

NEAR TERM

INFRASTRUCTURE ANALYSIS

- Develop a detailed plan for upgrading the Downtown’s aging infrastructure systems, such as drainage, water, and sewer.
- Complete a Downtown Traffic Circulation and Connectivity Study to further analyze alternatives to make the downtown roadways more inviting to non-motorized users.
- Undertake short-term, low-cost traffic pattern and signal improvements.
- Install bicycle parking, landscaping, pedestrian amenities, and site furnishings in Downtown locations.
- Implement wayfinding improvements outlined in the Rochester Wayfinding Study.
- Develop a long-term parking management plan and assess parking garage feasibility.
- Update City Street Lighting Policy.

ARTS AND CULTURE

- Develop branding strategy for Downtown as an arts destination.
- Inventory cultural resources and create Cultural Asset map.
- Integrate artists into the development review process.
- Update zoning to allow for Makerspaces and live/work artist studios.
- Create approval process for temporary pop up projects/events.
- Develop program partnering property owners with artists to complete public art projects.
- Update special events permit to ensure no reg. barriers to hosting diverse programming in Downtown.
- Assess downtown locations for Farmer’s Market.
- Create opportunities for flexible programming/events.
- Work with PD and organize volunteer neighborhood watch.

RIVERWALK AND WATERFRONT

- Identify pedestrian connections and green infrastructure projects that radiate from the Riverwalk.
- Create and install wayfinding and interpretive signage along the Riverwalk.
- Work with Police Department and Recreation Department to ensure Riverwalk is safe. Recruit and train interested citizens to serve as ambassadors.

TIF DISTRICT

- Identify the boundaries and carefully analyze the feasibility of adopting a Downtown TIF District.
- Create the TIF District and an initial plan that identifies what infrastructure improvements and property purchases it should fund.
- Once established, market the TIF District along with the Economic Revitalization Zone and other tools that will facilitate any new development activity.

ECONOMIC DEVELOPMENT COMMISSION

- Promote the Economic Revitalization Zone (ERZ) to stimulate redevelopment.
- Identify ways to further utilize the ERZ tax credit program along with a Downtown TIF District and other revitalization strategies.
- Create a development feasibility plan for the redevelopment opportunity sites in this Plan.
- Work with Historic District Commission to leverage tax funds that support rehabilitation of existing buildings.
- Develop Downtown business identification and retention plan.
- Develop public relations materials and a marketing strategy to implement Downtown Master Plan.
- Begin marketing and public relation efforts for Downtown businesses/available spaces/initiatives.

REGULATIONS AND ARCHITECTURE

- Map the regulatory process and produce a user friendly handout o guide applicants through process.
- Transition to a Form Based Code regulation from the existing zoning ordinance to create a user friendly and visual code.
- Develop architectural and streetscape standards as a component of the Form Based Code.
- Perform an assessment of code enforcement activities and needs.

PARTNERSHIPS AND COLLABORATION

- Initiate a semi-annual “State of the Downtown” report from the Rochester Downtown Committee to the City Council.
- Identify organizations and individuals to share the Downtown Master Plan with and engage in its implementation.
- Build capacity for a beautification program for additional downtown properties that are in need of better stewardship.

MID TERM

- Construct Complete Street Improvements along North Main, South Main, and Wakefield Streets.
- Adopt Complete Streets Policy.
- Complete design improvements for municipal parking lot on Union Street.
- Work with partners to identify ways to incorporate safety for Rochester’s vulnerable populations into the build environment during the design process.
- Develop master plan documents for East Rochester and Ronic that are modeled after this Downtown Master Plan.

- Building off Cultural Assets map, continue to improve and build upon the city art online map.
- Support creation of a Makerspace.
- Identify opportunity for cultural programming/heritage based tourism.
- Build upon existing sculpture on Route 125 and create a public art walk/sculpture path that leads into Downtown.
- Continue to improve advertising and marketing of Downtown events and programming.

- Complete the engineering and construction of the entire Riverwalk.
- Formalize access point to the river for water activities.
- Construct boat launches at key locations to facilitate river activity, such as canoeing/kayaking.
- Establish locations along the Riverwalk for permanent/temporary art installations, gathering nodes, and performance spaces.
- Support projects that expand the Riverwalk, enhance river activities, and connect Riverwalk to redevelopment opportunities.

- Establish grant programs or other ways of providing design assistance, building renovations, workforce development, housing options, and marketing to potential tenants.

- Investigate new approaches to code enforcement that would allow a phased approach linked to the proposed projects size and scope.
- Work with the HDC in an advisory capacity on design review of infill development projects.
- Develop energy efficiency standards for development review.

LONG TERM

- Explore ways to connect the Riverwalk to trails that lead to other parts of the City and to nearby communities.

ONGOING

- As streets are redesigned, plant street trees and install green infrastructure systems where appropriate.
- Incorporate tactical urbanism into transportation improvement projects to test design solutions and engage the brodaer community.
- Encourage small-scale, incremental infill development and revitalize underutilized buildings.
- Integrate public art installations into the streetscape and built environment.

- Support and help implement private sector initiatives that are consistent with this Downtown Plan.

- Record regulatory barriers and uncertainties as they are identified so they can be addressed and resolved annually.

- Track performance measures and progress made on implementation actions in this Downtown Plan annually.
- As a Downtown stewardship group, the Rochester Downtown Committee will engage with the City Council, Boards, and Committees throughout the year to promote implementation of the Downtown Master Plan and to acknowledge the progress being made.