

PLACEMAKING PRINCIPLES

The design of our surroundings is intimately related to how we experience, interact with, and feel about places. Thoughtful design is important to creating places where people want to be. These principles are intended to cultivate a strong and unique sense of place for the City of Rochester, and to make it a place where people want to live, work, and play.

CREATE BEAUTIFUL SPACES

We will design our streetscapes and public spaces to be vibrant, playful, and environmentally sustainable, to reflect, cultivate, and celebrate the unique identities of our city and neighborhoods.

DESIGN AT THE PEDESTRIAN SCALE

We will prioritize development and design that is pedestrian-scaled and generates street-level activity in order to promote walkability and healthy lifestyles, and to create an attractive and welcoming built environment.

PROVIDE DIVERSE HOUSING OPTIONS

We will work to preserve our existing housing stock while also providing more diverse, accessible options within all neighborhoods that expand our range of housing types, densities, and prices.



CELEBRATE ASSETS

We will capitalize on our existing unique assets, including natural and scenic amenities, cultural heritage, and distinctive historic structures and landscapes, recognizing that these assets enhance neighborhood pride, foster a strong cultural identity, and attract visitors, new residents, and investment.

STRENGTHEN MULTI-MODAL TRAVEL

We will strengthen multiple modes of transportation and promote more sustainable transit options by improving walkability and accessibility, and increasing bus and bicycle access throughout the city.

FOCUS GROWTH

We will focus population growth and commercial development along key transportation corridors and within mixed-use centers in order to capitalize on existing infrastructure and a critical mass of activity.

