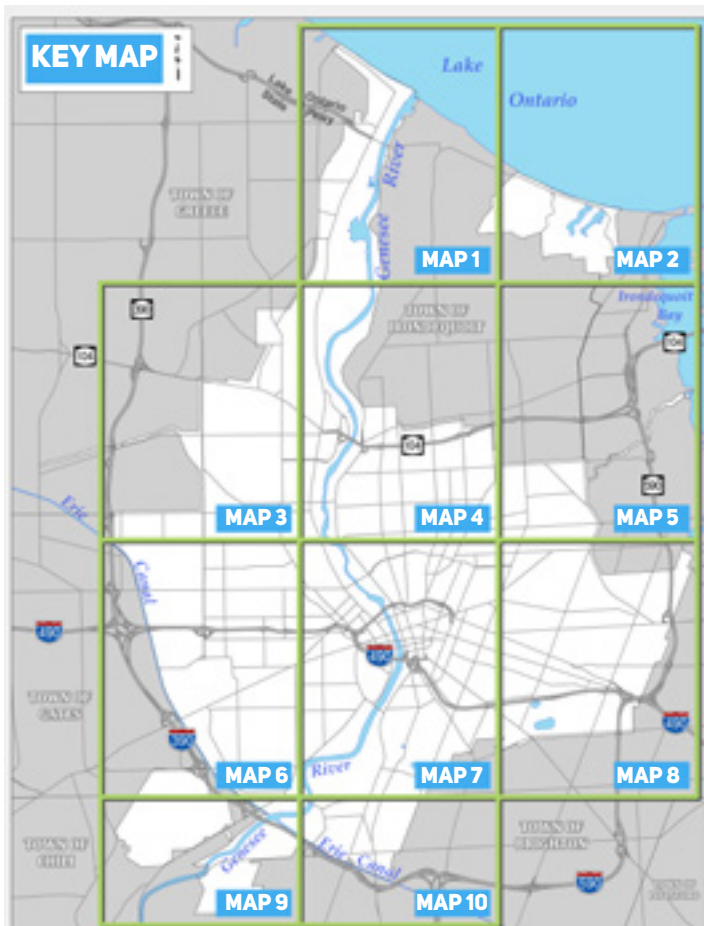


## B. FUTURE LAND USE (CONTINUED)

### PLACEMAKING PLAN MAP

The Placemaking Plan is illustrated in map form on the following pages. It includes all of the major elements that comprise placemaking, as illustrated in the Legend at right. The first map presents a city-wide perspective of Character Areas and the transportation network. This is followed by a series of 10 larger scale maps with greater detail, as shown on the Key Map below.

Other placemaking elements, such as improvements to river access and infrastructure, are depicted as points on the large scale maps, color-coded by type of recommendation. They are also numbered, corresponding with the list found on pages 85-92. Following the maps and associated list of recommendations, The Placemaking Plan Initiative Area continues with a more detailed discussion of these Other Placemaking Elements.



### PLACEMAKING ELEMENTS LEGEND

#### CHARACTER AREAS

- Parks + Open Space (page 39)
- Low Density Residential (page 41)
- Medium Density Residential (page 45)
- High Density Residential (page 47)
- Boutique Mixed-Use (page 51)
- Neighborhood Mixed-Use (page 53)
- Flexible Mixed-Use (page 57)
- Downtown Mixed-Use (page 61)
- Regional Commercial (page 65)
- Industrial (page 67)
- Institutional Campus (page 69)
- Streets (page 71)

#### MULTI-USE TRAILS + PROTECTED BIKE LANES (page 93)

- Existing Trails + Protected Lanes
- Existing Spur Trails + Park Paths
- Recommended Trails + Protected Lanes
- Recommended Spur Trails + Park Paths

#### REIMAGINE RTS CORRIDORS (page 33)

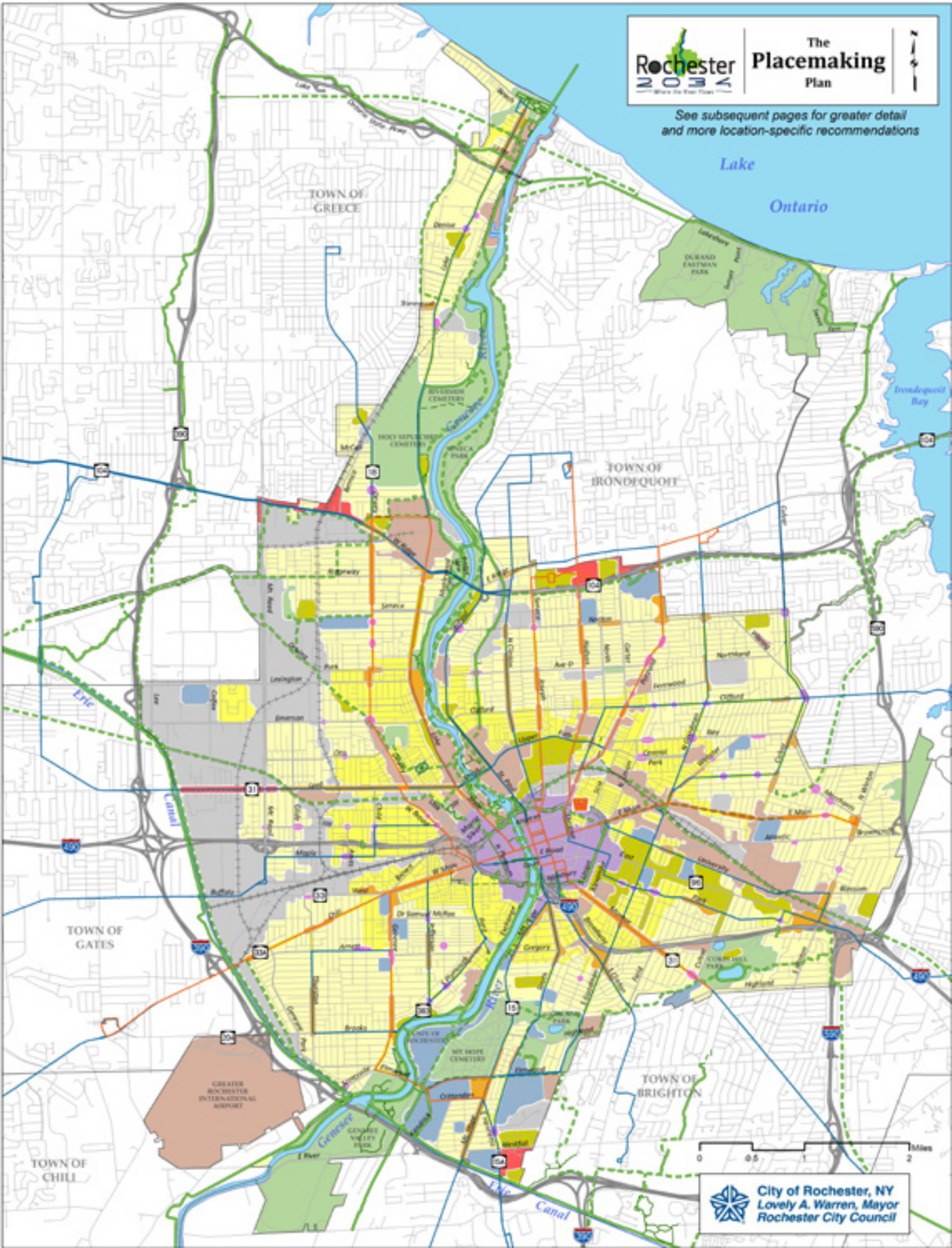
- Frequent
- Local

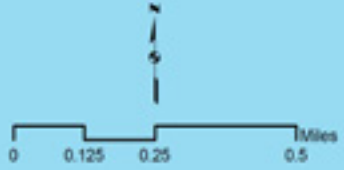
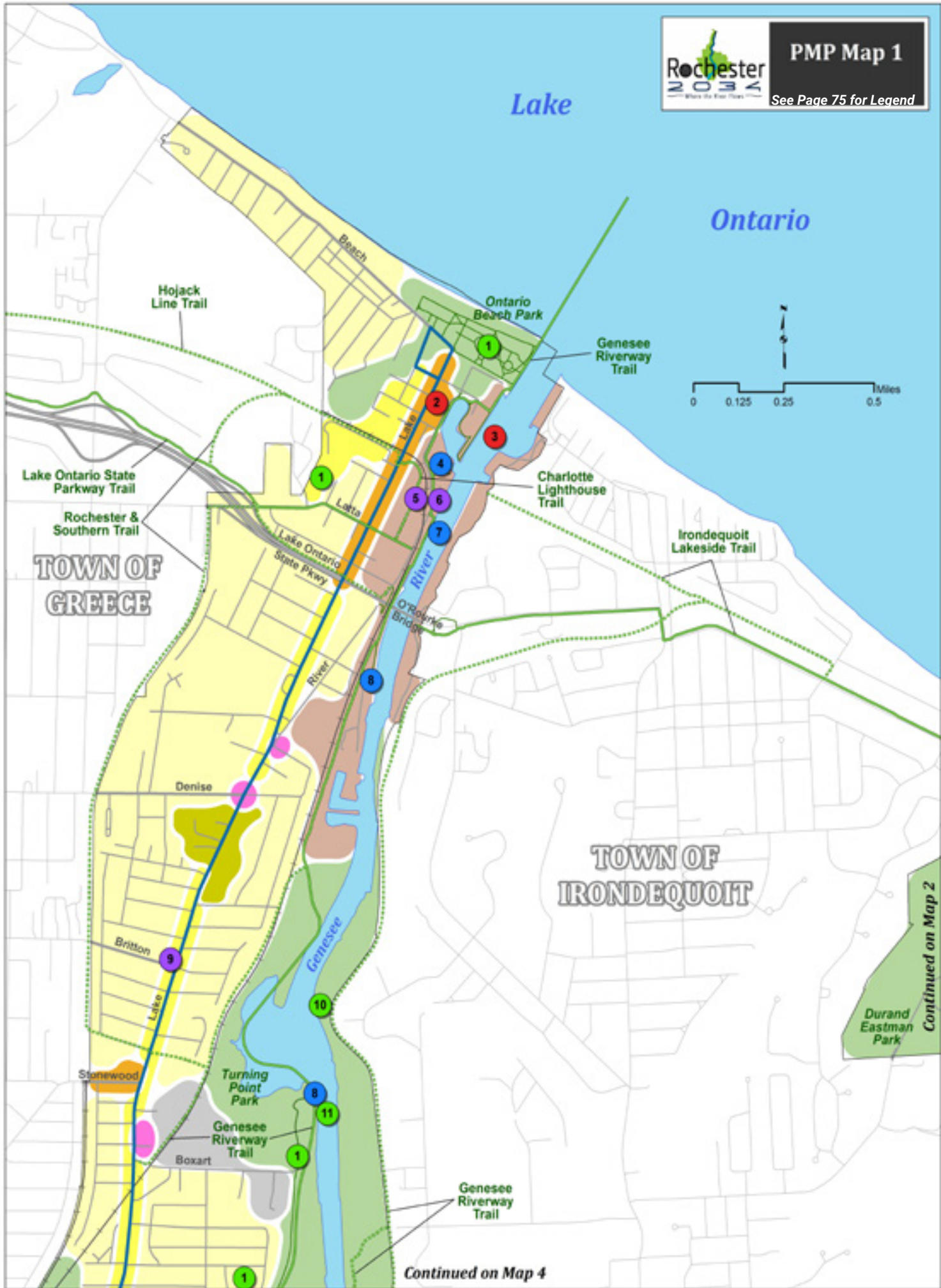
#### OTHER PLACEMAKING ELEMENTS\*

- Parks + Open Space (page 94)
- Community Facilities (page 95)
- River Access (page 96)
- Infrastructure + Streetscapes (page 97)
- Neighborhood Planning (page 98)

\* Maps 1-10 only; numbers correspond with table that follows maps

See subsequent pages for greater detail and more location-specific recommendations



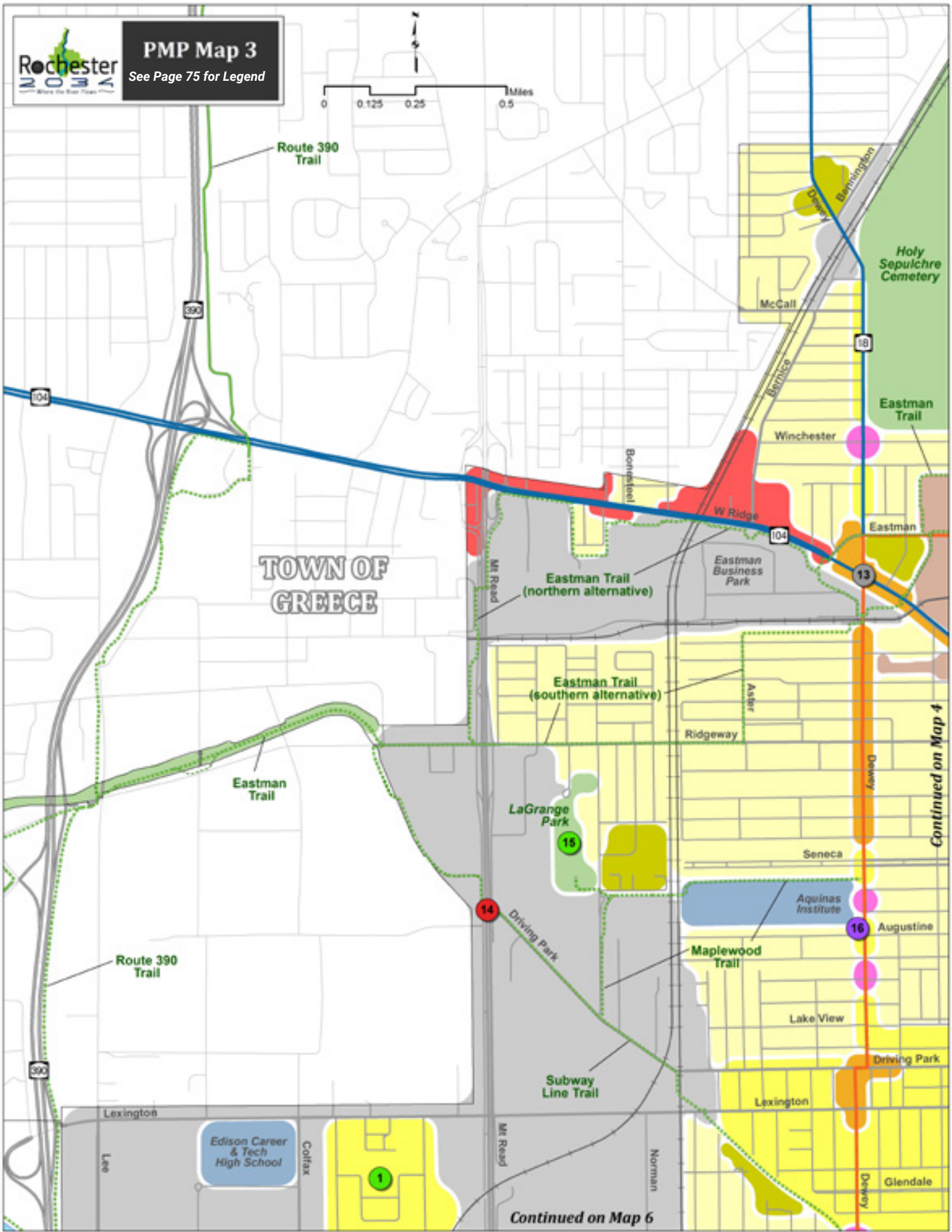
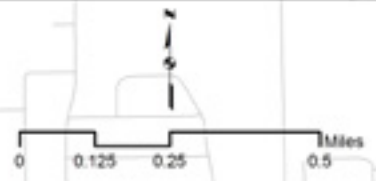


Continued on Map 4

Continued on Map 2

**PLACEMAKING IS THE ART AND SCIENCE OF SHAPING PRIVATE DEVELOPMENT, PUBLIC FACILITIES, AND THE PUBLIC REALM INTO PLACES OF GREAT CHARACTER. IT IS A PEOPLE-CENTERED APPROACH TO ACTIVATING OUR COMMUNITIES AND CREATING VIBRANCY FOR ALL WALKS OF LIFE TO ENJOY.**

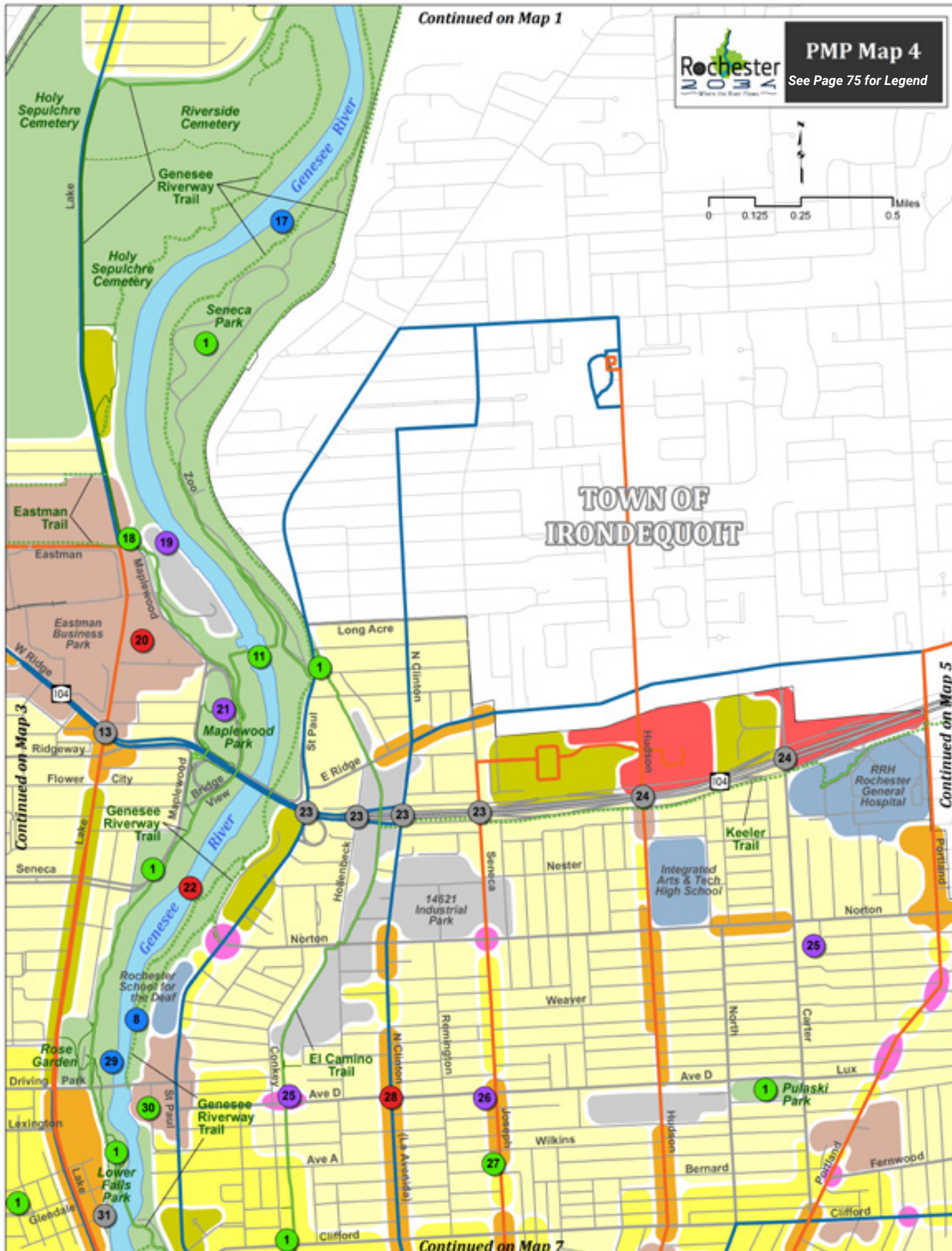
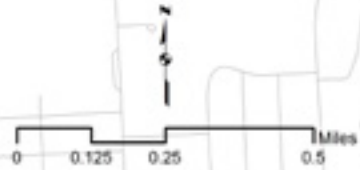




Continued on Map 4

Continued on Map 6

Continued on Map 1

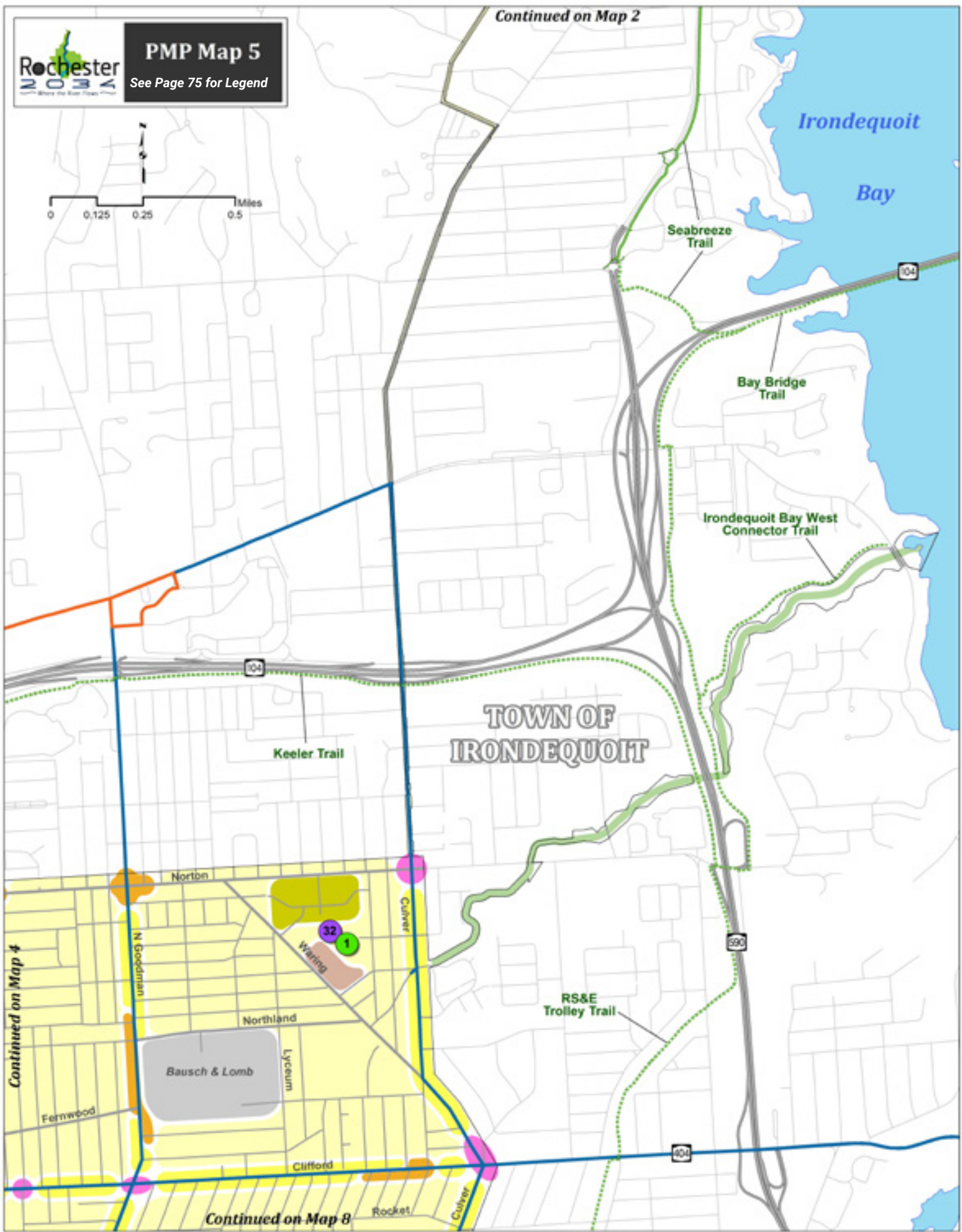


Continued on Map 3

Continued on Map 5

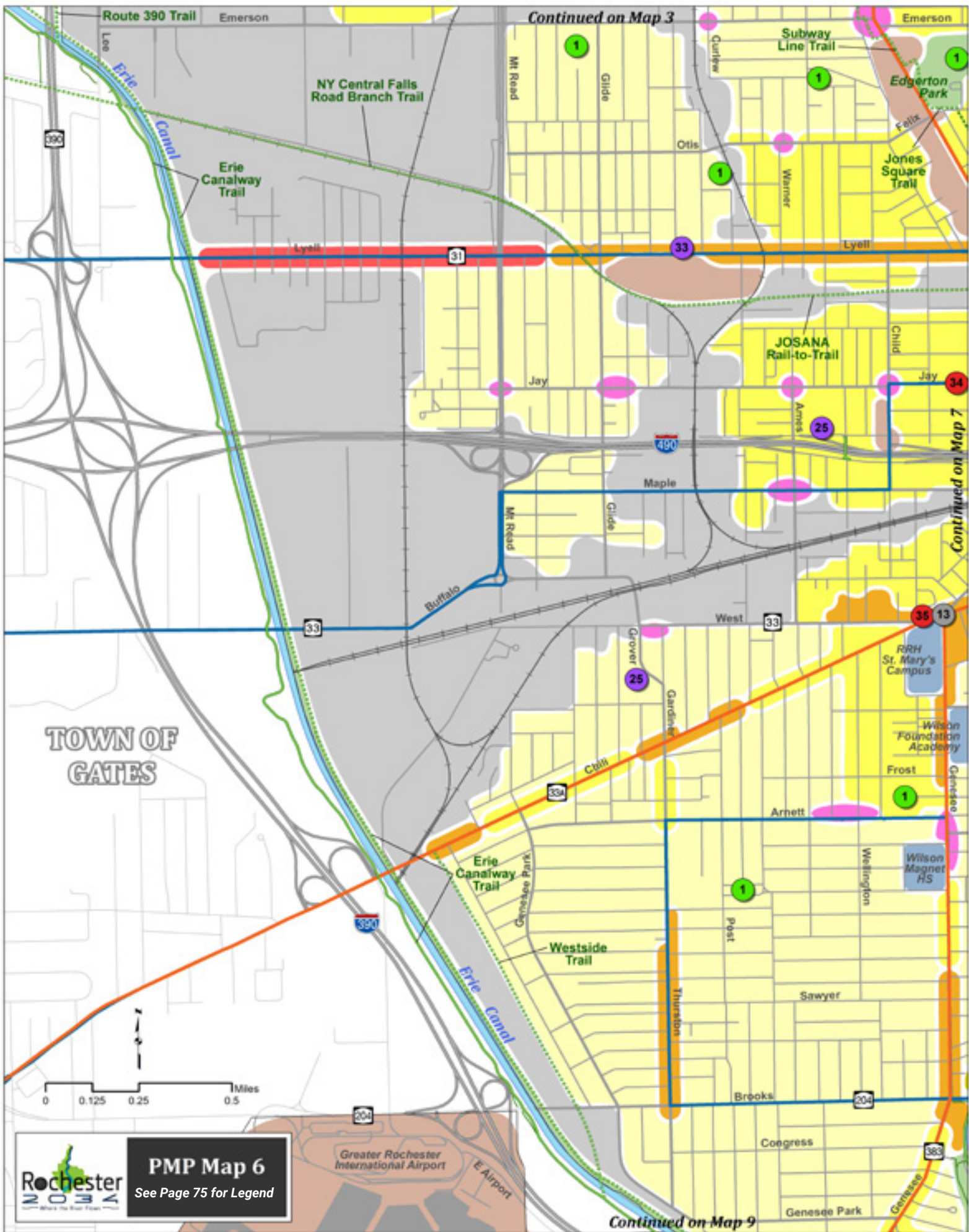
Continued on Map 7

Continued on Map 2



Continued on Map 4

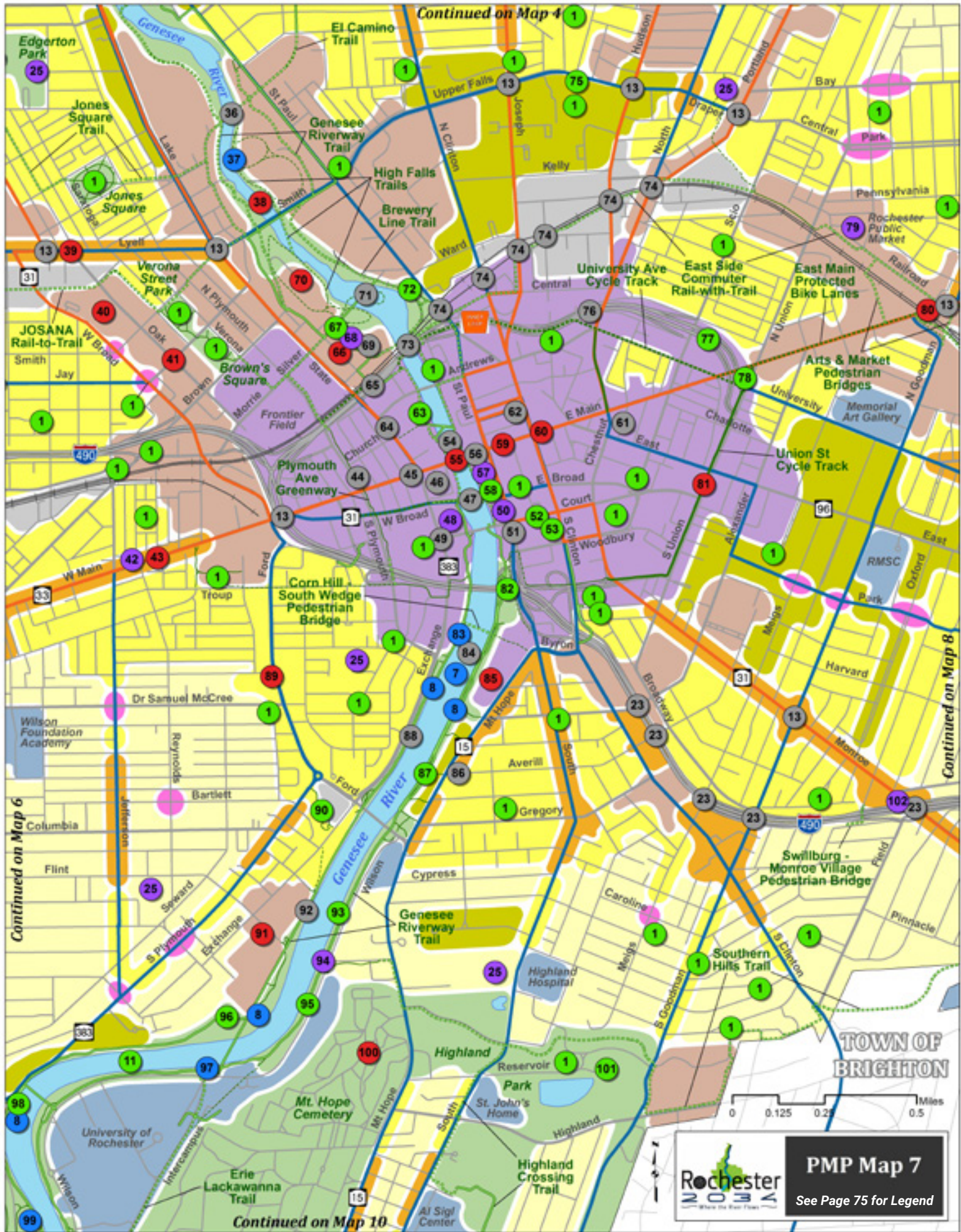
Continued on Map 8



**Rochester**  
 Where the River Flows

**PMP Map 6**  
 See Page 75 for Legend

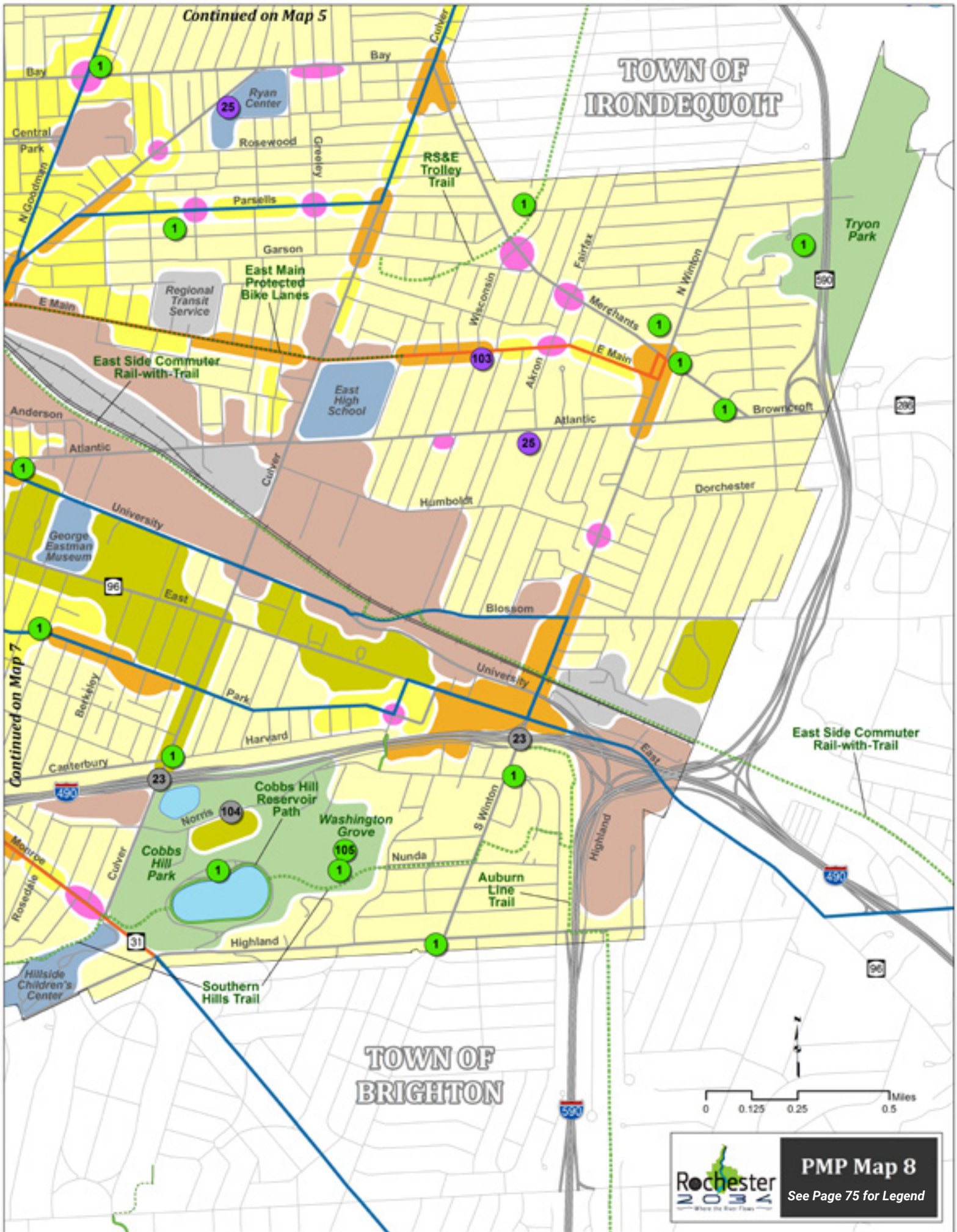




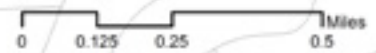
Continued on Map 5

# TOWN OF IRONDEQUOIT

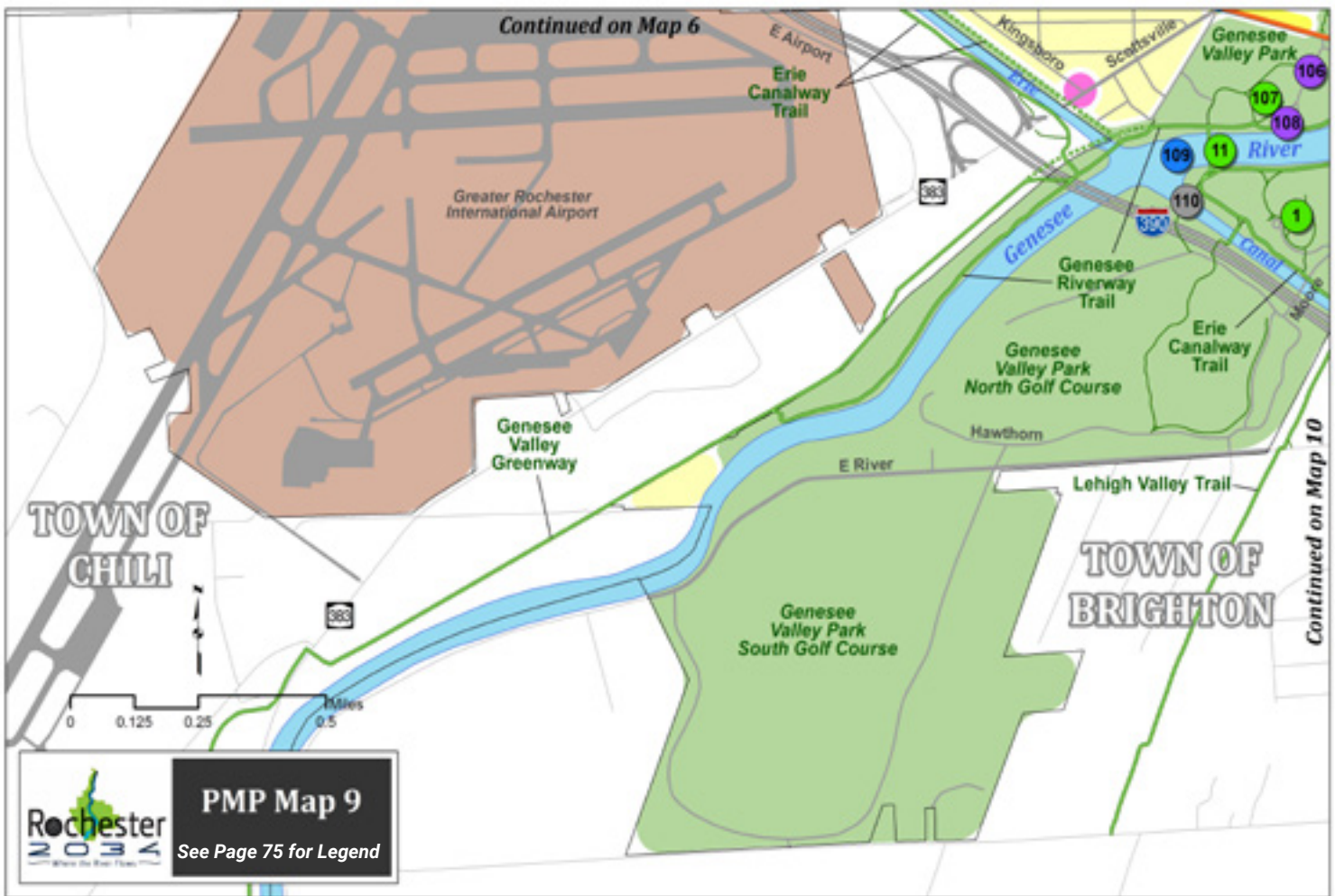
# TOWN OF BRIGHTON



Continued on Map 7



**PMP Map 8**  
See Page 75 for Legend



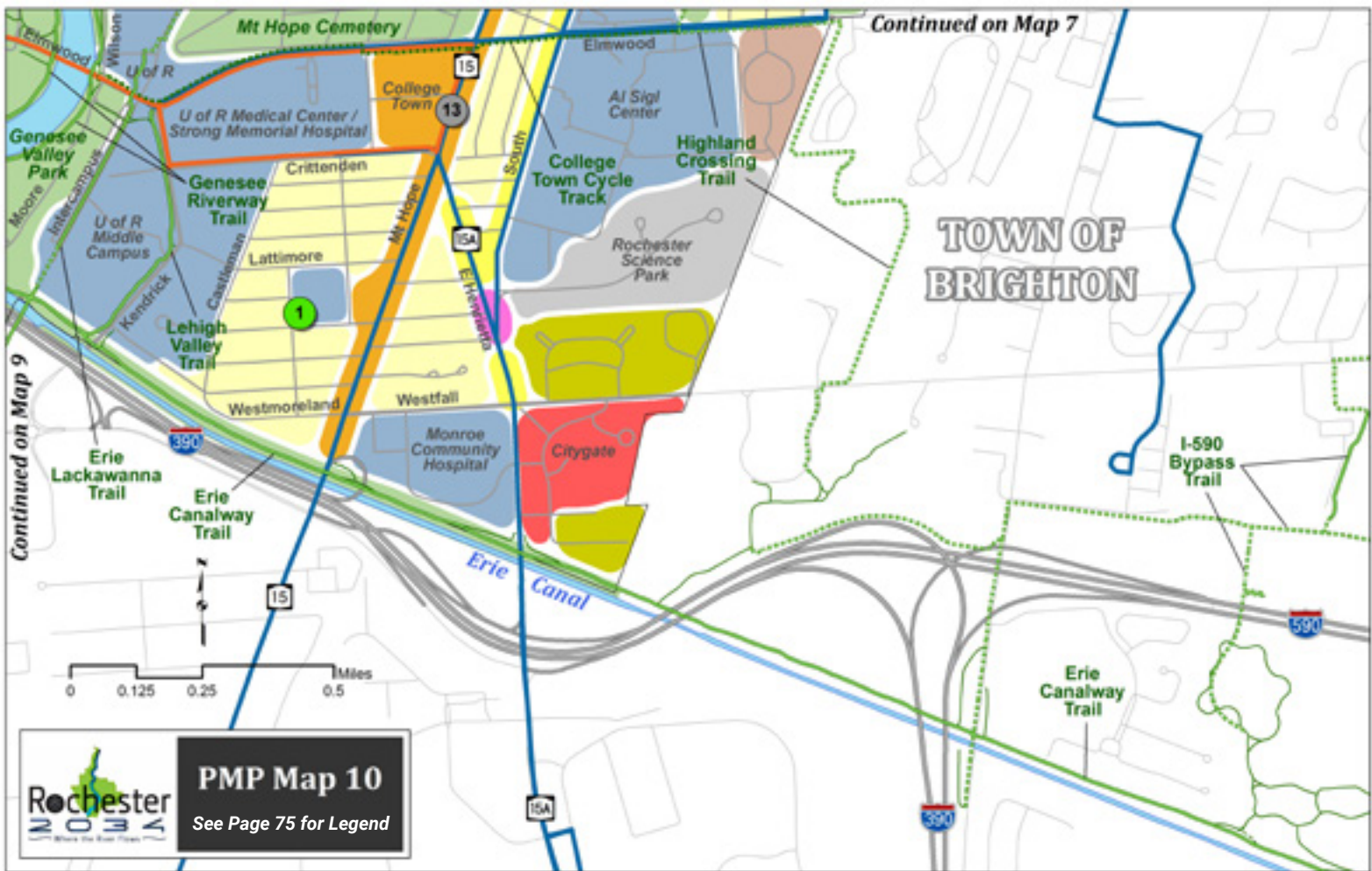
## OTHER PLACEMAKING RECOMMENDATIONS

A variety of location-specific recommendations are listed below and shown on Maps 1-10. Together with the other placemaking elements outlined in this Initiative Area, they will contribute to a sense of place and improve the quality of life in neighborhoods throughout the city.

### # OTHER PLACEMAKING RECOMMENDATIONS

- 1 As part of a city-wide parks and recreation master plan, develop a park-specific plan to maintain and/or enhance this park.\*
- 2 Continue to develop the Port of Rochester as a local and regional destination.
- 3 Continue to implement recommendations of the Port of Rochester Harbor Management Plan.
- 4 Implement Phase II of the Port of Rochester Marina & Mixed-Use Development Project by expanding the number of marina slips, relocating the public boat launch, and assembling additional land for private development.
- 5 Continue enhancements to the Charlotte-Genesee Lighthouse including historic restoration of the building and site as well as connections to the Genesee Riverway Trail.
- 6 Establish a fire station / boat house to serve the Lake Ontario shore, Port of Charlotte, and points south, complete with sheltered and secured boat storage and lift equipment to allow for faster response times. Such a facility could be shared by the NYSDEC, Homeland Security, US Coast Guard, and the RFD, as each of those agencies serve the area and have needs beyond their current facilities.

\*This recommendation can be found in multiple locations throughout Maps 1-10.



# KEY

- # Parks + Open Space
- # Infrastructure + Streetscapes
- # Community Facilities
- # Neighborhood Planning
- # River Access

## # OTHER PLACEMAKING RECOMMENDATIONS

- 7 Identify a continuous and sustainable funding mechanism to dredge sediment from the river that interferes with and prevents certain boating activity; work with regional partners to increase collaboration and accountability with municipalities to the south that contribute to excessive runoff in the river.\*
- 8 Develop or enhance car top boat launch/landings for canoes, kayaks, etc. with connections to the Genesee Riverway Trail.\*
- 9 Per the Rochester Public Library Branch Facilities and Operations Master Plan, upgrade the Charlotte branch to serve as a community and senior hub. Include improved ADA access to parking and building facilities, a redesign of the interior of the building, expanded technology, and new workout equipment. Explore opportunities to efficiently consolidate space or co-locate/relocate the facility.
- 10 In collaboration with NY State and the Town of Irondequoit, support creation of a State Park at Rattlesnake Point.

\*This recommendation can be found in multiple locations throughout Maps 1-10.

## B. FUTURE LAND USE (CONTINUED)

### OTHER PLACEMAKING RECOMMENDATIONS CONTINUED

#### # OTHER PLACEMAKING RECOMMENDATIONS

- 11 Throughout the river's parks and public spaces, develop a unifying landscape design aesthetic to yield a corridor-long living outdoor museum -- a Genesee Botanical Gardens -- that celebrates the region's natural history; a unified destination creates a funding and patron draw greater than the individual components would on their own.\*
- 12 Advance the concept of a bath house for the Durand Beach area, as well as other needed improvements to the Durand Eastman Park lakefront.
- 13 Consistent with Reimagine RTS and the Transit Supportive Corridors Study, establish a Transfer Point at this convergence of RTS routes, complete with amenities such as covered shelters, robust system displays, bicycle parking, and potentially fare vending equipment.\*
- 14 Implement the recommendations of the Mt. Read Boulevard Corridor Study.
- 15 Redevelop LaGrange Park including ball field reorganization and enhancement, property acquisition for expansion, and overall park improvements.
- 16 Per the Rochester Public Library Branch Facilities and Operations Master Plan, convene a community visioning process to explore options for upgrading or relocating the Maplewood branch, including the potential to serve as an immigrant and refugee service hub. Explore options to expand, co-locate, or relocate the facility.
- 17 Develop a car top boat launch/landing for canoes, kayaks, etc. somewhere in Seneca Park.
- 18 Identify strategies for preserving and enhancing the historic King's Landing Cemetery.
- 19 Establish a fire station and boat house in the King's Landing area of the river. This facility would include sheltered and secured boat storage and lift equipment to allow for faster response times.
- 20 Continue to partner with Eastman Business Park on implementation of their master plan. The City's land use, mobility, public access to the river, and other placemaking objectives should be incorporated into the plan.
- 21 Develop a river-oriented nature center at the Maplewood Training Center site in Maplewood Park. The center could be part of a larger network of river and urban ecology-oriented facilities along the Genesee.
- 22 Implement stormwater, forest management, riparian habitat, scenic resource management, and restoration projects throughout the corridor.
- 23 Improve pedestrian/bicycle experience across the bridge, including safer connections and beautification.\*
- 24 Improve pedestrian/bicycle experience under the bridge, including safer connections and beautification.\*
- 25 As part of a city-wide parks and recreation master plan, develop a specific plan to maintain and/or enhance this rec center.\*
- 26 Per the Rochester Public Library Branch Facilities and Operations Master Plan, upgrade the Lincoln branch to better serve as a flexible opportunity space. Include a full interior renovation, improved wayfinding and signage, expanded resources for social services and health/wellness staff, and improved connections to the toy library.

\*This recommendation can be found in multiple locations throughout Maps 1-10.

# KEY



Parks + Open Space



Infrastructure + Streetscapes



Community Facilities



Neighborhood Planning



River Access

## # OTHER PLACEMAKING RECOMMENDATIONS

27

Continue to support development of the Community Blooms Flower Farm, including the potential for a playful sidewalk connection to the Lincoln Branch Library, a mobility hub, and additional street trees.

28

Implement the recommendations of the 14621 Brownfield Opportunity Area Revitalization Strategy.

29

Develop a car top boat launch/landing for canoes, kayaks, etc. somewhere in Maplewood Park.

30

Reclaim and enhance parkland along Carthage Drive.

31

Identify alternatives for creating bicycle connections, whether on or off street, linking existing and recommended segments of the Genesee Riverway Trail and providing a safe alternative to current conditions on Lake Ave.

32

Upgrade and enhance rec center building, athletic fields, and other amenities.

33

Per the Rochester Public Library Branch Facilities and Operations Master Plan, upgrade the Lyell branch to serve as a job training hub. Include improved technology, expanded programming, and a redesigned building interior. Explore potential relocation of the facility, or converting the library to a mobile service center.

34

Implement the recommendations of the JOSANA Neighborhood Master Plan.

35

Implement the recommendations of the Bull's Head Urban Renewal Plan.

36

Per the ROC the Riverway initiative, rehab the former Running Track rail bridge as a multi-use trail including connections to the Genesee Riverway Trail, El Camino Trail, Lake Ave (via an enhanced Ambrose St), and Smith St (via an enhanced Cliff St).

37

Identify location(s) for installing a cartop boat launch/landing for canoes, kayaks, etc. between High Falls and Lower Falls.

38

Develop and implement a plan for the gorge area from High Falls to Lower Falls, including parks and recreation opportunities, improved water access, green energy demonstration projects, and supportive private development on adjacent sites.

39

Implement the recommendations of the LYLAKS Brownfield Opportunity Area Master Plan.

40

Transform the former soccer stadium into a youth and community sports complex.

41

Implement the recommendations of the Browns Square Circulation, Accessibility, & Parking Study.

42

Support the implementation of the Susan B. Anthony House 2018 Strategic Plan, including the establishment of a Visitors Center.

43

Implement the recommendations of the Susan B. Anthony Neighborhood Circulation, Accessibility, & Parking Study.

44

Upgrade Plymouth Ave Greenway to comply with design standards for a cycle track.

45

Continue ongoing Main Street streetscape enhancements to complete the corridor between Broad St and Chestnut St.

46

Per the ROC the Riverway initiative, construct and enhance Aqueduct St and adjacent streets at historic Child's Basin to complement nearby improvements to Main Street and the Broad St / aqueduct corridor.

47

Remove the upper deck of the Broad Street Bridge; establish a dynamic public space along the former aqueduct as a centerpiece of the ROC the Riverway initiative, connecting to new plazas and riverfront promenades adjacent to the bridge.

## B. FUTURE LAND USE (CONTINUED)

### OTHER PLACEMAKING RECOMMENDATIONS CONTINUED

#### # OTHER PLACEMAKING RECOMMENDATIONS

- 
- 48 Per the ROC the Riverway initiative, continue to upgrade and enhance the Blue Cross Arena and its streetside and riverfront presence, making it an integral part of the riverfront promenade and other ROC the Riverway projects.
- 
- 49 Per the ROC the Riverway initiative, realign the Court St / Exchange Blvd intersection to accommodate future development of the Court/Exchange site to the south while improving staging and loading capabilities at the Blue Cross Arena.
- 
- 50 Per the ROC the Riverway initiative, continue to design and implement solutions for Rundel Library's north and south terraces, repairing/replacing critical underground infrastructure while developing dynamic public spaces adjacent to the building and river.
- 
- 51 Continue to implement the Center City Two-Way Conversion Project on various downtown streets to reduce speeds, enhance street-level pedestrian activity, enhance pedestrian/bicycle connectivity to adjacent neighborhoods, and make the area easier to navigate.
- 
- 52 Develop Play Walk -- a playful sidewalk with public art and interactive installations, connecting The Strong National Museum of Play expansion with the ROC the Riverway initiative, as well as Martin Luther King, Jr. Park, Washington Square Park, and the Rundel Library.
- 
- 53 Implement the recommendations of the Washington Square Park Charrette, enhancing this downtown park.
- 
- 54 Per the ROC the Riverway initiative, continue to extend the downtown portion of the Genesee Riverway Trail on both sides of the river as a promenade providing greater access and dynamic public spaces along the riverfront.
- 
- 55 Per the ROC the Riverway initiative, partner with NY State and local stakeholders to establish a downtown/riverfront management entity -- an organization focused on downtown and the central river corridor; explore combinations of models in other cities such as Business Improvement Districts, Local Development Corporations, and Downtown Partnerships.
- 
- 56 Identify location(s) for food and retail-based businesses to operate in pop-up, temporary, or low-cost structures such as re-purposed shipping containers; a cluster of these operations could encourage entrepreneurs to launch their product and it could create a pipeline of viable businesses to fill vacant commercial spaces throughout the city.
- 
- 57 Per the ROC the Riverway initiative, continue to upgrade, enhance, and expand the Joseph A. Floreano Riverside Convention Center and terrace, including building on the concept of a "convention district" where facilities and amenities are provided in other buildings and spaces in the area.
- 
- 58 As part of ROC the Riverway's Aqueduct Re-Imagined and Riverfront Promenade project, identify opportunities to renovate and provide public access to the historic Ely Mill (1827) located in the lower level of RG&E Station #6.
- 
- 59 Continue to encourage and invest in the revitalization of highly visible Main Street properties to rehabilitate dilapidated buildings and activate first floor spaces. Buildings such as the Riverside Convention Center, Riverside Hotel, and The Metropolitan should identify opportunities to activate their Main Street frontage.
- 
- 60 Support the "Arts in the Loop" effort led by Eastman School of Music to engage downtown stakeholders on strategies for activating key downtown corridors and spaces with music, art, and other programming.
-

# KEY



Parks + Open Space



Infrastructure + Streetscapes



Community Facilities



Neighborhood Planning



River Access

## # OTHER PLACEMAKING RECOMMENDATIONS

- 61 Work with the Eastman School of Music and other local partners to convert this block of Gibbs Street into a pedestrian-only public space, complete with programming, landscaping/hardscaping, amenities, and accommodations for various events.
- 62 Work with the Mortimer Street Garage operator to convert a portion of the garage into an improved extension of the Transit Center focusing on connections to non-fixed route mobility services.
- 63 Per the ROC the Riverway initiative, redevelop Charles Carroll Plaza, shoring up the parking garage structure underneath the park and creating a focal point along the downtown riverfront.
- 64 Redesign the State Street corridor streetscape, enhancing the pedestrian and bicycle environment and attracting private investment on adjacent properties.
- 65 Widen Mill Street Pedestrian Tunnel; improve lighting and other bicycle/pedestrian features to encourage linkage between Downtown and High Falls.
- 66 Continue to support Greentopia's EcoDistrict Plan to promote green infrastructure and economic, social, and environmental equity.
- 67 Per Greentopia's conceptual plan, redevelop Granite Mills Commons to feature better plantings, seating, plaza surfaces, and amplification for performances.
- 68 Reestablish a visitors/interpretive center in the Brown's Race area.
- 69 Identify location for public elevator access to gorge bottom to complement multi-use trail access.
- 70 Improve pedestrian and recreational amenities in the gorge through implementation of recommendations in the High Falls Pedestrian Access Improvement Study and ROC the Riverway Vision Plan.
- 71 Per the ROC the Riverway initiative, perform structural repairs to the Pont de Rennes Bridge and enhance the public space along the bridge and at the eastern and western approaches.
- 72 Per the ROC the Riverway initiative, continue to make upgrades and enhancements to High Falls Terrace Park, including new amenities, establishing the Brewery Line Trail and connecting paths, public art, and studying the feasibility of creating a High Falls Overlook.
- 73 Identify long-term design solutions for providing pedestrian/bicycle access that overcome the Inner Loop and CSX Railroad bridge barriers, building on the short-term solutions of the ROC the Riverway initiative and utilizing the Inner Loop North planning study.
- 74 Identify opportunities to improve this railroad underpass through lighting improvements, stormwater management, and bicycle and pedestrian enhancements.\*
- 75 Support the grass roots effort to develop a Civil Rights Park in Baden Park, commemorating Rochester's proud history of civil rights activism.
- 76 Following the success of the Inner Loop East project, complete a planning study and implement the preferred alternative for the reuse of the Inner Loop North corridor that divides downtown and adjacent neighborhoods.
- 77 Identify opportunities for establishing ball fields and other athletic facilities to serve School #58 as part of the Inner Loop North project.
- 78 As part of the Inner Loop North project, expand and enhance historic Anderson Park to its pre-Inner Loop footprint.

\*This recommendation can be found in multiple locations throughout Maps 1-10.



## B. FUTURE LAND USE (CONTINUED)

### OTHER PLACEMAKING RECOMMENDATIONS CONTINUED

#### # OTHER PLACEMAKING RECOMMENDATIONS

- 
- 79 Continue to implement the Public Market Improvement Project, including development of a state-of-the-art nutrition center and demonstration kitchen, as well as other facilities.
- 
- 80 Continue implementation of recommendations in the East Main Arts & Market Study, improving bicycle and pedestrian linkages along and across East Main St and the CSX railroad tracks.
- 
- 81 Continue mixed-use development on lands of the former Inner Loop, including creation of a "Neighborhood of Play" centered around The Strong National Museum of Play's expansion.
- 
- 82 Per the ROC the Riverway initiative, develop the Roc City Skatepark with full integration into the Genesee Riverway Trail system and other ROC the Riverway projects; pursue parking arrangements with adjacent landowners.
- 
- 83 Per the ROC the Riverway initiative, continue to support Corn Hill Navigation's campaign to purchase a new tour boat and return excursions and educational programming to the Genesee River.
- 
- 84 Identify opportunities for water taxi service connecting various points in the South River Corridor, including connections south to RIT.
- 
- 85 Work with private landowners along the east side of the Genesee River south of downtown to identify water-oriented redevelopment opportunities.
- 
- 86 Enhance the bike/ped environment on Gregory, Hickory, Averill, Hamilton, & Alexander & across Mt Hope through improved signage, street/sidewalk conditions, crosswalks, & bicycle pavement markings.
- 
- 87 Per the ROC the Riverway initiative, continue to implement recommendations of the 2011 and 2018 Genesee Gateway Park (Erie Harbor) master plans.
- 
- 88 Implement Phase I of the West River Wall project, establishing a healthier and more dynamic relationship between the river and Corn Hill neighborhood.
- 
- 89 Develop and implement a plan for expanding the Rochester Heritage Trail, including potential sites/ areas such as the Genesee Valley Canal, Corn Hill, South Plymouth Ave, East Ave Historic District, Grove Place, Mt Hope Cemetery, High Falls, and other areas as identified.
- 
- 90 Redevelop the Exchange Street Playground according to past master planning efforts, with a focus on connecting the park to the Genesee Riverway Trail.
- 
- 91 Implement the various recommendations of the Vacuum Oil Brownfield Opportunity Area 2035 Vision Plan.
- 
- 92 Implement Phase II of the West River Wall project, establishing a healthier and more dynamic relationship between the river and Plymouth-Exchange neighborhood.
- 
- 93 Per the ROC the Riverway initiative, enhance and expand the Genesee Riverway Trail on both sides of the river between Genesee Valley Park and downtown, providing separate bike and pedestrian paths/ lanes when space allows, repairing deteriorated sections, adding more green infrastructure, and creating additional neighborhood connections.
- 
- 94 Establish a fire station and boat house in the Erie Harbor and/or Genesee Valley Park areas of the river. This facility would include sheltered and secured boat storage and lift equipment to allow for faster response times, especially in light of the anticipated and desired increase in boating activity resulting from the ROC the Riverway initiative.
-

# KEY



Parks + Open Space



Infrastructure + Streetscapes



Community Facilities



Neighborhood Planning



River Access

## # OTHER PLACEMAKING RECOMMENDATIONS

95

Per the ROC the Riverway initiative, when separate bicycle and pedestrian paths exist, or when sufficient parallel space exists next to the trail, groom a path for cross country skiers and/or snowshoers to help activate the river during winter months.

96

Implement the parks master plan for the potential parks, trails, and public spaces to be located in the Vacuum Oil redevelopment area.

97

Develop a car top boat launch for canoes, kayaks, etc. somewhere on the University of Rochester's River Campus.

98

Per the development plan for Brooks Landing, install public art on the hardscaped plaza.

99

Per the ROC the Riverway initiative, identify location(s) for trailered motorboat launch and/or public marina so as to increase boating activity in the South River and Erie Canal as well as provide emergency watercraft access for fire/police boats.

100

Implement the 2016 Mt. Hope Cemetery Master Plan for this historic Victorian Cemetery.

101

Rebuild the Children's Pavilion in Highland Park, creating a space for events and panoramic views of the park and region.

102

Per the Rochester Public Library Branch Facilities and Operations Master Plan, upgrade the Monroe branch to serve as a hub for teen services. Include a new community meeting room, redesigned interior space, expanded technology services, and expanded programming. Explore options to expand or co-locate/relocate the facility.

103

Identify an alternate location for RFD Engine 12 with a larger lot and better access, allowing for adequate storage and access for modern equipment. Consideration should be given to co-locating a new station with other needed community services such as a satellite library and/or community center.

104

Convert Norris Drive, an unimproved street, to a "green street", complete with porous pavement, rain gardens, and safe spaces for bicycles and pedestrians.

105

Implement access, trail, and signage recommendations of the Washington Grove Trail Study.

106

Continue to partner with local institutions such as Rochester Institute of Technology, St. John Fisher, and the Seneca Park Zoo to identify a site for establishing an urban ecology center. The center's facilities and programming would be designed to complement similar nature/river-oriented centers proposed for the river corridor.

107

Implement the 2015 Genesee Valley Park West Master Plan.

108

Per the Genesee Valley Park West Master Plan, develop a new state-of-the-art boathouse and water sports center, complete with community event space, water sports and other athletic facilities, car top boat launch, bike and boat rentals, meeting rooms, and concession/retail space.

109

Identify location(s) around the intersection of the Erie Canal and Genesee River for installing a cartop boat launch/landing for canoes, kayaks, etc.

110

Identify funding sources and implement restoration of the 3 historic Olmsted bridges over the Erie Canal; upgrade trail connections leading to the bridges.

# C. OTHER PLACEMAKING ELEMENTS

## MULTI-USE TRAILS + BICYCLE FACILITIES

The Placemaking Plan Map illustrates a network of existing and recommended multi-use trails, and protected lanes. A more in-depth examination of all other bicycle facilities and amenities can be found in the [Comprehensive Access and Mobility Plan \(CAMP\)](#). The major bicycle network corridors are addressed here.

Multi-use trails and other bicycle facilities, while important elements in the transportation system, do not have the critical mass of users to drive land use patterns. However, they play an important role in providing active transportation and recreation opportunities. Therefore, the existing and proposed land use patterns were factors that influenced the location of future trail linkages.

The network of recommended trails represent opportunities to connect origins (mainly residential areas) and destinations (employment/mixed-use centers, parks, etc.). The recommended segments also include opportunities to fill in gaps in the existing multi-use trail and bicycle facility network. Future opportunities are limited by available land in corridor form such as large landowners, current and former railroad rights-of-way (ROWs), utility ROWs, and highways ROWs with ample undeveloped space.

The City of Rochester, as well as its neighboring towns, have collectively developed one of the most extensive regional trail networks in the country and certainly New York State. Most of the easiest trails – the “low hanging fruit” – have been built. What remains in the recommended network are the more challenging corridors in terms of available land and physical constraints. As the City and its partners continue to develop these linkages, they will become part of a robust network of transportation alternatives and recreational opportunities, making a significant contribution to Rochester’s placemaking efforts.



## PARKS + OPEN SPACES

The identity of many streets and neighborhoods is tied, formally or informally, to the city's wonderful collection of parks. Preservation and expansion of these critical community assets is addressed in the Parks and Open Space Character Area as well as in [Initiative Area 4-Section B, Parks, Recreation, and Open Space](#).

In addition, The Placemaking Plan Map contains numerous enhancements to specific parks and playgrounds throughout the city. Continuously tracking and improving the conditions of these amenities should be a high priority. The proliferation of public art, educational programming, and special events contributes to the vitality of parks and other public spaces.



## C. OTHER PLACEMAKING ELEMENTS (CONTINUED)

### COMMUNITY FACILITIES

Rochester boasts an extensive network of community facilities including libraries, recreation/ community centers (rec center), public safety buildings, sports complexes, and other public facilities. Collectively, they contribute to the rich assortment of activities, resources, and programming available to residents and visitors.

The Placemaking Plan Map includes a variety of improvements to these facilities. In addition, the challenges and opportunities related to these facilities are explored in more depth in [Initiative Area 3-Section E, Schools and Community Centers](#). This includes planning for co-locating services and facilities such as community meeting rooms at fire stations and siting rec center on or near school campuses. Of particular importance is the [Rochester Public Library's Branch Library Facilities and Operations Plan \(Appendix H\)](#), which outlines a series of policy, programming, and facility changes to enhance their role in serving the community.



## GENESEE RIVER ACCESS

While the Rochester area boasts an unrivaled abundance and diversity of water-bodies, the Genesee River is the most closely associated with the city's identity. The river features ever changing scenery as it winds 13 miles from Genesee Valley Park north to Lake Ontario. From the meandering flatwaters of the south river corridor to the channelized urban setting of downtown, from the dramatic cliffs and waterfalls of the gorge to the bustling river terminus in Charlotte, the Genesee is an important resource and source of pride for many neighborhoods along its course. However, generations of neglect coupled with formidable topography has limited access to the river.

The Local Waterfront Revitalization Program (LWRP) and ROC the Riverway (RTR) initiative have provided a transformative vision for the city's reconnection with the waterway. Each of the capital projects in the LWRP and RTR are integrated into The Placemaking Plan Map, including opportunities for improved access, dynamic parks and public spaces, expanded multi-use trails, and greater boating activity.



## C. OTHER PLACEMAKING ELEMENTS (CONTINUED)

### INFRASTRUCTURE + STREETSAPES

There are numerous opportunities throughout Rochester to improve the public realm, especially in the form of redesigned streetscapes that emphasize the pedestrian experience. Beyond the general importance of these features as discussed in the Streets Character Area, examples of major capital projects included in The Placemaking Plan Map include safer and more attractive highway bridge crossings, streetscape and intersection improvements, on-street bicycle facilities, restored and new pedestrian bridges, riverfront promenade segments, and the Inner Loop North project. These projects can have a transformational impact on the urban experience, as evidenced by previous successful projects like the Port of Rochester Marina, Maplewood Park Pedestrian Bridge, Midtown Rising, Western Gateway I-490 Project, ARTWalk, and the Inner Loop East Transformation Project.



## NEIGHBORHOOD PLANNING

*Rochester 2034* provides a blueprint for growth and development from a city-wide perspective, with some detail provided at the neighborhood scale. Neighborhoods are encouraged to partner with the City to do more in-depth plans and studies that will add more specificity to placemaking strategies. Projects such as brownfield opportunity area (BOA) plans, corridor studies, and neighborhood charrettes are useful tools for digging deeper than a comprehensive plan. The City should continue to implement existing small area plans while supporting additional follow-on studies and plans. Many examples of these projects are included on The Placemaking Plan Map.



# EAST MAIN ARTS & MARKET INITIATIVE

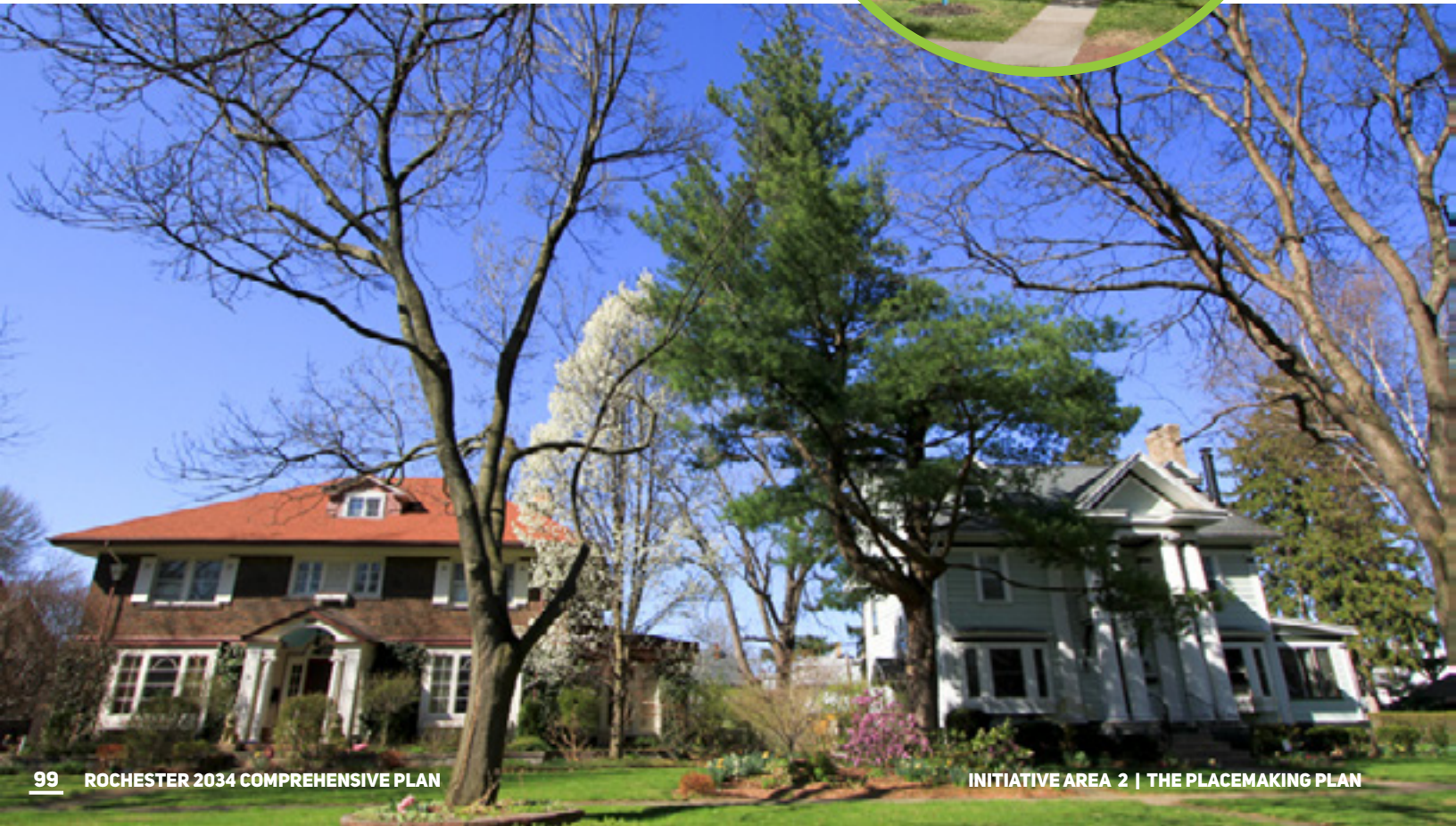




## C. OTHER PLACEMAKING ELEMENTS (CONTINUED)

### HISTORIC PRESERVATION

Placemaking is enhanced by preserving our traditional built environment. Rochester has an abundance of historic buildings to complement its unique history of innovation, democratic pursuits, and enrichment. Museums, landmarks, heritage trails, and history-oriented programming all help tell the story of the Flour/Flower City's evolution and the great figures from our past. The recommendations found within each of the Character Areas work towards preserving the traditional form of Rochester's neighborhoods, as do the numerous strategies listed under [Goal PMP-4](#).



## STRATEGIC DEVELOPMENT SITES

During the community engagement stages of *Rochester 2034*, each neighborhood association was asked to identify buildings or sites that, if redeveloped in a positive way, would have a substantial impact on their entire neighborhood. Their suggestions were combined with numerous other underutilized sites and buildings that City staff have identified as being of neighborhood or city-wide significance. The collection of sites also includes the Landmark Society of Western New York's [Five to Revive](#) sites.

[These sites](#) represent a wide variety of scenarios. There are vacant lots, dilapidated buildings, and structures that are relatively sound but remain vacant. Some are privately owned, some are owned by the City. Some are in various stages of redevelopment; others have no plans as of yet. Many are brownfield sites in different stages of cleanup. For all of these sites, the City should develop a



comprehensive program to advance their reuse through documenting existing conditions, fostering partnerships with landowners of privately-owned sites, pursuing environmental remediation funds, and marketing the sites through multiple platforms and partners.



## C. OTHER PLACEMAKING ELEMENTS (CONTINUED)

### PUBLIC SPACE DESIGN WITHIN PRIVATE DEVELOPMENT

The terms ‘public space’, ‘open space’, and ‘greenspace’ are typically associated with formal publicly-owned parks, both large and small. However, many of the benefits of parks can be incorporated into the site design of private development. Creating an attractive respite in the fully man-made urban environment is not limited to setting aside entire parcels for public space, nor is it limited to the natural landscape or purely green landscaping. Well-designed, dynamic spaces play an integral role in community placemaking.

When space is limited within a development site, the benefits of public parks can still be obtained at a small scale through the creative design of how buildings and the absence of buildings interact with each other. The following annotated images illustrate how the pedestrian-scale intricacies of site and building design can create small gathering places, beautiful landscapes, and whimsical spaces for play within the urban environment. When designed properly, they reinforce a strong sense that people are valued as residents of a place, not merely consumers of products.

Rochester’s relatively weak real estate market has limited how much developers and property owners are willing to incorporate these elements that do not produce direct revenue. However, as our market strengthens, especially with the resurgence of downtown, the City should gradually raise the standards based on the [principles illustrated in the following pages](#). This should include incorporating public space concepts into the updated/new form-based codes for downtown and mixed-use districts.

Public space enhancements should be viewed as a strategic investment for property owners and developers. Combined with a highly attractive, playful public realm, these investments will multiply street level vibrancy, bolster the positive perception of the city, and drive greater levels of economic activity. Given the presence of The Strong National Museum of Play and the City’s newfound commitment to incorporating ‘urban play’ elements into the public realm, Rochester is uniquely positioned to craft a new identity.

#### EXAMPLE: CHANNEL GARDENS AT ROCKEFELLER CENTER, MANHATTAN

One of the world’s most famous public spaces within private development is Channel Gardens at Rockefeller Center. Not only does this tiny four-season ‘outdoor room’ not generate any direct revenue, it is costly to maintain. Yet for nearly a century, it has been the centerpiece of Rockefeller Center, indirectly generating untold millions of dollars in revenue for adjacent uses because of its irresistible lure in the heart of the highly dense Manhattan landscape. While Rochester does not have nearly the critical mass to replicate these levels of investment and activity, the same principles regarding the direct and indirect value of public space can be applied on a smaller scale.



**EXAMPLE:  
LA CIUDELA, SAN JUAN**



first floor unifying elements like awnings and cornice lines allow for variation and interest in upper floors

whimsical, undulating paths communicate that this is a destination, a place to 'be', not just a connector



changing building orientation counters the monotony of large-scale development

outdoor eating spaces soften the barrier between private and public space

high-density development adjacent to public space, when designed well, creates a sense of place – an 'outdoor room'

**THIS  
OVERALL  
DESIGN  
PROMOTES  
A SENSE  
OF URBAN  
'PLAY!'**



historic and modern building designs complement each other when emphasis is placed on first floor and public space design

creative lighting enhances the 'after 5' experience