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 needed to support local businesses, deconcentrate poverty, grow the tax base, and address housing affordability.

— 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.