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Sponsors

- US Department of Housing and Urban Development
- County of Monroe
- Home Leasing, Inc.
- Bausch & Lomb
- Wilmorite, Inc.
- Conifer Realty
- Pembroke Companies
- LeCesse Construction
- Buckingham Properties
- Jasco Tools, Inc.
- JPMorganChase
- Pike Company
- Christa Construction
- Democrat & Chronicle
- LeChase Construction Services
- Costanza Enterprises
- RG&E
- SWBR Architects/Engineers
About ULI

Mission: To provide responsible leadership in the use of the land in order to enhance the total environment.
The Panel

**Chair**
Alex Rose, Vice President, Development, El Segundo, CA

**Panelists**
Zane Segal, Project Director, Zane Segal Projects, Houston, TX
David Slater, Consultant, Reston, VA
Ray Brown, President, Ray Brown Consulting, Memphis, TN
Chris LoPiano, Senior Vice President, Bank of America Community Development

Allen Folks, Principal, EDAW, Sacramento, CA
Ed Shriver, Principal, Strada Architecture, Pittsburgh, PA
Donna Lewis, Planning Director, Mercer County, Trenton, NJ
Alex Bond, Associate, ULI – the Urban Land Institute

**ULI Staff**
Jason Bell, Panel Coordinator
Alex Bond, Associate
Context
Re-creating downtown Rochester
Rochester – Ahead of the curve
Rochester – the challenge
The cultural, educational and entertainment center for the region
Re-Creating Downtown Rochester

- People and Activity
- Strong base of entertainment, cultural and educational with fabulous architecture
- Bold moves and routine ones
- Walkable urbanity
Market Potential

David Slater
Zane Segal
Market Overviews

- Manufacturing job loss
- Strong growth in educational, health, and professional services
- Stagnant metropolitan population growth and loss in the city
Office

- Annual Class A absorption: 70,000
- Midtown buildings not competitive
- Sibley Center well located and adaptable to new uses
- Annual absorption:
  * Present to 2010 – 30,000 to 40,000 sq. ft.
  * 2010 – 2015 – 60,000 to 80,000
Retail

- 100,000+ square feet downtown occupied
- 200,000 square feet former street level space vacant
- Relocate Midtown Plaza to street frontage
- Demand is 90,000 to 110,000 square feet
Hospitality

- 250,000 square feet convention center
- High rate of utilization
- Over 1,150 hotel rooms located nearby that require updating
Education

- Nearly 4,000 students downtown
- Community college will become integral part of Renaissance Square
Multifamily Housing

- 2,052 market rate units downtown
- 330 market rate units under construction or planned
- Recommend goal of 5,000 – 7,000 mixed income rental and for sale units
The Double Edged Sword

- Sprawl vs. disinvestment
- Bedroom communities vs. deserted downtowns
Heroic Projects

- Stadiums, performance halls, cultural facilities, and casinos
- Fail to revive a downtown alone
- Excellent complement to other initiatives
Show me the magic!

- Downtown housing leads the way
- Retail follows rooftops
- Guess what, rooftops follow retail too
Reimagining Downtown

- Enlightened form-based zoning code
- Heart of the city’s education, culture, entertainment, and recreation
- Evenings and weekends lively
Pre-Nestors, Empty Nestors and the Studious

- Young professionals like the nightlife
- Downsizing post parents no longer want to mow
- Students study in cafes, not libraries
The Creative Class

- Knowledge workers can choose where to live and work
- They love the old funky stuff
- Entrepreneurs balance work and enjoying life
Cool housing but no houses

- People are waking up from the American Dream
- Urban housing types for rent and for sale
- Renovation followed by new construction
This thing called urbanity

- Interesting people doing fascinating things
- Appeal to creative, high-tech entrepreneurs
- Time for reflection is becoming a time for action
Planning & Design

Allen Folks
Ed Shriver
Regional Context Constraints

- Inner Loop
- Genesee River open space
- Lack of public open space
- Districts are not connected
- Main Street lost retail focus
Regional Context
Opportunities

- Good historical building stock
- East End new development
Study Area Constraints

- Very large development sites
- Blank walls on Main Street
- Iron wall
- Pedestrian unfriendly
- Lack of public open space
- Confusing street grid
Study Area Opportunities

- Sibley’s building
- Midtown Parking Garage
- Midtown block is well positioned
- Good historical building stock
Renaissance Square

- Increases cultural amenities downtown
- At grade transit solution
- Reintroduce Stone Street at midblock
- Rethink one-way couplets of Clinton & St. Paul/South Street
- Place retail function on Main Street
- Primary entrance to performing arts at Main & Clinton
Reclaiming the public domain

- Main Street as primary civic street
- Add cultural amenity within the midtown block
- Connect cultural amenities outward from Main & Clinton
Midtown Plaza

- Remove indoor mall and other office buildings except Midtown Tower and the Euclid Building
- Provide for town square park
- Introduce streets & pedestrian ways into the block
- Add residential & mixed use buildings
- Retain parking & service tunnel
- Add winter garden as forecourt to Chase building on Main Street
Sibley’s Building

- Adaptive reuse as residential & retail
St. Josephs Place

- Create urban village
- 15-40 dwelling units per acre
- Neighborhood park
- Live/work incubator space
- Neighborhood retail including grocery store
General

- Design guidelines reviewed for consistency with recommendations.
- Wayfinding
- Public art
Implementation

Donna Lewis
Alex Bond
Financial Strategies

- Midtown, Sibley’s and Renaissance Square will require public subsidy
- Private sector cannot do it alone
Process

- Several financial mechanisms exist
- Some have legally approvals
- Unified front to state and federal legislators
Local Programs

- Tax Increment Financing (TIF)
  - Issues bonds, repaid with property tax increase.
  - Effective at raising funds without expenditure
  - Suggest district encompass inner loop
  - Support target area
Local Programs

- Conversion Urban Exemption
- Property Tax Abatement
- Dedicated fees or taxes
- Small fee earmarked for target area
- Industrial revenue bonds
State Programs

- Historic Incentive Tax Credits
  - Can be used or sold
  - Sibley or St. Josephs rehab
  - Empire Zone Initiatives – package to exist end users
State Programs

- Urban Renewal Districts
- Allow assembly and resale below market rate
- NYSERDA Incentives – multifamily housing cash incentives.
- Competitive and use at Midtown
Federal Programs

- Section 108 Loan Guarantees
- Booked and repaid by future CDBG funds
Public/Private Partnership

- Single purpose development entity
- Rochester Center City Authority
- Initiated by City and County
- Members from city and county but majority from private sector
Public Image

- Quality of life
  - Move a perception than a reality
  - Must be addressed to make streets feel safe
- Marketing
- Street vitality
Streets

- Analyze going ordinance
- Establish conversation with new downtowners
- Bridge generational and racial gaps
Public Realm

- Parking
  - Supply is adequate
  - Study
  - Efficient parking
Pedestrians

- Rochesterians don’t walk!
  - Activity needed on the street
  - Encouraged to walk
  - Agencies should encourage people
  - Exciting street life
  - Feeling safe
  - Circulator bus
Bus Transit

- 40 routes converge downtown
- Lots of busses
- Crowds of people
Bus Transit

- Transfer station above ground
- Change bus scheduling and/or routing
Urban Form

- Green infrastructure
- Healthy communities
- Festivals
- Downtown for holidays