

A. OVERVIEW OF THE PLACEMAKING PLAN

KEY TAKEAWAYS

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

