

# Dewey Driving Park Focused Investment Area: Situation Analysis

## Table of Contents

Table of Contents.....	1
Focused Investment Strategy Overview .....	1
Healthy Neighborhood Outcomes: A Review .....	2
Neighborhood / FIS Area Overview.....	4
Planning processes informing the strategy .....	5
Situation Analysis.....	6
Image .....	6
Market.....	7
Physical Conditions .....	11
Neighborhood Management.....	13
Social Conditions.....	16
Strategies.....	17
Suggestions on an overall revitalization approach .....	17
Appendices .....	18

## Focused Investment Strategy Overview

The City of Rochester Focused Investment Strategy (FIS) initiative has selected four areas of Rochester in which it will target resources and services over an extended period of time in an effort to revitalize these areas. The main goals of the FIS initiative are to:

- Invest funds in a way that will improve local housing markets and neighborhood vitality
- Increase property values, thereby increasing the amount of resources available for services and investments
- Maximize the impact of Federal funds
- Empower neighborhood stakeholders by allocating the resources necessary to implement their neighborhood-based plans
- Maximize the number of low and moderate income residents who benefit from the housing policy initiatives beyond the direct recipients.

The expected outcomes from FIS are that:

- Successful FIS neighborhoods will be visibly improved, attain a viable real estate market, have an improved perception throughout the City, and will have strong social connections
- The return on investment of City funds will be increased
- The focusing of investments will increase the ability to leverage other funds and will encourage investment by the private market
- A FIS will actually increase the number of low- and moderate-income households that benefit from City-sponsored initiatives because of an increased ability to leverage funds, the efficiency of implementation within a small geography, and the benefits of having a positive impact on housing values.

## Healthy Neighborhood Outcomes: A Review

Community and neighborhood revitalization is the strategic process of transforming neighborhoods and communities that lack vitality into places of choice through collaborations of residents, organizations and other stakeholders.<sup>1</sup> These communities and neighborhoods strive to be resilient places where it makes sense for people to invest time, energy and money, where they are optimistic about their future, where they feel they have control over their surroundings and the capacity to respond to community dynamics, and where they are connected to each other and the larger region. This process addresses five key elements:

- the neighborhood's or community's image
- market forces that act on the neighborhood or community
- the physical conditions
- the social conditions
- stakeholders' ability to manage neighborhood or community issues and affairs.

Outcomes are a way to describe how a neighborhood looks and behaves when it is healthy. Revitalization strategies that seek to create healthy neighborhoods are focused on achieving some important outcomes in five areas:

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<sup>1</sup> Material in this section is largely excerpted from "Creating Neighborhoods of Choice Through Revitalization." NeighborWorks® America course manual, developed by Marta Howell, Michael Schubert and Marcia Nedland.

## **Image**

The neighborhood will have a positive image that attracts investment – from homebuyers, homeowners, business, and government. People will be confident in the future of the neighborhood. Healthy neighborhoods have an image that says this is a stable, functioning place. Residents perceive the neighborhood as such, new buyers who have choices among many neighborhoods see the neighborhood as a good choice, and outside stakeholders respond to business opportunities in the neighborhood as they would in any other healthy neighborhood.

## **Market**

The residential and commercial real estate market will reflect confidence in the future of the neighborhood. The neighborhood will make economic sense for key investors - homebuyers, homeowners, landlords, business and government – because property values will be steadily increasing. This will enable homeowners, homebuyers and landlords to carry out improvements and build assets. It will enable businesses to remain or locate in an improving neighborhood, and it will enable government to see the property value base stabilize. At the same time, the neighborhood will offer housing options for, and be attractive to, a variety of income groups. It will help neighbors who want to, stay and benefit from revitalization.

## **Physical Conditions**

Physical conditions, whether residential or business, will reflect pride of ownership and a high standard of maintenance. Public infrastructure will be maintained and improved to a standard similar to neighborhoods currently viewed as better.

## **Neighborhood Management**

Collective action by residents, institutions, and businesses will ensure neighborhood will compete well with other neighborhoods for resources. Residents will have the capacity to manage the day-to-day activities on their blocks. Neighbors will feel comfortable being “neighborly” – looking out for each other, getting together to work on problems, taking action to reinforce positive standards and actions, etc. Neighbors will feel safe in the neighborhood.

## **Social Conditions**

The neighborhood will be a place where people can find the resources and opportunities they need to get ahead in life, including getting a good education, finding a job, and raising a family. Healthy neighborhoods provide high quality amenities (like parks, stores, schools, to name just a few) that make them a great place to live and work. In short, rather than being a barrier that people have to overcome, healthy neighborhoods provide a sustaining and enriching environment in which people can successfully pursue their advancement in life.

## Neighborhood / FIS Area Overview

The Dewey Driving Park Focused Investment Strategy (FIS) Area is an 11-block area roughly bounded by Lakeview Park to the north, Pierpont Street on the east, Lexington Avenue to the south, and Oriole Street and Archer Street on the west. High priority areas are Dewey Avenue and Driving Park Avenue, which intersect at a commercial node in the heart of the FIS area. The impact area extends to Bryan Street on the north, Tacoma Street and Lake Avenue on the east, Glenwood Avenue to the south, and Lark Street on the west. The FIS Area bridges two distinct neighborhoods, Maplewood to the north and Edgerton to the south, with Driving Park Avenue serving as the dividing line.

In the FIS Area proper:

- There are approximately 161 properties with 215 buildings
- 125 properties (78 percent) in the area are residential and 72 properties (45 percent) are single family residential.
- 59 (47 percent) of the residential buildings are occupied by renters.
- About 21 properties (13 percent) in the area are commercial uses.
- 4 properties (3 percent) are vacant lots.
- 10 buildings (6 percent) in the area are vacant.

Below we provide some basic statistics on the combined FIS and Impact Areas:

- There are approximately 925 properties with 1411 buildings in the combined FIS Area and Impact Area.
- 834 properties (90 percent) in that combined area are residential and 515 properties (56 percent) are single family residential.
- 320 (38 percent) of the residential buildings are occupied by renters.
- About 36 properties (4 percent) in the area are commercial uses.
- 16 properties (2 percent) are vacant lots.
- 53 buildings (6 percent) in the area are vacant.

Census Tract 22, in which much of the FIS area is located, had a median household income in 2000 of \$28,185 among its 2,961 residents and 1,052 households. The population of this Census Tract has remained roughly stable since 1990, when it had 2,999 residents and 1,151 households.

The area is located about 3 miles northwest of downtown Rochester and about half a mile west of the Genesee River. The Maplewood section adjoins the Kodak



Industrial Park to the west and north. Only a short distance to the east is the Genesee River. A base map of the area is included in Appendix B.

## Planning processes informing the strategy

Implementation of a Focused Investment Strategy for the Dewey Driving Park FIS area can draw upon a number of planning processes that have engaged the community and identified issues and strategies for neighborhood improvement. Most of these planning processes did not focus specifically on the blocks comprising the FIS area, but nevertheless provide important guidance:

- A design process including a community charrette was conducted for Dewey Avenue and Maplewood in 2006-2007. This process recommended specific streetscape and urban design improvements for Dewey Avenue both in and north of the FIS area. It also identified basic guiding principles for development:
  - Slow and calm traffic
  - Develop a visual theme for Dewey Avenue
  - Create community gateways
  - Respect, reclaim and preserve existing historical buildings
  - Respect, reclaim and preserve natural resources
  - Reclaim green space, public and private
  - Encourage working together to achieve neighborhood identity
  - Define parking strategies
- The Wellness in the Neighborhood (WIN) program, run by Grace United Urban Ministries, was funded by the Greater Rochester Health Foundation, and is conducting a range of community building and organizing activities in the area. This process has conducted several community surveys and is also beginning a series of one-on-one conversations with neighborhood residents. WIN has also hosted a series of “community conversations” with Mayor Duffy, Police Chief Moore, and other senior city officials. Information from these surveys and community conversations has been incorporated into this report.
- Another study, sponsored by Interfaith, brought in a consultant to suggest simple steps to improve the image of the street.
- The City of Rochester has assembled FIS teams that include some community representatives. These teams have met to discuss strategies for the area (for

example, a meeting in May 2008 that produced a list of recommended actions for the neighborhood) and conducted neighborhood walks and inventories of physical conditions.

- Enterprise Community Partners conducted a Building Conditions and Land Use survey collected over the summer of 2008. Data from that survey has been incorporated into this report.

Focused Investment strategies should be considered within the framework of these plans and discussions.

## Situation Analysis

This situation analysis reviews and synthesizes the substantial body of planning work that has already been conducted in the planning area, and adds observations from interviews with community leaders conducted by the consulting team in late January and early February 2009.

### *Image*

*This section explores questions such as: Does the neighborhood's image or reputation inspire confidence in the future? Do people view the place as worth buying a home in? Worth fixing up their house for? Is the neighborhood viewed as safe? Do people think it is getting worse or getting better? What do neighbors think? Realtors? City officials? People who live outside the neighborhood? How does it present to you?*

### *Strengths and opportunities*

- While safety issues have to be addressed to retain existing residents, the physical image of the neighborhood, especially the commercial core and streets to the north, is still quite marketable. The neighborhood does not (yet) show many obvious signs of being unsafe to the outside visitor (for example, physical signs of disorder such as graffiti, gutted buildings, and the like).

### *Challenges*

- The neighborhood has an image as increasingly unsafe - particularly in the wake of a brutal murder of Latasha Shaw that occurred during daylight hours in September 2007 at the corner of Dewey and Driving Park. Homeowners tell stories of police chasing criminals through their backyards at night.
- The neighborhood is seen as deteriorating. Driving Park Avenue is seen as something of a dividing line, with the Edgerton neighborhood to the south wrestling with a significantly more negative image than Maplewood to the north. As one Edgerton resident puts it, "Edgerton was neglected for many years." However, blight is now also seen as advancing northwards from

Edgerton into Maplewood. This change in image is most noticeable along Dewey Avenue north of Driving Park Avenue.

- Overall, image appears to be one of the major challenges of the neighborhood, in that the story residents and city staff tell about the future is one of considerable concern over where the neighborhood is headed – demographic shifts, job losses and declining homeownership levels have people wondering if the neighborhood is at a “tipping point.” On the other hand, high attendance at neighborhood meetings suggests that people have not given up yet – in the words of one stakeholder, “a lot of people have hope for the area.”

## **Market**

*This section explores questions such as: Who is buying real estate and who is selling? Do these transactions inspire confidence in the future of the neighborhood among homeowners? Others? Are prices appreciating at a rate comparable to the city? Is the market hot or soft? Are values high enough to support home maintenance and repair? Is the neighborhood able to attract owner-occupant buyers with choices? Good landlords? Good renters? Good business owners? Do mainstream Realtors actively work this neighborhood? Are there many homes for sale? Does it take too long for them to sell? Are stores doing a good business?*

### *Strengths and opportunities*

- Burmese refugees are moving into the neighborhood. This new population could become a significant stabilizing force in the neighborhood if they can be encouraged to stay and helped to find employment. In general, the area is beginning to pull buyers and renters from a more ethnically diverse clientele than in the past.
- New companies are looking at the Kodak industrial park on Ridge Road and considering locating there. The park offers inexpensive space near a large labor force and extremely inexpensive utility costs. To the extent that new employers can be attracted to the park, this would bolster the fundamentals of the neighborhood economy. There are currently 28 companies with operations at the site. Stakeholders report that there are job opportunities currently at the site, particularly for skilled tool and dye workers. Monroe Muffler, a muffler manufacturer, is expanding on its 43-acre site, and a milk distributor is hiring 100+ people.
- The new Price Rite supermarket provides an anchor for the commercial district, which should boost efforts to recruit businesses that would complete the mix needed for a healthy neighborhood shopping district. Moreover, Price Rite is in investment mode, and is interested in purchasing the site of a former store to improve site access for their trucks. The store is designed to

draw from a market area of approximately 8,000 to 10,000 households, meaning that it likely is drawing people from outside the neighborhood – in short, it serves as an anchor for the neighborhood. Dewey Driving Park is one of a few concentrated commercial nodes in the Northwest sector of Rochester. Nearby Lake Avenue offers a variety of commercial services and has higher traffic counts than either Dewey Avenue or Driving Park Avenue as well as ease of parking. Lyell Avenue also offers a larger commercial center that is convenient for automobile access. However, the Dewey Driving Park commercial node has the potential to offer a more pedestrian friendly, “Main Street” type of shopping experience.

- A SUNY Genesee professor is conducting a market study to determine potential businesses that could be attracted to the area. The study is expected to be released in May of 2009.

### *Challenges*

- Many residents in the Maplewood area worked at Kodak, which has dropped from 60,000 to only 7,200 jobs in the past 20 years. The loss of jobs at Kodak is believed to be a major contributor to the drop in housing demand for the neighborhood.
- As people find new jobs in other towns or regions, and as older residents age out of the neighborhood, homes are turning over. Long-term, committed residents in the neighborhood are leaving for various reasons (aging out, relocating to suburbs, or moving out of Rochester altogether). In many cases the new owners of the property are not putting in the same degree of investment, although stakeholders also related stories of new homebuyers making significant property improvements. Generally, people buying in the neighborhood do not seem to be thinking of the area as a place that will offer them a good return on investment.
- Residential property values appear quite low in the FIS and Impact Area. The average assessed value of single-family homes in the combined FIS and Impact Area is \$48,525. The average sales price of 31 observed, valid sales of single-family homes in 2008 was \$35,539. According to zillow.com, 12 residential buildings are currently for sale in the area as of February 2009, with single-family homes listed between \$17,000 and \$70,000 (a large multifamily property is also for sale). These values are much lower than the 2008 median sales price of \$117,000 for single-family homes in the Genesee Region overall, as reported by the Greater Rochester Association of Realtors.

They are also lower than the 2007 citywide median home value of \$69,100 as reported by City-Data.com.<sup>2</sup>

**Average assessed value of homes, Dewey Driving Park FIS and Impact Area**

	Single family (210)	2 family (220)	3 family (230)	Multifamily (280)
Average assessed value	\$48,525	\$54,930	\$63,559	\$72,200

**Average sales price of homes in Dewey Driving Park FIS and Impact Area**

Year		Single family (210)	2 family (220)	3 family (230)	Multifamily (280)
2004	Average Sale Price	\$62,636	\$48,940		\$20,000
	Number of sales	17	9		1
2005	Average Sale Price	\$47,079	\$46,941	\$58,000	
	Number of sales	29	17	2	
2006	Average Sale Price	\$53,104	\$56,356	\$20,000	
	Number of sales	26	21	1	
2007	Average Sale Price	\$42,368	\$61,836	\$87,000	\$98,900
	Number of sales	22	17	2	1
2008	Average Sale Price	\$35,539	\$44,705	\$62,000	
	Number of sales	31	19	1	

*Source: City Assessor's data*

The median value for a 3-bedroom, single-family home in Maplewood is estimated by Zillow.com to be \$67,000. Edgerton has lower home prices than Maplewood, with the median value of a 3-bedroom home estimated at \$40,000 by zillow.com. Observers believe that home prices in this area have not held up as well as Maplewood to the north.

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<sup>2</sup> The trends in average home sale prices observed in the table below might also be taken to suggest a weakening trend in the market. However, the very small number of home sales makes for very inaccurate measurements of home price trends (since the homes that sell in any given year are different homes). We therefore recommend exercising extreme caution in interpreting this data.

- While some homes are selling to owner-occupants, there appears to be relatively weak demand for homeownership in the area, particularly south of Driving Park. Stakeholders believe homeownership levels are declining throughout the area. This weak demand continues despite the fact that home prices are very low relative to rents charged. The total mortgage payment, insurance and taxes for a household purchasing the median-value home in the area of \$48,525 would be roughly \$423 per month. This cost is quite competitive with rental rates for an apartment in the area, which observers place at around \$750 per month for a single-family property in reasonable condition. Moreover, this house price is affordable to a family earning only \$18,000 a year, provided they have good credit and a 10 percent downpayment.<sup>3</sup> In short, lack of demand appears to be more of an obstacle to homeownership in this neighborhood than affordability. In turn, observers have attributed this weak demand to concerns over schools, crime, drugs and prostitution. That said, increasing credit barriers in the lending market may also be impacting efforts to promote homeownership in the neighborhood.
- Residents have highlighted “too many absentee landlords” and “vacant houses” as a concern. Attractive price-to-rent ratios have attracted investor owners, including out-of-state investors, to buy housing stock that would typically be owner-occupied stock in other neighborhoods. Many of these investor owners are not skilled property managers and do not hire competent property management. Some stakeholders report that “you can’t even rent out houses successfully” here. On the plus side, the influx of investor owners seems to now be declining concomitant to the national housing crisis and, perhaps, a growing realization of the potential for investors to be “burnt” even in a low-cost market like Rochester. The downside of this is that as even investor owners pass on the opportunity, more homes become vacant.
- Basic neighborhood institutions are disinvesting. The commercial district is losing its post office. Holy Rosary Church is closed, and may eventually move the Cathedral school that it operates on the site, which has seen declining enrollment as well. While it was replaced by a Price Rite, Wegmans supermarket closed its store in the neighborhood, which resulted in the loss of a pharmacy. HSBC Bank closed a branch in the area, and a credit union that had been considering locating in the neighborhood lost interest after the Shaw murder in 2007. A nearby HSBC bank branch remains on Lyell

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<sup>3</sup> Assumes a 5.33%, 30 year mortgage with 10% down and a 0.29 front-end ratio. Property taxes at \$32.17 per \$1,000 of purchase price and insurance of \$50/ month. This analysis does not take into consideration the maintenance costs of the home, which may be a burden to low-income families, especially if the home has deferred maintenance.

Avenue. Some commercial spaces are operating at well below the highest and best use for a healthy neighborhood shopping center – for example, a bookstore that uses its space as a warehouse for online sales and a convenience store that sells single cigarettes.

- Foreclosures are believed to be an issue in the neighborhood. Purchased foreclosure data from American Core Logic indicates no bank-owned foreclosed properties (also known as Real Estate Owned or REO properties) in the FIS Area and 4 REO properties in the Impact Area, but it is certainly possible for foreclosure activity to be occurring that is not being picked up in this dataset.

### ***Physical Conditions***

*This section explores questions such as: Does the neighborhood look well-kept? Orderly? Are homes in good repair and maintenance? Commercial buildings? Parks and public spaces clean and well-maintained? Does this neighborhood have curb appeal? What message would it send to a casual observer driving down the streets? What about streetscapes – curbs, sidewalks, streets, etc.?*

#### ***Strengths and opportunities***

- While the FIS area is not free of blight, the neighborhood has a good appearance overall, with many beautiful homes, many healthy street trees, and a diversity of housing types. Many streetscapes to the north of Driving Park Avenue, such as Lake View Park, can only be described as spectacular. Older, mostly owner-occupied homes with many fine architectural features line well-landscaped streets lined with mature sycamore trees. While there is a big visual difference south of Driving Park Avenue, there are still many solid and well maintained homes in this area. Simple visual improvements to enhance curb appeal, such as painting, front porch repairs, and landscaping could produce a significant impact.
- Solid buildings at the site of the Holy Rosary church present redevelopment potential. There appears to be strong potential for the school building there to become senior housing, as it already has elevator in it, and its large classrooms could be transformed to apartments.
- NCS, a nonprofit serving the area, provides housing rehabilitation programs and development capacity to improve physical conditions.
- The FIS Area is in a convenient location. On a WIN survey conducted in the summer of 2008 that asked neighborhood respondents what they liked best about the neighborhood, “close to businesses / church / everything” was the second most frequently cited quality.

- The bed of the former Erie canal, running very close to the FIS area, may provide interesting opportunities for recreational development or urban agriculture.
- There is a planned resurfacing of Dewey Avenue in 2011 using federal funds; this will include curb and sidewalk repair.
- The City of Rochester is pursuing the establishment of an urban renewal area for the Dewey-Driving Park commercial node, which may provide additional flexibility to pursue redevelopment opportunities.

### *Challenges*

- On a recent WIN survey of neighborhood residents, “trash and litter” was the 4<sup>th</sup> most commonly cited thing that respondents would like to change about the neighborhood (the first three items were all crime related). “Improved cleanliness” was the most commonly cited way in which respondents described how they would like the neighborhood to look in the future.
- Lighting, particularly at the commercial intersection of Dewey and Driving Park Avenues, is substandard. This is contributing to problems with crime at night.
- More generally, Dewey Avenue presents an “inconsistent” look, as one stakeholder put it – “40 percent looks organized, and the other 60 percent looks not pulled together.”
- Parking issues exist at the corner of Dewey and Driving Park avenues, as motorists use a driving lane for a parking lane. Traffic tends to move slowly through the neighborhood – but this is probably advantageous for area merchants, and in fact calming traffic is one of the community-based guiding principles for development identified at a Dewey Avenue planning charette.
- A significant number of buildings are in substandard condition in the area. Within the FIS Area proper, 39 properties (24%) have code violations. In a building conditions survey conducted by Enterprise in Summer 2008, 3 properties were rated at level 5 (very poor condition) and 19 properties at level 4 (poor condition), for a total of 14 percent of properties in the area. In the combined FIS and Impact Area, 205 properties (22%) have code violations; 5 properties were rated at level 5 and 121 properties were rated at level 4 for a total of 14 percent of the properties in the area.
- A walking tour of the neighborhood identified deferred maintenance to gutters, garages, roofs, and a number of neglected individual commercial and residential properties. On a recent WIN survey of neighborhood residents



conducted in summer 2008, “housing and property improvements” was the second most frequently cited improvement that respondents wanted to see.

- A local economic development consultant notes that commercial property owners have invested relatively little in their buildings, and in turn rent the properties to low-rent areas. The consultant believes that with improved investment in these buildings, they may be able to attract higher-quality, longer-term commercial tenants.
- Bus lines run through the area along the main streets but not beyond to other destinations. Essentially, the Route 10 bus is the only line serving Dewey Driving Park. Route 10/10x goes from Greece, down Dewey to Downtown. Two other bus lines pass nearby. Route 15 goes up Lake and is on Dewey Avenue north of Route 104; Route 1 also serves Lake Ave.
- The area is perceived as difficult for pedestrians to walk in, in part due to the traffic congestion and a somewhat hectic feeling. The intersection at Dewey and Driving Park has a somewhat barren, unattractive feel about it, without attractive store awnings, street furniture, or other elements that make the commercial core an area where a pedestrian would want to linger.

### ***Neighborhood Management***

*This section explores questions such as: Does the neighborhood present as well-managed? Are there litter and trash or flowers and swept sidewalks? Are there “eyes on the street” – neighbors watching what’s going on? Is there visible crime? Loitering? Are there formal and informal groups managing the neighborhood?*

#### ***Strengths and opportunities***

- The FIS area benefits from several strong neighborhood associations. The Maplewood neighborhood association is working very diligently to engage residents in a broad array of “neighboring” activities including gardening groups, decorating groups, banners, block clubs, and telephone calling trees. The association works to reach out and engage new homeowners in the area. The neighborhood has an annual Rose Festival and a House Tour. The Police and Citizens Together Against Crime (PACTAC) program is also garnering significant citizen engagement. The Edgerton neighborhood association also enjoys a corps of dedicated leadership, although the challenges appear somewhat greater to organizing “neighboring” activities in this area.
- When asked what they liked best about the neighborhood, participants in a WIN survey were most likely to mention the nice people in the neighborhood.
- The Maplewood Neighborhood Association working on a business plan with the intention of hiring an Executive Director. The Association would then be

able to play a more active role in structuring marketing and communications efforts for the area, and potentially to help reinvigorate a business association for the area.

## *Challenges*

- Crime is a major issue that area residents are confronting. On a recent WIN survey of neighborhood residents, “violence and guns,” “drug problems / dealers,” and “crime” were the three most frequently cited aspects of the neighborhood that respondents would like to change. Gang activity is perceived as increasing in the neighborhood and prostitution is occurring on Lexington Avenue as it passes through the FIS area. Problems with crime are particularly bad at night. At community meetings, residents have further noted that drug dealers are out maneuvering the police, simply scattering when they show up, and that neighbors live in fear of gangs and drug dealers. Residents feel that too many drug sales are happening to kids on the streets, and note that vacant houses are being used by drug dealers. Stakeholders report that police have closed two stores in the neighborhood due to crime-related issues.
- At a recent community meeting, residents noted that the trust level between the community and the police department needs improvement, and that laws must be enforced equally across racial and ethnic lines. Residents also were concerned about poor police response to 911 calls and lack of responsiveness to nuisance abatement issues.
- Importantly, residents appear to be struggling in their efforts to establish norms of behavior in the neighborhood. This challenge seems to stem from residents not knowing each other well in some instances, and in other instances from outright intimidation – at community meetings, residents have wondered “what can we do to help without being targeted ourselves?” Safety issues in the neighborhood appear to be driving out homeowners (including recent homebuyers who say they want to leave after experiencing the neighborhood at night) and businesses. People report that they feel unsafe even in their homes. A business owner at the corner of Bryan and Dewey noted at a community meeting that he is having trouble with crowds of young people hanging outside his store, which is deterring customers from entering.
- The predominance of rental properties in the neighborhood appears to be impacting social capital. Fewer homeowners have their roots sunk into the neighborhood to serve as the social “glue” holding together a block, and small numbers of problematic tenants are able to dramatically change the tone of the block. As one stakeholder put it, “With a low homeownership rate, people don’t care as much – they are not vested here.”
- Stakeholders reported a desire for more rapid action and greater responsiveness from the City of Rochester in areas including policing, code enforcement, deployment of a planned façade improvement program, and speed of accessing lead remediation program money.

- Attempts to re-invigorate a business association for the Dewey – Driving Park area have failed, with very few active members at this point.

### **Social Conditions**

*This section explores questions such as: Do residents have access to jobs? Are households able to make ends meet? Does the neighborhood provide positive opportunities for youth? Are amenities (e.g. quality parks, stores, libraries, services, schools) present in or near the neighborhood that provide a high quality of life in the neighborhood for the people who live there)?*

#### *Strengths and opportunities*

- The neighborhood is home to two highly-regarded parochial schools, Aquinas and Sacred Heart. Both have made major investments in the tens of millions of dollars. The Maplewood YMCA near the intersection of Driving Park and Lake Avenue is undergoing a major, \$4.6 million renovation.

#### *Challenges*

- Stakeholders report that many of the neighborhood's Burmese refugees come from an agrarian background, meaning that they likely may need to learn new skills to find jobs in Rochester. Children in these families need English as a Second Language (ESL) education, which is not offered at neighborhood schools. The Catholic Family Center works with these refugees to help them transition to a new life in Rochester, but due to funding limitations can only work with them for 6 months.
- At community meetings, residents have noted challenges in finding jobs to support their family.
- Public schools in general in Rochester suffer from a poor reputation and their reputation appears to be influencing the marketability of the neighborhood. Based on level 3/4 test score data, School #34, an elementary school located on Lexington Avenue, appears to perform somewhat lower than the City school district as a whole. On the other hand, School #7 shows very strong performance on a par with suburban school districts such as Greece.

School #	Level 3/4 ELA	Level 3/4 Math	Level 3-4 Science	% eligible for Free Lunch
7	77	80	93	75
34	36	48	72	87
<b>District</b>	<b>48</b>	<b>52</b>	<b>75</b>	<b>71</b>
<b>Greece</b>	<b>73</b>	<b>82</b>	<b>93</b>	<b>20</b>

## Strategies

### *Suggestions on an overall revitalization approach*

Taken together, the strategies for the FIS area should convey a coherent revitalization approach. The major prongs comprising an overall approach towards revitalizing the Dewey Driving Park FIS area might be as follows:

- Focus on conversion of rental single-family stock to homeownership and bringing in strong buyers to the neighborhood. Market homeownership opportunities to workers at companies growing or maintaining a presence in the Kodak industrial park, as well as to the Burmese refugee population.
- Providing funding for homeowners and landlords to invest in small “curb appeal” projects such as picket fences, front porches, etc. Could be combined with funding for home security (glass block windows, etc.). Complement this with investments to create an attractive public realm per charrette recommendations, especially along Dewey Avenue in concert with the planned resurfacing.
- Continue and expand investments in building social capital among neighborhood residents. Link homeownership and housing rehabilitation efforts to building social capital – for example, by encouraging new homeowners to join neighborhood associations and by rehabilitating front porches to an attractive standard that encourages people to sit and meet neighbors. Edgerton needs extra support in this area.
- Invest in business recruiting strategies to complete the commercial mix needed for a healthy neighborhood shopping center. Complement this economic restructuring effort with the additional pieces of a “Main Street” approach – design, organizing merchants, and promotion.
- Create marketing and promotional strategy integrating marketing of shopping area and of homeownership opportunities.

## Appendices

- Appendix A: List of FIS team members
- Appendix B: FIS Area maps
  - Base map
  - Contextual map
  - Land use map
  - Ownership status of buildings
  - Building conditions / problem properties / vacant lots
- Appendix C: Excerpts of Dewey-Driving Park design charrette

Appendix A

# Appendix A: Dewey Driving Park FIS Team

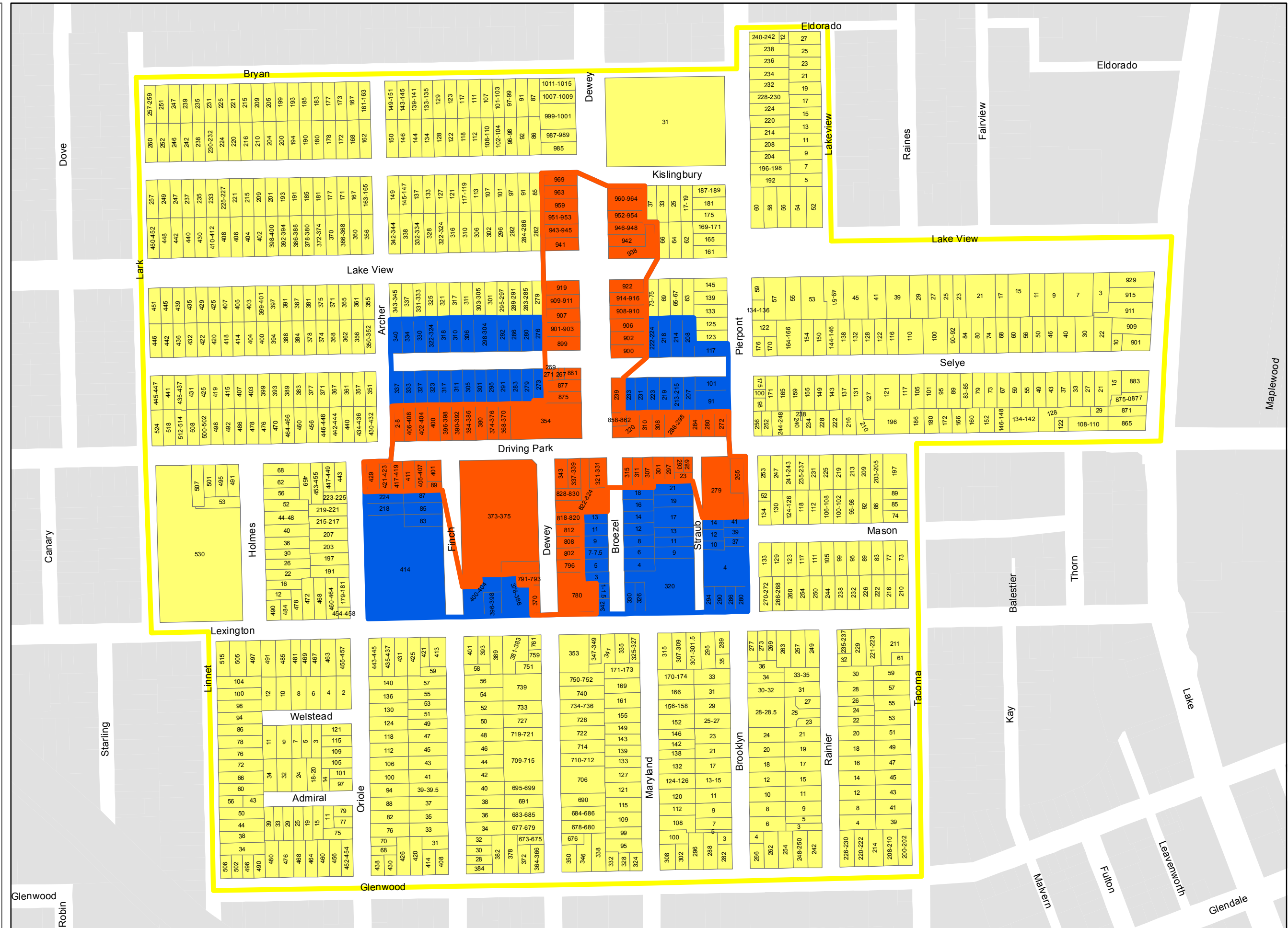
Last Name	Name	Organization	Street	City	State	Zip Code	Phone	e-mail	Program Descriptions	Committees
Ames	Jane	WIN	121 Driving Pk Ave.	Rochester	NY	14613	458-5927 x 104	<a href="mailto:elianeames@gmail.com">elianeames@gmail.com</a>	Wellness Programs	Health/Human Services and Housing
Boynton-Frykholm	Susan	City Housing and Real Estate	30 Church St. Room 028 B	Rochester	NY	14614	428-7194	<a href="mailto:boyntons@cityofrochester.gov">boyntons@cityofrochester.gov</a>	Housing Programs	Commercial Housing and Industrial
Bryant	Ahmon	Sharp Edgex Barber Shop	830 Dewey Avenue	Rochester	NY	14613	330-5150	<a href="mailto:sharpedgex@live.com">sharpedgex@live.com</a>	Barber Institute	Commercial Industrial
Coniff	Mike	City Planning NCS Community Dev. Corp.	30 Church St.	Rochester	NY	14614	428-6518	<a href="mailto:coniffm@cityofrochester.gov">coniffm@cityofrochester.gov</a>	Planning Services	Health and Human Services
Corrier	Frank		275 Driving Pk. Ave.	Rochester	NY	14613	254-8090	<a href="mailto:frankcorrier@ncsdc.org">frankcorrier@ncsdc.org</a>	Housing Programs	Commercial Industrial and Housing
Cruz	Jose	City Neighborhood Service Centers	1099 Jay St. Bldg. D Suite 200	Rochester	NY	14611	428-7622	<a href="mailto:cruzj@cityofrochester.gov">cruzj@cityofrochester.gov</a>	Neighborhood Stabilization	Health/Human Services and Housing
Gaylord	Stephe	Wellness in our Neighborhood (WIN)	277 Aldine St.	Rochester	NY	14619	314-9713	<a href="mailto:gaylord_stephen@roberts.edu">gaylord_stephen@roberts.edu</a>	Wellness Programs	Commercial Industrial and Housing
Kaleh	Cindy	Maplewood Neighborhood Association	18 Fairview Av	Rochester	NY	14613	232-8420	<a href="mailto:cindy@kalehsupport.com">cindy@kalehsupport.com</a>	Neighborhood Programs	Commercial Industrial and Housing
Nieves	Telana	City Economic Development	30 Church St.	Rochester	NY	14614	428-6891	<a href="mailto:nieves@cityofrochester.gov">nieves@cityofrochester.gov</a>	Economic Development, Commercial and Industrial	Commercial Industrial and Housing
Roland	Relton	Grace Urban Ministries	PO Box 13109	Rochester	NY	14613	458-1310	<a href="mailto:rummail@frontiernet.net">rummail@frontiernet.net</a>	Human Services	Health/Human Services
Roose	Bill	Edgerton Neighborhood Association	159 Saratoga Avenue	Rochester	NY	14613	770-4057	<a href="mailto:brotherbill052@netzero.net">brotherbill052@netzero.net</a>		Commercial Industrial and Housing
Saudey	Virginia	NIMROD		Rochester	NY	14613		none		Commercial Industrial and Housing
Shepardson	Frank	Edgerton Neighborhood Association	260 Emerson St.	Rochester	NY	14613	254-8638	<a href="mailto:f.shepardson@rochester.rr.com">f.shepardson@rochester.rr.com</a>		Commercial Industrial and Housing
Nicholas	George			Rochester	NY					Health/Human Services



Appendix B



There are 79 parcels in the Dewey Driving Park FIS priority area (9%), 82 parcels in the Dewey Driving Park FIS Area (9%), and 764 parcels in the Dewey Driving Park FIS impact area (83%)





834 properties, 90%, in the area are residential and 515 properties, 56%, are single family residential.

36 properties, 4%, in the area are commercial uses.

16 properties, 2%, properties are vacant lots.

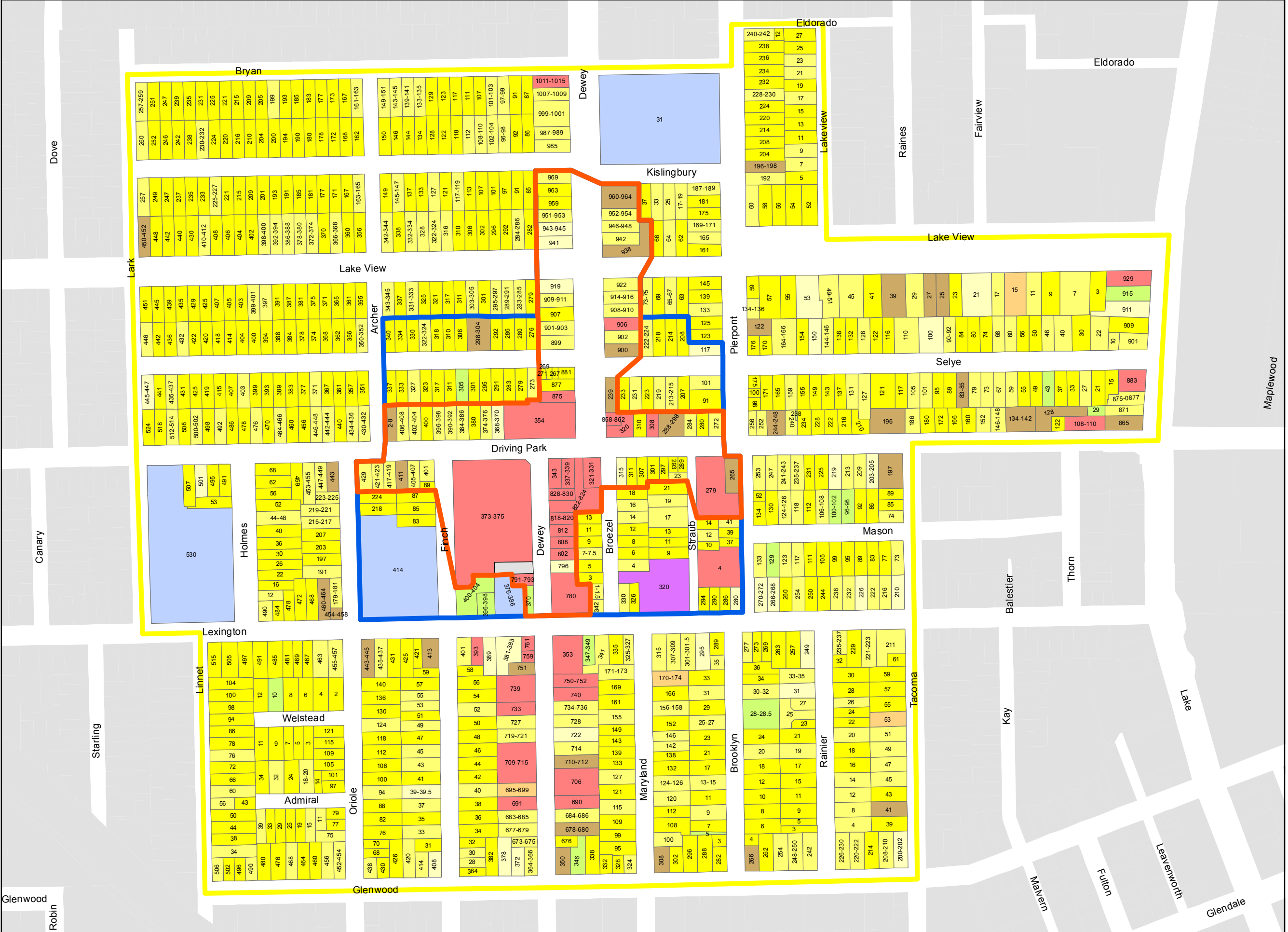
**Legend**

- Dewey Driving Park Priority Area
- Dewey Driving Park FIS Area
- Dewey Driving Park Impact Area

**FIS ZONES**

Land Use

- No Data
- Single Family
- Two Family
- Three Family
- Multi Family
- Apartments
- Vacant Land
- Commercial
- Community Facility
- Industrial










205 properties, 22%, have code violations




A property condition survey was conducted in the Dewey Driving Park Neighborhood with a 1 rating being a property in excellent condition and a 5 rating a property in extremely poor condition:

5 (1%) properties are rated 5's  
121 (13%) properties are rated 4's  
126 (14%) properties are rated 4 or 5.

### Legend







-  Dewey Driving Park Priority Area  
 Dewey Driving Park FIS Area  
 Dewey Driving Park Impact Area

## VIOLATIONS

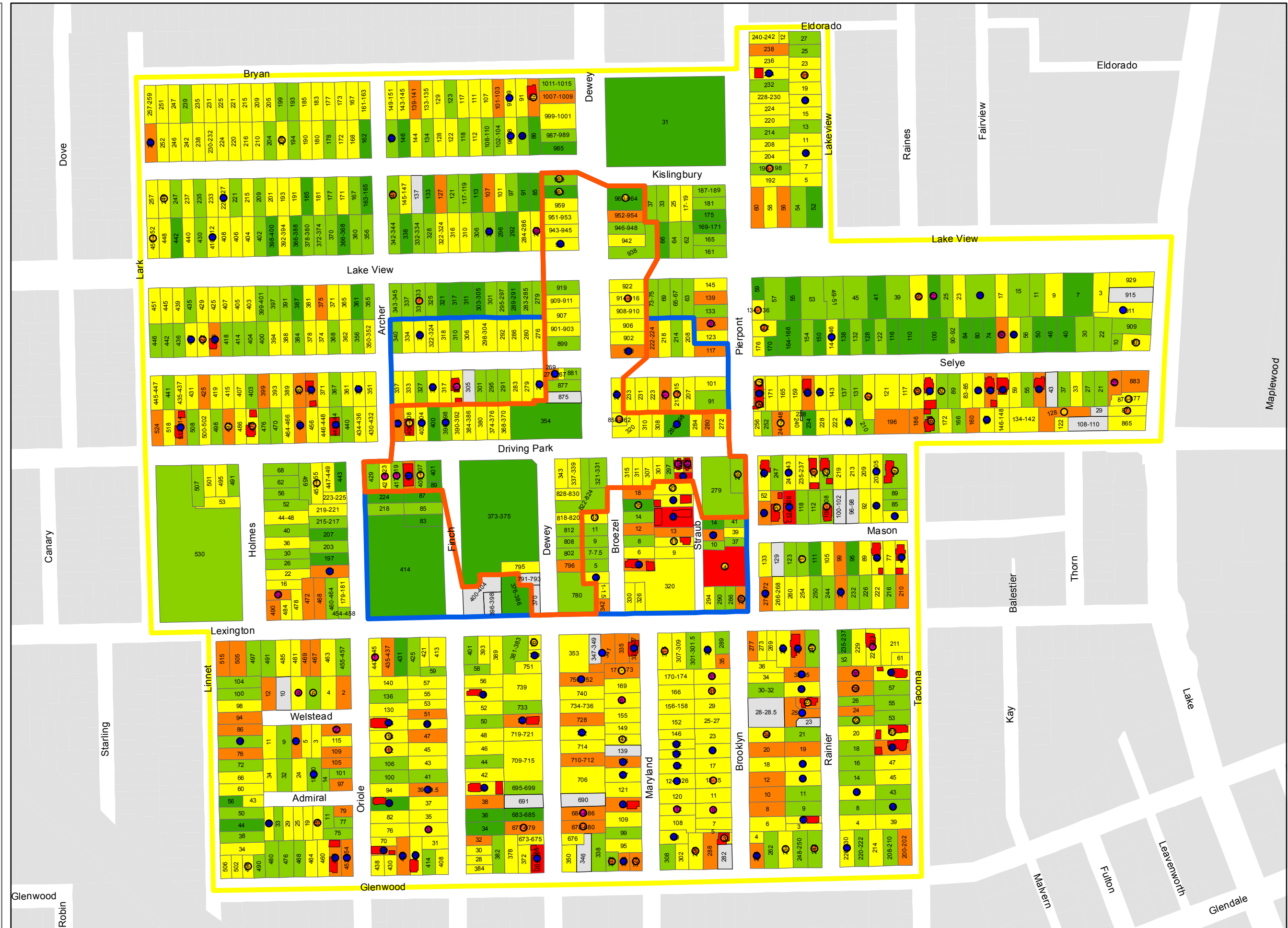
-  1  
 2-3  
 3-5  
 5+

 Vacant Building

### Building Condition

- |                                                                                   |   |
|-----------------------------------------------------------------------------------|---|
|  | 0 |
|  | 1 |
|  | 2 |
|  | 3 |
|  | 4 |
|  | 5 |

150	75	0	150 Feet
-----	----	---	----------





320 (38%) of residential buildings are occupied by renters.

**Legend**

Dewey Driving Park Priority Area

Dewey Driving Park FIS Area

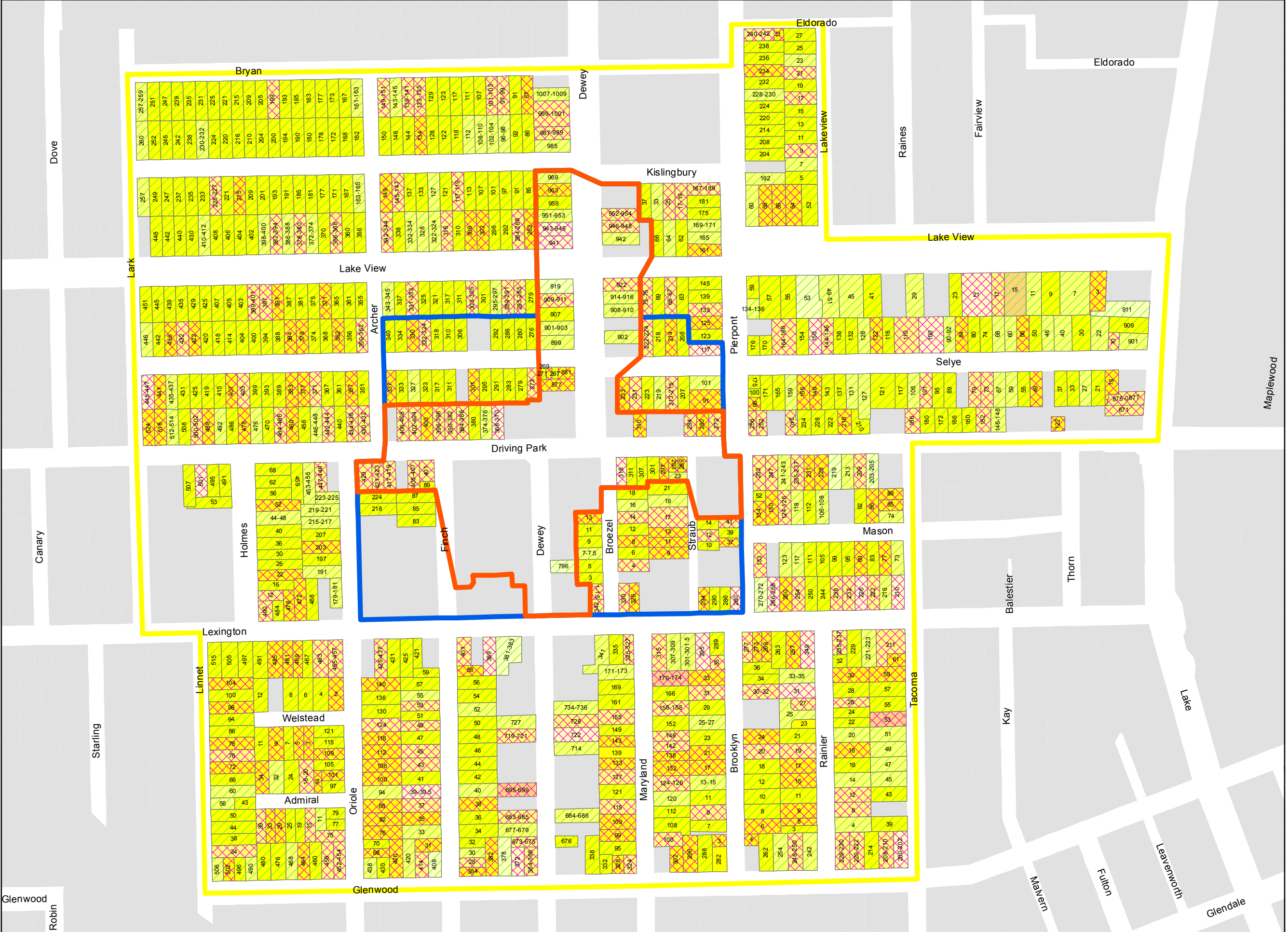
Dewey Driving Park Impact Area

**DWDPFISPARCELS\_SBL20**

**Housing Tenure**

Owner

Investor



Appendix C



A Community-Based Vision Plan for the

# DEWEY AVENUE CORRIDOR/ MAPLEWOOD NEIGHBORHOOD

Rochester, New York



**RRCDC**  
ROCHESTER REGIONAL  
COMMUNITY DESIGN CENTER

Produced by the  
**ROCHESTER REGIONAL**  
COMMUNITY DESIGN CENTER  
January 2008





A Community-Based Vision Plan for the

# DEWEY AVENUE CORRIDOR/ MAPLEWOOD NEIGHBORHOOD

January 2008

Rochester, New York



Produced by the

**Rochester Regional Community Design Center**

Writing and Editing: Lindsay Allen, Grace Guarino, Jonathan Logan, Joni Monroe

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# ACKNOWLEDGEMENTS

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**T**he Rochester Regional Community Design Center thankfully acknowledges the important contributions of people and organizations who were involved with charrette planning, the charrette event and the post charrette process. We also give thanks to those who contributed funding to the charrette event and those individuals and organizations who financially support the Design Center, helping to make the Dewey Avenue and other charrettes possible.

Thank you to the Dewey Avenue Steering Committee; the Dewey Avenue Design Team and the

charrette facilitators for volunteering their time and professional skills; City Blue Imaging Services for their contributed services; the RRCDL volunteers, interns and staff; and the many others who have been generously involved in this process.

A special thank you to Senator Robach, Senator Alesi, Assemblyperson Morelle, City of Rochester and AIA-Rochester Chapter for contributing funds to help make the Dewey Avenue Charrette possible.



# TABLE OF CONTENTS

Acknowledgements .....	4
Executive Summary .....	6
Introduction .....	8
History .....	9
Dewey-Maplewood Today .....	11
Charrette Coordination and Planning.....	12
Charrette Steering Committee Member Organizations.....	14
The Charrette Event.....	15
Charrette Focus Areas.....	16
Charrette Area Base Map .....	17
Charrette Results .....	18
Community-Based Guiding Principles for Development.....	19
Focus Area One .....	20
Focus Area Two .....	23
Focus Area Three .....	27
Focus Area Four .....	30
Focus Area Five.....	32
Vision Plan Development .....	35
Vision Plan Introduction.....	36
Vision Plan Overview.....	37
Color Legend.....	40
Plan A—Lexington Avenue to Kislingbury Street.....	43
Plan B—Kislingbury Street to Alameda Street.....	49
Plan C—Alameda Street to Electric Avenue.....	53
Plan D—Electric Avenue to Knickerbocker Avenue.....	59
Plan E—Knickerbocker Avenue to Rand Street.....	63
Plan F—Rand Street to Velox Street .....	67
Post Charrette Implementation.....	73
Summary and Conclusions .....	77
Steering Committee Members and Charrette Facilitators .....	78
About the RRCDC .....	79



# EXECUTIVE SUMMARY

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In collaboration with the Dewey Avenue Steering committee comprised of residents from the Maplewood neighborhood, RRCDC prepared this community-based Vision Plan for the Dewey Avenue corridor from Driving Park Avenue to Ridge Road. It serves to provide written and visual urban design plans reflecting the goals and ideas of community members for development of their neighborhood and the corridor.

The final Vision Plan incorporates ideas suggested by over 110 residents and stakeholders at the Dewey Avenue Community Charrette held in November 2006. The Plan expresses these ideas as elements of good design and planning to create a healthy, viable community and inspiration for the corridor's development. The process of creating the plan began in 2005 when members of the Maplewood Neighborhood Association first contacted RRCDC. Following the Charrette, the process of creating the Vision Plan was carried out during 2007.

The Vision Plan contains overlay base plans, each of which includes design and development recommendations for a segment of Dewey Avenue within the Charrette Area. The Vision Plan also includes a detail of a plan for an alternate design for the Driving Park Avenue intersection, an elevation illustrating potential façade improvements for the mixed-use buildings between Magee and Electric Avenues, and a perspective representing proposed improvements at Ridge Road. The preliminary recommendations in the plan are based on general design concepts which were expressed as important by community members at the charrette. These concepts include:

- Create a Pedestrian-Friendly Environment: Slow Traffic, Diversify Transportation Options and Improve Accessibility
- Improve Aesthetic Character

- 
- Establish Community Gateways
  - Respect, Reclaim and Preserve Existing Historical Buildings
  - Respect, Reclaim and Preserve Natural Resources and Green space
  - Encourage Community Partnerships
  - Develop Parking Strategies

- Implement Parking Strategies

The Vision Plan will serve as a guide for the community as they seek to implement the recommended changes during the next phase of the process.

These concepts were instrumental in developing the plans and recommendations contained in the Vision Plan. Numerous proposed improvements are detailed within. Major recommendations include:

- Continue Steering Group Involvement
- Identify and Prioritize Goals
- Improve Safety, Maintenance and Enforcement of Current Regulations
- Undertake Public Property Improvements
- Encourage Improvements to Private Property





# INTRODUCTION

---

On Saturday, November 11, 2006, over 110 community members, business owners, residents and other stakeholders from the Dewey Avenue/Maplewood Neighborhood met with design professionals at a community design charrette to exchange ideas and begin developing a common vision for the future of the Dewey Avenue corridor in their neighborhood. The drawings and ideas generated at the charrette were subsequently analyzed, synthesized and translated into tangible ideas for development in the area.

The Dewey Avenue/Maplewood Neighborhood is bounded by the Holy Sepulcher and Riverside Cemeteries on the north and by Driving Park Avenue on the south; its eastern boundary is the Genesee River gorge and Lower Falls, and its western boundary lies along Mt. Read Boulevard. The Dewey Avenue corridor runs north and south along the center of the Maplewood Neighborhood,

making it a natural focus for viable neighborhood development.

This report chronicles the processes before and after the charrette, and shows and describes the final Vision Plan, which was developed by the RRCDC Design Studio based on those ideas. Each section of the report explores a different aspect of the community or the process involved in creating and implementing a Vision Plan.

The RRCDC staff compiled the Dewey Avenue/Maplewood Neighborhood Charrette Report in 2007. This report is intended to be a resource for members of the municipal government of the City of Rochester as well as any residents, business-owners and other individuals and organizations intending to develop or improve properties along the Dewey Avenue corridor and in the Dewey-Maplewood Neighborhood.



Pioneers began settling the Maplewood area in the late 18th century, and by 1830 it was a thriving farming and industrial community along the Genesee River. Mills and factories had clustered along the west side of the Lower Falls, and farms spread north and west from the industrial site. During the 1840s, wealthy residents from the City of Rochester just to the south of the Maplewood area (then a part of the Town of Greece) began purchasing large land tracts along what is now Lake Avenue and building impressive manor homes overlooking the Genesee gorge. By the 1870s, the City of Rochester had annexed most of the Maplewood neighborhood. During the latter part of the 19th century, the city commissioned Frederick Law Olmstead, famed architect of New York City's Central Park, to design city parks that included a large park along the Genesee known today as Maplewood Park, including the Rose Garden at the corner of Lake Avenue and Driving Park.

With the addition in 1882 and subsequent growth of the Eastman Kodak Company, the Maplewood area became a preferred locale for Rochester's residential expansion. Additionally, expansion of Rochester's transit system that included an electric streetcar system stimulated increased construction in the area. By 1910, Dewey Avenue and some of

its intersecting streets had been paved, but most remained dirt and gravel. The city then expanded the Dewey Avenue trolley line to include two tracks instead of one, and they extended it to the Knickerbocker loop at the city limits.

In 1919, the City annexed the remaining portions of the current Maplewood neighborhood and surveyed and mapped the remaining streets and lots. By 1926, homes had been completed on most of the building lots, with the exception of a tract just southwest of the Holy Sepulcher Cemetery, known as the Dewey Park Tract. The Great Depression and WWII delayed development of the Dewey Park Tract until after the war.

As both the Maplewood neighborhood and Kodak Park continued to grow, the need for a bridge spanning the Genesee River became paramount. Until the erection of the Veterans Memorial Bridge, finished in 1931, those wishing to cross the river had to use the bridge on the south end of the area at Driving Park, or travel several miles north to the Stutson Street crossing in Charlotte. The Veterans Bridge dramatically increased traffic on Ridge Road West. Now a key artery to both the east and the west, Ridge Road became a nightmare to navigate, especially during Kodak Park rush hours. Traffic



---

volume along Ridge Road continues to be of concern even today.

Another traffic problem presented itself at the intersection of Dewey and Driving Park. In 1946, Maplewood leaders again reviewed the frustrating bottleneck which persisted there (straightening the intersection had also been considered in the mid-1920s). Considered to be one of the City's worst traffic points, traffic flowed into the intersection from five directions. However, aside from creating a small off-street municipal parking lot in 1961, no grand scale reconstruction ever happened, except for widening of some of the roadway and upgrading the traffic signals.

After a building boom that followed on the heels

of WWII, the economic health of the Maplewood's business districts began to suffer in the 1960s as they competed unsuccessfully with the suburban automobile-mall economy and a fading interest in urban living/shopping. Since then, the several commercial areas along the length of Dewey Avenue from Driving Park to Pullman Avenue have continued, for better or worse, to function as neighborhood convenience-goods centers. Like many urban neighborhoods, the vitality of Dewey Avenue continued its decline in the 1980s and 1990s. Today it is plagued by empty store fronts, worn façades, lack of green space, and an inability to attract business investment in the neighborhood.





# DEWEY-MAPLEWOOD TODAY

---

The Maplewood Neighborhood (Sector 2 of the Neighbors Building Neighborhoods initiative) is unique among city neighborhoods because along its eastern edge it combines the architectural grandeur of intact urban landscapes designed by the Frederick Law Olmsted with the natural beauty of the Lower Falls of the Genesee River. Each year, Maplewood celebrates its architecture with a House Tour, and celebrates the natural environment with an annual Rose Festival in Maplewood Park.

With recent trends toward returning to urban living, the time is ripe for revitalization of the Maplewood Dewey Avenue corridor and the creation of a viable, attractive, pedestrian-friendly retail and residential core that will be the destination of choice for Maplewood's diverse, multicultural population. Though enthusiastic in its revival

efforts, the Maplewood Neighborhood does face challenges, especially with regard to its empty store fronts, deteriorating building façades, and decades of uninformed "improvements." However, Dewey Avenue ("Maplewood's Main Street") also provides a host of opportunities to improve the public realm and bring the Neighborhood back to a safer, more walkable, human-scale community. Scheduled for road maintenance in t, recommendations for structural improvements can be incorporated at the outset to Dewey Avenue.



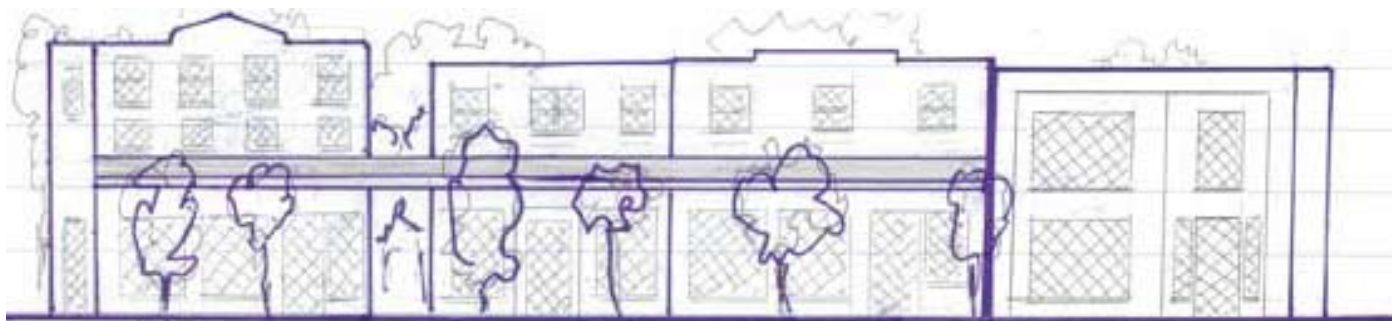
# CHARRETTE COORDINATION AND PLANNING

Planning for the Dewey Avenue/Maplewood Neighborhood Charrette began during the winter of 2005, at the suggestion of Maplewood Neighborhood Association (MNA) Board member Bob Bramlet. Charrette coordination was guided by the Dewey Avenue/Maplewood Neighborhood Steering Committee, composed of representatives from a variety of stakeholder groups working in conjunction with the RRCDC. They began meeting

during the spring of 2006, where they reviewed a time line and planning schedule, established the official charrette Steering Committee, and identified potential partners.

Steering Committee members represented a variety of Maplewood stakeholders, including Aquinas Institute, the Eastman Kodak Company, M&T Bank, Councilman Bob Stevenson, Wegman's, the NCS Community Development Corp., the City of Rochester, St. Luke Community Tabernacle Church, Bob Wagner Realty, and other local businesses.

From that point on, the Steering Committee met monthly with the RRCDC to coordinate for the charrette. During meetings and walking tours of the area with the RRCDC, much of the discussion and planning focused on the topics to be covered during the design charrette. The groups defined the charrette focus areas and identified major





design concerns based on an assessment of the existing assets and problem areas. The Steering Committee also helped to plan the structure of and coordinated for the logistics of the event itself.

Planning and carrying out the Dewey Avenue/Maplewood Neighborhood Charrette required many hours of intensive work over eight months on the part of the Steering Committee members. The time commitment from individuals was both a major challenge and a necessary ingredient in the charrette process. Continued dedication through the post-charrette phase of the process now leaves the community poised to enter the implementation phase with confidence.



# CHARRETTE STEERING COMMITTEE

## MEMBER ORGANIZATIONS

---

Senator Alesi	Affronti Properties
Senator Robach	Bob Wagner Real Estate
Assemblyperson Morelle	Aquinas Institute
City of Rochester: Bureau of Neighborhood Initiatives,	St. Luke Tabernacle Community Church
Community and Economic Development	PAC-TAC
Rochester Regional Community Design Center	NET Office
Maplewood Neighborhood Association	Sector 2
Maplewood Business Association	Hahn Graphic
Bureau of Neighborhood Initiatives	M&T Bank
Kodak Neighbor Relations Office	Councilman Robert (Bob) Stevenson
NCS Community Development Corp	Office of City Councilwoman Lois Geiss
	West Ridge Road Business Association





# THE CHARRETTE EVENT

---

The Charrette event took place on Saturday, November 11th 2006, in the cafeteria of the Aquinas Institute. The event gathered over 110 neighborhood residents, stakeholders, and over 20 design professional facilitators. A great age range was represented among the attendants; ideas and input were taken from high-school students and senior neighborhood residents alike.

The day began at 9:00 with breakfast and several opening speakers. Remarks were made first by Lois Geiss, Rochester City Council President, and Molly Clifford, Director of NET. MNA VP Bob Bramlet discussed the history of Dewey Avenue, Dan Buyer, Executive Director of the South Wedge Planning

Committee, talked about the future of Dewey Avenue. Rochester City Planner Chuck Thomas followed with a discussion of the city's role in planning, and Tim Raymond, AIA, ended the morning remarks with the principles of good design. Following the talks, attendees gathered into 12 different teams, breaking off to explore 5 pre-determined focus-areas. For several hours, the teams, comprised of 2 design professionals and at least several more neighborhood stakeholders, walked through their focus-areas, paying attention to both the positive and negative elements that they observed, and took notes for the drafting stage to come later in the afternoon.



# CHARRETTE FOCUS AREAS

---



## **FOCUS AREA ONE**

Dewey Avenue Public Realm Corridor - The focus area includes the length of Dewey Avenue from the intersection at Driving Park to the intersection at Ridge Road.

## **FOCUS AREA TWO**

Dewey/Driving Park Intersection - The focus area is at the south edge of the charrette area and encompasses the intersection of Dewey Avenue and Driving Park Avenue and includes the Wegman's site.

## **FOCUS AREA THREE**

Ridge Road Intersection and Kodak Site - The focus area includes the intersection at Dewey Avenue and Ridge Road and the potential development site bounded by Eastman Avenue to the north on the east side of Dewey Avenue north of Ridge Road.

## **FOCUS AREA FOUR**

Commercial Nodes/Main Business Strip/ Village Center - The focus area includes the buildings along Dewey Avenue between Avis Street and Seneca Parkway.

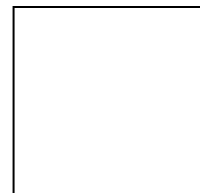
## **FOCUS AREA FIVE**

Industrial/Institutional - This focus area includes the built environment along Dewey Avenue from Pullman Avenue to Rand Street.

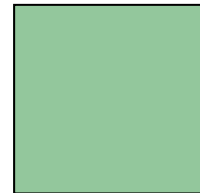


# CHARRETTE AREA BASE MAP

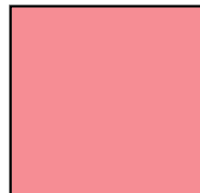
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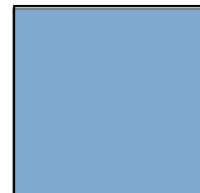
**FOCUS AREA ONE**



**FOCUS AREA TWO**



**FOCUS AREA THREE**



**FOCUS AREA FOUR**



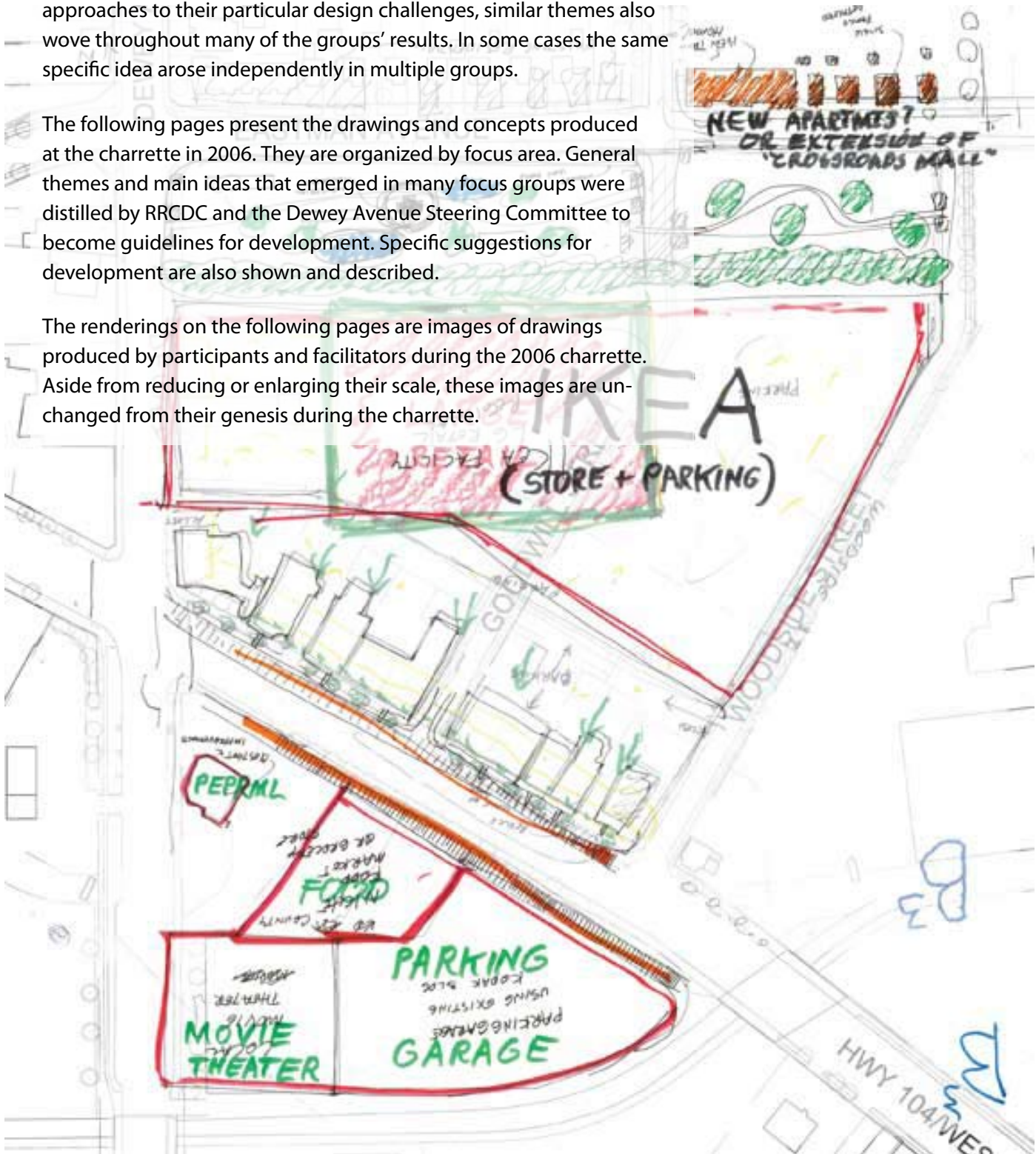
**FOCUS AREA FIVE**

# CHARRETTE RESULTS

The Charrette resulted in a diversity of thoughtful and creative suggestions for improving the Dewey Avenue corridor. While each focus group concentrated on a specific topic and developed unique approaches to their particular design challenges, similar themes also wove throughout many of the groups' results. In some cases the same specific idea arose independently in multiple groups.

The following pages present the drawings and concepts produced at the charrette in 2006. They are organized by focus area. General themes and main ideas that emerged in many focus groups were distilled by RRCDC and the Dewey Avenue Steering Committee to become guidelines for development. Specific suggestions for development are also shown and described.

The renderings on the following pages are images of drawings produced by participants and facilitators during the 2006 charrette. Aside from reducing or enlarging their scale, these images are unchanged from their genesis during the charrette.





# COMMUNITY-BASED GUIDING PRINCIPLES FOR DEVELOPMENT

---



- Slow and calm traffic;
- Develop a visual theme for Dewey Avenue;
- Create community gateways;
- Respect, reclaim and preserve existing historical buildings;
- Respect, reclaim and preserve natural resources;
- Reclaim green space, public and private;
- Encourage working together to achieve neighborhood identity;
- Define parking strategies.



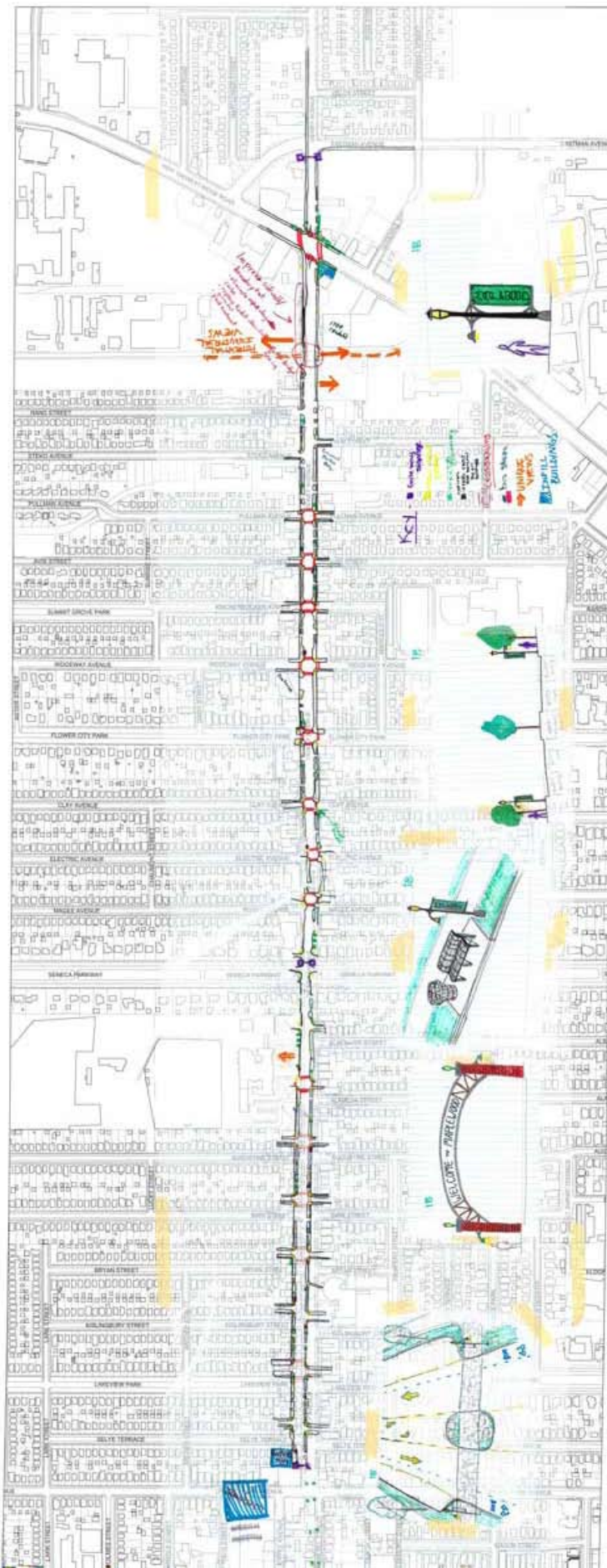
# FOCUS AREA ONE

## DEWEY AVENUE PUBLIC REALM CORRIDOR

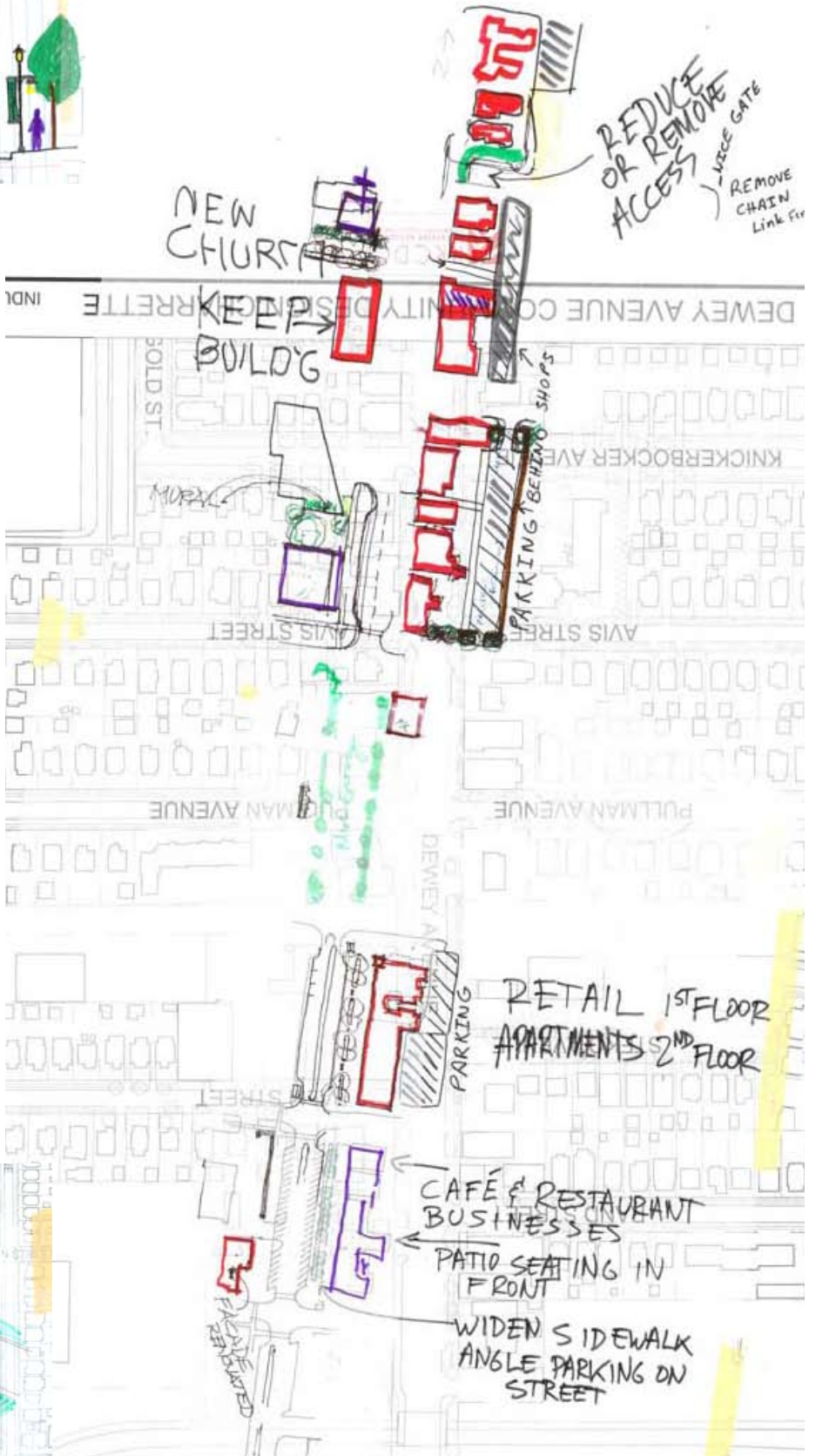
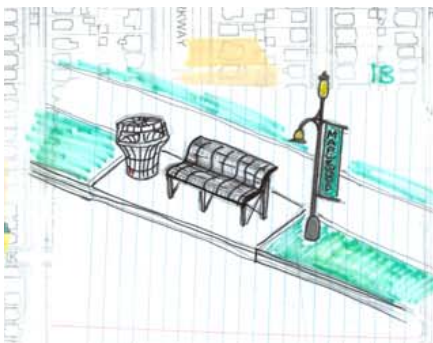
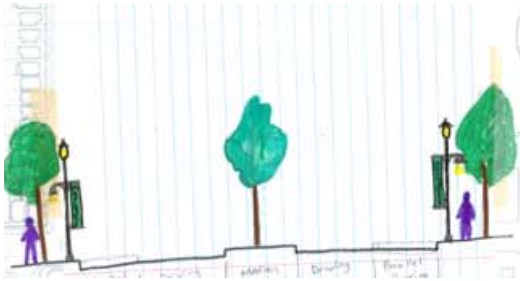
**Description:** Dewey Avenue Public Realm Corridor: The length of the Dewey Avenue from the intersection at Driving Park to the intersection at Ridge Road.

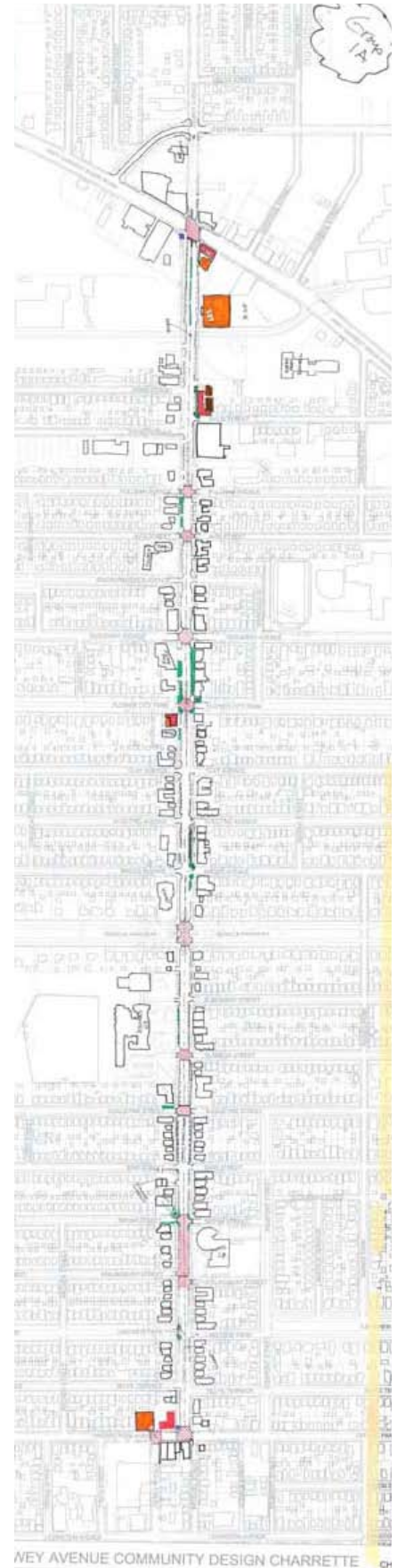
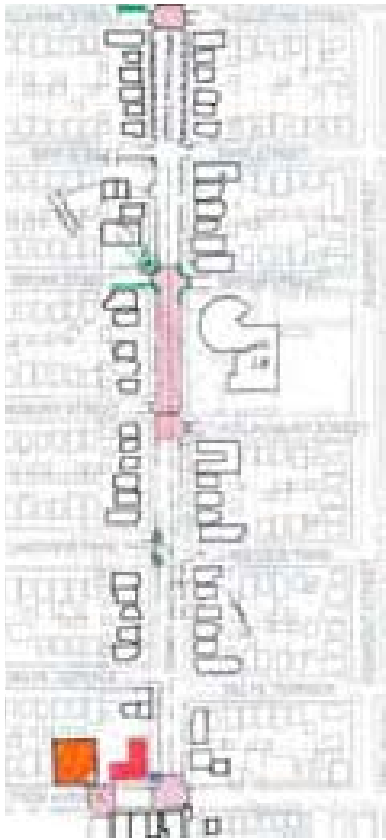
### Community Suggestions from the Charrette:

- Turn asphalt intrusions into green space;
- Restore original storefront windows; encourage preservation of buildings;
- Provide street furniture—benches, bike racks, trash cans;
- Family-oriented theme;
- Construct neighborhood gateway signs.







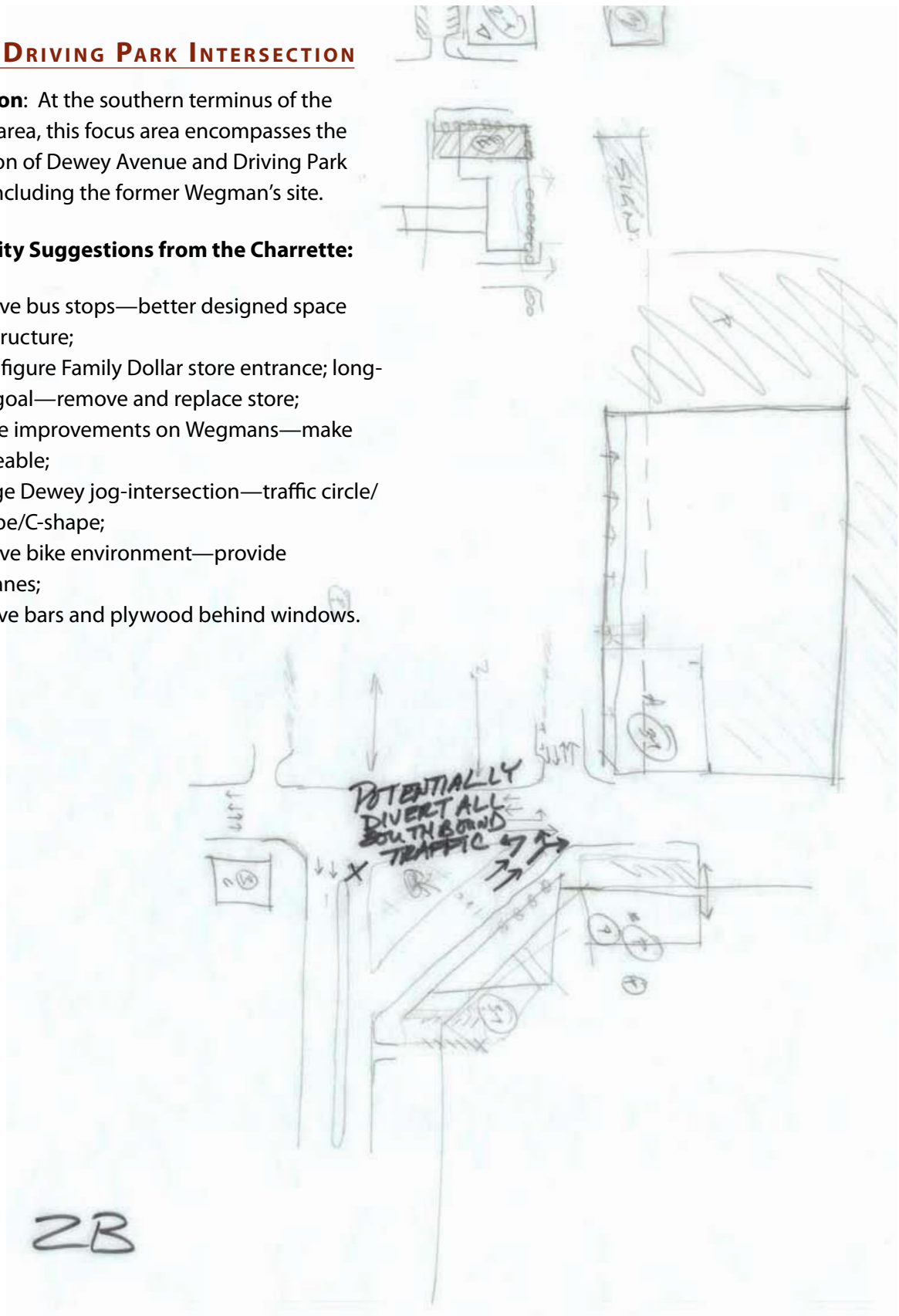


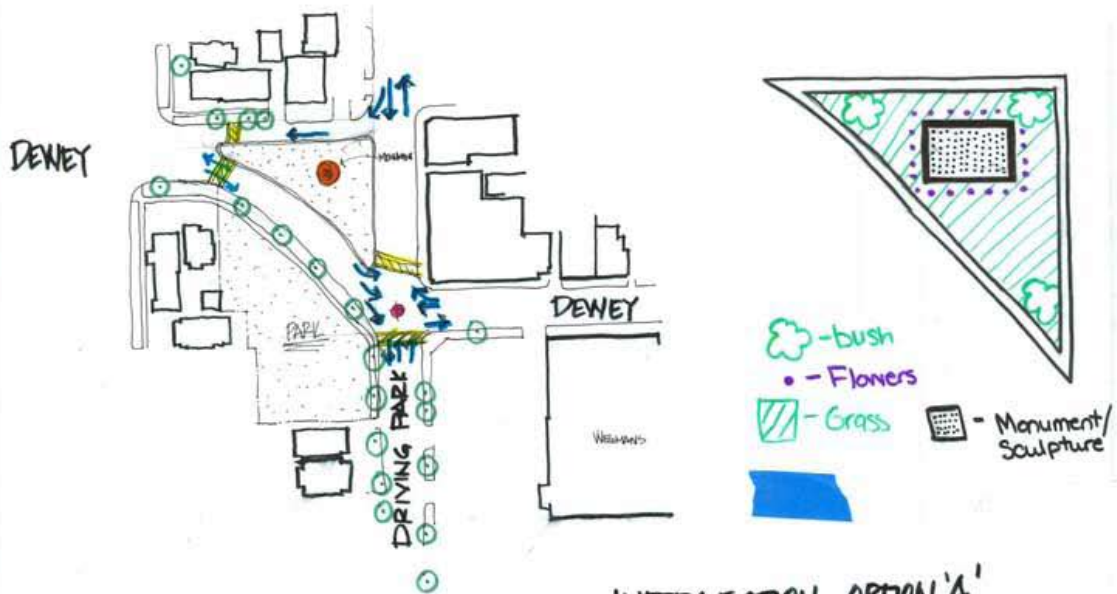
## DEWEY/DRIVING PARK INTERSECTION

**Description:** At the southern terminus of the charrette area, this focus area encompasses the intersection of Dewey Avenue and Driving Park Avenue, including the former Wegman's site.

### **Community Suggestions from the Charrette:**

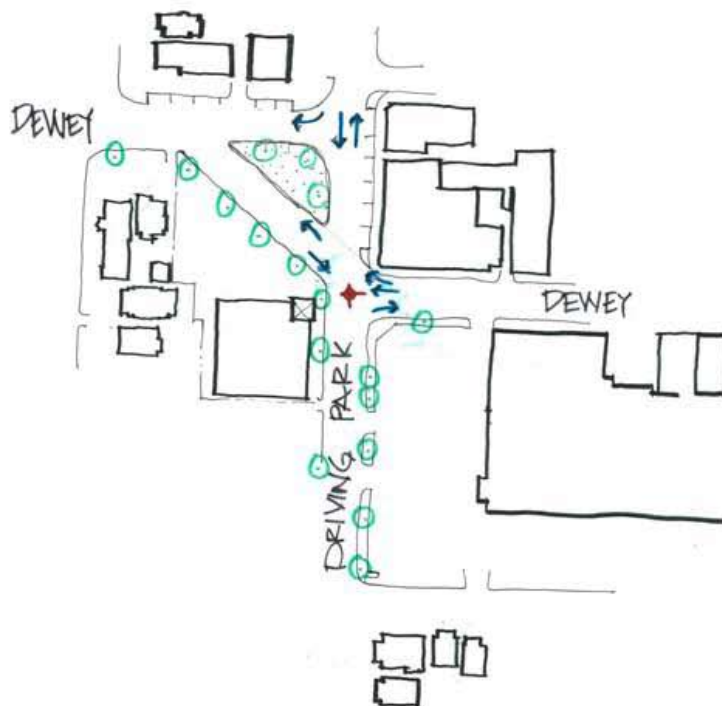
- Improve bus stops—better designed space and structure;
- Reconfigure Family Dollar store entrance; long-term goal—remove and replace store;
- Façade improvements on Wegmans—make permeable;
- Change Dewey jog-intersection—traffic circle/S-shape/C-shape;
- Improve bike environment—provide bike lanes;
- Remove bars and plywood behind windows.





INTERSECTION OPTION 'A'

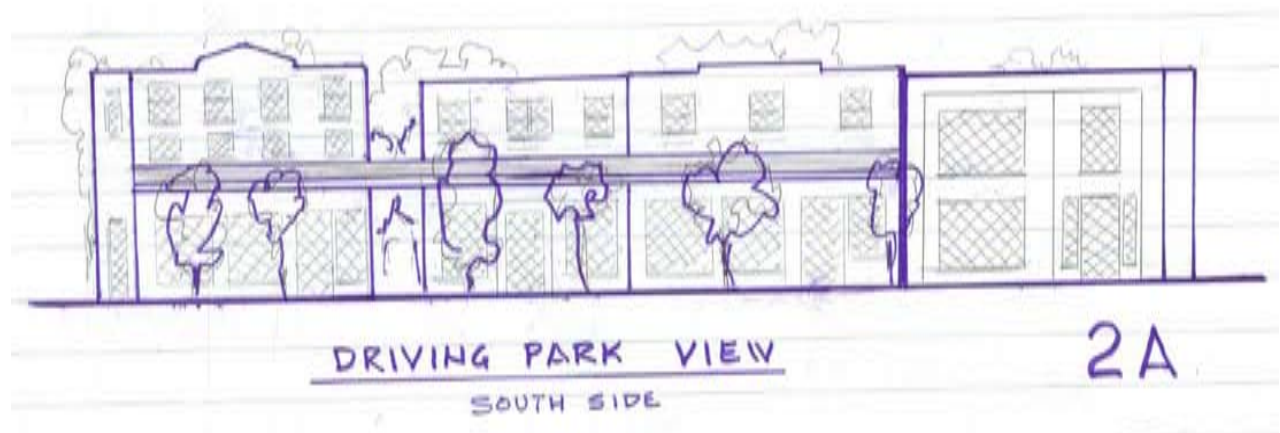
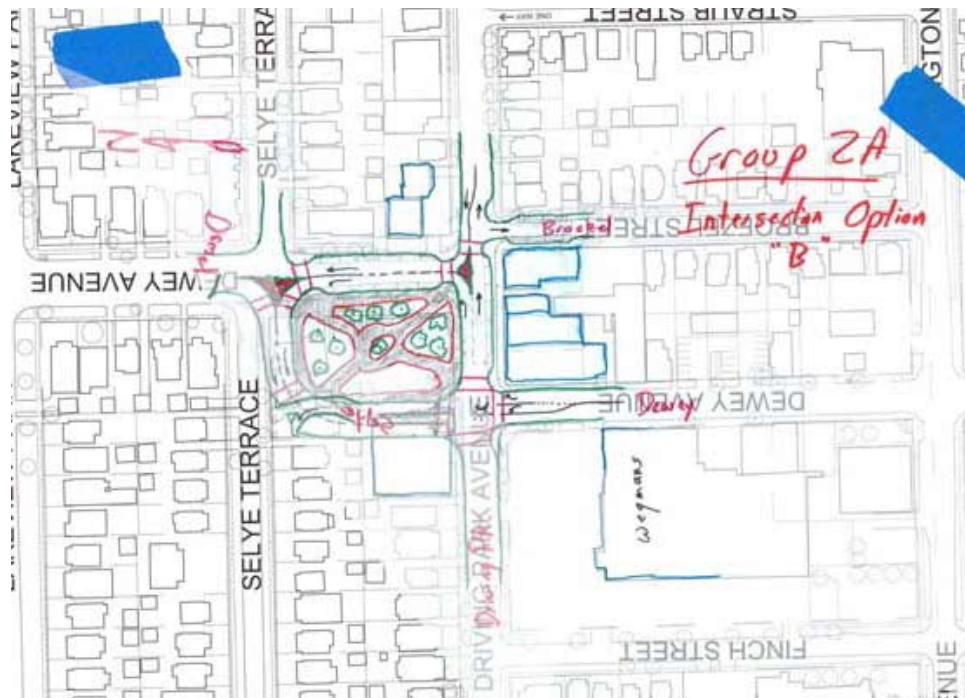
2A



INTERSECTION OPTION 'A'

2A









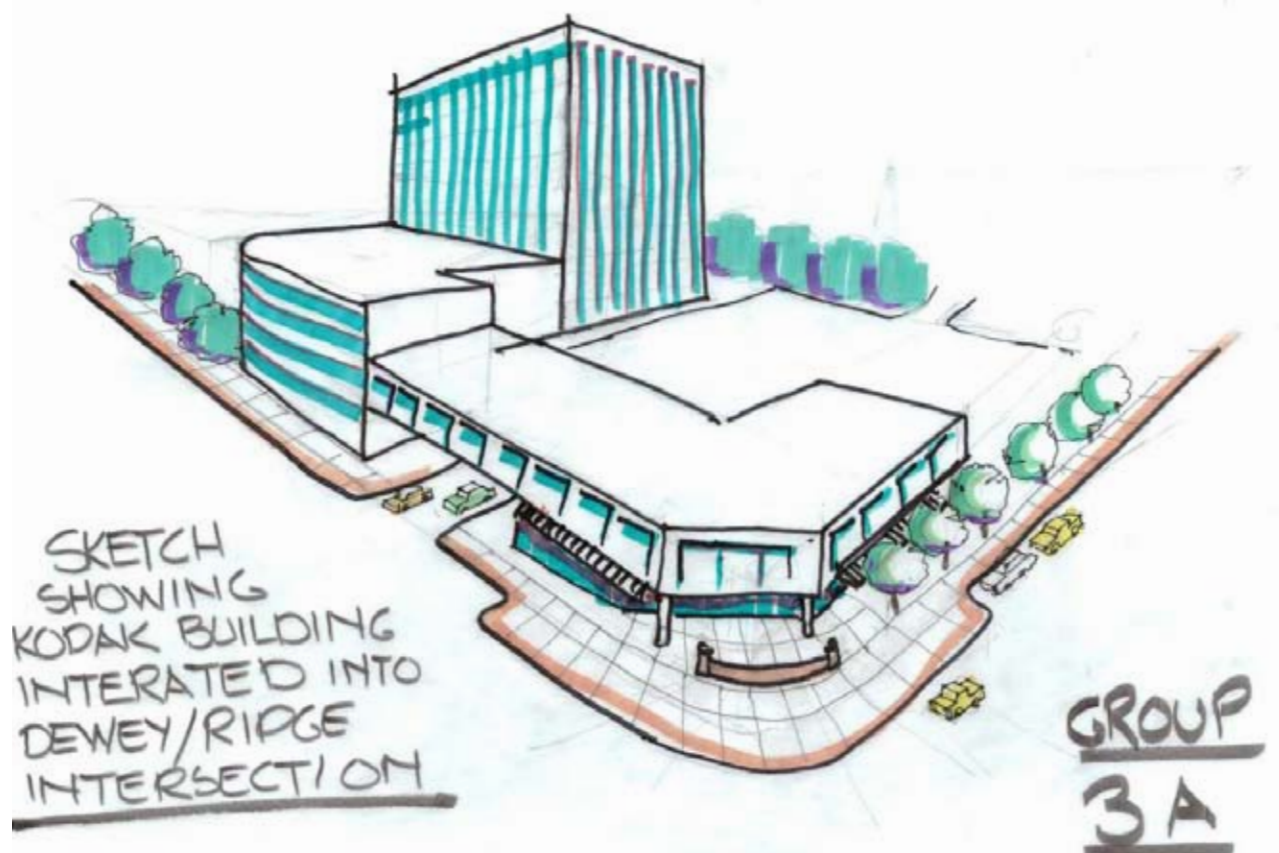
# FOCUS AREA THREE

## RIDGE ROAD INTERSECTION AND KODAK SITE

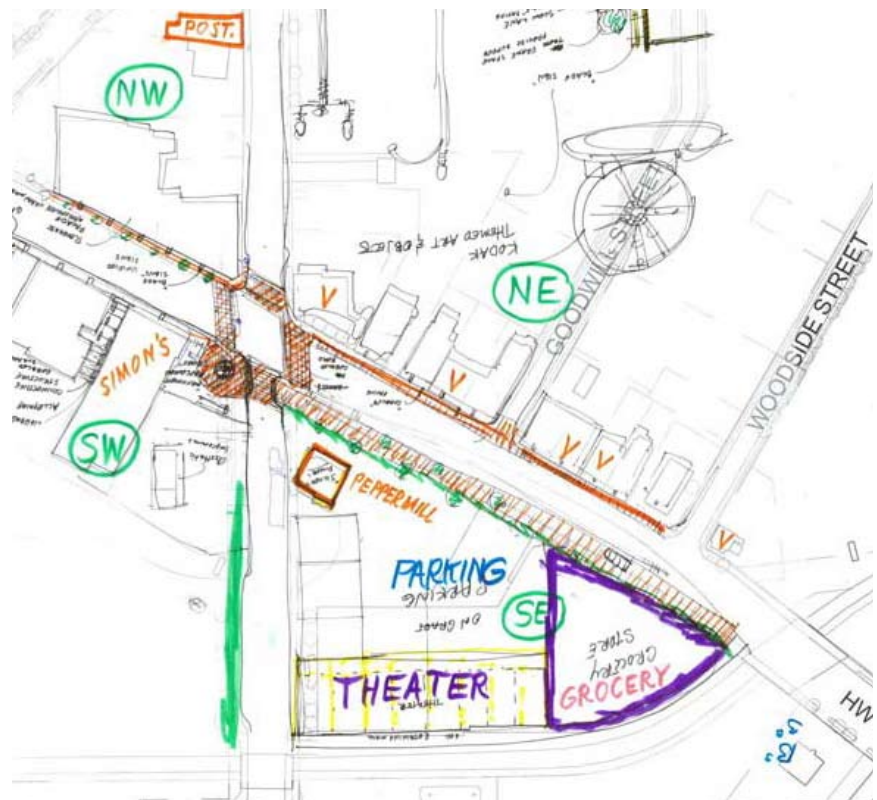
**Description:** The intersection at Dewey Avenue and Ridge Road including the potential development site bounded by Eastman, Dewey Avenue and Ridge Road.

### **Community Suggestions from the Charrette:**

- Encourage infill development – multi-use buildings, retail;
- Add sculpture/improve Kodak Park;
- Remove billboards, replace with blade signs;
- Improve parking signage.









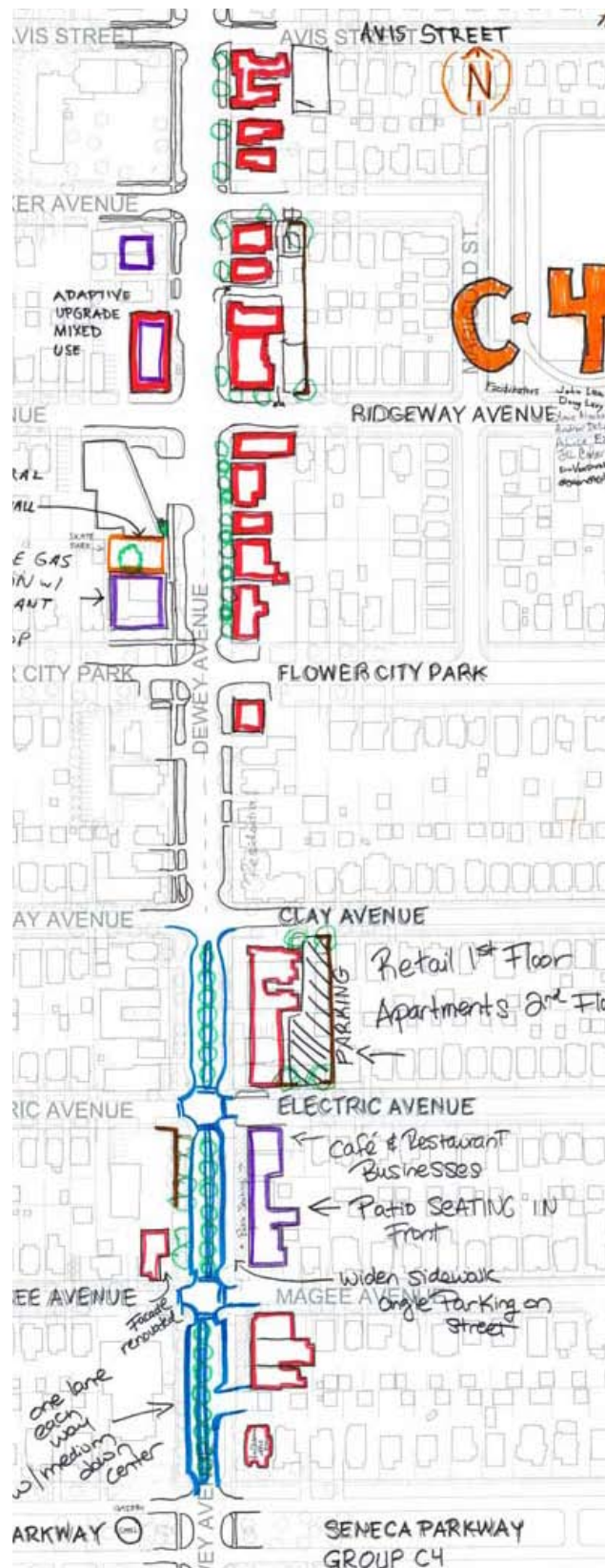
# FOCUS AREA FOUR

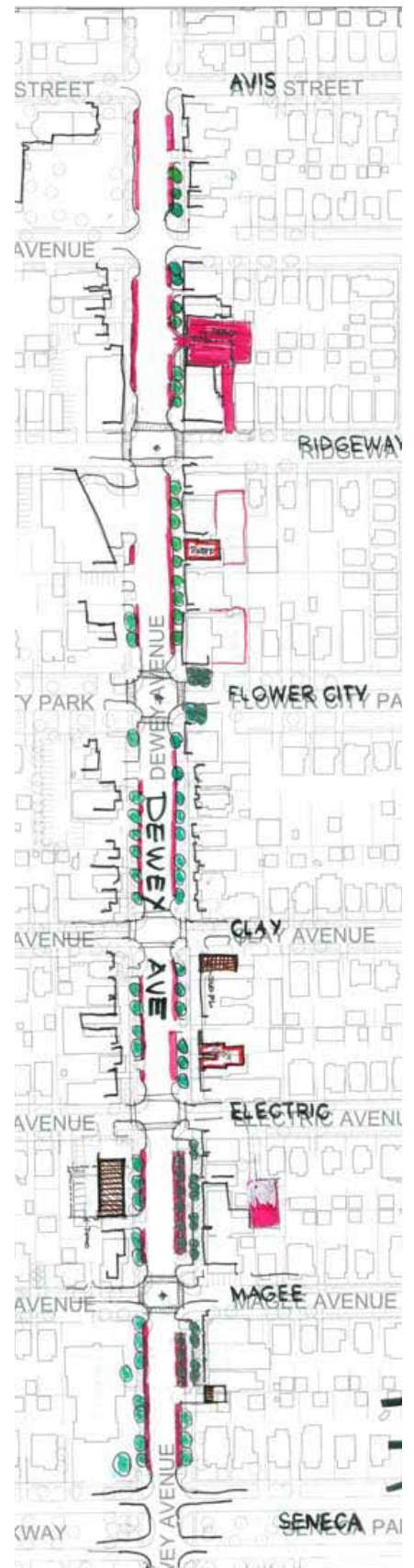
## COMMERCIAL NODES/MAIN BUSINESS STRIP/ VILLAGE CENTER

**Description:** The area along Dewey Avenue between Seneca Parkway and Avis Street.

### **Community Suggestions from the Charrette:**

- Attract a variety of businesses;
- Enhance alley and service ways;
- Create and distribute a neighborhood newsletter;
- Paint murals on walls and buildings where appropriate.





# FOCUS AREA FIVE

## INDUSTRIAL/INSTITUTIONAL

**Description:** The area of Dewey Avenue is between Pullman Avenue and Rand Street.

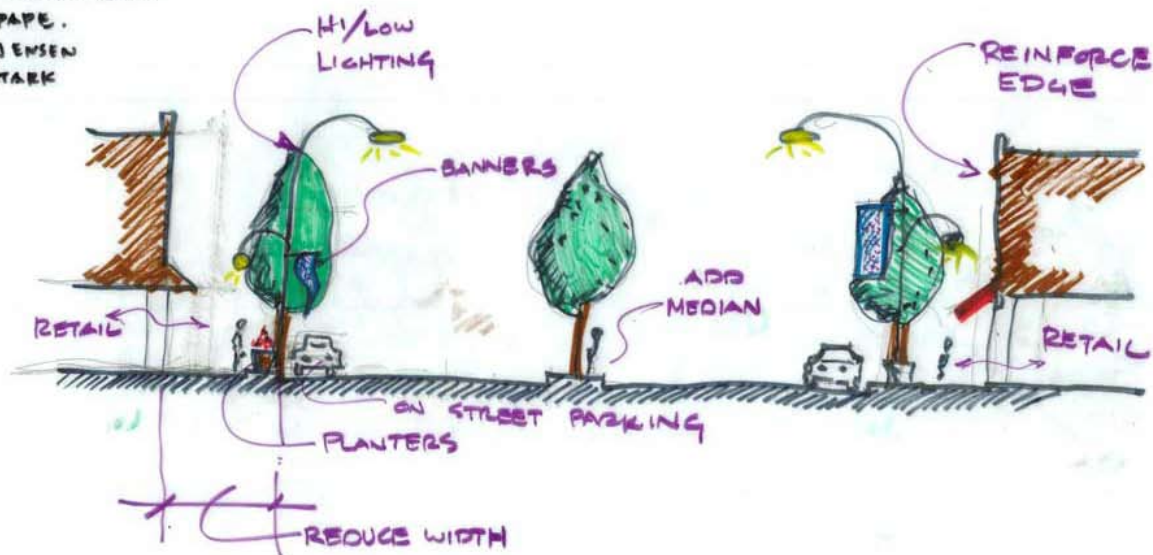
### Community Suggestions from the Charrette:

- Gateway architectural element to kickoff neighborhood;
- Create a series of pocket parks;
- Pullman Avenue and Dewey Avenue intersection should be strengthened and highlighted as the center of an urban village.

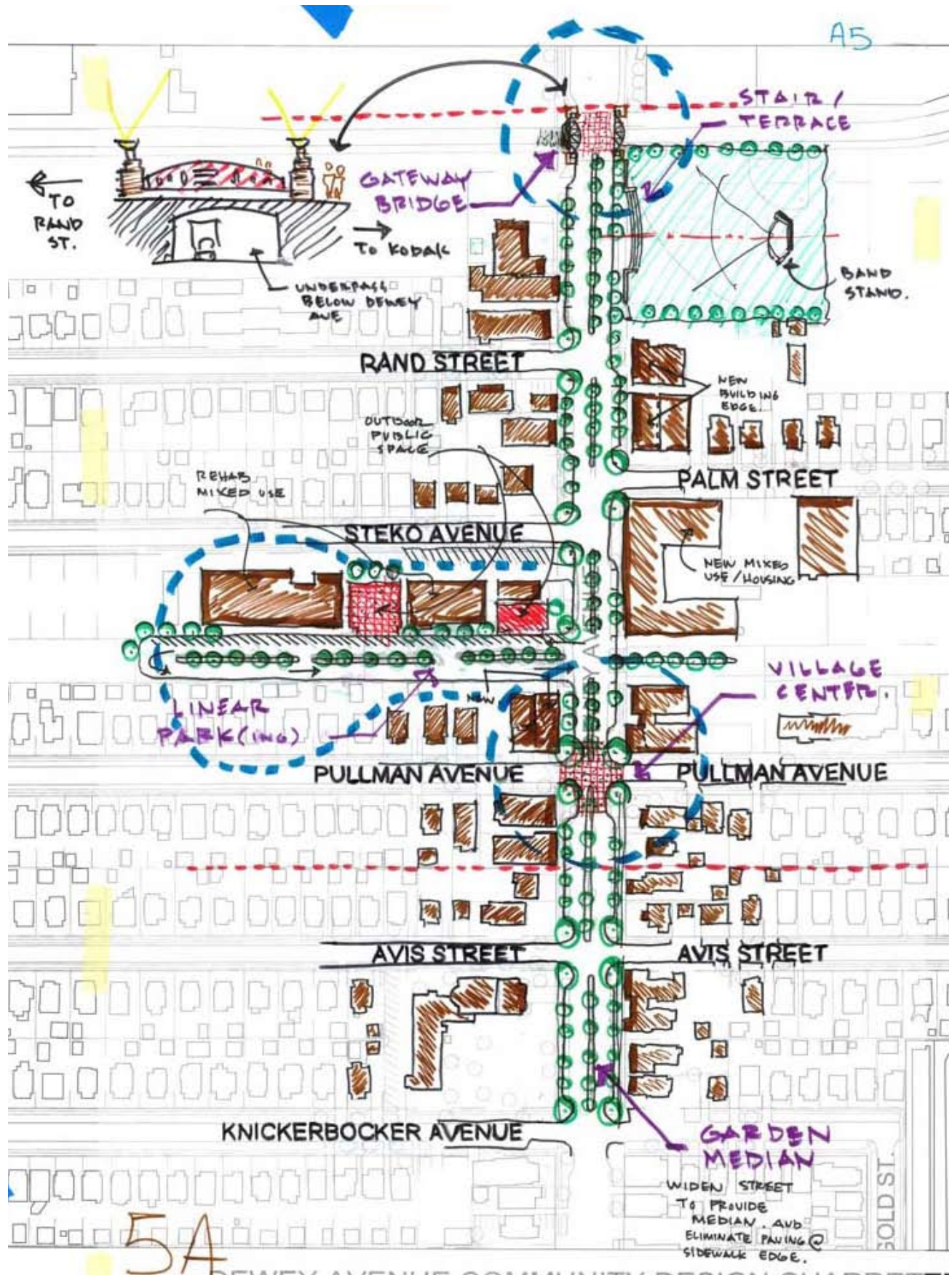


### GROUP 5A

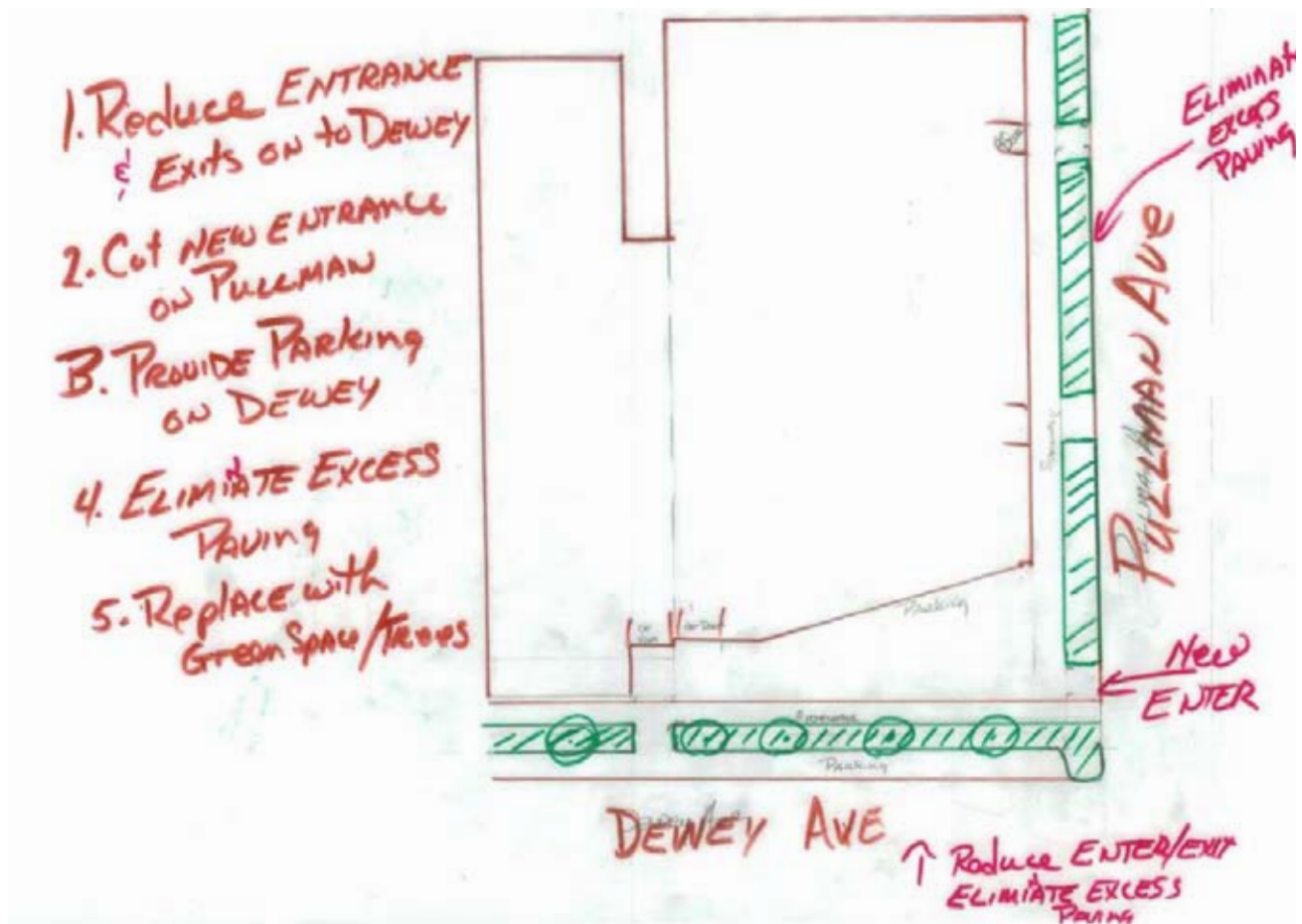
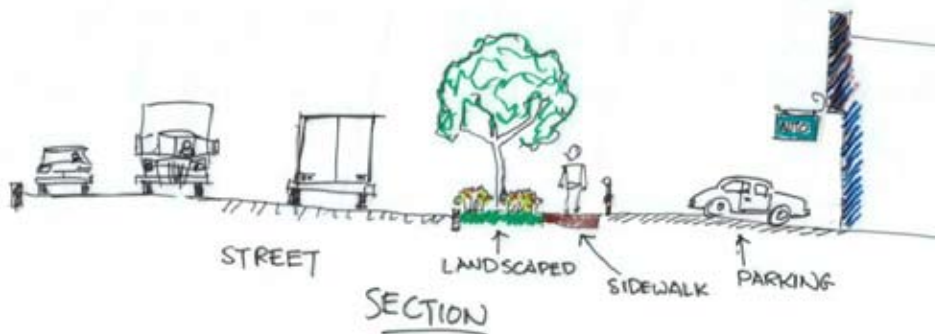
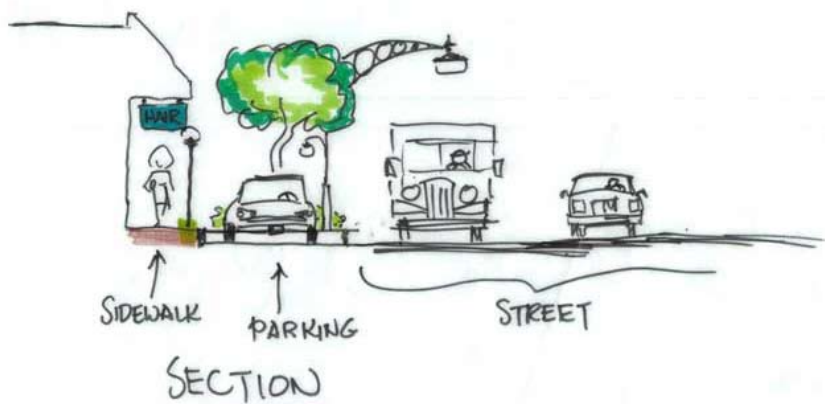
YVONNE PARKER,  
VANESSA MACHADO  
RICH HAUPT  
MIKE GILBERT  
CORINN GILBERT  
MARK LARUEZ  
ELLEN AGOSTINELLI  
JOHN PAPE,  
CRAIG JENSEN  
BOB STARK











# VISION PLAN DEVELOPMENT

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**A**fter a charrette, ideas raised must be translated into design concepts and shown on a physical plan, the “Vision Plan.” During the first phase of post charrette work for the Dewey Avenue Vision Plan, RRCDC, in consultation with the Dewey Avenue Steering Committee, formulated strategies for expressing the ideas raised at the charrette. These ideas were prioritized and decisions were made regarding what would be included in the physical plan.

The first draft plan was presented to the public on September 12, 2007 at the Aquinas Institute of Rochester. The meeting gave community members an opportunity to see the draft plans and review initial concepts for the final physical plans. After RRCDC presented the draft plans, a dialogue ensued with community member to receive feedback and answer questions. Note cards were also distributed to collect comments. This feedback was incorporated into the final renderings and Vision plan.

The plan itself is created as an overlay drawing illustrating new, suggested features overlain on a

base map showing existing physical conditions in the charrette area. Together with the written recommendations for development outlined in the report, the physical plan provides the framework and mapping for future neighborhood development.

A Vision Plan is important for a variety of reasons. It is based on ideas generated at the charrette and serves as a record of those ideas and recommendations. Working in the format of an overall plan ensures continuity and coordination, effectively tying together what is done in one area of the community with that in another in an overall strategy. The plan is a useful document the community can employ when explaining strategies, seeking funding and encouraging investors to support development ideas. Having a plan available is valuable for the community to refer to when issues develop regarding planning and zoning. It serves as a planning tool and a map for short and long-term project development and implementation.



# VISION PLAN INTRODUCTION

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The Vision Plan for Dewey Avenue is comprised of the final plans, renderings and written descriptions provided in the following section of this report. The plans presented in this section of the report are as follows:

- Charrette Area Plan;
- Plan A—Lexington Avenue to Kislingbury Street;
- Plan B—Kislingbury Street to Alameda Street;
- Plan C—Alameda Street to Electric Avenue;
- Plan D—Electric Avenue to Knickerbocker Avenue;
- Plan E—Knickerbocker Avenue to Rand Street;
- Plan F—Rand Street to Velox Street;
- Driving Park Intersection Alternate.

The Charrette Area Plan depicts the overall Dewey Avenue Corridor and indicates the sub-area plan locations. Each sub-area plan, labeled A through F, presents the proposed improvements for a segment of the corridor. A detail of an alternate plan for the Dewey Avenue and Driving Park Avenue intersection illustrates improvements the commu-

nity desires should the existing dog-leg intersection be removed. The proposed improvements are color-coded and a legend is provided to indicate the type of development or enhancement each color represents.

Two black and white drawings further illustrate the proposed vision along the corridor. An elevation drawing shows improvements to the façades of businesses between Magee Avenue and Electric Avenue. A perspective drawing, looking north from the Dewey Avenue and Ridge Road intersection, illustrates the potential mixed-use development envisioned for this area.

A written summary outlines the major proposed improvements.





# VISION PLAN OVERVIEW

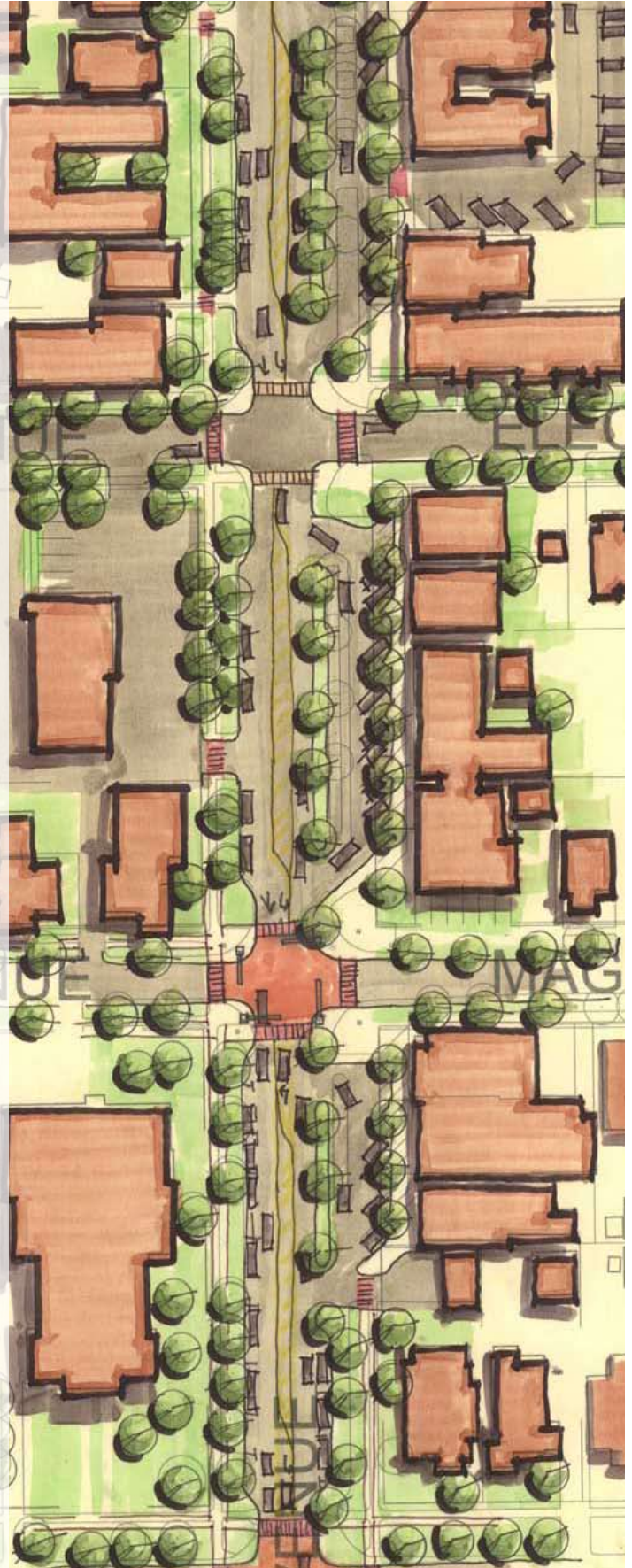
The Vision Plan assumes the development of three vehicular lanes along the length of the study area. In addition, bike lanes, bump outs and parallel parking are envisioned throughout this space.

## **CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT: SLOW TRAFFIC, DIVERSIFY TRANSPORTATION OPTIONS AND IMPROVE ACCESSIBILITY**

The Vision Plan suggests the existing traffic patterns be revised to develop a more pedestrian-friendly environment throughout the study area. This will be accomplished by developing three eleven-foot traffic lanes (one of which will be a left-turn lane), providing on-street parallel parking, bump-outs, patterned and/or colored crosswalks and intersections and traffic signals with pedestrian activated crossing signals. Incorporating context-sensitive traffic planning principles will be a major priority when reconfiguring traffic patterns along the Dewey Avenue corridor.

Bike lanes are also proposed for the length of the Dewey Avenue study area. The width of the street affords the development of five-foot bike lanes in each direction. Shoulder markings will be used to indicate the bike lane locations throughout the corridor. Connections to existing trails systems such as those along the Genesee River will be established using the surface streets intersecting the study area corridor. Future trail connections will be explored as opportunities emerge.

Disabled individuals and an increasing elderly population demand an accessible living, working, shopping and recreating environment. The Dewey Avenue corridor presents the opportunity to meet these needs by improving its accessible characteristics. Accessibility is a concern addressed throughout the corridor and future development will need to comply with the current Americans with Disabilities Act (ADA) guidelines. All crosswalks will be developed with curb-cut ramps allowing for a smooth





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transition between the sidewalk and crosswalk. Accessible parking spaces will be developed in front of businesses. Striping, textures and colors will indicate pedestrian crossings.

### **IMPROVE AESTHETIC CHARACTER**

The Dewey Avenue Corridor will be a place where the diversity of the neighborhood is captured and celebrated through its architecture variety. The building façades throughout the corridor will be improved with attention to architectural details including, but not limited to, lighting, awnings, window treatments and signage. These improvements will respect the architectural character of the buildings and corridor while improving the appearance of façades that will increase appeal, adding to the experience for pedestrians and other users of the corridor.



### **ESTABLISH COMMUNITY GATEWAYS**

Gateway features such as signs or sculptural elements will be used to highlight the Dewey Avenue Corridor and Maplewood Neighborhood. These elements will be located at the Driving Park Avenue and Ridge Road nodes. Community residents and local artists should be encouraged to engage in the process of designing these elements.

### **RESPECT, RECLAIM AND PRESERVE EXISTING HISTORICAL BUILDINGS**

The Dewey Avenue Corridor contains a handsome grouping of historical buildings that serve as the foundation for the identity of the neighborhood's built environment. These resources will be preserved and reclaimed through façade improvements and adaptive reuse. Mixed-use development will be encouraged for existing and new buildings. All proposed new buildings should respect the diversity of the built environment and be designed in a contextually appropriate manner regardless of intended use.



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## **RESPECT, RECLAIM AND PRESERVE NATURAL RESOURCES AND GREEN SPACE**

The urban environment of the Dewey Avenue Corridor will be enhanced to feature more green elements such as trees and landscaping. Building on the existing resource of Seneca Parkway (built from an Olmsted plan developed for Rochester), additional street trees and landscaping will be planted throughout the corridor. In addition, areas in the plan where redevelopment may occur will reserve areas for green space and provide passive and active recreation opportunities. Brownfields, former industrial lands that may possess harmful chemicals, might be remediated through natural processes, providing green space and improving environmental quality.

## **ENCOURAGE COMMUNITY PARTNERSHIPS**

Improving the physical environment of the Dewey Avenue Corridor will require that partnerships be

developed between numerous groups. Business growth and development will be encouraged through a collaboration of the business community and neighborhood groups.

## **PARKING STRATEGIES**

The Dewey Avenue Corridor will feature more efficient use of existing parking opportunities while developing new ones. Shared parking can be developed in business areas. Employees can be encouraged to park along side streets to keep spaces for patrons available close to the front of businesses. In areas where on-street parking is installed, line-striping will be used to delineate spaces, promoting more orderly parking. Accessible parking spaces will be provided in off-street parking areas adjacent to businesses.



# COLOR LEGEND

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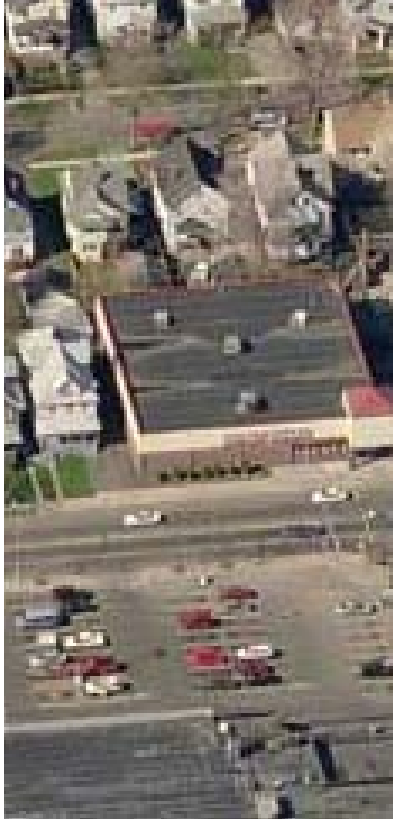
Placeholder page for Overall Study Map



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# PLAN A—LEXINGTON AVENUE TO KISLINGBURY STREET

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## **EXISTING CONDITIONS**

The southern boundary of the charrette area is characterized by a collection of retail and mixed-use buildings. Traditional urban development exists along the southern side of Driving Park between Dewey Avenue and Broezel Street. Two to three-story mixed-use buildings front the street along this block. Suburban-style development is also found in this area: the Family Dollar store and the proposed Price Right (former Wegmans). Dewey Avenue makes a dog-leg turn at its intersection with Driving Park Avenue, causing traffic to backup when vehicles attempt left-turns. Traveling north along Dewey Avenue, buildings become more residential in character, a mix of single and multi-family housing.

## **OVERVIEW OF VISION PLAN FEATURES IN PLAN A**

### **CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT**

*Develop the Finch Street Boulevard*—Create a landscaped median buffer between the residences on Finch Street and the proposed Price Right store.

*Improve Pedestrian Crossings*—Install bump-outs and distinguishable crosswalks at intersections. Where traffic signals exist, they should be equipped with pedestrian activated crossing signals.

*Reconfigure Dewey and Driving Park Intersection*—Widen Driving Park Avenue at Dewey Avenue to accommodate a left-turn lane and on-street parking in both directions. Combined with reconfigured crosswalks and a resignalization of the lights, the intent is to alleviate traffic congestion while increasing pedestrian safety at this intersection. An alternate option illustrates eliminating the dog-leg and creating a park.

*Create Bike Lanes*—This is the southern terminus for the bike lanes proposed along Dewey Avenue.

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## **IMPROVE AESTHETIC CHARACTER**

*Undertake Façade Improvements*—Revitalize the façades of existing buildings. The proposed Price Right store should contain more street-level windows designed to increase the permeability of the façade for pedestrians and other passers-by.

*Encourage Strategic Infill Development*—Develop new buildings that address the street and provide parking in the rear of the property at the Family Dollar site and the northeast corner of Dewey Avenue and Driving Park Avenue. New infill will respect setback lines of the historic neighborhood.

*Improve Streetscape and Landscaping*—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement of street furniture such as trash receptacles, benches, bike racks and bus stops will consider their functional and aesthetic implications.

## **ESTABLISH COMMUNITY GATEWAYS**

*Create a Gateway Garden at Driving Park Avenue and Dewey Avenue*—This public park will contain green space for community gardens or other forms of landscaping designed to provide a gateway element to the Dewey Avenue/Maplewood Neighborhood. A sculpture or fountain will also provide

visual interest to this space.

## **RESPECT, RECLAIM AND PRESERVE EXISTING HISTORICAL BUILDINGS**

*Revitalize Traditional Urban Built Environment*—Capitalize upon opportunities to undertake façade improvements on existing buildings adjacent to Dewey Avenue and Driving Park. Improvements will respect the historic context of the buildings. Encourage neighborhood business development.

## **ENCOURAGE COMMUNITY PARTNERSHIPS**

*Engage Community Members*—Encourage residents to become involved in the creation, installation and maintenance of the gateway garden. Business owners should also be partners in the revitalization of this business node.

## **PARKING STRATEGIES**

*Restructure Parking Opportunities*—Create shared parking opportunities behind proposed mixed-use building on the Family Dollar site and at the proposed Price Right. Increase the amount of on-street, parallel parking at the Dewey Avenue and Driving Park Avenue intersection.

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# PLAN B—KISLINGBURY STREET TO ALAMEDA STREET

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## **EXISTING CONDITIONS**

This segment of the Dewey Avenue corridor contains a mix of residential, retail and institutional uses. The Virgil I. Grissom School No. 7 is a pre-k through intermediate facility that also provides after-school and weekend activities. The Maplewood Community Library is located on the corner of Dewey Avenue and Augustine Street. A number of commercial/retail establishments exist from Bryan Street to Birr Street. Interspersed along this segment of the corridor is single and multi-family housing.

## OVERVIEW OF VISION PLAN FEATURES IN PLAN B

### **CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT**

*Improve Pedestrian Crossings*—The installation of bump-outs and crosswalks with textured or colored paving materials will help to improve the pedestrian realm. This is especially important at the mid-block crossing for School No. 7 where pedestrians should be encouraged to utilize the traffic signal. At this location, developing a distinct crosswalk, installing bump-outs and increasing signage to educate drivers of this crossing will serve to increase pedestrian safety.

### **IMPROVE AESTHETIC CHARACTER**

*Undertake Façade Improvements*—Revitalize the façades of existing buildings. The buildings at the northwest and southwest corners of Bryan Street (Hahn Graphic and Maplewood Hardware) provide examples of appropriately designed façade improvements which should serve as a model for other buildings in the corridor.

*Improve Streetscape and Landscaping*—Provide new street trees, streetscape furniture, lighting and landscaping along the street. The placement of street furniture such as trash receptacles, benches and



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bus stops will consider their functional and aesthetic implications. Bicycle racks should be installed at the business node located between Bryan and Birr streets.

### **RESPECT, RECLAIM AND PRESERVE EXISTING HISTORICAL BUILDINGS**

*Revitalize Existing Buildings*—Distinct residential, commercial and institutional buildings exist in this segment of the corridor and will be respected throughout the revitalization process. Façade improvements and the development of mixed-use commercial nodes will be undertaken. The buildings at the northwest and southwest corners of Bryan Street (Hahn Graphic and Maplewood Hardware) provide examples of appropriately designed and implemented façade improvements that should serve as models for other buildings in the corridor.

### **ENCOURAGE COMMUNITY PARTNERSHIPS**

*Develop Institutional Partnerships*—School No. 7 promotes engagement with the community. Cultivating this relationship will help to provide an opportunity for students and residents to join together in revitalizing the neighborhood. Engaging other groups such as Pathways to Peace in landscaping initiatives such as street tree plantings can provide local youth with constructive outlets and simultaneously implement elements of the Vision Plan.

### **PARKING STRATEGIES**

*Install Diagonal Parking*—The existing parking configuration in front of 1040–1056 Dewey Avenue will be reconstructed to allow diagonal parking. A landscaped median will be installed to provide a buffer between the street and parked cars.

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# PLAN C—ALAMEDA STREET TO ELECTRIC AVENUE

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## **EXISTING CONDITIONS**

This segment of the Dewey Avenue corridor extends from Alameda Street to Electric Avenue. Bisecting this area of the plan is Seneca Parkway, one element of the parks system designed by Frederick Law Olmstead and Claude Vaux for Rochester in the late 1800s. Along the parkway are located stately historic homes and institutional structures. The Aquinas Institute of Rochester, a prominent institutional building, is located on Dewey Avenue south of Seneca Parkway. A collection of commercial/retail structures is located across from Aquinas. Additional commercial/retail establishments are located north of Seneca Parkway. Interspersed along this segment of the corridor is single and multi-family housing.

## OVERVIEW OF VISION PLAN FEATURES IN PLAN C

### **CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT**

*Improve Pedestrian Crossings*—The installation of bump-outs and crosswalks with textured or colored paving materials will help to improve the pedestrian realm. Developing distinct crosswalks and installing bump-outs will serve to increase pedestrian visibility and safety. This is especially important at Alameda and Albemarle streets where students cross to access the Aquinas Institute. Highlighting these intersections and those at the business nodes at Magee and Electric avenues are goals for increasing pedestrian safety.

*Increase Accessibility*—The installation of accessible parking spaces with the proposed improvements to the diagonal parking at Magee and Electric avenues will serve disabled patrons of these businesses.



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## **IMPROVE AESTHETIC CHARACTER**

*Undertake Façade Improvements*—Revitalize the façades of existing buildings focusing first on the businesses.

*Improve Streetscape and Landscaping*—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement of street furniture such as trash receptacles, benches and bus stops will consider their functional and aesthetic implications. Bicycle racks should be installed at the business node located between Seneca Parkway and Electric Avenue as well as Aquinas.

## **RESPECT, RECLAIM AND PRESERVE EXISTING HISTORICAL BUILDINGS**

*Revitalize Existing Buildings*—Distinct residential, commercial and institutional buildings exist in this segment of the corridor and will be respected throughout the revitalization process. Façade improvements and the development of mixed-use commercial nodes will be undertaken. The mixed-use buildings located between Seneca Parkway and Electric Avenue as well as 1168–1182 Dewey Avenue will be preserved and revitalized. Those buildings across from the Aquinas Institute (1168–1182 Dewey Avenue) may be revitalized with businesses that cater to younger patrons such as cafes, music or coffee shops.

## **RESPECT, RECLAIM AND PRESERVE NATURAL RESOURCES AND GREEN SPACE**

*Capitalize Upon the Seneca Parkway*—The parkway is a central element of the neighborhood surrounding the corridor and will provide a basis upon which to build the revitalization effort. Greening activities such as street trees and landscape plantings will build upon the character developed by the parkway.

## **PARKING STRATEGIES**

*Improve Diagonal Parking*—The existing diagonal parking spaces in front of 1274–1286 and 1298–1326 Dewey Avenue will be reconfigured to provide accessible parking spaces and larger sidewalks in front of the businesses. This will allow better pedestrian access to these businesses while maintaining convenient parking opportunities. The median between Dewey Avenue and the parking will be landscaped and planted with street trees.

*Encourage Shared Parking*—To increase parking available to residents and patrons of the mixed-use buildings at 1298–1326 Dewey Avenue, the owners of these properties may consider developing a shared parking arrangement. Reconfiguring the backyards of these properties to allow a contiguous parking area shared between the four buildings is one option to increase space for parking.

Placeholder for Plan c.jpg

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Placeholder for Facade Elevation Reduced.ai



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# PLAN D—ELECTRIC AVENUE TO KNICKERBOCKER AVENUE

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## EXISTING CONDITIONS

The majority of the buildings along the Dewey Avenue corridor between Electric Avenue and Knickerbocker Avenue are commercial/retail establishments. The built environment here contains intrusions of suburban style development which impact its traditional urban village arrangement. Gas stations, convenience markets and other suburban-style retail establishments designed for an auto-centric environment are found amongst buildings catering to pedestrian and vehicular traffic alike. The building containing 1481–1499 Dewey Avenue maintains appropriate frontage on the street with off-street parking available at the rear of the property. The Rochester Fire Department occupies the southwest corner of Ridgeway Avenue at Dewey Avenue. The blocks between Electric Avenue and Flower City Park contain the majority of single and multi-family residences found in this segment of the plan area.

## OVERVIEW OF VISION PLAN FEATURES IN PLAN D

### CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT

*Improve Pedestrian Crossings*—In addition to the installation of bump-outs, installing intersections with colored and/or textured paving will serve to alert drivers of areas frequented by pedestrians. These crossing areas will be found at Flower City Park, Ridgeway and Knickerbocker avenues. All other crosswalks will be highlighted with colors and textures.

*Facilitate Diverse Transportation Options*—The installation of bike lanes will increase bicycle traffic through the corridor, providing additional patrons for area businesses. Providing bicycle racks in commercial areas can encourage cyclists to stop and shop at neighborhood establishments.

### IMPROVE AESTHETIC CHARACTER

*Undertake Façade Improvements*—Revitalize the façades of existing buildings focusing first on the businesses.

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*Improve Streetscape and Landscaping*—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement of street furniture such as trash receptacles, benches and bus stops will consider their functional and aesthetic implications.

## **RESPECT, RECLAIM AND PRESERVE EXISTING HISTORICAL BUILDINGS**

*Capitalize Upon Remaining Buildings*—As suburban-style, auto-oriented buildings change the character of the neighborhood, increased pressure is exerted to both remove and maintain earlier forms of architecture. Maintaining the identity of the corridor by respecting, reclaiming and preserving exiting historical buildings will be important. The building containing 1481–1499 Dewey Avenue can serve as a model for appropriate development and revitalization designed to encourage mixed-use in the corridor.

## **PARKING STRATEGIES**

*Improve Diagonal Parking*—The creation of diagonal parking spaces in front of 1354–1370 Dewey Avenue will provide a larger sidewalk in front of these businesses, allowing better pedestrian access while maintaining convenient parking opportunities. An accessible parking space will be provided. A median between Dewey Avenue and the parking will be landscaped and planted with street trees.

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# PLAN E—KNICKERBOCKER AVENUE TO RAND STREET

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## **EXISTING CONDITIONS**

This segment of the Dewey Avenue corridor contains a number of buildings converted from residential to mixed use or commercial/retail. The remaining single and multi-family housing is predominantly located on the block between Avis Street and Pullman Avenue. There is a church located at the southwestern corner of Avis Street. Two properties contain former industrial buildings, one of which is converted into a commercial/retail establishment. The other is under review for demolition and redevelopment as the Eastman Commons apartment complex. More suburban-style development occupies the northeast corner of Palm Street.

## OVERVIEW OF VISION PLAN FEATURES IN PLAN E

### **CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT**

*Improve Pedestrian Crossings*—In addition to the installation of bump-outs, installing intersections with colored and/or textured paving will serve to alert drivers of areas frequented by pedestrians. This style crossing area will be found at Knickerbocker Avenue. All other crosswalks will be highlighted with colors and textures.

*Facilitate Diverse Transportation Options*—The installation of bike lanes will increase bicycle traffic through the corridor, providing additional patrons for area businesses. Providing bicycle racks in commercial areas can encourage cyclists to stop and shop at neighborhood establishments.

### **IMPROVE AESTHETIC CHARACTER**

*Undertake Façade Improvements*—Revitalize the facades of existing buildings focusing first on the businesses.

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*Improve Streetscape and Landscaping*—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement of street furniture such as trash receptacles, benches and bus stops will consider their functional and aesthetic implications.

*Mitigate the Presence of Parking*—The proposed creation of parking opportunities includes spaces that will not be behind existing or proposed buildings. In locations where existing or proposed parking is found adjacent to the street and sidewalk, mitigating measures to screen these lots should be employed. These measures may include decorative metal or brick fences and/or landscaping.

### **RESPECT, RECLAIM AND PRESERVE EXISTING HISTORICAL BUILDINGS**

*Capitalize Upon Remaining Buildings*—As suburban-style, auto-oriented buildings change the character of the neighborhood, increased pressure is exerted to both remove and maintain earlier forms of architecture. Maintaining the identity of the corridor by respecting, reclaiming and preserving existing historical buildings will be important. Plans to demolish and replace the industrial building at 1630 Dewey Avenue should be reviewed with consideration for the existing historical built environment found throughout the corridor. Adaptive reuse opportunities should be considered for other buildings contributing to the historical identity of the corridor such as at 1573–1585 and 1631 Dewey Avenue.

### **PARKING STRATEGIES**

*Shared Parking*—The creation of shared parking will increase the amount of available parking in this segment of Dewey Avenue. Opportunities to improve existing parking and create shared parking arrangements exist at 1530–1548, 1604 and 1631 Dewey Avenue.

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# PLAN F—RAND STREET TO VELOX STREET

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## **EXISTING CONDITIONS**

The northern terminus of the Dewey Avenue corridor, which includes the Dewey Avenue and Ridge Road intersection, is undergoing drastic changes. Kodak recently removed a number of office and industrial buildings. The commercial/retail buildings along Ridge Road are in various states of occupancy. Parking for Kodak is located to the northeast behind the businesses. This land was never used for industrial purposes and therefore can be considered for a greater variety of redevelopment options including housing. Areas south of the Dewey Avenue and Ridge Road intersection may contain more redevelopment challenges, including a brownfield site located at a former Kodak industrial site to the west of Dewey Avenue. The Peppermill Restaurant, located at the southeastern corner of Dewey Avenue and Ridgeway Road, is a key establishment in the community. Due to the evolving nature of this segment of Dewey Avenue, a long-range redevelopment plan was generated.

## **OVERVIEW OF VISION PLAN FEATURES IN PLAN F**

### **CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT**

*Slow Traffic on Ridge Road and Dewey Avenue*—Traffic along both of these roads is encouraged to travel at higher than posted speeds, something the narrowing of travel lanes and installation of bump-outs is designed to mitigate. Maintaining left-turn lanes along these routes will allow traffic to flow smoothly through intersections.

*Improve Pedestrian Crossings*—In addition to the installation of bump-outs, installing intersections with colored and/or textured paving will serve to alert drivers of areas frequented by pedestrians. This style crossing area will be found at the new intersection north of Ridge Road. All other crosswalks will be highlighted with colors and textures.

*Facilitate Diverse Transportation Options*—Context sensitive street design and multi-modal transportation opportunities will be considered when redeveloping this area. The installation of bike lanes will increase bicycle traffic through the corridor, providing additional patrons for area businesses. Providing bicycle racks in commercial areas can encourage cyclists to stop and shop at neighborhood establishments. In addition, new streets will be designed to accommodate

various levels of traffic flows and respond to the built environment through which they travel.

### **IMPROVE AESTHETIC CHARACTER**

*Undertake Façade Improvements and Develop New Buildings*—Many of the existing structures are equipped with façades not designed for pedestrians. Revitalizing the façades of these buildings to focus on both pedestrian and vehicular traffic will be necessary. New buildings developed to replace aging, non-significant single-story suburban structures, should be designed for mixed-use, pedestrian-friendliness and be two to three-stories in height.

*Improve Streetscape and Landscaping*—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement and design of street furniture such as trash receptacles, benches and bus stops will be done sensitively, considering both their functional and aesthetic implications.

*Mitigate the Presence of Parking*—In locations where existing or proposed parking is found adjacent to the street and sidewalk, such as at the Peppermill Restaurant, mitigating measures to screen these lots will be employed. These measures may include installing decorative metal or brick fences and/or adding landscaping.

### **ESTABLISH COMMUNITY GATEWAYS**

*Create the Northern Gateway*—The Ridge Road intersection represents an important gateway into to the Dewey Avenue/Maplewood Neighborhood and will be highlighted with a sculpture and sign. These elements will indicate the entrance into this environment and should be designed with community input and participation of local artisans.

### **RESPECT, RECLAIM AND PRESERVE EXISTING HISTORICAL BUILDINGS**

*Identify and Utilize Adaptive Re-use Opportunities*—In the remaining historical buildings along Ridge

Road, opportunities to capitalize and build upon their historic nature will be pursued through adaptive reuse and business development.

*Reflect Existing in the New*—The new development of housing and mixed-used structures should reflect the existing built environment found in the area. Areas where existing residential development abuts proposed development will likely benefit in transitioning from lower density to higher density development reflective of surrounding architectural styles, knitting the new and old together.

### **RESPECT, RECLAIM AND PRESERVE NATURAL RESOURCES AND GREEN SPACE**

*Capitalize Upon Opportunities for Green Space*—The open nature of this area of the corridor presents the opportunity to create visual and functional green space. The brownfield site could be a visual green space landscaped with vegetation suitable for mitigating environmental contamination. Other green space locations will be developed to provide opportunities for active and passive recreation. Consideration will be made to connect these with future green infrastructure elements, potentially linking to green spaces along the Genesee River such as Seneca, Maplewood and Turning Point parks.

### **PARKING STRATEGIES**

*Diverse Parking Options*—The parking options found at this segment of the plan area will be as diverse as the development. On-street parking, off-street parking, underground and above ground garages could likely all find utility here. The plan shows predominantly surface parking located on-street and behind existing and proposed buildings. Where parking is adjacent to the street, it is screened with decorative metal or brick fences and/or landscaping. Shared parking will be developed.

Placeholder page for Plan f.jpg



Back side of Plan f.jpg

Placeholder for Ridge Road Perspective Reduced.ai

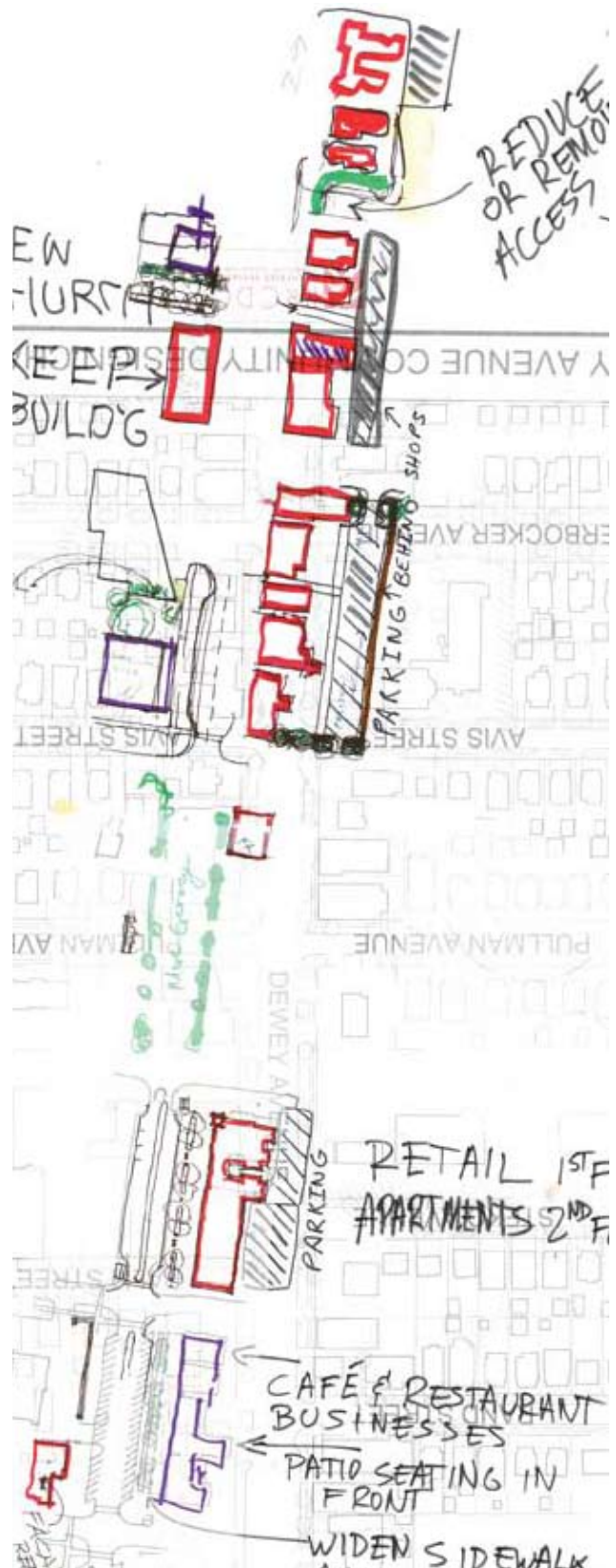
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# POST CHARRETTE IMPLEMENTATION

During the upcoming Implementation Phase, the Maplewood Neighborhood Association, Dewey Avenue Steering Committee and interested citizens will embark on a process of transforming the Dewey Avenue Vision Plan into reality. The following section of the report provides recommendations from RRCDC about how the Maplewood Neighborhood Association and other residents can undertake this complex process. The implementation phase is less straightforward than the charrette process but can be approached in a similar manner. To accomplish major goals, the Maplewood Neighborhood Association will need to utilize strategic planning, engage community members and form partnerships and collaborations. Actual outcomes of the implementation process will depend on priorities set by the community in response to the Vision Plan. Some possible outcomes include:

- Detail strategies to create a pedestrian friendly environment;
- Realize parking strategies for commercial areas;
- Diversify transportation options;
- Target buildings or nodes for façade improvements;
- Create of an incentive program for residential and commercial building owners to sensitively renovate;
- Engage community residents and local artists to create gateways;
- Improve the Dewey Avenue streetscape by restructuring traffic patterns.

A major goal in this next phase is to capitalize upon the enthusiasm and energy created during the charrette and the first post charrette phase. Extending public participation into the planning and implementation process will help achieve this goal. Community members should be encouraged to act on the ideas they generated and to





invest in the neighborhood's revitalization. Community members can be engaged through public meetings, workshops and presentations. The Maplewood Neighborhood Association website, email, local newspapers and the Maplewood Times newsletter can be used to provide updates about the planning and implementation process. Residents should have opportunities to provide input or to become actively engaged in a subcommittee to contribute to the design of the public realm and shape their community's future.

Central to the implementation process will be the partnerships and collaborations necessary for realizing the plan. Cultivating this approach will be crucial, a role that can be filled by the Maplewood Neighborhood Association and other interested community members. Engaging public, private and non-profit interests will help bring a variety of resources to the table, resources necessary for implementing the Vision Plan. In addition, many

of the proposals involve public improvements to infrastructure, especially to streets and sidewalks. A strategy will need to be devised to garner the support of the public sector agencies involved in order to implement portions of the Vision Plan.

## **RECOMMENDATIONS FOR IMPLEMENTATION**

The Dewey Avenue Vision Plan features a multitude of ideas for future plans and development. Future initiatives will be carried out during the Implementation Phase and will need to involve public, private and non-profit effort and funding. One of the first tasks will be to organize and classify the ideas into groupings under the categories of projects, programs and initiatives and then to prioritize them. The second step will be to identify the process and parties necessary to achieve each desired goal. Finally, strategies for bringing the necessary parties together will need to be developed and implemented.

## **STEERING GROUP**

During the charrette and post charrette planning processes, the Dewey Avenue Steering Committee helped to coordinate activities, provide communication between the various groups and individuals involved, and supply other input. RRCDC recommends this steering committee continue to be involved to help guide the strategic planning, development activities and program initiatives during the Implementation Phase. This group will provide cohesiveness to the revitalization process, overseeing, reviewing, and making decisions as the Vision Plan is implemented. The steering committee will be responsible for engaging the various parties needed to implement the plan, encouraging community involvement, and bringing stakeholders to the table.



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## **IDENTIFY AND PRIORITIZE GOALS**

One of the first tasks for the steering committee will be to organize and categorize the various ideas into projects, programs or initiatives. Each of these will be defined as a short or long-term goal and these goals will need to be prioritized. The committee should identify the processes and people necessary to achieve each desired goal and engage the groups, agencies and individuals needed to bring the goals to fruition.

## **SAFETY, MAINTENANCE AND ENFORCEMENT OF CURRENT REGULATIONS**

A key initiative will be to examine current existing conditions in light of recommended changes. The steering committee can determine where attention or revamping is needed regarding maintenance and enforcement of current codes and other regulations. It can make assessments about the mechanisms in place to oversee and enforce those regulations. Mechanisms need to be developed for street, sidewalk and green space maintenance. Feelings of safety, order and well-being are important elements of successful, livable communities and this type of simple upkeep can bring about and maintain these aspects. Opportunities to improve pedestrian safety and enhance the walking and biking experience should be capitalized upon.

## **PUBLIC PROPERTY IMPROVEMENTS**

Many of the proposals in the Dewey Avenue Vision Plan involve improvements to publicly owned infrastructure, especially improvements to streets and sidewalks maintained by the City of Rochester, Monroe County and the State of New York. The steering committee will need to devise a strategy to engage the involved agencies in implementing portions of the plan over time. Some of these plans may be implemented as part of the normal capital improvement process, while others may require extensive lobbying to come to fruition. The committee should make an effort to as-

semble an advisory group comprised of local and state officials and others who can help jumpstart this process. The mission of this group would be to create a more walkable, pedestrian-friendly Dewey Avenue corridor. It would be charged with determining how to reduce Dewey Avenue from four to three lanes, establishing bike lanes, bump-outs and more visible crosswalks. This group could also work to engage organizations such as Pathways to Peace in implementing portions of the plan through youth involvement.

## **IMPROVEMENTS TO PRIVATE PROPERTY**

Improving the public realm also means elements that comprise the edges of this space will need to be enriched. Façade improvements for the public and private buildings along the Dewey Avenue corridor are one such measure. The improvements should reflect the historical character of the corridor but should also meet the needs and vision of a revitalized Dewey Avenue. Funding from the sale of the Wegmans property has been set aside for such improvements. An advisory group consisting of local residents, architects and designers may be established to help guide façade improvement projects.

## **REDEVELOPMENT OF THE PRICE RIGHT/ WEGMANS SITE**

As Price Right moves forward with their plans to re-open a grocery store on the corner of Dewey Avenue and Driving Park, advantage should be taken of an opportunity to engage this new tenant in community activities affecting the stores future patrons. One element the steering committee should engage Price Right on is the Gateway Garden proposed at this corner. This garden could provide a place for residents to showcase their neighborhood pride and provide a visually attractive frontage for the store's property. The steer-

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ing committee may also play a role in discussions between the City and Price Right regarding the reconfiguration of Finch Street into a boulevard.

### **IMPLEMENTING PARKING STRATEGIES**

Parking along the corridor is an issue that will likely always persist. However, steps can be taken to implement the parking strategies in the Vision Plan in an effort to mitigate the current challenges. A parking sub-committee can be established to approach, educate and facilitate shared parking agreements between local business and property owners. The parking sub-committee can also help educate local businesses about encouraging employees to park on side streets, leaving patron parking available in front of or closer to the business. It can also help mitigate any conflicts that may arise with area residents and their parking concerns. Finally, this sub-committee can help in the restructuring process for existing and new

diagonal parking while suggesting changes such as posted time limits for parking. They may help to encourage owners to plant the median strips with landscaping that will make the corridor more visually attractive to motorists and pedestrians alike.



## SUMMARY AND CONCLUSIONS

**P**lanning, carrying out, and following up the Dewey Avenue Charrette have been parts of a worthy process helping community members take steps towards setting and achieving goals for their neighborhood. The physical plans and written recommendations presented in this report will provide the residents of Maplewood with a concrete record of the ideas that community members developed during the visioning stages. The report will be a guide to follow as the community proceeds with the revitalization efforts. The Vision Plan presented here must be followed up with action during the upcoming implementation phase in order to become reality. The upcoming steps will be exciting but perhaps even more challenging than the initial visioning stages of the process.

The Charrette and Post Charrette processes described in the previous pages will serve not only as a guide for development along the Dewey Avenue corridor, but will also serve as a model for other communities seeking to revitalize or plan for their future. Communities of many types can follow this basic model of engaging citizens, forging new community relationships, exploring the physical and social aspects of their area, and working together to develop consensus towards a Community Based Vision Plan. Communities that engage in the charrette process will often discover that simply embarking upon this process will lead to the emergence of many unexpected yet welcome long-term effects.



# STEERING COMMITTEE MEMBERS AND CHARRETTE FACILITATORS

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## **Dewey Avenue/Maplewood Neighborhood Steering Committee:**

John and Christine Affronti  
Daisy Rivera Algarin  
Amie Alscheff  
Cindy Ames  
Vicky Bell  
Deborah Beardslee  
Rev. Avery Blackman  
Bob Bramlet  
John Brown  
Roger Brown  
Mike Coniff  
Jim Crary  
Mike Daley  
Andrew Delapp  
Rocco Destaffen  
Tom Dougherty  
Steve Eckel  
Ellen Fetzner  
Bruce Hahn  
April Hearn Harris  
Karyn Herman  
Gloria Hunter  
Cindy Kaleh  
Annie Kelly  
Ben Levy  
Phil Mattaro  
Henry McCartney  
Joni Monroe  
Tim Raymond  
Patricia Rector-Holloman  
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Charlie Richardson  
Michelle Rook  
Nicole Rosen  
Dennis Sadler  
Councilman Robert (Bob) Stevenson  
Mary Stevenson

Elizabeth Teall  
Bob Wagner  
Julie Wagner  
Jacquie Whitfield  
Rory Zimmer  
Maplewood Neighborhood Association

## **Charrette Facilitators:**

Roger Brown  
Lew Childs  
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Amy Priestley  
Tim Raymond  
Michelle Rook  
Sean Salber  
Audrey Stewart  
Chuck Thomas  
John Toth  
Paul Way  
Rory Zimmer



# ABOUT THE RRCDC

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The mission of the non-profit Rochester Regional Community Design Center (RRCDC) is to act as a multifaceted resource center to assist municipalities and citizens of the Greater Rochester Region to define, understand, promote and implement concepts of design excellence and sustainability for the public realm and built environment.

One of our most effective means of civic engagement is the community design charrette, an intensive, participatory planning process that brings together a variety of community stakeholders to observe and share ideas about their community. Together they produce tangible steps toward achieving neighborhood consensus for a community vision. As facilitator, we work with a steering committee of neighborhood representatives to plan the charrette, provide design professionals at the event to help translate citizens' ideas into physical drawings, and follow through with those initial ideas to create a final set of plans and recommendations for the community.

Since we began our work as the AIA Rochester Urban Design Committee (UDC) in 1998, the group has facilitated over twenty community design charrettes, including the Center City Charrette that resulted in a community-based vision for Rochester's downtown and was a starting point for the 2007 Downtown Charrette. Other design charrettes facilitated by the RRCDC include the University Avenue Charrette that resulted in construction of the award-winning ARTWalk project. In 2004, we officially incorporated as a 501(c)(3) non-profit organization and continue to serve our region.