominate most new developments in Rochester these days.
- Buffalo Bill Cody lived on New York Street and is thought to have started his wild west show in a vacant lot there. His sons funeral was at the church that burned down on W Main.

HISTORIC PRESERVATION : ADVANCING

- Historical attraction is a nice touch, but is it financially viable?
- To recognize the heritage of the area is important, but, by itself, cannot make a viable residential community.
- Right now the Susan B. Anthony area is the only draw for people outside the area, and it's an excellent one. This could be expanded to include a similar Frederick Douglass museum and visitor center.
- Need to clean up the area. All the beautiful houses that once were, are no longer.
- It is already the Susan B. Anthony neighborhood and this needs to be expanded to the city's advantage.
- The neighborhood AND the NSBAMH and other historic significance would be enhanced.

BUILDING COMMUNITY CAPACITY

- Current residents should be heard
- To change goals you must continue to have community support. Address the disparity needs by reducing stigmas, having providers of color working in the community, culture friendly hospitals, health care services, more emergency housing placements, more clean sweeps, and activities for children and young people. As well for older adults.
- Let private foundations and not-for-profits focus on these national treasures. With good leadership they can better draw grants and volunteers than municipalities.

Theme 5 : Create More Travel Choices : GOALS AND FOCUS AREAS

GOAL 1

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]

GOAL 2

The corridor will provide a high-quality, quick, and comfortable experience for transit users. [Reimagine RTS, Rochester 2034 (Transportation), CAMP, Placemaking Plan]

GOAL 3

West Main will enhance connectivity between and through the surrounding communities. [Reimagine RTS, Rochester 2034 (Transportation), CAMP, Placemaking Plan]

EMERGING

How would you change these goals? What other goals related to this theme do you have for West Main?

TRANSPORTATION : BIKE ACCESS

- Protected bike lanes. PLEASE don't waste road space by putting a bike lane between a travel lane and parking. I will not use that to bike with my kids as it is too dangerous.
- Better biking lanes!
- Needs to be Safe to travel by bicycles.
- I would specifically mention bicycles in the goal about "any type of travel" to make it clear that bike infrastructure is important.
- bicycle infrastructure, amenities, and facilities will make cycling a viable, safe, and enjoyable mode of transportation in the neighborhood.
- West Main Street is a really broad street. It should be possible to have bus lanes to make traveling by bus quick and easy, as well as physically separated bike lanes, to make bicycling safe even for children.
- Bicycle friendly.

TRANSPORTATION : Service and public accomodation

- Public transportation is key, perhaps electric trollies or certainly electric bus's. Would expect easy bike and waking.
- A bus only lane, and/or timing signals for buses, would be great as well.
- Buses in Rochester need to run more often!
- More upkeep of public transportation stops is needed in this area, particularly in the winter months.
- The bus system in Rochester has not, is not, and doubtfully will ever be an effective or heavily used mode of transport - other alternatives need to be examined.
- Busses aren't the only answer. Trolleys are also an option.
- West Main serves a number of bus routes, and the needs of transit service absolutely must be at the top of the list of priorities.
- We must add more shelters for bus stops in the area, and we can't have the usual excuse from the city that it is RTS's responsibility to build shelters. Shelters would be a small part of the cost of this project-- if we can afford to talk about adding public art, then we absolutely must have transit shelters as part of the project.

PLACEMAKING ELEMENTS

- Retail, restaurants, grocery store.
- There is nothing on W Main St like Dollar General.

TRANSPORTATION : connectivity

- Improve the pedestrian connection to downtown and counter the barrier posed by the overpass.
- Should be connected to downtown so that visitors will find it easy to get to the area.
- The needs of pedestrians must be placed over the desire for parking spaces.
- Transportation is key to connecting W Main to surrounding communities.

CITY + NEIGHBORHOOD PROMOTION

- Geographically West Main is a key artery into and out of the city, so it is both a thru-way and a destination. Both goals are important.
- Develop a West Main website.
- West Main needs to be a destination rather than a thoroughfare.

PUBLIC HEALTH + SAFETY

- Community education, activities, and action when addressing slum property owners, people who damage community property, community police presence.
- Human rights
- People getting more transit options need to be able to afford the W. Main neighborhoods they've lived in for many disinvested years, 10 years from now.
- I-490 and the CSX mainline impede traffic and business investment, as developers and national chains remain unable to find sufficient customers and revenue within catchments blocked by I-490 and rail tracks.
- The first question would not let me choose very important. But I think its the most important issue. Safety includes addressing the known long time drug trading occurring on commercial properties. The city point system does not work. A different approach is needed to have the businesses be a solution to the problem that occurs on their properties and places of businesses. A review of police calls for service over a year along this area would clearly show the areas that impact a safe walkable street.
- Cleanliness and Safety at corners, crosswalks, bus stops.

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Theme 6 : Focus Growth : GOALS AND FOCUS AREAS

GOAL 1	GOAL 2	GOAL 3	GOAL 4	EMERGING
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]	Future development will support high-quality and frequent bus service.	
How would you change these goals? What other goals related to this theme do you have for West Main?				
<div>ECONOMIC GROWTH</div> <ul style="list-style-type: none">• yes, yes, yes to more small businesses and better bus service!• I would re-word the goals to reflect a goal and not a promise. For example #1 - "Create opportunities for small businesses that will result in an increase in jobs"• With Covid present, small business will not thrive. This plan should be shelved for at least another year. More important topics should be addressed• Long term, low interest loans for businesses.• Create adequate housing and jobs for homeless and low income families.• Healthier business are needed.• Current businesses and organizations should be involved and supported first, to ensure their thriving in the new vision. Introduction of new businesses should be assessed for their need with local residents and usefulness enticing others to the area.• The area has lost a tremendous number of jobs in recent decades, and this section must include goals for attracting more jobs back to the area. <div>WORKFORCE DEVELOPMENT</div> <ul style="list-style-type: none">• Create adequate housing and jobs for homeless and low income families.• Accessibility for people with differing physical abilities.• Build a community resource center that provides free trainings where our youth and adults can learn cooking skills, a trade like carpentry to obtain gainful employment- the nation has too many grant that can assist to make these programs possible. Develop a community that says family, neighborhood.• Key question is how to serve the current residential and business populations while also attracting the visitor population from nearby hotels.	<div>VACANT LANDS</div> <ul style="list-style-type: none">• Vacant land developed as garden or park sites seems more appropriate than "redevelopment" for business purposes.• Use all vacant buildings instead of leaving them empty.• Vacant land needs to be hospitable while waiting for defined use.• If vacant, toxic land is just be minimally cleaned up to erase the past and put market rate developments ontop, then this is not equity; it's colonial mindset. Past and present injustice needs to be preserved, not just with a plaque; it needs to remind people what happened there, the disinvestment. Spatial Justice. Healing. White people moving into and working into these new "revitalized" neighborhoods need to feel what happened to them in the past and do their own internal work around that. (See PLEX brownfield)• Use all vacant buildings instead of leaving them empty.	<div>ARTS+CULTURE</div> <ul style="list-style-type: none">• Friendly, pride, and thriving with a rich culture.• A new visitor center for the Susan B. Anthony House will support economic growth and future development• There are many historical buildings in the area which could draw a lot of attention to W Main. <div>PLACEMAKING ELEMENTS</div> <ul style="list-style-type: none">• healthier food options, groceries, restaurants.• W Main St needs many more quality places to eat at and restaurants. the 1872 Cafe is a good example of what we need more of.• I constantly find myself crossing the river to seek out opportunities. Aside from a few bodegas, an overpriced TOPS, and a Walgreens, what amenities does the west side offer? I would love to go to a "nice dinner" within walking distance of my home. I would love to have a museum close by.• A plan to bring commercial back into this area is needed. <div>FUTURE LAND USE</div> <ul style="list-style-type: none">• Safe, affordable parking• Public parking for visitors and the tour buses are needed.• No parking minimums.	<div>TRANSPORTATION</div> <ul style="list-style-type: none">• Supporting bus use means limiting the available parking; otherwise why would people use the bus?• Again, bus, bike, walking and perhaps electric trolley. The vacant land redevelopment is a good idea as long as it keeps a reasonable amount of open/ green space.• most of our community rides the bus so that is important.• Offer funds to help RTS restore Route #28 (after Reimagine) or a service better connecting West Main to College Town.• There is very little recognition by city planning staff and the transportation has an impact on land use.• We have enough population and jobs in the area today to support high-frequency bus service (and a modern streetcar). However, we are not likely to bring back a significant number of jobs without improved transit to reduce the dependency on parking.• Main St already has frequent bus service.	<div>PUBLIC HEALTH + SAFETY</div> <ul style="list-style-type: none">• How can we ensure the business community will uplift the community and will take care of their properties. Example - picking up litter daily, shove snowy sidewalks.• I would work on cleaning up the community rebuilding, holding property owners accountable, make the streets more safe and walkable, get rid of the corner stores, hair/wig stores, and expensive clothing stores. Open a co-op in a central location.• Safety for all should be a key theme.• Accessibility for people with differing physical abilities.

Theme 7 : Build Community Capacity and Ownership : GOALS AND FOCUS AREAS

GOAL 1

Community organizations and residents will be empowered to play a role in implementing the vision for West Main. [Rochester 2034 (Building Community Capacity)]

GOAL 2

Young people in the surrounding communities will be involved in implementing the vision for West Main. [Rochester 2034 (Building Community Capacity)]

EMERGING

How would you change these goals? What other goals related to this theme do you have for West Main?

IMPLEMENTATION + STEWARDSHIP

- All officials that have an impact on how our environment, living, job potential, etc should want all of humanity to stay out of poverty.
- The goals need to look years into the future. That perspective is sometimes difficult to maintain. Community groups sometimes seem to concentrate on the moment rather than the long term.
- No matter who's involved, that group needs to start thinking in "we" rather than "me." What will be best for the entire community?
- We need to consider the interests of future residents as well.
- Would #1 be better stated: "Empower community organizations and residents to be able to play a vital role in development and implementation of the vision for West Main"? Just a thought.

BUILDING COMMUNITY CAPACITY

- I would work with existing community to rebuild and redevelop a strong community then network out to the surrounding communities we can only focus on one area at a time.
- Communities should be in charge of planning and development.
- Community organization and residents must be much more involved in the future of our neighborhoods, as evidenced by the fact that very few of the people on the steering committee are from the west side of the city, and most of the ones who don't have very little involvement in the area. We need to have more control over the future of our own neighborhoods rather than have outsiders directing us. We can't have our needs take a back seat to the whims of some east siders who are primarily focused on building bike lanes.
- Sometimes community outreach can get hijacked by a few NIMBYs. many people do not have time to participate in long meetings, which is why surveys like this are great.
- Play a role? They need to be organized into movements. These are always political. Bring in transformative justice facilitators too. Pay them. This is not something for Community Design Centers to just hold forums about. Community organizing and movement building needs to happen. Again, look to pre-existing progressive movements locally. Past 540WMain Gentrification Conferences are a good place to find the organizations part of this collective work.
- Develop/re-develop a neighborhood association
- Neighborhood festival; block party; know your neighbors

BUILDING COMMUNITY CAPACITY : BROADER ENGAGEMENT

- Our young people, residents, and community organizations are just the worst..... Highest murder total in 13 years, and everyone focuses on Daniel Prude instead.
- Young people aren't the only people to attract. What about retirees, empty nesters, and urban professionals?
- Don't fall into the trap of "oh, the YOUNG people, the YOUNG people!" Old people are valid people too - and they usually have more money and more life experience (read: sense...). Sorry, but I do get a bit tired of this tendency to worship young people... (says the old person! LOL).
- Perhaps better than faceting by age, instead facilitate interests such food entrepreneurship and investment, especially following the pandemic and orange-zone shutdowns. Draw upon existing reputation for decent food along Chili Ave to make Bulls Head and West Main a destination.
- There are many under-represented groups that need to be involved (Blacks, older residents, poor and under-employed, bus riders, and west-siders), so it is rather odd that "young people" (who are already represented to a much greater degree than many other groups) are the only group that is mentioned.
- Neighborhood festival; block party; know your neighbors
- Develop/re-develop a neighborhood association

BUILDING COMMUNITY CAPACITY :YOUTH EMPOWERMENT

- wouldn't it been great if young people were active participants in this process?
- Are there "young people" living on the west side? How do we organize them?