

THE PLACEMAKING PLAN [PMP]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<p>PMP-1</p> <p>Create a comprehensive placemaking approach that goes beyond traditional land use planning, with a particular emphasis on aligning land use and transportation planning efforts.</p>	<p>PMP-1a Update the zoning code regulations and map to reflect the vision expressed in the Character Areas of the Placemaking Plan.</p>	<p>City, Neighborhood Groups, Business Community, Community Groups, Residents, Developers</p>
	<p>PMP-1b Consider adopting a unified development code (UDC), combining multiple sets of regulations into a single document. Consolidating permits and processes required by multiple codes can improve efficiency, consistency, and clarity. A UDC can also serve to promote a holistic, big picture approach to land use, development, capital projects, and other community investments.</p>	<p>City</p>
	<p>PMP-1c Develop mechanisms and relationships within City departments that elevate the holistic placemaking approach in investment and development review decisions, including development of the annual Capital Improvement Program.</p>	<p>City</p>
	<p>PMP-1d Encourage mixed-use and high-density residential development along high-frequency transit corridors.</p>	<p>City, Developers, RTS, NYS</p>
	<p>PMP-1e Incorporate the findings of the 2018 Citywide Housing Market Study into land use planning and housing investment decisions.</p>	<p>City</p>

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2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
PMP-1 Create a comprehensive placemaking approach that goes beyond traditional land use planning, with a particular emphasis on aligning land use and transportation planning efforts.	<p>PMP-1f Establish a downtown / riverfront management entity per the ROC the Riverway Vision Plan. This organization may be some combination of a Business Improvement District, Local Development Corporation, and/or Downtown Partnership. It would be responsible for vision casting, marketing, beautification, and business recruitment for the core of the city as well as programming activities and events for key public spaces.</p> <hr/> <p>PMP-1g Continue to implement and update the 2014 Center City Master Plan.</p>	<p>City, NYS, Downtown Business Community, Downtown Neighborhood Groups, Community Groups/Funders</p> <hr/> <p>City, Community Groups/Funders, Downtown/Riverfront Management Entity</p>

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<p>PMP-2 Foster growth in the City’s population and business community in order to restore the critical mass needed to support local businesses, deconcentrate poverty, grow the tax base, and address housing affordability.</p>	<p>PMP-2a Identify strategies for encouraging more small-scale, incremental development in downtown and other mixed-use corridors/districts to complement the larger projects that have dominated recent development. This may include partnering with federal and state agencies to refine/expand programs or create new funding mechanisms.</p>	<p>City, Developers, HUD, NYS</p>
	<p>PMP-2b Develop a comprehensive program to advance the reuse of strategic development sites 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.</p>	<p>City, Developers, Building/Property Owners, NYS</p>
	<p>PMP-2c Expand the total amount of land in the city where 2- to 4-family residential buildings are permitted as of right, reflective of recommendations outlined in the Medium Density Character Area description.</p>	<p>City</p>
	<p>PMP-2d In the future zoning district reflective of the Low Density Character Area, re-legalize existing two-family homes (as-built or converted) as of right.</p>	<p>City</p>
	<p>PMP-2e Revise dimensional requirements in residential areas to allow for restoring historic forms and densities.</p>	<p>City</p>
	<p>PMP-2f For revised zoning districts covering key corridors and legacy commercial/industrial areas, change the name, purpose statement, and regulations to reinforce the mixed-use rather than commercial nature of the districts.</p>	<p>City</p>

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GOAL	STRATEGIES	PARTNERS
PMP-2 Foster growth in the City's population and business community in order to restore the critical mass needed to support local businesses, deconcentrate poverty, grow the tax base, and address housing affordability.	PMP-2g Implement the various recommendations of the Brownfield Opportunity Areas (BOAs) for Vacuum Oil, LYLAKS, 14621, and Bull's Head.	City , NYS, Community Groups/Funders
	PMP-2h Revise the Center City District regulations, and subsequent application to other mixed-use areas, to allow for greater efficiency and flexibility while not compromising quality.	City
	PMP-2i Continue to work with developers and building owners to focus first floor retail, restaurants, and entertainment uses in the East End and within a few blocks of Main and Clinton, with the potential to extend into other areas like Main Street, the river corridor, State Street, and around the Transit Center.	City , Developers, Building/Property Owners

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GOAL	STRATEGIES	PARTNERS
<p>PMP-3 Employ a “zoning for jobs” approach whereby greater flexibility and efficiency of land use regulations fosters emerging business trends and creative re-use of buildings while not compromising the historic character and stability of neighborhoods.</p>	<p>PMP-3a Create an innovative new district based on the Flexible Mixed-Use Character Area. It would reflect the growing popularity of converting legacy industrial/commercial buildings into loft residences, unique businesses, artisanal crafts and production, and other creative re-uses of these buildings. The district would also allow provide flexibility to owners/developers to create or continue to operate low-impact production/craft businesses.</p>	<p>City</p>
	<p>PMP-3b Re-legalize the use of as-built commercial spaces as offices and specified types of commercial uses in all residential zoning districts.</p>	<p>City</p>
	<p>PMP-3c Through revised zoning districts and regulations, encourage the re-use and construction of two- to four-family homes in areas consistent with the Placemaking Plan Map. This change, when crafted carefully to respect the core features of urban neighborhoods, represents small-scale wealth building opportunities, diversifies housing options, and increases the likelihood that pre-existing multi-family homes will be rehabilitated. Re-legalizing these housing types often provides for greater access to financing.</p>	<p>City</p>
	<p>PMP-3d Subject new commercial, mixed-use, and large-scale housing development in all Mixed-Use Character Areas to a “transportation access plan”, applicable to projects above a scale identified during the zoning code update process, transitioning away from traditional minimum parking requirements. This approach should also be applied to as-built commercial buildings in residential Character Areas, as well as conversion of single-family homes to 4-family homes in all Character Areas.</p>	<p>City</p>

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GOAL	STRATEGIES	PARTNERS
<p>PMP-3 Employ a “zoning for jobs” approach whereby greater flexibility and efficiency of land use regulations fosters emerging business trends and creative re-use of buildings while not compromising the historic character and stability of neighborhoods.</p>	<p>PMP-3e Consider creating more than one industrial/ manufacturing zoning district based on the Industrial Character Area, reflecting clusters of properties that have high environmental/ neighborhood impacts but are already substantially buffered from residential neighborhoods. Such a district would have somewhat more relaxed site design and property maintenance requirements to encourage the viability of important employers and producers.</p> <hr/> <p>PMP-3f Update zoning regulations in residential districts to provide more flexibility for home occupations while not compromising the character of their surroundings.</p>	<p>City</p> <hr/> <p>City</p>
<p>PMP-4 Protect the existing character of neighborhoods while allowing room for evolution into more vibrantly urban, inclusive, and resilient design and character.</p>	<p>PMP-4a Consider expanding use of form-based code outside of downtown into mixed-use areas identified in The Placemaking Plan, allowing for some variation among the districts to recognize desired differences in scale and neighborhood impacts.</p> <hr/> <p>PMP-4b Continue to protect and preserve the core unifying elements of a traditional pedestrian-scaled city streets, including sidewalks, street trees, tree lawns, streetlights, open front porches, unobstructed front yards, and a relatively consistent, shallow setback of structures from the street.</p>	<p>City, Developers, HUD, NYS</p> <hr/> <p>City, Monroe County, Developers, Neighborhood Groups</p>

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<p>PMP-4</p> <p>Protect the existing character of neighborhoods while allowing room for evolution into more vibrantly urban, inclusive, and resilient design and character.</p>	<p>PMP-4c Revise regulations, code, and policies so as to encourage the continuation of scale and form that define Rochester’s historic neighborhoods. For example, the 5,000 square foot minimum lot size in the R-1 district and the “unbuildable lot” policy are inconsistent with the current built form of the entire city and should be revised, as should minimum lot size requirements in other residential Character Areas.</p>	<p>City</p>
	<p>PMP-4d Continue to update the City’s housing programs to ensure the use of high quality materials and sustainable building practices. Consideration should be given to the long-term benefits of metal roofs and traditional siding materials, avoiding vinyl siding when possible.</p>	<p>City</p>
	<p>PMP-4e Within City-funded programs dedicated to multi-family projects, continue to raise standards for architectural design, pedestrian-oriented site design, use of quality materials, and consistency with the historic built environment of cities.</p>	<p>City</p>
	<p>PMP-4f Work with the architecture, development, and trade profession community to raise the design standards for buildings.</p>	<p>City, Developers, Architecture Firms</p>
	<p>PMP-4g Revise request for proposals (RFP) processes for development of City-owned land to reflect evolving parking demand. Require developers responding to these RFPs to outline a holistic approach to transportation choices, as opposed to the more conventional request for a parking plan.</p>	<p>City</p>

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PMP-4 Protect the existing character of neighborhoods while allowing room for evolution into more vibrantly urban, inclusive, and resilient design and character.	PMP-4h Revise regulations in the Downtown Mixed-Use Character Area to provide more guidance on the design of first floor covered parking within mixed-use and multi-family residential buildings. Revised standards should effectively limit, but not prohibit, inclusion of first floor covered parking as well as mitigate its negative impacts on adjacent street life.	City
	PMP-4i Account for and encourage emerging and as-of-yet untapped housing types, including tiny houses (permanent, not mobile in nature), co-housing, attached single-family homes (townhouses), in-law apartments, four-family homes, and condominiums.	City
	PMP-4j Consider regulating commercial activity according to occupancy rather than by use type.	City
	PMP-4k Consider creating a maximum lot size for residential properties.	City
	PMP-4l Continue to provide aggressive enforcement of property maintenance and nuisance laws.	City , RPD, Monroe County
	PMP-4m Examine ways to encourage or incentivize the repair of original wood frame windows rather than immediately resorting to installing vinyl replacement windows.	City , Housing Organizations, Landmark Society
	PMP-4n During the Zoning Code amendment process, establish a definition and appropriate regulations for conversion of an entire dwelling unit to a short-term rental use that is consistently rented to visitors for less than 30 days at a time.	City

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GOAL	STRATEGIES	PARTNERS
<p>PMP-5 Continue to elevate the importance of the pedestrian and bicyclist experience through infrastructure, policies, traffic safety enforcement, and education.</p>	<p>PMP-5a See collection of specific recommendations on the Placemaking Plan Map.</p>	<p>City</p>
	<p>PMP-5b Expand bicycle facilities and the multi-use trail network to better connect origins and destinations and enhance the environment for active transportation choices.</p>	<p>City, GTC, Monroe County, Bike Share Partners, NYS</p>
	<p>PMP-5c Improve safety for all modes of transportation at key intersections and along primary corridors.</p>	<p>City, Monroe County, NYS</p>
	<p>PMP-5d Continue to advance infrastructure projects that minimize the impacts of transportation corridors on neighborhood connections and the bicycle/pedestrian experience. Examples include further mitigation of expressway barriers around downtown, safer crossings of railroad lines, and improving bridge crossings and underpasses.</p>	<p>City, Monroe County, NYS</p>
	<p>PMP-5e Work with the Rochester Police Department and Rochester Fire Department to ensure policies and standards, such as traffic enforcement and street design requirements, are consistent with other urban design objectives and the nature of a dense, pedestrian-oriented environment.</p>	<p>City, RPD, RFD</p>
	<p>PMP-5f Continue to promote responsible driving through programs and campaigns such as Pace Car and Drive 2B Better.</p>	<p>Reconnect Rochester, City, RPD, Neighborhood Groups, Healthi Kids, Community Groups/Funders</p>
	<p>PMP-5g Target areas around schools, rec centers, libraries, parks, and other areas frequented by children in order to calm traffic with techniques such as street art, speed humps, curb extensions, enhanced crosswalks, road diets, and changed crosswalk timers.</p>	<p>City, Monroe County, RPL, RCSD, Healthi Kids, Neighborhood Groups</p>

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PMP-5 Continue to elevate the importance of the pedestrian and bicyclist experience through infrastructure, policies, traffic safety enforcement, and education.	PMP-5h Continue to convert “cobra head” and other auto-oriented street lighting to fixtures that better illuminate the pedestrian environment and add more character to the streetscape.	City
	PMP-5i Continue to support creative and colorful lighting of downtown buildings (public and private), bridges, and other iconic structures.	City, Building/Property Owners
PMP-6 Improve public parks, open spaces, public facilities, and waterfront access.	PMP-6a See collection of specific recommendations on Placemaking Plan Map.	City
	PMP-6b Increase City resources dedicated to park design, development, and maintenance.	City
	PMP-6c Continue to implement the Local Waterfront Revitalization Program and the ROC the Riverway Vision Plan.	City, NYS
	PMP-6d Work with developers and property owners in downtown and major mixed-use corridors to incorporate small-scale public spaces, as illustrated in the Public Space Design within Private Development section. Incorporate these principles in new/updated form-based codes for these districts.	City, Developers, Building/Property Owners

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<p>PMP-6</p> <p>Improve public parks, open spaces, public facilities, and waterfront access.</p>	<p>PMP-6e Identify opportunities throughout the river corridor, the parks system, and streetscape projects to proliferate public art, educational opportunities, historic interpretation, celebration of the local natural environment, and 'urban play' elements; work with developers to incorporate these elements into private development whenever possible.</p>	<p>City, Arts Community, Common Ground Health, Education Institutions, Landmark Society, Developers</p>
	<p>PMP-6f Identify obstacles to live music, plays, outdoor uses, sidewalk entertainment, and other performances in the entertainment licensing process and zoning code and work to streamline procedures and regulations. This may include changes to the zoning code, the entertainment licensing process, and even on-street parking regulations. Greater flexibility should be afforded to first floor uses such as restaurants and cafes to provide outdoor seating, seasonal open air facades, and other techniques that enliven streets in downtown and mixed-use areas.</p>	<p>City</p>
	<p>PMP-6g Identify opportunities in the parks system for demonstration projects related to environmental stewardship and urban ecology, similar to the rain garden installed in Turning Point Park.</p>	<p>City, NYS, Education Institutions</p>
	<p>PMP-6h Partner with the Rochester Philharmonic Orchestra (RPO) to identify potential sites in the river corridor for outdoor performances and/or reestablishing the RPO river barge for performances at Corn Hill Landing.</p>	<p>City, RPO</p>
	<p>PMP-6i Implement the various strategies of the Rochester Public Library Branch Facilities and Operations Master Plan. This includes repositioning libraries to be more dynamic hubs of education, social services, and other community needs. Several branch-specific projects are shown on the Placemaking Plan Map.</p>	<p>RPL</p>

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PMP-7 Support capacity building and creative programs, both organic and formal, that enable more localized participation in placemaking.	<p>PMP-7a Continue to support programs like BoulevART and Playful Sidewalks that promote community building, public art, and traffic calming.</p> <hr/> <p>PMP-7b Continue to support community partner and grass-roots programs like Healthi Kids’ Play ROCs and Re-connect Rochester’s Complete Streets Makeover to enhance the public realm and promote active, playful lifestyles.</p> <hr/> <p>PMP-7c Continue to implement existing small area plans while supporting additional follow-on studies and plans.</p>	<p>City, Common Ground Health, Reconnect Rochester, Community Groups/Funders, Arts Community, Monroe County, Healthi Kids</p> <hr/> <p>City, Common Ground Health, Reconnect Rochester</p> <hr/> <p>City</p>