

# B. HOW TO NAVIGATE ROCHESTER 2034

**THE ROCHESTER 2034  
COMPREHENSIVE PLAN WEBSITE  
[WWW.ROCHESTER2034.COM](http://WWW.ROCHESTER2034.COM)  
FEATURES ALL  
88 GOALS + 517 STRATEGIES  
FOUND IN THE PLAN WITH A  
DYNAMIC SEARCH FUNCTION  
THAT ALLOWS RESIDENTS,  
STAKEHOLDERS, CITY STAFF, AND  
ELECTED OFFICIALS TO CREATE  
LISTS OF STRATEGIES ACCORDING  
TO THEIR TOPIC OF INTEREST.**

*Rochester 2034* covers myriad topics such as housing, transportation, and economic development. Each has a collection of strategies aimed at advancing the community towards a more desirable state for that topic. The topics are highly interrelated and overlapping in nature. As such, they are not intended to serve as standalone components of the Plan.

Rochester's comprehensive plan has a distinct hierarchy and organization, from the broad community-wide vision on down to the most specific Strategies. The **graphic** at right illustrates how each of the Plan elements are organized.

In addition to this hierarchy of components, *Rochester 2034* contains an elaborate discussion and recommendations related to the concept of "Placemaking," found in [Initiative Area 2, The Placemaking Plan](#). This chapter overlaps substantially with the rest of the Plan and represents a comprehensive approach to the physical redevelopment and enhancement of the City of Rochester.

*Rochester 2034* also features an innovative tool for searching and organizing strategies by topic or keyword. The *Rochester 2034* Comprehensive Plan website [www.Rochester2034.com](http://www.Rochester2034.com) features all **88 Goals** and **517 Strategies** found in the Plan with a dynamic search function that allows residents, stakeholders, City staff, and elected officials to create lists of strategies according to their topic of interest.

A comprehensive plan is meant to be a living document, with room for flexibility and adaptation over the next 15 years. *Rochester 2034* should be revisited at least once during its lifespan for a comprehensive reassessment and update. As conditions change, trends emerge, and priorities shift, plan elements can be revised as needed.

**Note:** Throughout the Plan, some text appears as **dark blue, underlined**. In the digital version of the Plan, this text can be clicked on to navigate to other parts of the document or to link to outside websites. The same is true for underlined white text used in side bars.

# ROCHESTER 2034 PLAN ELEMENTS

## VISION STATEMENT

A brief description of how we picture our community in 2034.

## GUIDING PRINCIPLES

The values that guide us as we implement this plan.



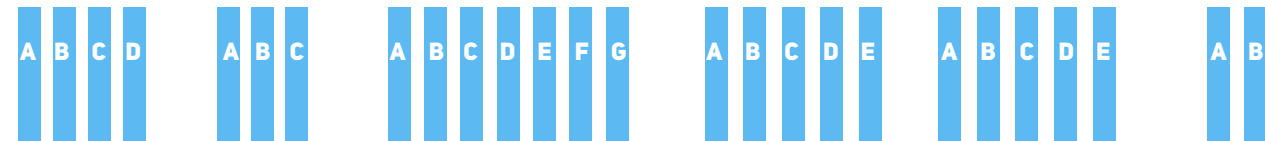
## INITIATIVE AREAS

The major themes by which the Sections (topic areas) are organized.



## SECTIONS

Topic areas that describe a topic and provide an action plan.



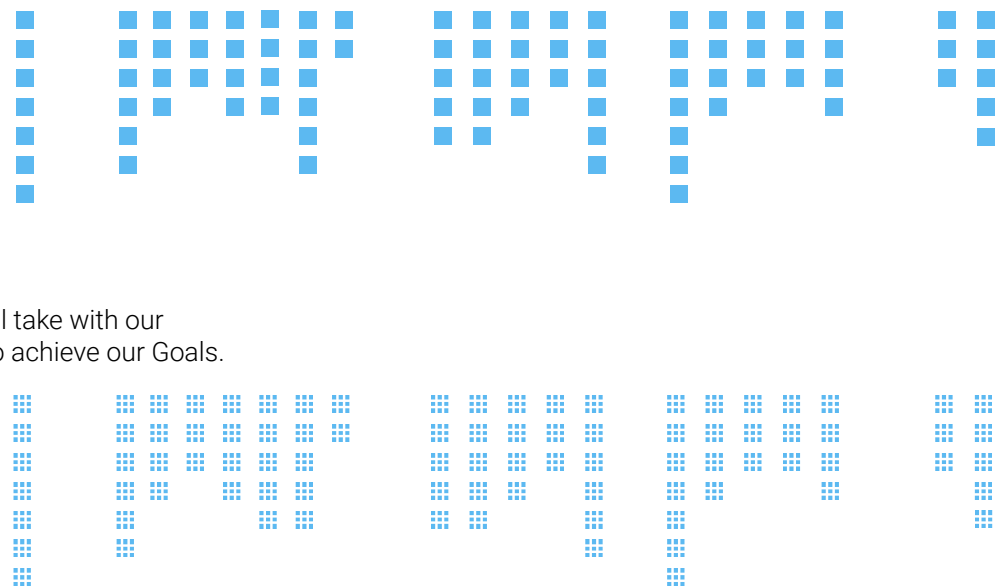
## GOALS

The results we are working toward.

ACTION PLANS

## STRATEGIES

Specific actions we will take with our community partners to achieve our Goals.



# FINDING YOUR WAY BY USER

This list is a companion to the Table of Contents, providing references to various Sections of *Rochester 2034* that are relevant to different people who might use the Plan.

## TOPICS YOU MIGHT BE INTERESTED IN IF YOU ARE A...

### RESIDENT OR NEIGHBORHOOD GROUP



|   |                     |
|---|---------------------|
| Getting involved in land use decision making at City Hall.....    | Sections 2A, 6B     |
| Support for neighborhood organizing, marketing, and branding..... | Sections 5D, 6B     |
| Energy-saving resources.....                                      | Sections 4A, 4C     |
| Tax benefits available for historic buildings.....                | Section 3D          |
| Community policing.....   | Section 3F          |
| Getting prepared for a changing job market.....                   | Sections 5A, 5B     |
| Vacant lots and community gardens.....                            | Sections 3B, 3G, 4D |

### BUSINESS OWNER OR ASSOCIATION



|   |                 |
|---|-----------------|
| Fostering new businesses, support for existing businesses.....    | Sections 5A, 5B |
| Zoning guidance to encourage reoccupancy of vacant buildings..... | Sections 2A, 5A |
| Energy-saving resources.....                                      | Section 4C      |
| Tax benefits available for historic buildings.....                | Section 3D      |
| Marketing and branding neighborhoods.....                         | Sections 5D, 6B |
| Getting involved in developing Rochester's workforce.....         | Section 5B      |

### DEVELOPER OR LANDLORD



|   |                                     |
|---|-------------------------------------|
| Zoning guidance to encourage reoccupancy of vacant buildings.....               | Sections 2A, 5A                     |
| The Rochester Land Bank's role in affordable housing development.....           | Sections 3A, 3B                     |
| The Housing Market Study findings and how they influence development goals..... | Sections 2A, 3A, 3B, 5A, Appendix D |
| Strategic development sites.....  | Sections 2A, 5A                     |
| Energy-saving resources.....  | Section 4C                          |
| Goals for diversifying housing types and affordability.....                     | Sections 2A, 3A                     |

### FUNDER OR INSTITUTION



|   |                 |
|---|-----------------|
| Trends and challenges in Rochester today.....                       | Appendix C      |
| Building community capacity.....                                    | Section 6B      |
| Increasing access to health services and facilities.....            | Section 3F      |
| Anchor institution strategies.....                                  | Sections 5D, 6B |
| Housing opportunities for everyone.....                             | Sections 2A, 3A |
| Preservation of natural resources and environmental resilience..... | Sections 4A, 4C |

### SPECIAL INTEREST OR ADVOCACY GROUP

Given the wide variety of special interest groups in the Rochester community, a list of each topic would be very long. The Table of Contents and searching the Plan online are additional tools that groups can use to find topics of interest in *Rochester 2034*.

# FINDING YOUR WAY BY INTEREST

This list is a companion to the Table of Contents, providing references for various areas of interest that are covered in multiple Sections of *Rochester 2034*.

## IF YOU WANT TO KNOW WHAT ROCHESTER 2034 SAYS ABOUT...

### JOBS



|  |                            |
|--|----------------------------|
| Fostering a workforce that is positioned for employment.....                         | <b>Section 5B</b>          |
| Supporting business startups and workforce pipelines.....                            | <b>Sections 3E, 5A, 5B</b> |
| Inclusive and equitable access for business development support.....                 | <b>Sections 5A, 5B</b>     |
| Improving our transportation systems to better connect people to jobs.....           | <b>Sections 2B, 4E</b>     |
| Marketing strategic development sites for economic development and job creation..... | <b>Sections 2C, 3B, 5A</b> |
| The role local institutions play in local development.....                           | <b>Section 5A</b>          |

### SAFE + VIBRANT NEIGHBORHOODS



|   |                                    |
|---|------------------------------------|
| Housing for vibrant, equitable neighborhoods .....                              | <b>Sections 2B, 3A, 3B, 3D</b>     |
| Transforming vacant lots or advancing urban agriculture.....                    | <b>Sections 3A, 3B, 4B, 4D, 5A</b> |
| ROC the Riverway Initiative.....  | <b>Sections 2B, 3F, 4A, 4B, 5A</b> |
| Getting vacant buildings rehabbed and reoccupied.....                           | <b>Sections 2B, 3A, 3C, 3D, 5A</b> |
| Strengthen neighborhoods through marketing and branding .....                   | <b>Sections 3A, 3D, 4B, 5A, 5D</b> |
| Placemaking – why it’s critical and how to nurture it.....                      | <b>Sections 2A, 2B, 3C</b>         |
| Using art and playful elements to activate streets, vacant lots, and parks..... | <b>Sections 3B, 3C, 4B, 6B</b>     |
| Ensure neighborhoods are safe for all residents .....                           | <b>Sections 3A, 3F, 4B, 4E</b>     |
| Health and vitality of downtown Rochester .....                                 | <b>Sections 2B, 3C, 4E, 5A, 5C</b> |

### EDUCATIONAL EXCELLENCE



|   |                        |
|---|------------------------|
| Benefits and highlights of the Rochester City School District ..... | <b>Sections 3E, 5D</b> |
| Advancing the concept of neighborhood/community schools.....        | <b>Section 3E</b>      |
| The ROC the Future initiative.....                                  | <b>Section 3E</b>      |
| Improving education and community centers through .....             | <b>Sections 3E, 4B</b> |

### OPPORTUNITIES FOR ALL



|   |                                    |
|---|------------------------------------|
| Increasing capacity for the community to influence decision making..... | <b>Sections 6A, 6B</b>             |
| Creating a more walkable, bikeable, transit-friendly city.....          | <b>Sections 2B, 2C, 4B, 4C, 4E</b> |
| Wealth building for city residents.....                                 | <b>Sections 2B, 3A, 5A</b>         |
| Improving community health and health access.....                       | <b>Sections 3A, 3F, 4A, 4D, 4E</b> |
| Energy conservation and sustainable living for city residents.....      | <b>Sections 5A, 5C</b>             |
| Employment and entrepreneurship opportunities for.....                  | <b>Sections 5A, 5B</b>             |
| underrepresented populations  |                                    |
| Increasing access to natural resources such as parks and the river..... | <b>Sections 2B, 2C, 4A, 4B, 4C</b> |