



HISTORIC ERIE CANAL AQUEDUCT & BROAD STREET CORRIDOR MASTER PLAN

MAY 2009
PREPARED FOR THE CITY OF ROCHESTER



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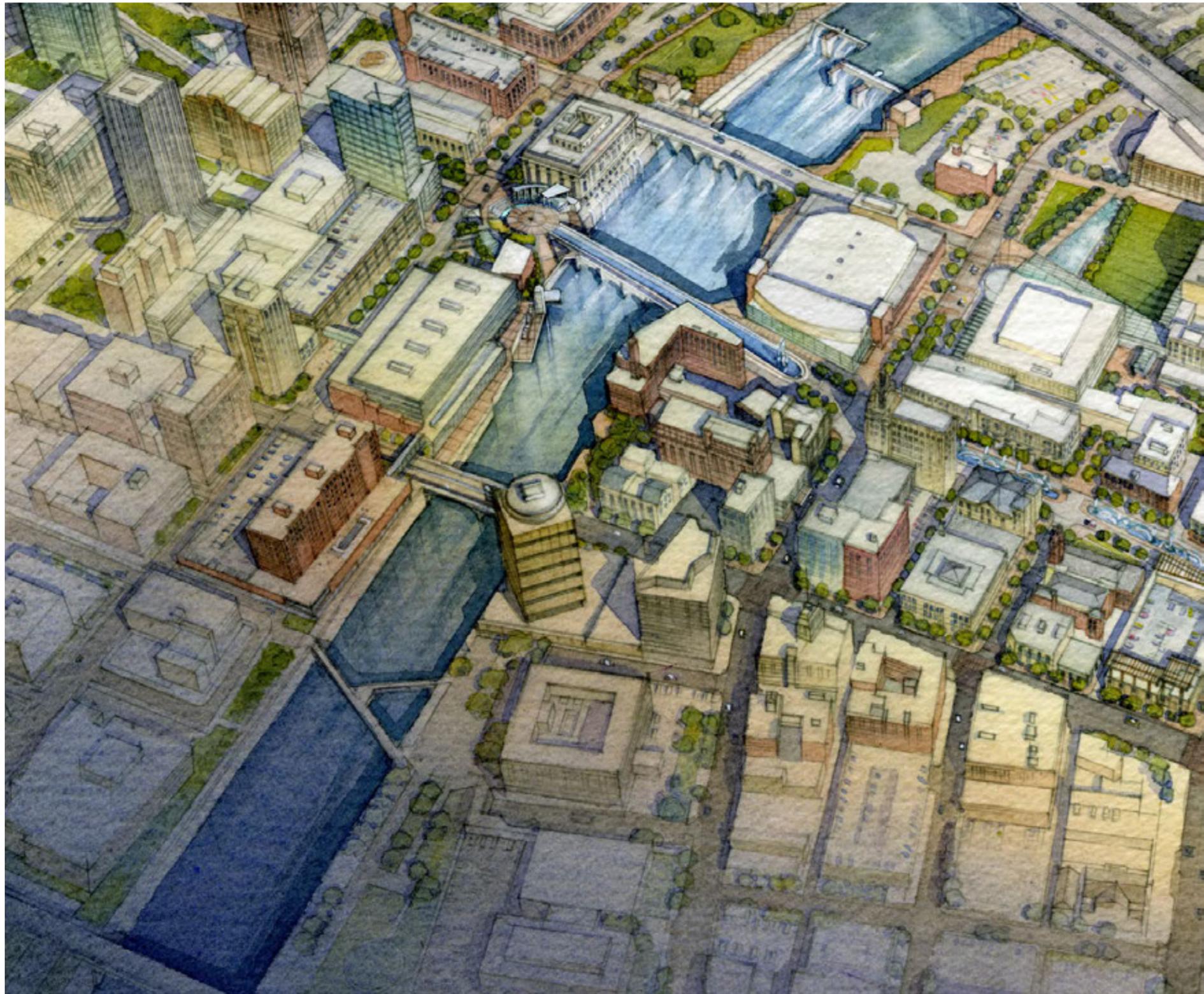
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A city... is the pulsating product of the human hand and mind, reflecting man's history, his struggle for freedom, creativity and genius.

- Charles Abrams

VISION STATEMENT:

“Celebrating the Genesee River and Erie Canal, create a vibrant, walkable mixed-use neighborhood as an international destination grounded in Rochester history connecting to greater city assets and neighborhoods and promoting flexible mass transit alternatives.”





Birds eye view of Broad Street Corridor

1.1

EXECUTIVE SUMMARY

CREATING A NEW CANAL DISTRICT

Recognizing the unrealized potential of the area, the City of Rochester undertook a planning process to develop a master plan for the Historic Erie Canal Aqueduct and adjoining Broad Street Corridor. The resulting Master Plan for the Historic Erie Canal Aqueduct and Broad Street Corridor represents a strategic new beginning for this underutilized quarter of downtown Rochester.

The master plan creates a vision for the future of the district through rediscovering its past and its essence: the Genesee River and the Erie Canal. The plan establishes the Broad Street Corridor as a significant public realm enhanced and defined by water; creating a new distinctive identity for the district. The rediscovered watercourse of the Erie Canal becomes the heart of the new Canal District and its living room. The linear framework of public improvements becomes the cohesive link between existing and planned public improvements; uniting them into a powerful and cohesive urban community with great potential to spur new economic activity.

The new public realm provides an urban planning initiative which allows the history and importance of the Erie Canal and the Genesee River to be told. The improvements outlined in the master plan align with the planned Rochester Heritage Trail to enhance

the historic experience with open space and streetscape initiatives which coordinate with the milestones of the trail.

Following the pathway of the original canal, this linear water amenity creates a signature urban place drawing visitors, residents, and businesses to a dynamic new neighborhood that is unique and special within the city, within the region, and within the world. Although not initially conceived as navigable by boats and barges within the timeframe of this master plan, the new waterway will be an energetic and active amenity which will encourage pedestrian recreation and interaction along its edges, as well as the potential for paddle boats across the aqueduct and the westernmost basin.

The new waterway creates the public realm framework which will incentivize investment, and establish a vibrant center city neighborhood. The phased implementation of open space and streetscape improvements develops a residential mixed-use community, which reinforces the current viable commercial and civic land uses, while growing in direct proportion to an enhanced marketplace.

The master plan creates a new community that connects to previously separated, and largely divided districts within the inner

loop, and to established and reviving communities just beyond. These streetscape improvements stabilize and enhance existing retail, office, and residential uses within the district and immediately adjacent areas. The plan establishes linkages via streetscape improvements to the Genesee River, the Main and Clinton District, the Corn Hill neighborhood, Cascade District, and the Susan B. Anthony Neighborhood; providing a more walkable and pedestrian friendly center city.

The master plan calls for the transformation of the Broad Street Corridor from a primarily vehicular use to an amenity-enhanced concourse. Vehicular traffic volumes are accommodated and the street network serving the inner city is relatively unaffected with proper roadway mitigation.

Recognizing that the corridor briefly hosted a mass transit system, the master plan incorporates the flexibility for implementing future light rail or rubber-tire transit initiatives along Main Street and Plymouth Avenue in accordance with previous transit studies.

In addition, the Broad Street Corridor plan creates a new distinguished gateway into the heart of the City of Rochester. The Erie Canal is remembered in the urban form along the Broad Street right of way and culminates in a large water basin. Referencing an historic turning basin of the Canal era, this water feature welcomes all incoming western traffic into the center city. This significant open space creates an urban node of activity at the strategic connection between the new Canal District, the Cascade District and the Susan B. Anthony neighborhood. When seen in conjunction with the

Expressway overpass, a dramatic new entrance portal to the city is realized.

The Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan serves as a guide for future development of the area and the adaptive reuse of the Erie Canal Aqueduct and the Broad Street roadway structure. The master plan describes the public investments in infrastructure and amenity improvements required to establish an energetic new district including anticipating traffic impacts and improvements while accommodating anticipated future mass transit initiatives. Based upon 10 year market projections, the plan anticipates and creates a guide to private investment in conjunction with the phased public improvements.



Proposed Aqueduct Commons - View from Genesee Crossroads Park

THE MASTER PLAN PROCESS: Interactive and Collaborative

The Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan is the result of an interactive and creative process focused on aspects of planning, design, and economic issues affecting the study area and its relationship to downtown Rochester.

The City of Rochester and the consultant team developed a design process centering on the collaboration and consensus of all identified stakeholders with primary emphasis on public input and review. The process included periodic information gathering sessions, as well as review of progress concepts and plans in open public forums and stakeholder groups.

The City of Rochester identified pertinent reference materials including historical documents, reports, and previous planning efforts to inform a base understanding of the attributes of the area with respect to the area's strengths, challenges and opportunities. This voluminous amount of information was summarized and prioritized for ready reference throughout the design collaboration process; making efficient use of research completed to date.

A site analysis was performed to assess and understand the existing context within the designated project area. This analysis included: the creation of site survey base maps, identification of current land use, cataloguing of historic structures, identifying natural features of influence, a photographic documentation of the study area, and traffic studies including current and anticipated traffic volumes.

Recognizing the significant amount of interest and attention the Broad Street Corridor has received from local stakeholder groups in response to previous studies and projects, the team held individual stakeholder group meetings to identify ideas and issues of concern early in the planning process.

The team also researched and analyzed the successes and failures of historic precedents of successful developments in towns of similar size and districts with similar attributes. These precedents provided valuable insight as to "lessons learned" by other municipalities and private development to create a vibrant place.

The team led a public visioning workshop attended by over 50 members of the local community to listen and learn from the citizens of Rochester and to develop a consensus vision for the district. This vision guided the planning discussion and decisions to follow.

This one day workshop involved private citizens, public officials, landowners, and developers. A multitude of issues were discussed. Dreams and wishes were aired publicly; each carefully considered. All those present had the opportunity to speak, and were heard. To help inform a planning direction, each constituent group in attendance presented their vision for the district. The goal was to collect the public's dreams, desires, and concerns while educating the consultant team in local public perception and opinions of what constitutes success.

In addition to the Vision Statement, the group developed a series of Guiding Principles that embody the characteristics of a successful project for the district. Consensus resulted in the following principles to guide the design:



June 28, 2008 - Public Comments/Questions



June 28, 2008 - Round Table Discussions

GUIDING PRINCIPLES

- Create an international destination
- Create a series of open formal & informal public spaces
- Synergize and enhance current and future development in adjacent neighborhoods
- Catalyze new development and inspire generations that follow
- Develop a mixed-use community that combines culture & the arts, recreation & leisure, entertainment & office, community uses
- Create seamless connections between assets, amenities and communities beyond the site

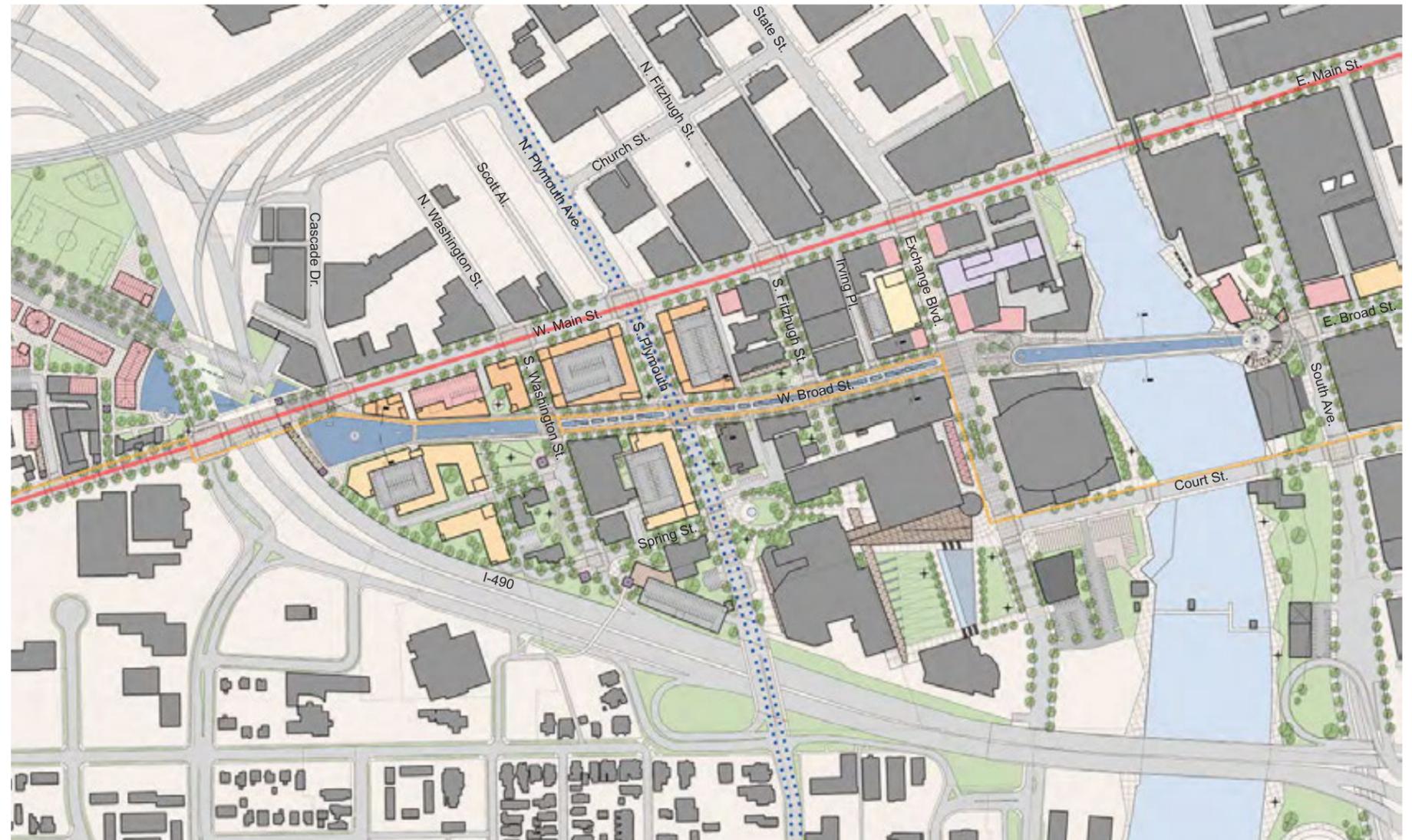
VISION STATEMENT

Based upon the characteristics of the Guiding Principles, all stakeholders present agreed upon the Vision Statement that guided all future planning development:



View of rewatered Historic Erie Canal Aqueduct

“Celebrating the Genesee River and Erie Canal, create a vibrant, walkable mixed-use neighborhood as an international destination grounded in Rochester history connecting to greater city assets and neighborhoods and promoting flexible mass transit alternatives.”



Proposed Historic Erie Canal Aqueduct & Broad Street Corridor Master Plan

MARKET REALITIES

The team generated a market demand analysis in order to base the master plan on market realities. The market demand analysis gauged market support for four uses: retail, office, hotel, and residential. The analysis considered demographic and economic trends, such as employment growth, spending patterns, and population growth in Rochester and the surrounding region. Based on local market conditions and projected trends, the market analysis projects market demand for each use within the area surrounding the Broad Street Corridor.

The market research determined a reasonable market share and development potential for the district over a fifteen year timeframe. The public and private improvements illustrated in the master plan correlate to incremental implementation of three project phases: three to five years, five to ten years and fifteen years. The master plan recommendations are based upon the following program of uses:

The Master Plan was completed at the same time as the master plan for the redevelopment of Midtown Plaza in downtown Rochester. Midtown Plaza will cater to a dense mixture of uses primarily office use while the Broad Street Corridor is geared toward a less dense residential use. The simultaneous redevelopment of both districts offers the opportunity to create a complimentary mix of uses within Downtown Rochester.

Market Projections 2009 - 2014

Program GSF / DU / Keys / Space	Retail		Residential		Hotel		Office		Parking									
	Low GSF	High GSF	Low GSF / DU	High GSF / DU	Low GSF / Keys	High GSF / Keys	Low GSF	High GSF	Total Low GSF	Total High GSF	Low GSF	Low Space	High GSF	High Space				
Totals:	45,000	163,000	231,000	230	482,000	480	166,000	180	276,000	300	40,000	75,000	482,000	996,000	500,000	1,225	800,000	1,970

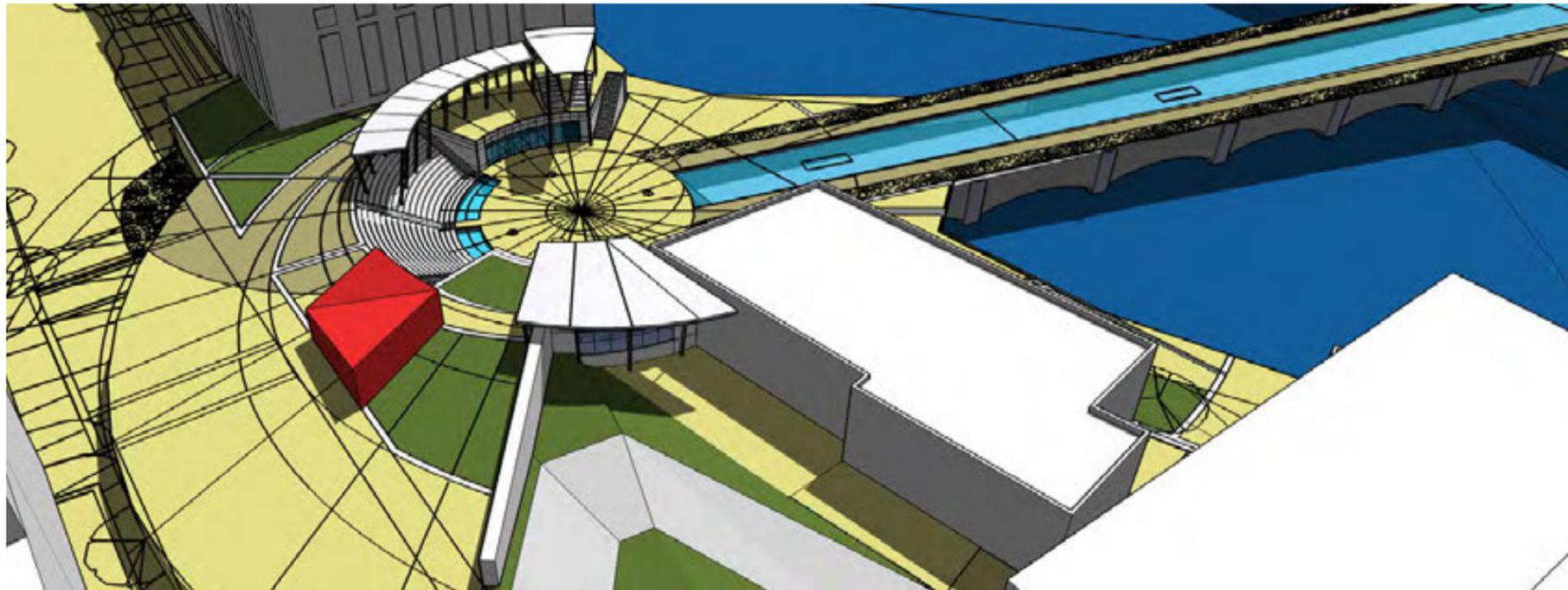
Master Plan Area Calculation

Phasing	Retail GSF	Residential		Hotel		Office GSF	Total GSF	Parking		Open Space GSF
		GSF	DU	GSF	Keys			GSF	Spaces	
Phase I 3 - 5 Years	27,000						27,000			140,500
Phase II 5 - 10 Years	79,000	251,800	245			58,000	388,800	452,000	1,110	60,700
Phase III 10 - 15 Years	24,000	246,200	240	260,000	280		530,200	248,000	625	125,300
Totals:	130,000	498,000	485	260,000	280	58,000	946,000	700,000	1,735	326,500

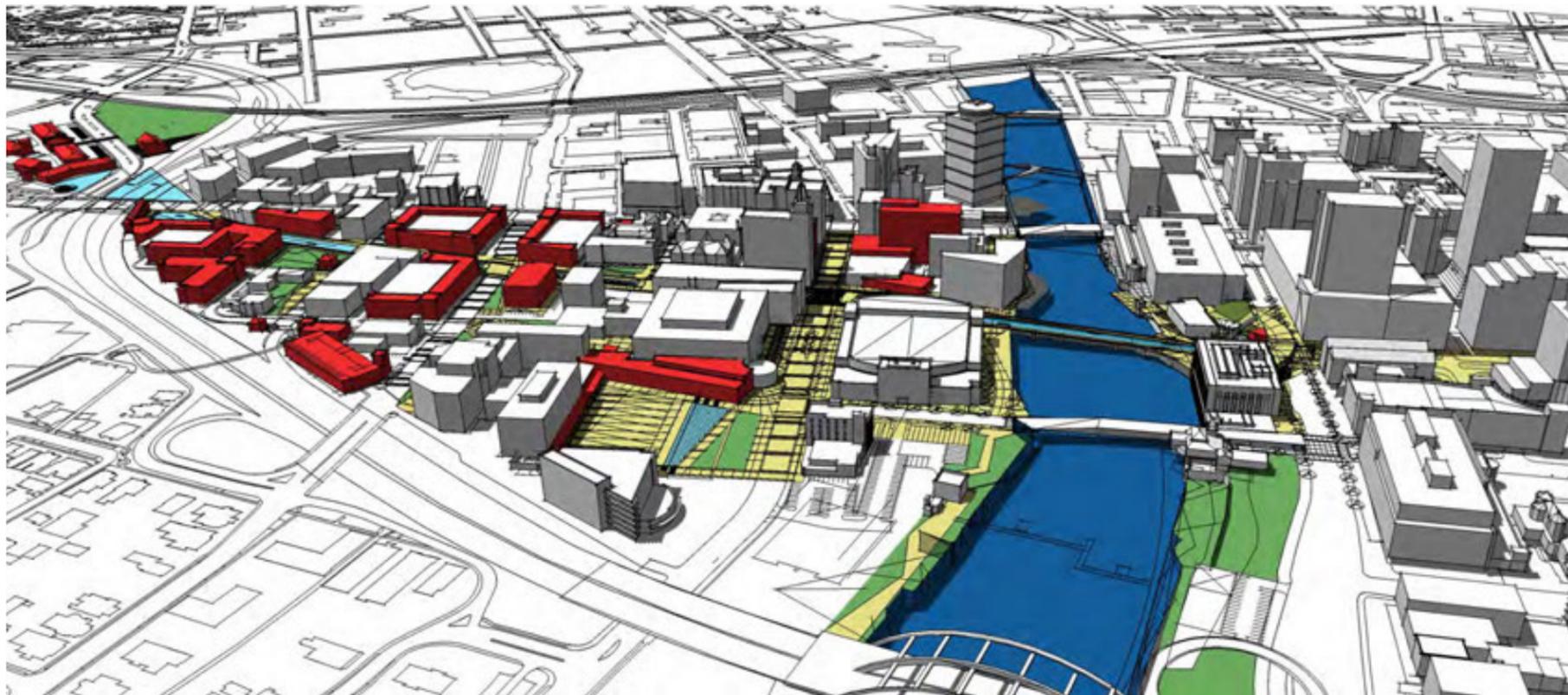
Program	GSF	DU / Keys	Parking Ratio / Spaces	*Assumed Parking Ratios
Retail	130,000		3/1000sf	390
Residential	498,000	485	1 / DU	485
Hotel	260,000	280	1 / Key	280
Office	58,000		3/1000sf	175
Total GSF	946,000	Total Spaces:	1330	* 325 Additional Parking Spaces Provided for Public Use
Parking	700,000			
Open Space	326,500			

*This City is what it is because
our citizens are what they are.*

-Plato



Design Scheme for Aqueduct Commons



Aerial Model of Proposed Canal District

RECOMMENDATIONS

The primary planning initiative transforms the Broad Street Corridor from a vehicular corridor into a concourse of water, open space and enhanced streetscapes that reintroduces the memory of the Erie Canal into the urban form of Rochester. This bold public initiative creates a signature public realm that is the both focal point of this quadrant of the center city and the link to other adjacent communities. The public realm is a spine of activity that runs through the district and connects the Susan B. Anthony community to the west and the Main and Clinton Districts to the east. This network of public open space and streetscapes rebrands the district and establishes its identity as a unique community within Downtown Rochester.

To be known as the Canal District, this revitalized area of the city embraces and celebrates its historic heritage by connecting the district and the city more directly to the Genesee River. This significant public infrastructure escalates the public awareness and desirability of the Canal District as a place to live, work and play.

The recommended initial phase of infrastructure investment is reworking the present Erie Canal Aqueduct structure. The master plan calls for the removal of the roadway addition of 1920's and 1970's leaving the original 1842 structure to cross the Genesee River. The canal raceway would be restored to once again contain water. This re-watered canal crossing the river will reestablish the presence and importance of the Erie Canal in downtown and become the welcoming and defining gesture of the Canal District.

The Broad Street Corridor will continue the historic Erie Canal theme toward the west with a series of water features such as fountains in the central portion of the district and a larger water basin at the western end of the district.

The Broad Street roadway structure of the existing tunnel could be restored and the tunnel reused to provide public/private parking for the district if desired. While this opportunity exists, the current construction cost of this configuration could not be supported by the district economics. However, the relative costs and values should be carefully considered at the time these improvements are undertaken.

The primary recommendation links the public realm improvements to private development initiatives. The creation of a signature network of world-class open space elevates the district and provides strategically needed market edge. This open space framework touches all uses, existing and proposed. It touches all land parcels through a necklace of open space and streetscape improvements along the newly re-watered canal. Each park creates a sequential public open space experience that tells the story of the Erie Canal, which in turns tells the numerous chapters of the history of the city and the people who made it.

Retail: a place to shop and entertain

The master plan supports the continuation of Main Street as the primary retail street within the center city; thus reestablishing the historic spine of Rochester retailing. Main Street strategically connects major districts of the downtown area. Currently, the Main Street corridor shows varying signs of activity from neighborhood to neighborhood. With this retail concept, the master plan ultimately organizes the majority of retail activity along the edge of the Canal District. However, the initial phase of retail land use is recommended to connect the Canal District across the Aqueduct and to connect the Four Corners District with the Canal District along Exchange Boulevard. This retail will develop a node of activity at the intersection of Exchange Boulevard and the Aqueduct to draw activity across the river.

Retail is also recommended at the newly formed Aqueduct Commons and along the block of Exchange Boulevard from Main Street to the re-watered Aqueduct. Retail opportunities at Aqueduct Commons would include a local high-visibility restaurant, a relocated visitors' bureau and shop, bike rentals, and water craft rentals to be used in the re-watered Aqueduct. These two initial retail initiatives will solidify the connection across the river and tie the new district to the Main and Clinton area.

Residential: a place to call home

The Canal District will be the home for a new neighborhood of residents. The new residential district will offer residential apartments and condominiums in a variety of sizes to meet market demand and the expanding student, workforce, and senior population. It will appeal to younger singles, couples, empty-nesters, and retirees.



Proposed Broad Street Boulevard of Fountains

The point of cities is multiplicity of choice.

-Jane Jacobs

Residential units are anticipated to include a mixture of rental and for sale products directly related to the market demands. New residential development is recommended primarily west of Plymouth Avenue. The master plan also suggests that the rehabilitation or conversion of under-performing or obsolete office space into residential units would further establish and enhance the community; further expanding its market reach by diversity of product.

Residential buildings will define the streets and the re-watered Aqueduct. It is an important recommendation of the master plan that all off street parking be shielded from sidewalks and green space. Parking areas and structures should be lined with retail at the designated locations and with residential units above the street level. This typical urban development configuration effectively shields parking from view and provides an “eyes on the street” approach to security.

Residential land uses strategically border all significant open space and green space in order to enhance value and catalyze development. The signature canal waterway and the series of linear open spaces alongside create a defining amenity of the Canal District. Canal-side units would create a unique and desirable unit type within the Rochester area. This amenity-based development is forecast to enhance market capture and eventually increase rental and sales rates for the district. Housing is recommended to flank the newly created series of community green spaces: Jonathan Child Park, JOMIS Park, Plymouth Greene, the Canal and Bridge Square Basin.

Office: a place to work

For all the reasons the Historic Erie Canal Aqueduct and Broad Street Corridor will be a great place to shop, live or play, it will also be a great place to work. While the Main and Clinton District is, and should remain, the primary downtown corporate address, the relatively stable office environment fueled by the city and county

government center, provides a sound basis for incremental growth of secondary office space.

Market demand for downtown office space is expected to be monopolized by the expected redevelopment of Midtown Plaza. The master plan recognizes and supports that market study finding yet contemplates the flexibility to provide for a niche market of smaller users, or perhaps start-up offices requiring less traditional office space.

Should office space be required, the block on Exchange Boulevard between Main Street and the Canal seems most appropriate to leverage and synergize with existing office uses. This location could accommodate approximately 58,000 square feet of office space with retail at street level. Parking should be accommodated on site.

Hotel: a place to visit

The master plan accommodates a 280 key hotel, either due to new market demand or replacing an existing hotel nearing the end of its functional life. An extended stay or guest suites product, or a product geared towards a younger demographic, might find this location preferable to those in other parts of the downtown area.

Target market areas of attraction include organizers, planners, and participants of large trade shows with the possible convention center’s future expansion, as well as the owners and employees of the commercial districts and their customers. The hotel is envisioned to feature 25,000 square feet of meeting and conference spaces which can be used to compliment the existing convention center and arena.

Public Realm: a place to play and relax

The Broad Street Corridor will become a strong linear public amenity in downtown Rochester. The major focus of the district is the reclaimed vehicular street that has been transformed into a



Proposed War Memorial Plaza

spine of enhanced streetscapes. Beginning with the reconfigured Erie Canal Aqueduct, this public realm corridor offers a gracious esplanade with opportunities for passive and active uses for residents and visitors.

The public realm changes in character, scale and use as it crosses the river and traverses the new Canal District. Tracing the original path of the Erie Canal, the water-themed space transforms from pedestrian only esplanade, to river overlook, to major urban plaza, to pedestrian friendly vehicular roadway to green space and to urban gateway.

As the linear framework and focus of the district, this spine of water provides new vistas into the district from other parts of the city and a new perspective of surrounding historic buildings and the city skyline beyond.

THE OPEN SPACE NETWORK: TELLING THE CANAL STORY

The Canal is one of the most historically significant assets of the City of Rochester and the master plan will reestablish its civic quality. The Canal District experience is defined by the open space network which draws its inspiration and essence from the history of the Erie Canal. The network is a series of discrete open spaces that vary in size, use, and intent to offer a full spectrum of amenities to the downtown visitor, worker and resident. Incorporating the historic geometries of the Erie Canal, the open spaces can function independently and collectively to provide a uniquely Rochester experience.

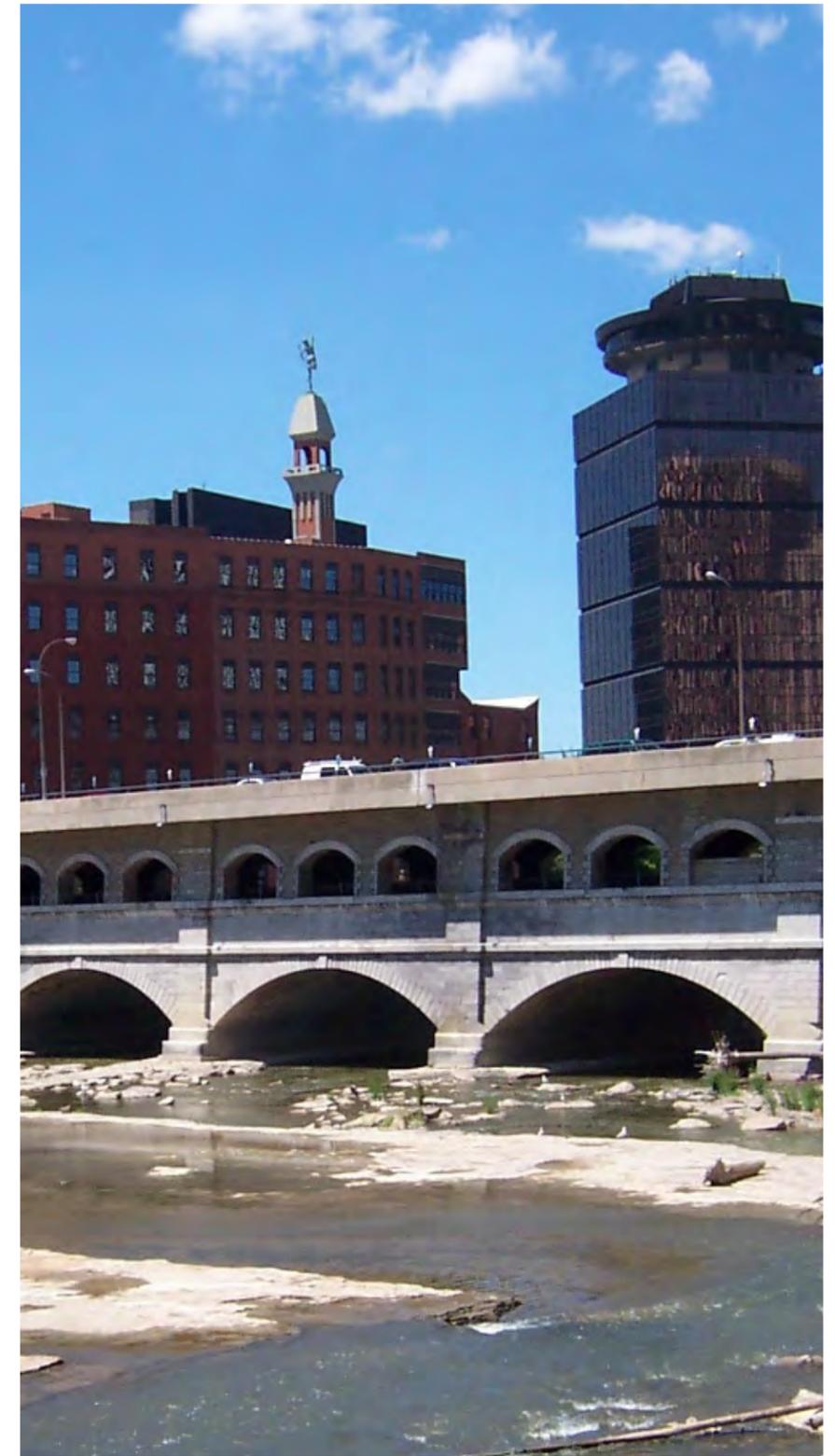
Aqueduct Commons: a new link to the past and the future

The open space network is anchored by Aqueduct Commons located on the eastern edge of the Historic Erie Canal Aqueduct. The master plan recommends the restoration of the aqueduct back to its original 1842 structure removing later additions. This restoration allows new yet original and historic perspectives of the city. The

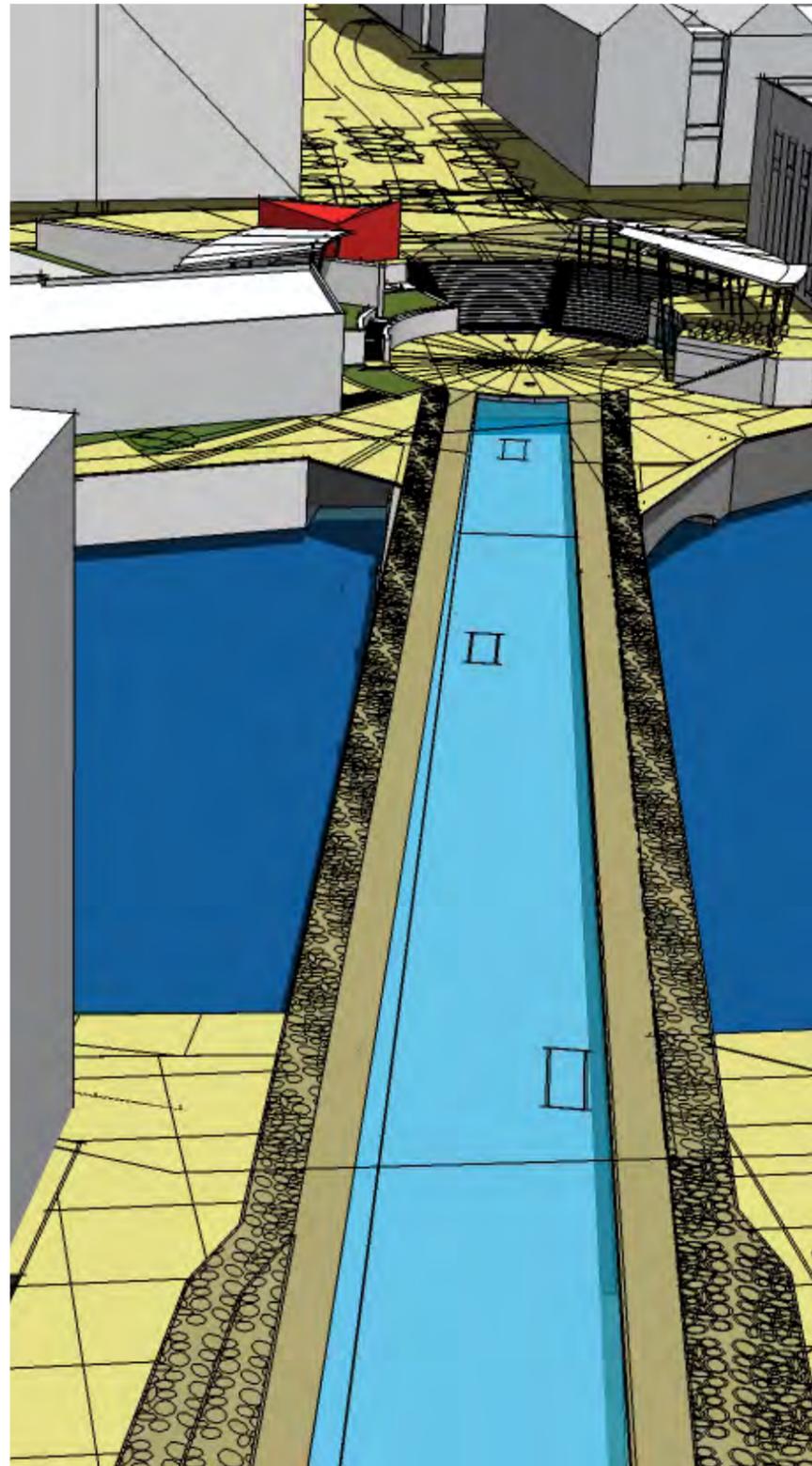


Original 1842 Erie Canal Aqueduct circa 1917

From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY



Historic Erie Canal Aqueduct in 2008



Rendering of Aqueduct Commons & Rewatered Historic Erie Canal Aqueduct

lowered public walkway provides more intimate views of the river along its edge and opens up vistas of the river through Downtown Rochester as well as allowing the opportunity to view the historic Johnson-Seymour Raceway beneath the Rundell Library.

Aqueduct Commons is envisioned as a tiered public space that combines active and passive water features to celebrate the city's connection to both the river and the canal. The plaza visually connects the Eastern districts of the city with the re-watered Erie Canal Aqueduct and the sequence and procession of urban open space with the Canal District.

Small retail shops and a restaurant would help define the urban form and become a great river and canal oriented destination. Spontaneous outdoor activities and planned events are envisioned in connection with adjacent land uses. The Public Library is entertaining the notion of an outdoor reading room and children's story-time area. With the city skyline as its backdrop, the plaza would create a dramatic stage for outdoor events hosted by the Convention Center or local performing arts groups.

Restoring the Aqueduct: the canal remembered

The Aqueduct is transformed to its original configuration by the removal of the roadway structure and the re-watering of the canal bed. This reconstruction restores the notion of the canal to the city and creates a bold pedestrian connection between the Main and Clinton District and the new Canal District across the Genesee River. The newly re-watered canal offers the opportunity for the citizens of Rochester to experience the water crossing within the Center City. The canal edge would allow for paddle boats to cross the Genesee River.

The renewed waterway celebrates the canal/river crossing and invites people into the new Canal District. Owing to its lowered elevation relative to the river, the water-based pedestrian

walkway better connects the city to the Genesee River and thus reemphasizes its importance to the city. Thus begins the telling of the story of the Erie Canal through urban pattern and form.

War Memorial Plaza: the appropriate recognition

The War Memorial Plaza creates the western anchor to the aqueduct waterway. The plaza creates an outdoor counterpart to the arena's lobby. A reworked arena entry would allow large portions of the glass wall to recede and create an integrated public space that flows between enclosed and open-air. The plaza paving will articulate and outline the boundary of the Historic Erie Canal.

The Memorial Terrace recommends the relocation of the War Memorial flame to a place of prominence and recognition along the edge of both the river and the new canal. This terrace is the focal point of a re-landscaped river edge bounded by the Blue Cross Arena and the Genesee River. The War Memorial is located at the intersection of the new canal and the Riverwalk, which aligns with the Historic Aqueduct Bridge to provide seamless continuity of the public realm along the riverfront. In addition, a new cantilevered walkway will extend the Genesee Riverway Trail northward along the Thomson - West Publishing Building to High Falls.

Public Green Spaces

A series of open spaces will occur as an orchestrated sequence of landscapes along the framework of the re-watered canal basin. These spaces will take on a varying character to provide a variety of daily and special events. The strategic distribution of green space allows almost every development block within the district to physically touch the signature green space network.



Aqueduct Park



Monroe County Civic Center

CONNECTING CITY AND COUNTY

In addition to the main thrust of the linear canal public realm, a series of open space initiatives are envisioned to help integrate the County Civic Center complex into the new urban neighborhood. These landscape and streetscape improvements would put a fresh face on the large structure and a more user friendly perspective. While this will be a vast improvement, it is not essential to the success of this master plan if not executed.

Plymouth Greene: uniting the county and the city

The Greene provides additional green space south of the Broad Street Corridor and fronts Plymouth Avenue. Currently a concrete paved plaza, the Plymouth Greene would reclaim this largely unused space and provide large canopy trees, lush grassy lawns, colorful gardens and water features for the Civic Center employees and surrounding residential community.

Civic Market Plaza: a new streetscape

Envisioned as an open, but covered structure, the Civic Market would line the western edge of Exchange Boulevard adjacent to the Civic Center main entrance and across from the Blue Cross Arena. The loggia could be used for merchants during special festivals or sporting events at the arena.

Court Street Plaza: a new urban plaza

The elevated plaza atop the Civic Center parking structure is an opportunity for a significant urban open space. Large enough for major outdoor performances and events, the plaza is redesigned to reconnect to Exchange Boulevard through a series of landscape and watered terraces as well as the addition of a new indoor Winter Garden. This new multi-purpose structure would act as the new lobby for the Civic Center and connect each of its components through a large atrium. Its location across from the arena could

provide the opportunity for rentals in conjunction with events and conventions. The Winter Garden will form the culmination of Court Street with an impressive atrium structure that will visually connect the county complex to the Downtown Rochester. The funding for the Court Street Plaza is not included in the current cost estimate, but is recommended by the master plan for future development.

THE REDISCOVERED STREETS

Broad Street: Boulevard of Fountains

Broad Street Boulevard continues the celebration of the Erie Canal toward the west. The second of the three major zones of the open space network creates a grand urban boulevard stretching along Broad Street from Exchange Boulevard to Washington Street. Serving commercial uses and the Civic Center, this three-block section of Broad Street will remain open to one-lane traffic in both directions with on-street parking.

The wide center median continues the canal water story as a series of orchestrated and illuminated fountains that begin along the aqueduct. These active water features create a significant spectacle for special occasions and increase the drawing power of the district. Opportunities for public art will be integrated throughout.

Restaurant Row: the new Front Street

Taking historic cues from the rowdy entertainment along Front Street at the turn of the century, restaurant row creates a eating and entertainment destination. Grouping restaurant and entertainment venues along a single block in conjunction with hotel uses entices a synergy that creates drawing power to the area.

THE RIVER STORY

Riverwalk: connecting the pieces

The Master Plan outlines the need for continuous riverfront public access along the Genesee River within the Center City. The connection of existing fragments of public access is a key recommendation in order to tell the Rochester water story of canal and river. With the removal of the additions to the aqueduct and a subsequent lowering of the waking surface, the Riverwalk can finally connect along the river's edge and back to the western street grid at the same level.

River Platform: a new perspective

In response to the public desire to embrace the Genesee River and celebrate its presence in downtown, the design for the Aqueduct Commons includes a viewing platform and access to the river bed.

HISTORIC TRAILS

Genesee Riverway Trail

Implementing the vision of the Genesee Riverway Trail, the master plan recommends specific improvements within the study area to make connections between the existing portions of the Riverway Trail. Completing the Genesee Riverway Trail by constructing the segment on the west side of the river from Broad Street to Aqueduct Park will connect the northern and southern sections of the existing trail to the Center City as well as to several important residential neighborhoods. The trail will provide access to the developing neighborhoods along the river and the Genesee River gorge. Completing this portion of the trail will allow the Genesee Riverway Trail to be fully integrated with Downtown amenities and ultimately connect Lake Ontario to the Canal District and the Erie Canal Heritage Trail.

Heritage Trail: history retold

The Heritage Trail signifies the essence of Rochester's history. The open space network envisioned by the master plan incorporates and creates an elevated platform for this most important story.

The trail stretches from the Historic Lehigh Valley Railroad Station on the corner of Court Street & South Avenue, along Erie Canal Aqueduct through the Broad Street Corridor to Madison Street on West Main and culminates in the Susan B. Anthony District. Designed as a series of 27 stations denoting prominent Rochester historical events and places, the recommended open space improvements will create urban spaces that integrate with the important places along the trail.



Erie Canal Aqueduct circa 1897

From the Rochester Public Library Local History Division, Rochester, NY.

IMPLEMENTATION STRATEGIES: PHASING

The master plan recommends the implementation of infrastructure, and therefore private development, in three phases. Each phase corresponds to market demand projections for the next fifteen years.

The building of the open space network amenities should catalyze development around it. However, specific market forces and land ownership and assemblies may create a different land development pattern. In which case, the infrastructure phasing should be reexamined for its appropriateness.

The Broad Street right of way currently houses some public utilities serving the district; including domestic water, cable, fiber optics, steam, telephone, gas, and electric lines. The dimensions of the right of way and the aqueduct structure allow for the relocation of these utilities within a large raceway along the north and south edges of the waterway, if needed.

Phase I: 3-5 years

The initial phase of the Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan focuses infrastructure improvements in the segment of Broad Street from South Avenue to Exchange Boulevard including the Erie Canal Aqueduct. The Aqueduct will be the centerpiece of Phase One implementation, as the master plan recommends restoring the current structure to its historic 1842 appearance.

As a result of phase one implementation, the current vehicular use of the Broad Street Bridge will be terminated. The existing road deck, last re-built in 1974, will be removed as well as the upper set of arches which were constructed in the early 1920's to house the Rochester subway and support the original road deck. It is assumed that, prior to Phase 1 implementation, the existing Main Street Bus Stop and Transfer Facilities have already been relocated to the transit center at Renaissance Square (or and alternative location).

This canal esplanade will create a significant activity node as an exciting link between two premier downtown destinations: the Rochester Riverside Convention Center and the Blue Cross Arena.

The Aqueduct will be anchored at either end by two new urban plazas, at the east terminus adjacent to the Convention Center and Rundel Memorial Library, and at the west end adjacent to the Blue Cross Arena. These upgrades to the public realm will become gathering places for the center of downtown.

The addition of retail uses along the newly formed Aqueduct Commons will draw residents, workers and visitors to the river front and the re-watered canal, thus establishing a bold new identity and brand for downtown and a new gateway to the Canal District. Retail uses on the western side of the river along Exchange Boulevard will act as an activity anchor to draw office workers from both sides of the river to new dining and entertainment venues. This easy and exciting crossing will provide a signature pedestrian link between the Main and Clinton District and the new Canal District.

Phase 2: 5-10 years

The next phase of infrastructure improvements will focus on the urban boulevard stretching along Broad Street from Exchange Boulevard to Washington Street. This three block section of Broad Street will remain open to traffic serving as an alternative to Main Street. The generous width of Broad Street maintains through-traffic

and on-street parking and the ability to make substantial aesthetic improvements to the current streetscape.

A wide central median will be constructed that will include a central linear water feature. Fountains will be the focus of this water element in addition to street trees and lighting upgrades on either side of the median. The intent is to re-energize this segment of Broad Street by creating a "boulevard of fountains" that will serve as a means of introducing vibrancy and movement into the corridor and also reference the historic path of the Erie Canal. These improvements will further create a water-based open space network that will provide an improved public realm to catalyze private development.

Phase 3: 10-15 years

The third phase will introduce the third in a series of water elements to the linear open space framework. This water basin will serve as the western anchor to the district. The segment of Broad Street from Washington Street to Main Street will be removed and replaced by a water basin and green space. A large fountain will add a dramatic punctuation to the west basin and will act as an axial focal point for the Broad Street Corridor. The area will include pedestrian promenades and a series of open spaces to be developed just north of the historic Jonathan Child House in an effort to introduce green space to this area. The park infrastructure touches most of the blocks within this portion of the district, which should help incentivize private development.

COSTS AND EMPLOYMENT BENEFITS

Based upon the master plan recommendations, construction costs were estimated in 2008 dollars to provide a basis for evaluation and identification of funding sources.

SUSTAINABILITY: An environmentally sensitive community

With the objective of minimizing the overall environmental impact of the Historic Erie Canal Aqueduct and development within the Broad Street Corridor, several sustainable design strategies are recommended as design guidelines for private development and public infrastructure. The new district provides the opportunity to showcase sustainable building initiatives and become a new benchmark for development within the region.

Sustainable features inherent in the master plan includes: brownfield redevelopment (if any exist), mixed use development,

access to public transportation, pedestrian-friendly design, storm water control, minimization of sewer expansion and material efficiency. These sustainable design strategies will support the buildings within the development in their pursuit of Leadership in Energy and Environmental Design. LEED certification as defined by various rating systems of the United States Green Building Council should be a goal for all public and private development within the district.

The plan recommendations closely align with many of the principles for neighborhood development in LEED for Neighborhood Development (LEED-ND) rating system. The LEED-ND rating was created to help to revitalize existing urban areas, reduce land consumption, reduce automobile dependence, promote pedestrian activity, improve air quality, decrease polluted storm water runoff, and build more livable, sustainable, enduring communities for people of all income levels. While currently a pilot program with guidelines under consideration, the LEED-ND rating system should provide the initial basis upon which private development can establish individual Green technologies and LEED certification for individual structures.

Compliance with applicable sustainability standards should be encouraged for all construction within the district. As updates are made to existing buildings, new office and retail interiors, private real estate owners should utilize LEED programs for New Construction (LEED NC), Existing Buildings (LEED EB), Commercial Interiors (LEED CI), Core and Shell (LEED CS) and Retail (LEED for Retail – CI, currently in pilot).

In the design and construction of the water-themed public realm, the opportunity to utilize water efficiencies should be carefully considered. The common water elements should be investigated to maximize their sustainable attributes for the district. The water elements should be considered as opportunities for storm water management, irrigation, cooling, and hydro power generation.

	<i>Phase 1</i>	<i>Phase 2</i>	<i>Phase 3</i>
	Aqueduct rewatering and south pedestrian plaza	Boulevard from Exchange to South Washington	Water Basin from South Washington to Main Street
Public Investments (hard costs)			
Park land improvements (\$25/sf)	\$500,000	\$813,725	\$1,993,325
Public plaza (\$50/sf)	\$4,500,000	\$788,450	\$1,222,950
Street Scape (\$50/sf)		\$2,166,900	\$429,200
Boulevard Median (\$200/sf+ pump TBD)		\$6,300,600	
Elevated walkway on West side of river	\$1,000,000		
Watered areas			
Court St. Dam to aqueduct	\$300,000		\$1,000,000
Aqueduct to west basin			\$450,000
west basin			\$4,000,000
Special Structures			
Loggias (\$100sf)		\$857,000	\$3,698,300
Formal canopy structure (\$200sf)	\$1,500,000		
Gazebo structure - 2 structures			\$100,000
Lighting-fountains, landscape streetscape	\$800,000	\$2,580,000	1,300,000
Specialty Event Lighting	\$2,000,000		
Historic Aqueduct - demo and rewatering	\$7,500,000		
Total Construction	\$18,100,000	\$13,506,675	\$14,193,775
Engineering and Design (10%)	\$1,810,000	\$1,350,668	\$1,419,378
contingency (20%)	\$3,982,000	\$2,971,469	\$3,122,631
Total Project Cost	\$23,892,000	\$17,828,811	\$18,735,783
Annual O&M			
maintenance and repairs	\$360,000	\$160,000	\$220,000
Operational costs	\$130,000	\$130,000	\$130,000
Additional Related projects			
Public Utility relocation		\$500,000	\$500,000
Transportation improvements	\$1,500,000	\$0	\$0
Parking garages		\$5,000,000	





Panoramic View from Rochester Business Institute
Copyright Deposit; Williams & Rogers; July 2, 1906 (Erie Canal aqueduct over the Genesee River at right)



Erie Canal Aqueduct circa 1897
From the Rochester Public Library Local History Division, Rochester, NY.



Views of Broadstreet looking west from Exchange Boulevard circa 1900
From the Rochester Public Local History Division, Rochester, NY.

1.2

INTRODUCTION

HISTORICAL BACKGROUND

The Erie Canal has proven to be one of the most successful and influential manmade waterways in North America. It shaped the settlement of the Northeast, Midwest and Great Plains, and became a central element in forging the nation's identity. One of the most important works of civil engineering in the nation, its 363 miles length, twice the length of any canal in Europe, spans from Buffalo to New York Harbor. The canal influenced the construction of other massive transportation efforts in the country, and became an economic engine that fostered nationally significant social reform and religious movements. Historians believe that it had a direct bearing on the outcome of the Civil War by allowing the transportation of goods to flow between the eastern seaboard and the Midwest, instead of on the Mississippi River via New Orleans. The movement of free expression and independence gained strength in the waters of the Erie Canal. The Erie Canal was once considered a wonder of the new world, and inspired a nationwide canal building boom for 25 years following its completion. Such an impact was felt by construction of the canal that, to this day, 73% of New York State residents live within 2 miles of the New York State Canal System waterways.

The Erie Canal was considered especially influential where it passed through downtown Rochester. Rochester became known as "the manufacturing city by the falls" and America's first inland

boom town. The Upper Falls of the Genesee River provided cheap power for dozens of mills and other factories. The proximity of Brown's Race to the turning basins of the canal in downtown made transportation of goods to the rest of the country, and in fact the world, very affordable and easy. Rochester's first nickname was the 'Flour City' because of the quantity and quality of the flour that was milled here. In fact Queen Victoria of England specifically requested Rochester made flour for her own use. Due to the overwhelming success of the milling industry, Rochester's population doubled in a decade. Between 1821 and 1823 an aqueduct to carry the canal over the Genesee River was constructed by engineer William Britton. Known as the First Genesee Aqueduct, the structure was originally built of red Medina sandstone mined in the northern portions of Rochester close to what is now known as the Town of Greece. Because of the porous nature of sandstone, the aqueduct leaked profusely causing severe degradation to the structure. During the first enlargement of the canal system (circa 1838), the first Aqueduct was abandoned, and a new Erie Canal Aqueduct was built of Onondaga Limestone 50 feet to the south of the original. This location was partly based on the need to alleviate a ninety degree bend in the canal on the east side of the river and to accommodate Hervy Ely's existing mill operation, which predated the construction of the canal. The Second Erie Canal Aqueduct was also built wider and slightly deeper to accommodate larger canal



View of Aqueduct subway tunnel 2008

vessels. The new aqueduct was completed in 1842, and measures approximately 800 feet long, 70 feet wide and 27 feet high, with an interior canal bed depth of 8 feet 6 inches.

Peak tonnage on the original Erie Canal occurred in 1880, and by the turn of the nineteenth century the old canal was nearing the end of its useful life. Traffic on the canal was dropping rapidly, and the old structures, locks and embankments were requiring ever increasing amounts of costly maintenance. Vehicular traffic was becoming more common, and numerous draw and lift bridges caused a great deal of disruption to street traffic. Canal traffic was

finding it harder to compete with the railroad companies given that railroads had a huge advantage over the canal in so far as they could operate year round, while the canal was drained annually for the winter. During this period there was a great deal of agitation in upstate cities to have the canal removed from downtown areas. Canal facilities throughout the State were being relocated to the outside of dense downtown environments, and many communities up and down the system filled in the downtown segment of the canal bed. The third enlargement of the canal amounted to a virtual abandonment of the Erie Canal's original course through parts of central and eastern New York, instead making use of natural river channels in those areas. Six rivers were canalized during this period, and in Rochester the canal was rerouted to the southern limits of the City through Genesee Valley Park, making an online connection to the Genesee River.



Aerial view of Historic Erie Canal Aqueduct looking east circa 1938
From the Albert R. Stone Collection of Rochester Museum & Science Center, Rochester, NY.

In the mid 1920s, the City of Rochester converted the segment of the former canal bed running through the City into a subway line which essentially consisted of tracks running along the bottom of the original canal bed, taking advantage of the below grade elevation which existed once the canal had been drained. The decision to create a subway in Rochester was based on the desire to create an interconnection, or belt line, between the various railroad companies serving the City, and to remove heavy interurban electric trolley cars from the surface streets. A second tier of arches was constructed on top of the aqueduct which was roofed with a road deck in order to serve the dual purpose of carry the interurban cars on one level and automobile traffic above. While the majority of the five mile or so length of the subway ran in the open trench left by the canal, a roughly two mile segment of the line was placed in a tunnel from Brown Street southeast to Court Street. The roof of the tunnel was turned into a surface street for automobile use, and was named Broad Street. The subway ran from 1927 to 1956, however, pressures from the great depression caused financial hardship for

operations, and capital maintenance was forgone. Further pressure came from constraints placed upon the subway system after 1945 by suburban sprawl and proliferation of private automobile ownership. The two mile tunnel existing below Broad Street has been used little since the subway was closed in 1956. The tunnel structure receives yearly maintenance, however, deterioration of some segments of the upper road deck has continued. The road deck topping the aqueduct was last replaced in 1972, and the interior of the aqueduct has been empty and unused for over 50 years.

PAST INITIATIVES

In past decades many development concepts were explored to study the canal bed. While a few retail-based proposals and an interior “skyway” connection scheme were developed, they were not deemed to be financially feasible options.

In mid 1993, in response to the desire to find a fiscally responsible solution, planning initiatives were started to develop cost effective solutions to address the needs and deteriorated conditions of the tunnel. This study report, presented as an “Expanded Project Proposal” (EPP), concluded the most feasible option for correcting the system deficiencies was total fill and abandonment. This conclusion was based on the lowest capital and corresponding life cycle costs.

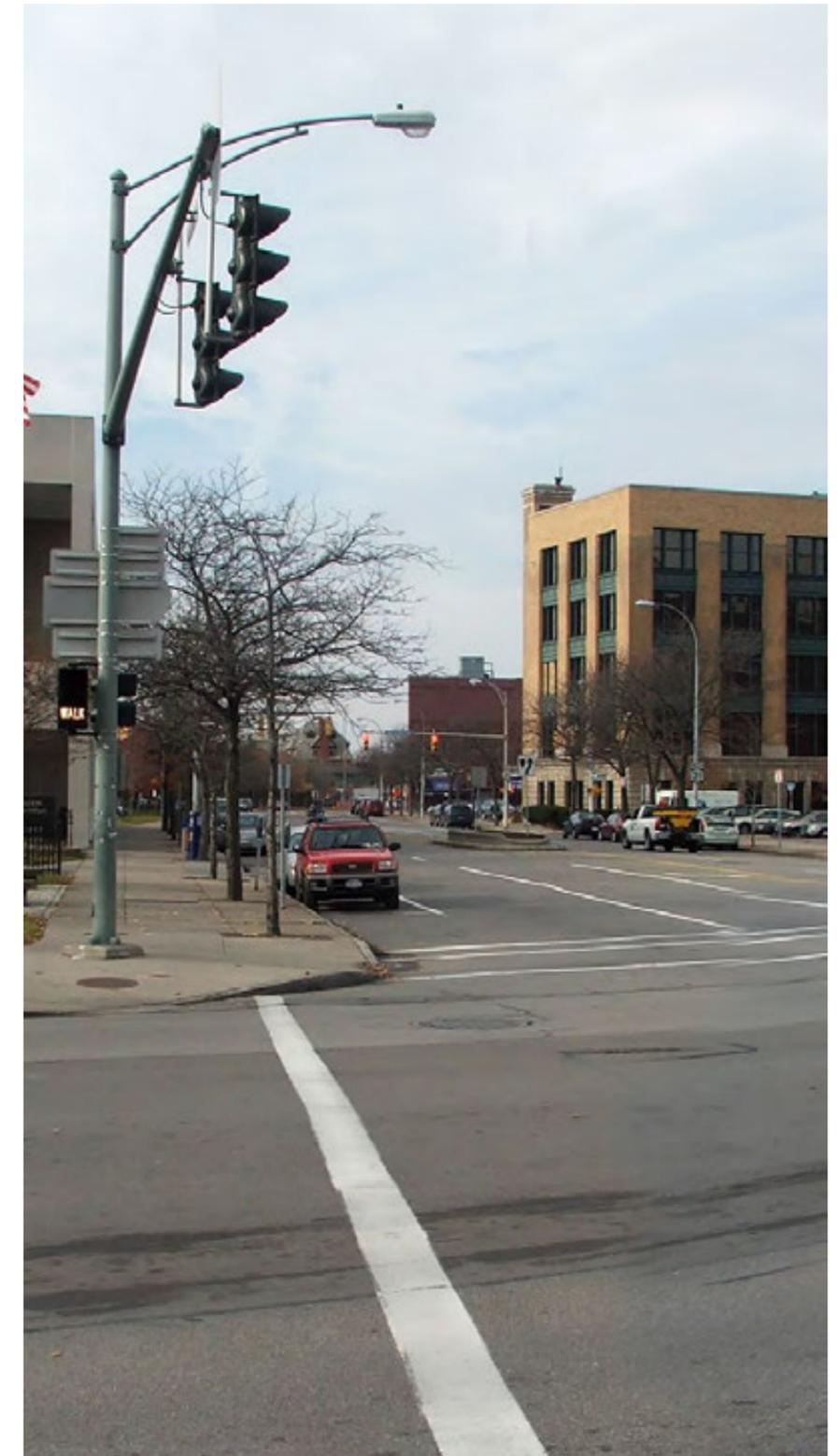
After the City and State approved funding to continue the final design phase in late 1995, further and more intensive evaluation of the objectives, existing conditions, and current needs of the project were conducted. This investigation resulted in six viable alternatives, of which three were labeled feasible. After this further study, the recommended alternative was total fill and abandonment, and though all three alternatives met the project objectives, total fill and abandonment had the lowest initial and overall life cycle cost.

Previous Mass Transit Studies

Discussions revolving around Light Rail Transit (LRT) in the City of Rochester have been prevalent from 1995 to 2004 and several studies evaluating the feasibility, costs, and benefits of LRT were conducted. Numerous options to utilize portions of the existing tunnel for LRT use were developed, but without a strong indication that the region endorsed LRT with its high operational and capital costs, the City of Rochester was forced to move on. After extensive investigation over the nine year period, a preliminary Design Report was submitted with the recommendation for total fill and abandonment of the tunnel system as the most feasible and cost effective approach.

Re-watering the Erie Canal

In June, 2004 there was much public opposition to the preliminary plans to fill the tunnel. A new concept proposed by the public detailing the potential economic stimulus of re-establishing and re-watering the original Erie Canal corridor was presented. This canal initiative took root in a grass-roots campaign of local stakeholders, including land developers and concerned citizens. After many newspaper articles, magazine spreads, editorials, and the formation of an advocacy group known as Subway Erie Canal Revitalization Committee (SECR), petitions were supported to put a moratorium on the fill and abandon project. The canal initiative represented the opportunity to jump start to downtown development and tourism from both the public and private sectors. In late September, the City postponed design work on the fill and abandonment project and initiated public tours of the tunnels to raise awareness of the opportunities. Design work has since resumed and construction is planned for fall 2009.



Broad Street at Plymouth - 2008



Broad Street Looking West - 2008

PROJECT GOALS

Catalyze growth. Building on the rich heritage of the Broad Street Corridor, the City of Rochester desires to develop the area to serve as a major catalyst of economic growth and national branding. A mix of land uses, recreation, transportation, heritage attractions and programming will strengthen the corridor and add much needed attractions to entice residents and investments. By utilizing the existing historic attractions and connecting Rochester's historic districts and landmarks, a renewed vigor in the Broad Street Corridor will spur smart growth and appropriate infill developments to spark economic investment and long term viability.

Leverage available funding. With the City able to secure funding related to the Redevelopment of the Erie Canal Aqueduct, along with broad community support from the people of Rochester, re-use strategies were investigated and developed. The City of Rochester and the consultant team inventoried and analyzed the historic assets of the Broad Street Corridor, and gathered comments from participating community and advocacy groups in order to develop a phased master plan for the entire corridor. With input and recommendations from professionals and experts in urban planning, retail, residential, transit, waterfront, canal, public space, parking, heritage, economic development, and tourism fields the master plan is designed for economic success and market flexibility for maximum impact and long term viability.

Development guidelines. Programmatic and thematic components of the master plan will guide the City in the re-adaptive use of the Erie Canal Aqueduct. Of primary importance to the entire project are preservation standards, creative mitigation, and reuse strategies. The project helps to preserve and enhance the Erie Canal Aqueduct which is the only transportation facility listed on the National Register of Historic Places, the Historic

American Engineering Record, and as a National Civil Engineering Landmark.

Synergistic growth. While influenced by comments from advocacy and community groups, the master plan builds on the strengths and assets of the Broad Street Corridor to incentivize coordinated and sustainable growth in the area that helps make the center city a more vibrant community. The master plan incorporates, promotes and supports a great public space which enhances the pedestrian experience for those who live and visit this new great neighborhood.



Visioning Session June 28, 2008

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PARTICIPANTS

In order to provide a comprehensive assessment of the existing conditions, a thorough understanding of the desires of the community and the challenges facing the development community was sought out. The City of Rochester and the consultant team organized various stakeholder groups to act as a resource. These groups helped provide historical data, current conditions, and review planning proposals throughout the planning process. In addition to public input, four stakeholder groups were established with key roles in collaborating with the consultant team to develop a consensus plan that was fueled by a strong city vision and grounded in the realities and economies of development.

In addition to the consultant team, the Advisory groups included the Citizens of Rochester, the City of Rochester Technical Advisory Team, the Community Advisory Team, the Real Estate Developers Group and the Advocacy Group. The following roles were established for each stakeholder group:

Citizens of Rochester

- insight into public interests
- input into concepts and strategies
- review of work in progress
- advocate the project
- celebrate the success by living here

City of Rochester Technical Advisory Team

- insight into possibilities
- input into initial concepts
- connect to larger community
- implement the planning framework
- integrate into larger city vision
- advocate the project
- promote the vision

Community Advisory Team

- provide insight into key stakeholder interests
- input into initial concepts
- connection to larger community
- resource during implementation
- project advocates

Consultant Team

- listen
- research and analyze
- develop consensus vision
- create a plan based on vision
- develop implementation strategy
- infuse process with experience

Design is people.

-Jane Jacobs



Advocacy Meeting

The City of Rochester identified representatives from key city, county and state agencies to review and advise during the planning process. The members met periodically to give initial guidance, review programming and planning options and to provide insight into the implementation of specific aspects of the resulting plan. This effort included coordination with Monroe County Department of Transportation, New York State Department of Transportation, Monroe County Department of Planning, the New York State Historic Preservation Office (SHPO), the New York State Department of Environmental Conservation (NYSDEC), and the City of Rochester.

Local land owners and land developers with a current or potential interest were invited to help provide insight into the creation of a master plan for the area that allowed for real world development issues including land use, parking requirements, densities, and catalytic infrastructure improvements.

Recognizing the importance of the Broad Street Corridor to numerous transportation, arts and cultural organizations, historic groups and key convention and sporting venues, the Advocacy Groups were identified and interviewed to advise and guide the planning process from those perspectives. Each group collaborated with the consultant team to create the Broad Street Master Plan. The members of each group included:

City of Rochester

Technical Advisory Team

Thomas Hack, Project Manager City of Rochester
John Thomas, City Transportation City of Rochester
Chuck Thomas, Director of Planning City of Rochester
JoAnn Beck, Senior Landscape Architect City of Rochester
Doraine Laudisi, City DCD City of Rochester
Steve Golding, City EDD City of Rochester
Scott Leathersich, MC DOT Monroe County
James Pond, MC DOT Monroe County
Kevin Loughran, Library Administrator Rochester Public Library

Community Advisory Committee

John Lovenheim, Sector 5 Neighborhood Representative
Heidi Zimmer-Meyer, Rochester Downtown Development Corp
Steve Vogt, Rochester Young Professionals
Jessica Woods, ROC City Coalition
Joanne Arany, Landmark Society of Western NY
Kevin Loughran, Rochester Public Library
Paula Smith, Rochester Public Library
Wes Plant, West Group – Rochester (Thomson-Reuters)
Jeff Caulkins, Blue Cross Arena at the War Memorial
James Brown, Rochester Convention Center
Judy A. Seil, Monroe County Planning and Development
Christopher Zeltmann, Congresswoman Slaughter's Office (28th Dist)
Roger Brown, Rochester Regional Community Design Center
Patti Donoghue, Greater Rochester Visitor's Association
Sarah Lentini, Greater Rochester Arts & Cultural Council
Richard Papaj, New York State Department of Transportation
Robert Melech, Cascade Neighborhood
Steve Baldwin, Cornhill Neighborhood Assoc/Erie Harbor Part.
John Dennis, Erie Harbor Partnership
William Condo, WNY Erie Canal Heritage Management Comm
Dawn Noto, Susan B. Anthony Neighborhood Association
Ruby Lockhart, Garth Fagen Dance
Nydia Padilla, Borinquen Dance Theatre
Scott Stevenson, Dinosaur Barbecue
Thomas Hack, Project Manager City of Rochester
John Thomas, City Transportation City of Rochester
Chuck Thomas, Director of Planning City of Rochester
JoAnn Beck, Senior Landscape Architect City of Rochester
Doraine Laudisi, City DCD City of Rochester
Marcia Barry, City of Rochester
Steve Golding, City of Rochester
Jim McIntosh, City of Rochester (City Engineer)



Public Review Session September 8, 2008

Advocate Groups

Further and more in-depth collaboration was undertaken that included the following participants:

ADROC

Rory Zimmer
Tim Zimmer

Canal Society of NYS

Tom Grasso

Corn Hill Navigation

Vicki Schmitt

Corn Hill Neighborhood Association

Steve Baldwin
Erik Frisch

Erie Harbor Partnership

Steve Baldwin
Alan Oberst

Genesee Community Charter School

Lisa O'Malley

Genesee Transportation Council

Richard Perrin, Executive Director

Genesee Waterways

Nicole Fulle

Greater Rochester Visitors Association

Greg Marshall
Patti Donaghue

Landmark Society of Western New York

Joanne Arany, President

Monroe County

Scott Leathersich, MC DOT Monroe County
James Pond, MC DOT Monroe County
Paul Johnson, Monroe County Department of Planning
Terrence Rice, Monroe County Department of Transportation
Brent Penwarden, MC DOT Monroe County

New York Museum of Transportation

Jim Dierks

New York State Department of Transportation

Richard Papaj

New York State Historic & Planning Office (SHPO)

Marie Sarchipone, Program Analyst

Plymouth-Exchange Community Association

Nolia Brooks

Real Estate Developers Group

Kevin T. Burns, Grove Street Management
Rick Rynski, City / EDD
George Traikos, Traikos Development LLC
Heidi Zimmer-Meyer, RDDC
Richard Rosen, Mark IV
Steve Golding, City / EDD
Tom Masuschi, DHD Ventures
Adam Driscoll, DHD Ventures
Richard VanCuyck, 250 South Development LLC
Mark Pandolf, Plan Arch Studio / 250 South Development LLC
Mort Segelin, Philippone Associates, Inc.
John Billone, Jr., Flower City Development
Doug Burkhardt, First Realty Company
Mayor Robert Duffy, City of Rochester
Carlos Carballada, City of Rochester
Patty Malgiari, City of Rochester



Visioning Session June 28, 2008



Advocacy Group Meeting

Ryan Gage, Charter Real Estate
Tom Slattery, Public Parking
Jerry Watkins, Farash Corporation
Ernest E. English, Ernest English Jr. Enterprises
Brett Costello, A.J. Costello & Son Dev.
Jim Costanza, Constanza Enterprises
Larry Glazer, Buckingham Properties
Donald Lasher, Buckingham Properties
Shane Bartholf, Empire Living, LLC
Craig Jensen, Macon Chaintreuil Jensen & Stark
Jim Philippone, Philippone Associates, Inc.

Rochester Arts Council

Sarah Lentini
Michael Futter

Rochester Convention Center/Blue Cross Arena

James Brown
Jeff Calkins
Joe Floreano

Rochester Gas & Electric (RG&E)

Robert Bergin
Lydia Boddie-Rice
Brian Walsh
Kurt Doern
Pete Dawes
Jeff Fiske

Rochester Rail Transit Committee (RRTC)

DeWain Feller
Alex Kone
Carlos Mercado
Mark Judd

Rochester Regional Community Design Center (RRCDC)

Jonie Monroe
Roger Brown

Rochester Trolley & Rail Corporation (RTRC)

Christopher Burns

Save the Erie Canal Revitalization Committee (SECR)

John Curran
Christopher Burns
Alan Oberst
DeWain Feller
Dawn Noto
Dan Hoffman

Susan B. Anthony House

Deborah Mughler
Deborah Hughes

Susan B. Anthony Neighborhood Association

John Curran
Dan Hoffman
Barbara Hoffman
Petsy Kettavong
Dawn Noto

Transportation Alternatives of Rochester

Andy Stinton

Consultant Team

FRA

Robert Radley, President
Tara Boggio, Project Manager
Anthony Bellomo
Carl Ast

Cooper Carry

J. Ben Wauford, Principal
Ricardo Bermudez, Project Manager
Brant Mullen
Kim Sly
Lauren Scannell
Brian Miller
Sarah Shelley
Kyle Reis

Economic Research Associates

Shuprotim Bhaumik, Principal
Tammy Shoham, Associate

Chait Studios

Stu Chait, Principal

LA Group

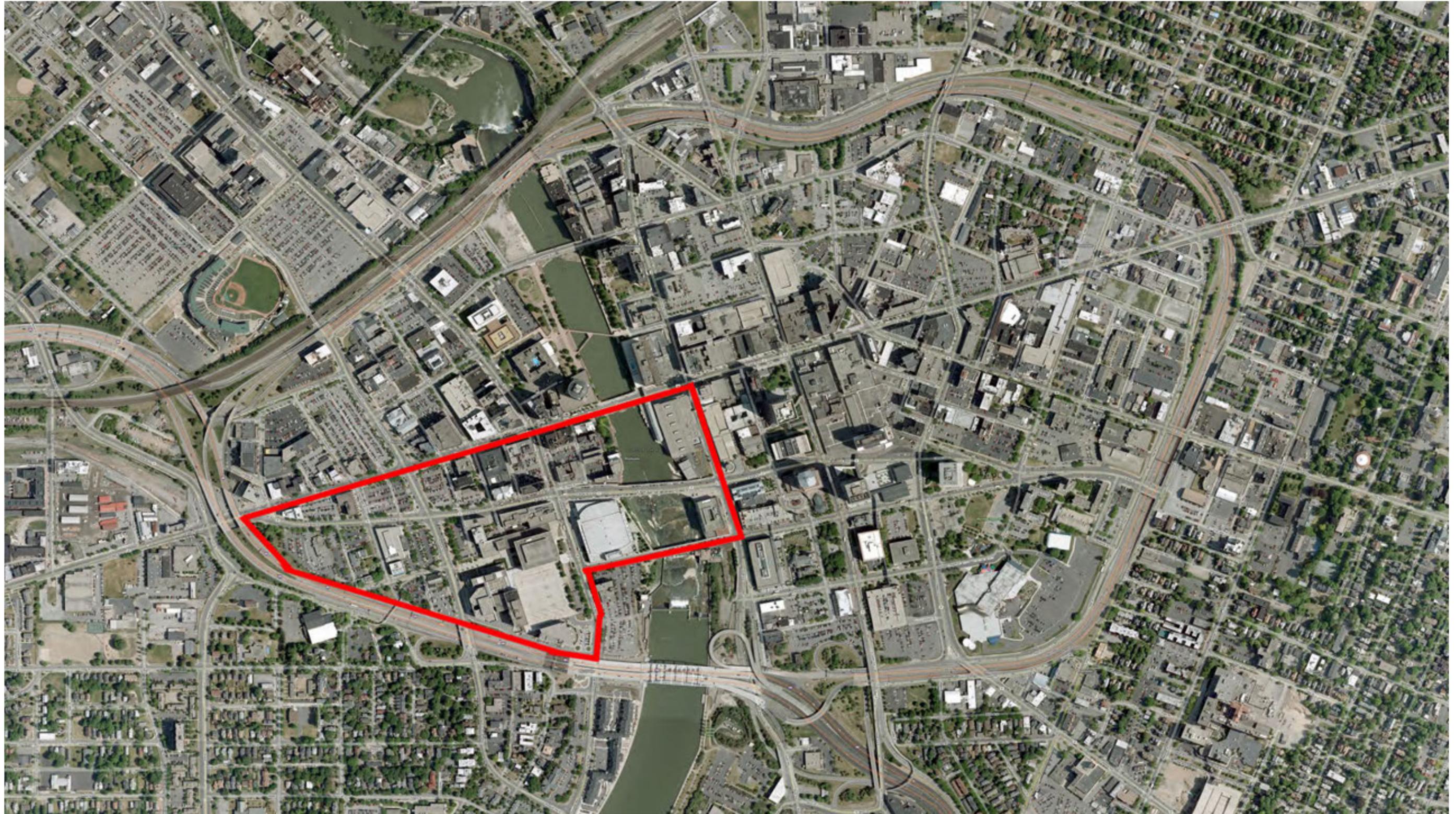
David Miller, Associate Principal
Tim Larson, Associate
Michael Marquard, Project Manager

Howard-Stein Hudson

Arnold Block, Principal
Ryan Walsh

Ravi Engineering

Mike Bogardus
Nancy Gillette



Aerial View of Study Area

2.1

SITE ANALYSIS/RESEARCH

We shall not cease from exploration, and the end of all our exploring will be to arrive where we started and know the place for the first time.

-T.S. Eliot

To develop a master plan that is grounded in the specifics of the place, the consultant team undertook an investigation of the district including its history, current land use, topographical attributes, purpose in previous planning studies, and relationship to surrounding neighborhoods and the City of Rochester in general. The City of Rochester provided guidance to pertinent historical documents that were reviewed for insight into the potential of the district. This investigation revealed the assets of the area and the challenges to success which in turn informed a vision and a master plan that is authentic and specific to the Broad Street Corridor and grounded in the events, people and places of its history.

DISTRICT HISTORY

The area's settlement can be traced back to 1788, when a treaty was signed granting Oliver Phelps and Nathaniel Gorham rights to millions of acres of land spanning across much of western New York. Following the Revolutionary War, army lieutenant Ebenezer Allen was awarded what became known as the "Hundred Acre Tract" out of the Phelps and Gorham purchase. Phelps and Gorham needed to honor an agreement with the Iroquois that stipulated milling services be provided as part of the original land sale, and so the Hundred Acre Tract was given to Allen with the condition he establish a sawmill and gristmill.

The original mill built by Ebenezer Allen was situated on the west side of the Genesee River at the base of three small waterfalls. This site is approximately where the west landing of the Erie Canal Aqueduct and Blue cross Arena sit today. Allen struggled to keep the mill viable, which proved difficult considering that at the time only two dozen families resided west of the Genesee River. The Hundred Acre Tract and mill were sold several times, and in 1803 was purchased by Colonel Nathaniel Rochester, William Fitzhugh, and Charles Carrol. Shortly after the War of 1812, Colonel Rochester began to subdivide the tract, and new mills began to flourish along the river.

The Four Corners district soon began to emerge at the intersection of Main Street, State Street, and Exchange Street. The thriving activity of merchants, craftsmen, and millers spurred the development of a booming village which acquired its charter in 1817. The completion of the Erie Canal in 1825 allowed the village situated at the Four Corners the opportunity for explosive growth, and the City of Rochester adopted its charter in 1834. Throughout Rochester's period of fast paced growth, this district continued to be the heart and hub of the City. In the late 1840s The Arcade Building located on Main Street became the location for the first telegraph office, later the headquarters of Western Union. The second empire styled Powers Block was constructed at the Four



Genesee River

Corners in successive stages from the later 1860s into the mid 1880s, and set a new standard for downtown construction. An elevator, the first in western New York, carried passengers from floor to floor, each paved with marble. The Powers Building was for many years the tallest in Rochester until developments in iron construction permitted the erection of still taller buildings.

A significant number of historic buildings from the later nineteenth and early twentieth century boom days remain throughout the Broad Street Corridor to this day. The renaissance revival Monroe County Office Building (formerly the third Monroe County Courthouse) sits on the site of two early courthouse buildings, St. Luke's Church, a fantastic example of the gothic revival, the Greek revival Jonathan Child House, constructed for Rochester's first mayor, and the Art Deco Times Square Building whose cornerstone was laid on the day the stock market crashed in 1929 are just some of the examples of rich architectural variety found within the district. Many of the buildings are listed on the National Register of Historic Places, or have City of Rochester local landmark designation.

Broad Street Corridor properties individually listed on the National Register of Historic Places:

1. Arcade Mill (added 1985) 26-32 Aqueduct Street
2. Bevier Memorial Building (added 1973) northeast corner of Washington Street and Spring Street
3. Jonathan Child House (added 1971) 37 Washington Street
4. Brewster Burke House (added 1971) 130 Spring Street
5. Court Street Bridge (added 1984)
6. Erie Canal Second Genesee Aqueduct (added 1976) commonly referred to as the Broad Street Aqueduct and Bridge
7. First Presbyterian Church (added 1973) 101 South Plymouth Avenue

Broad Street Corridor properties individually listed as City of Rochester Landmark Properties:

1. Jonathan Child House – 35 South Washington Street
2. St. Luke's Church – 17 South Fitzhugh Street
3. Brewster Burke House - 130 Spring Street
4. Ebenezer Watts House - 47 South Fitzhugh
5. First Presbyterian Church - 101 South Plymouth
6. Erie Canal Aqueduct
7. Bevier Memorial Building - 42 South Washington
8. Times Square Building - 45 Exchange Street

National Register Districts in and around the Broad Street Corridor include:

1. Bridge Square Historic District (added 1984) - Located just to the north and bounded by Main Street, the Inner Loop, Allen Street, and Washington. This area is now commonly referred to as the Cascade District, however, historically it was called Bridge Square because of its configuration of lift bridges at the intersection of Main Street and the Erie Canal.
2. City Hall Historic District (added 1974) - South Fitzhugh between Main and Broad. Includes the old County Courthouse (now county offices), old City Hall, the St. Luke's Church and the Academy Building.
3. Third Ward Historic District (added 1974) - Commonly referred to as the Corn Hill neighborhood and bounded by Adams St, Peach St, I-490, and both sides of Troup and Fitzhugh.
4. Madison Square Historic District (added 1988) - West Main Street Historic District. Commonly referred to as the Susan B. Anthony neighborhood and bounded by Silver, Canal, West Main, and Madison Streets.

Historic properties within the study area that are not listed but may be eligible include:

1. Buildings at the triangle formed by West Main Street and West Broad Street (217 West Main Street)

2. The former Rochester, Buffalo and Pittsburgh Railway office building (155-165 West Main Street) Note that in addition to the office building just referenced, the original Rochester, Buffalo and Pittsburgh Railway Station is also of significance, and is the first building located just west of the inner loop on the north side of Main just outside the project area.
3. The Terminal Building (37 South Fitzhugh Street)

The Heritage Trail

Stretching from the Rundel Library to Madison Square in the Susan B. Anthony neighborhood, the Heritage Trail is being developed by the City of Rochester to link historic buildings and sites throughout downtown, incorporating physical markers to guide the visitor through the history of the West Broad Street and Main Street corridors. The trail will head west from the Rundel Library utilizing the Erie Canal Aqueduct, and then continue down the Broad Street Corridor all the way to West Main Street and the Susan B. Anthony district beyond.

The Heritage Trail is planned to be marked by an inlaid strip in the sidewalk, and will be an interpretive walk to tell the story of Rochester's role in the broad currents of history, such as the City's Erie Canal legacy, entrepreneurship, and the struggle for human rights and freedom. The trail will be marked by 27 plaques denoting prominent historical events and places, and will explain those key features of the natural and built environment. The project will formalize what has been a grassroots effort to identify, interpret, and preserve historic features and historic character throughout downtown Rochester.

Erie Canal

The most significant characteristic of the Broad Street Corridor are its ties to the Erie Canal. The canal formed the framework for the historic development of this portion of the city and its physical remnants are evidenced today in the non grid-like alignment of Broad Street.



Footprint of Historic Erie Canal & Aqueduct



River blasting at Main Street Bridge circa 1916
From the Albert R. Stone Collection of Rochester Museum & Science Center, Rochester, NY.



Canal looking east to downtown from Washington Street circa 1915
From the Albert R. Stone Collection of Rochester Museum & Science Center, Rochester, NY.

Outside of downtown, the Erie Canal remains a useful waterway in New York State running approximately 363 miles from the Hudson River to Lake Erie, connecting the Great Lakes with the Atlantic Ocean. A precursor to the railroads, its original purpose was for the transport of freight from the inland territories of the state to the shipping ports along the Hudson. The fertile land of upstate New York provided ample grain for processing. With the completion of the Erie Canal in 1825, the mills could ship their products cheaply to New York City and beyond, and as a result, business boomed making Rochester the Flour City.

First proposed in 1808, the canal was under construction from 1818 to 1825. It was the first transportation route between the eastern seaboard (New York City) and the western interior (Great Lakes) of the United States. It was a vital transportation corridor through the region and proved to be faster than carts pulled by draft animals. As a result, the canal cut transport costs by about 95% which provided a commercial boom to the inland areas.

The Canal fostered a population surge in western New York State, opened regions further west to settlement, and was a prime factor in the rise of New York City as the chief port within the nation. The Erie Canal through Rochester was a portion of the original canal construction, and the early success of the canal led to its expansion between 1834 and 1862.

The Erie Canal crossed the Genesee River in Rochester via a stone aqueduct a few hundred feet south of the center of what was then just a village. Built 802 feet long and 17 feet wide, the original aqueduct was completed in September 1823 just north of the current location. Operational for over 19 years, the original structure had numerous structural and operational flaws and was rebuilt between 1836 and 1842. Built of Onondaga Limestone (floated in from Camillus, New York), the second structure is about 800 feet long, about 70 feet wide and about 27 feet high, with an interior aqueduct bed depth of about 8 feet 6 inches. The 1842 aqueduct

can be seen today as the lower level of the Broad Street Bridge structure spanning the Genesee River. The Erie Canal was rerouted south of Rochester in 1918 and now flows at grade in Rochester's Genesee Valley Park as part of the overall New York State Canal System.

The Genesee River

The Genesee River bisects the downtown area encircled by the inner loop expressway. The river flows from Pennsylvania north to Lake Ontario. Just south of where the present Broad Street Aqueduct is located, a series of waterfalls once cascaded that sequentially formed an overall drop of 384 feet, and were the primary driver in Rochester's early history. These falls were used to generate water power for milling operations and are the main reason for the City of Rochester's geographic location.

Flooding from the Genesee River occurred at numerous points throughout Rochester's history. In March of 1865, a sudden spring thaw caused the Genesee to overflow into downtown in the worst flood the City had seen. In 1916, the rock bed of the Genesee River in Downtown Rochester was lowered to make the river channel deeper as a flood control measure, and subsequent damming upstream has since tamed the river.

As the city developed, the Main Street Bridge was lined with tenements that completely blocked any view of the waterway. Along the western bank of the river, Front Street developed as a rowdy entertainment district that was home to rough and tumble bars, open markets, and saloons. This district became the haunt of many a notorious Rochester character. During the rebuilding of the 1960s and 1970s, the infamous Front Street disappeared to be replaced by hotels and office buildings.

Rochester's Subway Tunnel

The completion of the Barge Canal System to the south of Rochester made the old Erie Canal obsolete after the navigation year of 1919-

1920. The segment of the Erie Canal through downtown, including the Aqueduct, was closed to water traffic at that time. Consideration of what to do with the Erie Canal bed and its adjacent land was something that had been of considerable discussion for almost ten years prior. The Rochester Civic Improvement Committee had hired Arnold W. Brunner, Frederick Law Olmsted, and Bion J. Arnold, three of the country's leading planners, to prepare a city plan for Rochester, the results of which were published in 1911. The plan made recommendations for that the route of the old canal bed through the heart of the city be converted into a thoroughfare for heavy surface interurbans and a beltway for various freight railroads. The plan also made reference to the notion that obvious cost savings were apparent should the canal bed be used as a subway below the new thoroughfare given that much of the necessary excavation was already done. Much has been written to point out that had the canal not existed, it would undoubtedly have been beyond the ability of the city to finance the undertaking of building a subway from scratch. In 1921, only one and a half years after the canal was abandoned, the City of Rochester approved the purchase of the Erie Canal rights-of-way from the State, and developed a plan calling for construction of a railroad in the abandoned Erie Canal bed from Griffith Street to a point 800 feet west of Oak Street and widening the roadway of South Avenue from the intersection of a new street (Broad Street) to Court Street. The Broad Street corridor was born.

In addition to relief of traffic congestion, the subway's proponents offered two other major justifications for its construction: The subway was to provide interconnections for the five railroads which entered the city (the New York Central; Erie; Lehigh Valley; Buffalo, Rochester & Pittsburgh; and Pennsylvania), and the subway was to rid the downtown surface streets of heavy interurban cars. One of the major advantages of the subway was that it would permit railroad interconnection without the creation of new at grade crossings. Prior to subway construction the five railroad lines were only partially connected. If a business wanted to transfer goods

from a New York Central siding for shipment on the Lehigh Valley, the goods had to be trucked to the Lehigh freight station and loaded there. The subway was planned to connect all these routes. The Erie Canal caused significant manufacturing and industry to flourish along its route. Downtown businesses used the Erie Canal as a way to deliver materials and goods while selling them through their Main Street front doors. Thus the need in the 1920's to maintain freight traffic in the downtown corridor.

The other major reason for subway construction was to get the interurban cars off the streets where they were a source of traffic congestion and accidents. Among the interurban lines were the Rochester & Syracuse; Rochester, Lockport & Buffalo; Rochester and Eastern; and Rochester and Sodus. The large size and bulk of the train cars made them a burden to city streets and a challenge to traffic and pedestrians. The interurbans weighed several tons more than the city street cars and were designed for a completely different type of rail than the city tracks which were meant for lighter weight electric cars. There were many incidents of an interurban jumping the tracks resulting in injury and fatality. Subway construction was hastened in an effort to get the interurban cars removed from the surface streets.

Utilizing the roof of the subway for construction of a parallel street to Main Street was another effort undertaken to help relieve traffic congestion through downtown. It was also thought that a parallel street to Main Street would extend the area of high real estate values. It should be pointed out that the consideration of the subway for use as a means of expediting intra-urban transportation was minimal.

Construction began in early 1922, and after long construction delays the Rochester subway was finally completed on December 1, 1927. Early success of the subway served as the impetus for the construction of a second phase which extended south to the Rochester & eastern interurbans crossing in the Town of Brighton.



Rochester Subway circa 1956
From the Rochester Public Library Local History Division, Rochester, NY.



Rochester Subway circa 1929
From the Albert R. Stone Collection of Rochester Museum & Science Center, Rochester, NY.



Current land uses

- Civic/ Government
- Commercial
- Residential
- Open Space
- Industrial
- Education
- Parking

The first use of the subway for surface line intra-city rapid transit cars occurred in 1929 when the Dewey Avenue street cars were diverted into the subway to improve service to Kodak Park.

The 1930s proved to be a difficult time for the subway. An increase in automobile ownership, decrease in electric railroad passengers, and financial pressures of the depression lead many already faltering rail companies to bankruptcy. After only three years of profitable operation, the big electric, for which the Rochester subway was chiefly designed, began to fold. In 1938 tracks were laid to extend the subway route to the General Motors Plant on Lexington Avenue, and by the time World War II started, the last streetcar had disappeared from Rochester city streets, and except for the subway, Rochester Transit had become an all bus system. Gas and tire rationing, and transit shortages during this time brought about a resurgence in subway usage. Passenger service hit a peak of 5.1 million in both 1946 and 1947, but by 1948 every city in the country, including Rochester, was experiencing an exodus from mass transit systems. The strongest reason for dismantling the subway, however, was the need for an eastern connection to

the Thruway from the Inner Loop. Utilizing the eastern leg of the subway for construction of a Thruway link, rather than acquiring right of way alongside it, was thought to be of considerable cost savings. The decision to finally end service of the subway was said to be based on the prospect of future savings resulting from discontinuation of the unprofitable passenger service, and construction of a highway in the subway right of way. On July 1, 1956, the Rochester subway ended its run. A portion of the old subway tunnel was used by Gannett Newspapers until 1996 when Gannett ceased delivery of its paper products to its corporate headquarters, and the tunnel has gone unused since that time.

The Broad Street Bridge and Erie Canal Aqueduct

The present day Broad Street Bridge represents the complex evolution of a river span that has seen many layers of Rochester history. The Erie Canal Aqueduct completed in 1842 is a stone arched structure at the base of the modern day Broad Street Bridge. The original structure has seven 52-foot arches supporting a 45 foot waterway. From 1847 to 1862 numerous improvements were



View of Downtown Rochester from Genesee River looking north

made to the canal to improve its operation including widening the waterway and reconfiguration of locks leading to the Aqueduct.

In 1919 the Erie Canal was rerouted and the Aqueduct was drained. To accommodate vehicular traffic at grade and train traffic in the original canal bed below, a roadway addition was constructed atop the historic Erie Canal Aqueduct in 1922. This structure is clearly recognized as a series of smaller arches composed of cast in place concrete with stone veneer. Since 1956 and the closing of the subway, the tunnel portion of the aqueduct has been abandoned while the roadway of Broad Street continues to be used.

The 1842 structure was listed on the National Register of Historic Places in 1976 as The Second Genesee Aqueduct, and has been a City of Rochester locally designated landmark since 1972. In 1967, the American Society of Civil Engineers honored the 1842 Erie Canal Aqueduct as a “National Historic Civil Engineering Landmark”. The aqueduct was also included in the 1967 New York State Historic Trust Statewide Inventory. This aqueduct has been described as one of Rochester’s most prominent and important landmarks.

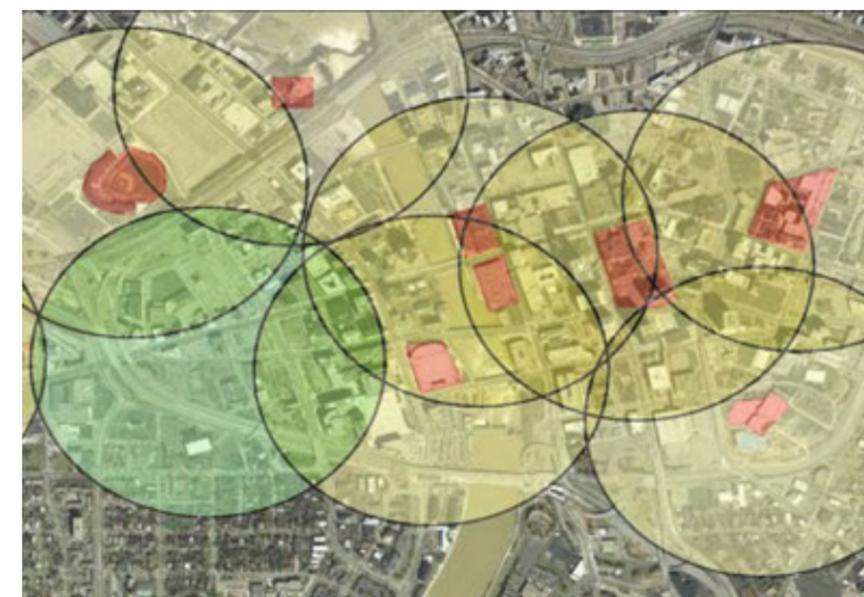
Historic Land Use

Rochester was first known as “The Young Lion of the West”, and then as the “Flour City”. By 1838, Rochester was the largest flour-producing city in the United States and was indebted to the Erie Canal for the successful growth period. Having doubled its population in only ten years, Rochester became America’s first inland boomtown.

In the early 20th century, Rochester became a center of the garment industry, particularly men’s fashions. It was home of enterprises such as Bond Clothing Stores, Fashion Park Clothes, Hickey-Freeman, and Stein-Bloch & Co. Its industrial might has been known for by the likes of Eastman Kodak, Xerox, Bausch and Lomb, the Cunningham automobile, Seldon Motor Vehicles, Ritter Dental, Taylor Instrument, Delco Products, General Railway Signal, and

R.T. French amongst others. Other world renowned entities which originated in Rochester include Gannett Publishing and Western Union.

The present Broad Street Corridor was originally an industrial sector of the city. Its land use framework was a direct derivative of the Erie Canal running through its core. As such, manufacturing facilities and warehouses bordered the canal and its immediate surroundings. In addition to canal related land uses, city and county governments have always been located in this part of downtown. Associated offices uses such as attorneys and bail bonds men proliferated in the area as a result.



Five minute walks throughout Broad Street Corridor

-  Node of activity
-  Five Minute Walk
-  Canal District Five Minute Walk



Historic Sites within Broad Street Corridor highlighted in yellow



Genesee River and Aqueduct

EXISTING CONDITIONS

LAND USE

Land use analysis of the Broad Street Corridor study area provides an understanding of current land use patterns and the strengths and challenges represented in the district. This analysis also provides insight into how to leverage the existing successes of the district to create a coherent and synergistic land use plan.

An overview of the land use patterns of the district reveal two primary land uses: office and parking. The office uses consists of private and government offices which are concentrated in the eastern sector of the district. The western sector is dominated by surface parking lots. Scattered throughout the district are historic structures that serve as Class B office space.

DISTRICT STRENGTHS

The key to revitalizing the district is people. People make a place successful. The public realm and proper mix of land uses set the stage for a vibrant urban condition. People should recognize the district as a destination option for a specific set of activities; the broader the opportunities, the more likely the district will become the destination of choice. The district should deliver a unique and authentic experience specific to that place which people enjoy.

Daytime population

The Broad Street Corridor has a stable daytime population due to the concentration of government and private office space. The significant county government facility and its plans for expansion within the district represent an increasing daytime population. This population represents a significant strength to reestablishing and transforming the district. The daytime population can contribute to the vitality of the early evening crowd through a series of public event initiatives programmed to create an incrementally positive change in the public's perception of the district.

Special Event population

The Blue Cross Arena and the Rochester Riverside Convention Center represent significant assets within the Broad Street Corridor. These venues draw large numbers of event visitors from outside the Center City for sporting events, large gatherings, concerts and trade shows. Their location positions the venue to draw population from the highly commercialized business district on the east side of the river. A strong connection across the aqueduct to the highly commercialized core would connect it to the large corporate population as well as its abundant parking resources.

Walkable connections

The City of Rochester is blessed with existing nodes of activity which are easily connected by a short walk. An overview of major activity hubs, and therefore population, that are easily accessible within a 5 minute walk from the Broad Street Corridor Study Area include:

- Rochester Riverside Convention Center
- Rundel Memorial Library
- Blue Cross Arena
- City Hall
- County Office Building
- Civic Center
- Corn Hill Landing
- Genesee Crossroads Park
- St. Paul Quarter
- Eastman Theatre
- Hochstein School of Music & Dance
- Geva Theatre
- Cascade District
- Hyatt Regency Rochester Riverside
- Raddison Hotel Rochester Riversdie
- Rochester Plaza Hotel and Conference Center

These proximities provide for synergistic development and coordinated event opportunities to enrich the experiences of a more vibrant Center City.

Vehicular accessibility

The western banks of the Genesee River and the Broad Street Corridor are easily accessed from outside the city. Interstate 490 provides for convenient access from outlying areas, surrounding communities and the Rochester Airport. Within the district, most surface streets have redundant capacities that can handle significant vehicular trips beyond the current needs. This roadway infrastructure limits the traffic impact due to densification.

Potential transit accessibility

The Broad Street study area has been the focus of a number of mass transit studies due to its availability of direct thoroughfares into the central city. The Broad Street Bridge is one of six river crossings in Downtown Rochester and an important link from western neighborhoods. The roadway system provides easier implementation of rubber tire or light rail transit opportunities. Continuing evaluation of the transit options suggests the study area will be well served by options currently under consideration .



Current traffic volumes

- 5,000-7,999
- 8,000-11,999
- 12,000-19,999
- 20,000-49,999
- 50,000 +

Placemaking potential

The Broad Street District possesses tremendous opportunity for creating a strong and unique identity within the Rochester region. This branding opportunity will create a public awareness that should lead to increased marketability of land uses within the district.

The primary identity can be drawn from its historic location on the Erie Canal. The district is home to a significant number of historic structures, some utilized and some underutilized, that offer a unique character to the public perception. This historic basis is evidenced by the developing Heritage Trail and the Genesee Riverway Trail. In addition, the area benefits from adjacency to the river and dramatic views to Rochester’s city skyline. The natural and historic attributes intersect at the historic Erie Canal Aqueduct. This intersection makes for a significant opportunity to cross reference the historic and natural attributes and create a defining character for the district.



Public Properties

- County Owned Property
- City Owned Property

DISTRICT CHALLENGES

Disconnected

Currently the Broad Street District is isolated from the neighboring communities and other significant land use concentrations. While a natural asset, the Genesee River represents a significant division of the center city due to poor pedestrian connections across the riverbed as well as along the riverbanks. Interstate 490 creates a physical and visual barrier for the district from the residential areas to the south and west. These separations make synergies of land use and activity difficult, as well as the opportunity to leverage successes for the benefit of all.

Public and private participation

Center City Rochester has the potential to become a more livable city. Years of multiple planning efforts are evidence to the commitment to that vision; with themes of truly urban development and walkable streets being repeated throughout.

Recent new projects within other downtown neighborhoods indicate a willingness to implement those urban characteristics through private development.

Often in challenging markets, the tendency to revert to suburban patterns of development limits the effectiveness of the investment in the public realm and its amenities. Special care must be taken to create collaborations with public agencies and the private development community to ensure each incremental development contributes to the overall success of the district. Exceptions, regardless of scale, lead to a degradation of market share and viability.

A strong governmental presence forms the basis of a significant portion of the existing successful land use in the district. As these institutions expand or reconfigure themselves, the design and development of these facilities should be held to the same or higher standards for compliance and implementation of the vision

I like to see a man proud of the place in which he lives. I like to see a man live so that his place will be proud of him.

-Abraham Lincoln

for the district. These institutions should set the example of mixed use and pedestrian friendly design to catalyze and support private development and the public realm.

Changing perceptions

The success of any project is determined by its enduring popularity within the marketplace and flexibility over time. Not unlike other center cities, Rochester suffers from an ambivalent public perception. Perceptions are rarely undeserved as they are generally founded in specific realities. In order to overcome these issues, private landowners, retail and office tenants, and residents must support the common goals of redevelopment. Public institutions must help governmental entities in creating opportunities for success in the physical and social settings of the city.

Creating a market

The market conditions required to implement the vision of a mixed use residential community require the wholesale creation of a market for downtown living within the Broad Street Corridor. The limited retailing options in the district will require bolstering and re-evaluation to create the vision. The synergies between retailers will need to be orchestrated to provide a coherent and supportive retail strategy, which provides for the highest probability for success. This repositioning will require collaboration between private parties perhaps facilitated through organizations and special interest groups.

Creating a residential community will require public and private collaboration and investment in providing high quality design of public and private initiatives. Successful residential communities are established through a series of incremental investments that adhere to a larger vision.

Physical constraints to development

The Broad Street District contains a street pattern inherited from history and reconfigured by the intrusion of I-490 and the Inner

Loop. The resulting block sizes shaped by the streets and the land geometries of the land lots bordering the expressway challenge development efficiencies that are required to establish critical mass and meet the market projections.

DISTRICT OPPORTUNITIES

Public land is opportunity

A large portion of the land mass within the Broad Street District is publicly owned and occupied. This poses great potential for the local governmental entities to lead the charge to positively transform the district. Renovations and additions to public buildings consistent with the vision will help create the public environment required for success. It will set development standards to be followed by the private sector. By allowing appropriate right of way dimensions for each street and public space, and designing sidewalk and gathering spaces geared toward pedestrians, the priority for active street life is reinforced. Utilizing existing public amenities such as the Genesee River is another opportunity to enhance the public experience of the District. Better connecting the district to the river, its congruent Riverside and Heritage Trail Systems, and to the retail opportunities along Main Street will benefit residents and business owners as well as entice visitors.

Transportation capacities

The roadway network within and surrounding the study area provides the infrastructure required to handle current traffic into and through the district, but must be improved for special events and increased traffic that comes with development. Smart growth requires smart infrastructure and alternatives to only single family vehicle modes of transportation. Allowing for bike lanes within the street network is important in providing alternative commuter and transportation options to residents. The possibility of a Main Street Trolley is also an opportunity to offer better transportation options. A pleasant pedestrian environment is one of the best ways to promote walking and decrease the use of single family

vehicles. The east-west through traffic has redundancies built into its organization which allow for consideration of traffic calming and traffic elimination opportunities that are important to the successful implementation of a pedestrian friendly environment. A logical grids of streets should allow for a traffic strategy that is safe and easy to navigate.

Retail

While the Broad Street Corridor contains relatively few retail locations at present, there are opportunities to bolster the retail experience in the area. The current primary retail locations exist along the edge of the study area bordering Main Street. Though the retail experience is disconnected at present, creating a pedestrian friendly experience of linked retail will add to the vitality of the neighborhood. Special tenants already exist that provide a retail destination for a specific sector of the market or a specific sector of the time clock of use that can be leveraged. Large concentrations of periodic population represent a varied retail customer base that can become the basis of a retail strategy for the area.

Office

The office land use is concentrated along Main Street and Exchange Boulevard in the Four Corners sub area. These uses are generally associated with the government institutions and departments located in the district or immediately surrounding the study area. This office use provides for a reasonably significant daytime population and relatively stable market of a mixture of secondary office locations.

Residential

There is currently no residential use present in the district; however the Corn Hill neighborhood immediately across I-490 represents the potential success for downtown living inside the inner loop. There is a great potential in the Broad Street Corridor Study area for residential uses and a need for it as well. More people living in the area means safer streets, and a more energetic district

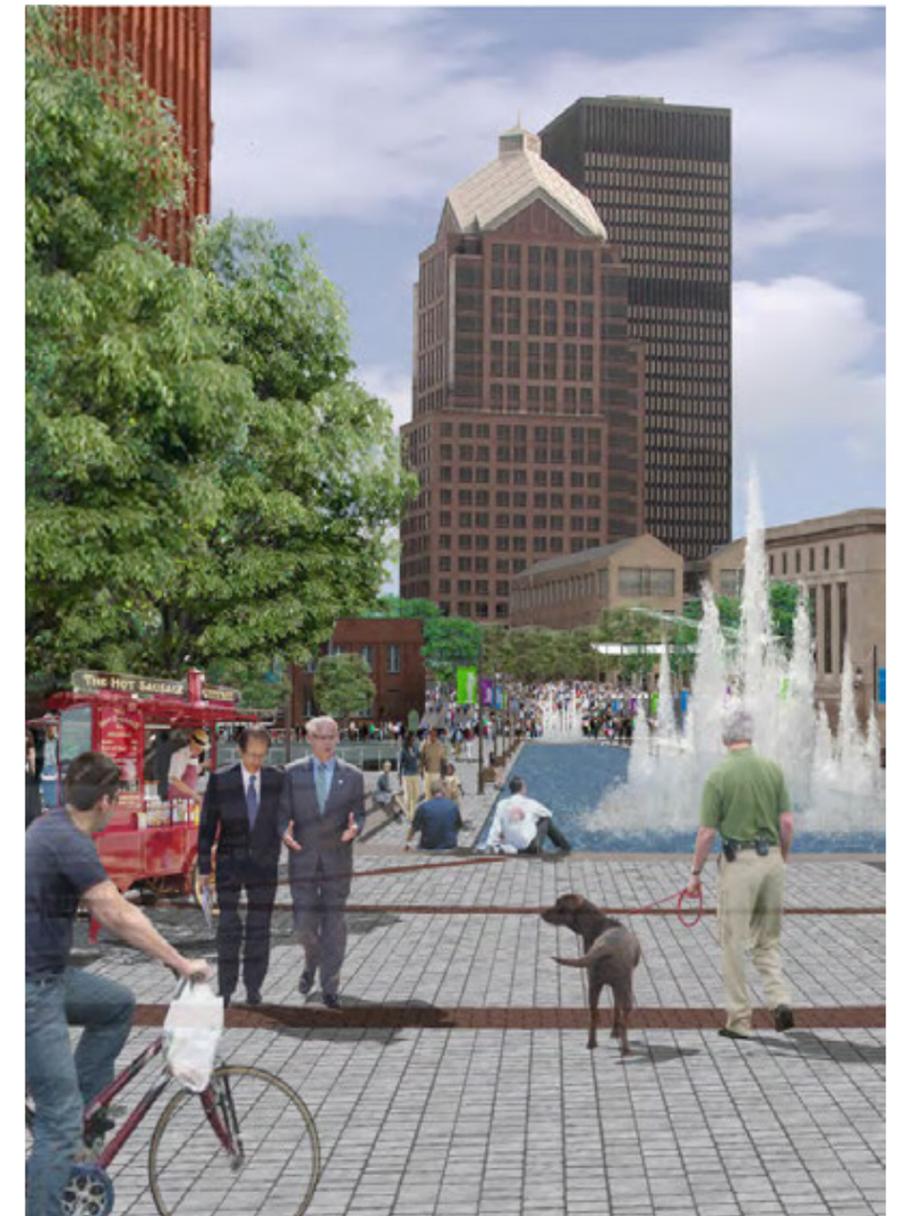
during all times of the day. People living in the area will generate more business for retail and provide private and government office workers living options close to their places of work. A mix of housing options and affordable housing is essential to create a vibrant diverse district attractive to a range of people. The residential component to the district is essential to its long term vitality and success.



Exchange Blvd. and Broad Street - 2008

Open Space

There exists a great opportunity within the master plan vision to create a coherent and connective open space system within the Broad Street Corridor Study Area, which reaches out and connects to other downtown neighborhoods. At present, a disconnected series of small green spaces occur along the edge of the Genesee River, but the potential to create a connective system of public spaces which take advantage of the river as an asset is great. These



2011 War Memorial Plaza



Susan B. Anthony House

areas are underutilized currently, but adhering to a master plan vision can help to enhance and build upon what currently exists to make the areas adjacent to the Genesee River a cohesive sequence of public spaces.

The largest public plaza in the district is currently situated at the Monroe County Civic Center. Isolated from the public atop a parking deck, it offers little benefit or contribution to a coherent pedestrian experience or a sense of place. It is the single largest open space within the district and perhaps the inner city. If this space becomes more accessible and treated as a true public amenity, it has the possibility to be a great asset to the district.

A series of isolated landscaped and hardscaped spaces exist at the western most edge of the district around the Jonathan Child house and at the Plymouth Avenue entrance to the Civic Center.

The open space network of green space and hardscape is currently

limited in the designated project area. Opportunities to increase the amount of open space exist within the master plan and needs to be a priority to complete the vision for the Broad Street Corridor Study Area. As surface parking lots become developed, offering the public green space and other well designed spaces to congregate is imperative.

Parking

Surface parking is the primary land use in the district. These surface lots appear to service the concentration of office space within the Four Corner office area. The Civic Center contains a tremendous parking resource in 1,300 parking spaces within a multilevel parking structure.

CULTURAL RESOURCES

Culture and the Arts

Rochester has a significant number of cultural institutions for a city of its size. Art, theatre, music and photography all thrive here through a myriad of cultural institutions. George Eastman House, Memorial Art Gallery, Rochester Museum & Science Center, Strong National Museum of Play, and the Rochester Contemporary Art Center are just some of the places which provide art and cultural education to the community. Garth Fagan Dance, Rochester Philharmonic Orchestra, Eastman School of Music and Eastman Theater, Hochstein School of Music and Dance, Geva Theatre Center, the Rochester Broadway Theatre League, and Little Theater begin to round out the performing arts experience.

Festivals and Special Events

The City Rochester hosts and sponsors many festivals throughout the year, but particularly in late spring and summer. Among these festivals are events focused on music such as the Rochester International Jazz Festival and Party in the Park; the Corn Hill, Park Avenue, and Clothesline Festivals, each which celebrate arts, crafts, and food; the Rochester-High Falls International Film Festival held at

the George Eastman House's Dryden Theatre and the Little Theatre downtown; and the Lilac Festival at Highland Park. More than a dozen other festivals and events draw hundreds of thousands of people to the City of Rochester. Several events bring these groups to the Genesee River and Broad Street Corridor area creating an ideal opportunity to build upon the public gathering spaces in this vicinity.

DOWNTOWN DISTRICTS

One of the goals of this master planning process and document was to identify opportunities to tie future development plans within the study area to the neighboring communities and districts, building upon other successes, resources, and opportunities. To this end, several of the communities were directly involved through a review of their planning and charrette materials, site visits, research, and/or meetings. Four districts (Cascade, Four Corners, Convention and Washington Square) are directly within the project study limits while several others are either adjacent to the study area or have significant influence on this study area. A summary of the most relevant districts are provided below.

Susan B. Anthony District

The Susan B. Anthony neighborhood, listed on the National Register of Historic Places as the Madison Square/West Main Street Historic District, is culturally and architecturally significant as a neighborhood that reflects the growth and development of Rochester from the Erie Canal "boom town" era of the 1830's through the Great Depression of the 1930's. The district is just west of the Broad Street Corridor study area, separated by the 490 overpass at Main Street.

The area around Madison Square is a prime example of an early-nineteenth century tract development that retains its original public square and alley configuration, commercial strip and industrial area, as well as the majority of its residential buildings. These residences were built primarily by middle- and working-class residents and

include many representative examples of the historical architectural styles.

A National Historic Landmark, the Susan B. Anthony House anchors the district as a monument to the suffragist's fight for civil rights and the right for women to vote. The district includes the site of her arrest for voting in 1872. The district is also significant for its association with the history and development of Rochester's carriage and shoe manufacturing industry of the nineteenth century. The ties to history are apparent throughout the neighborhood, and offer an ideal opportunity to tie the Susan B. Anthony district back to downtown. Historically, it was Main Street and the Erie Canal that crisscrossed from downtown into the area around Madison Square. Reestablishing the historic theme of the canal along Broad Street and bringing vibrancy back to the blocks between Main and Broad will go a long way towards tying the Susan B. Anthony District back to into downtown.

Corn Hill

Located just south of Interstate 490 from the study area, Corn Hill is the City's oldest residential neighborhood. Corn Hill was once home to the wealthiest citizens and trades people in Rochester. After the City's first major period of growth following the construction of the Erie Canal, millers and merchants built impressive homes here. A well preserved nineteenth neighborhood, Corn Hill has been restored and revitalized, its streets lined with period homes in a variety of modest and elaborate styles which mixed with more modern residential infill construction.

Residents, whose families have lived in the neighborhood for generations, live side by side with young urban professionals who are new to Rochester. Regardless of their backgrounds, people are drawn to Corn Hill for its history, its location and for its sense of community. For more than two decades, the Corn Hill neighborhood has hosted the Corn Hill Arts Festival, which has grown from a small gathering of artists to more than 500 artists

and craftspeople from throughout the United States. The festival is organized by a dedicated group of neighbors and is attended annually by more than 200,000 people.

New development has effectively doubled the population of the neighborhood. Included in that revitalization, the riverfront Corn Hill Landing project has added mixed-use retail component to the neighborhood. By focusing on the river as an important aesthetic

resource, the development Corn Hill Landing has been wildly successful. The project created a wide promenade along the river that continues the Genesee Riverwalk north. The Riverwalk in its current state connects northward to the terrace at the Blue Cross Arena and terminates at the Erie Canal Aqueduct. A tremendous opportunity exists to tie the Riverwalk into the Broad Street Corridor and areas northward, allowing it to continue north uninterrupted.



Corn Hill Festival



High Falls District



East End District, Jazz Festival

Cascade District

The Cascade District was historically a manufacturing area with blocks of factories and warehouses, that once adjoined the Corn Hill neighborhood to the south before the construction of 490 separated the two districts. The Erie Canal once flowed through the heart of this area, and several lift bridges were located where the canal crossed under Main Street at the present day intersection of Main Street and West Broad Street. During the canal days this spot was know as Bridge Square, and the name lives on today, as the Cascade District is officially listed on the National Register of Historic Places as the Bridge Square Historic District. The industrial warehouses located in the portion of the neighborhood north of Main Street are now home to technology companies and residential lofts, uses far different from the original.

The Cascade District shows the scars of demolition perhaps more than any other neighborhood downtown. The area is marred by large areas of surface parking lots, however, the successful adaptive reuse of the Knowlton Building on Cascade Drive in the late 1990s demonstrated that there was a market for high-end residential and commercial development in Cascade, and the potential for future in-fill development remains high. Most recently the century old Art-Craft Optical Building at the northern end of the district was dramatically rehabbed as Buckingham Commons, with offices on the lower floors and residential lofts above. This momentum of rehabbing old buildings for new uses should continue to be encouraged, however new infill development is imperative for the area to regain a dense and urban atmosphere.

Four Corners District

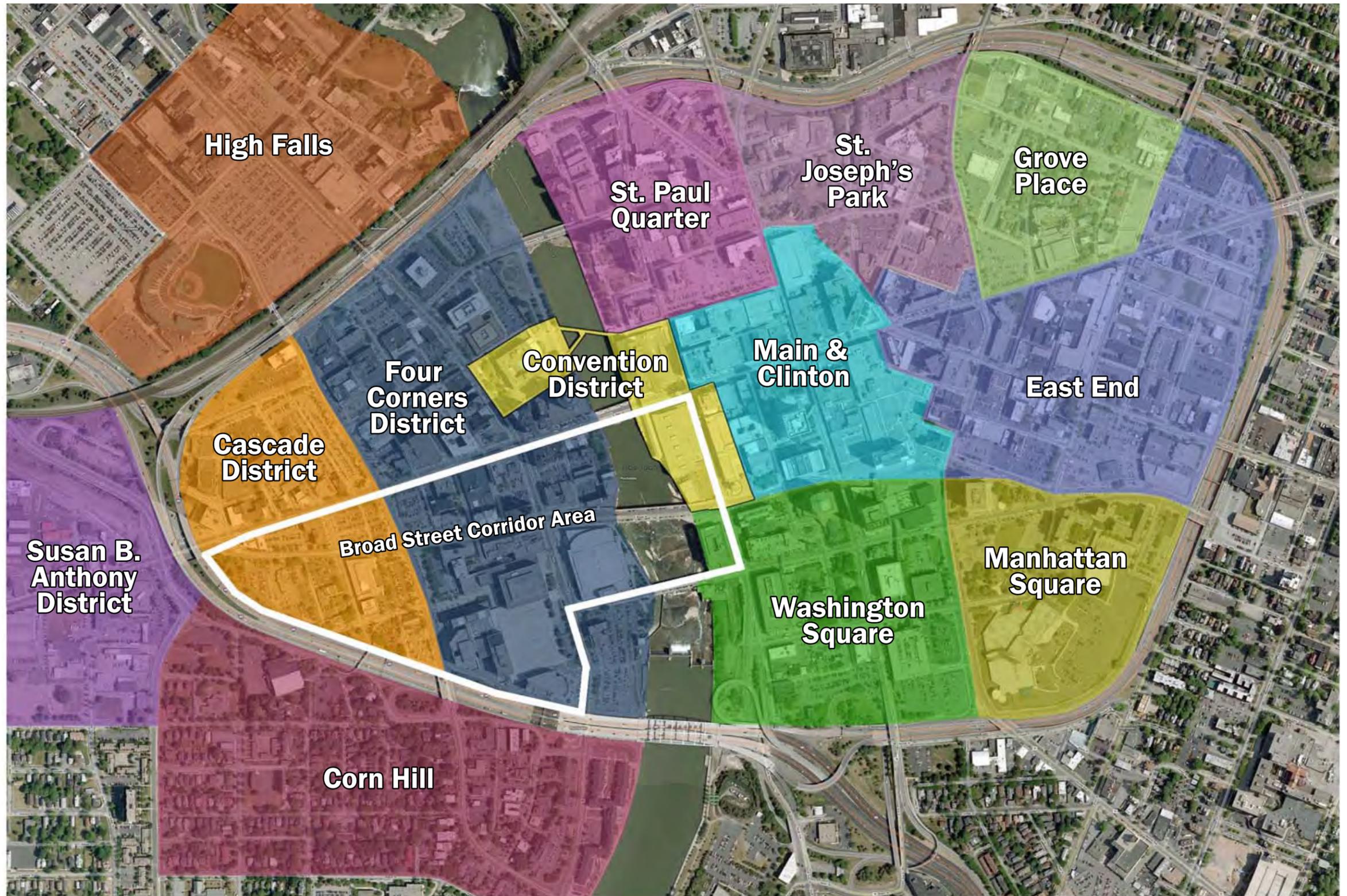
The intersection where State Street becomes Exchange Street as it crosses Main was the unparalleled heart of downtown Rochester for much of the nineteenth century. The area is marked by its mix of historic architecture contrasted with contemporary office buildings, and the fact that it contains a high concentration of government related services. The Federal Building, Monroe County Office

Building, Civic Center, Hall of Justice, and City Hall are all located here.

There are 13 buildings within the Four Corners District individually listed on the National Register of Historic Places in addition to the City Hall Historic District (centered around Old City Hall), and the State Street Historic District. The Powers Building with its triple mansard roof and iron observation tower, the A. J. Warner designed Ellwanger & Barry Building, and the art deco era Times Square Building all stand out as prominent landmarks within the district. At the southern end of the district, The Blue Cross Arena at the War Memorial serves as an entertainment anchor and is home to concerts, performances, and sporting events. This will create a tremendous opportunity for linking the Four Corners District to improvements made along Broad Street. The Blue Cross Arena will be a large anchor for the west end of the Aqueduct and will help to keep the hardscape plaza proposed for that area active and vibrant. There are many stately buildings along Broad Street in this district including the Ganett Building, Old City Hall, and the historic Buffalo, Rochester and Pittsburgh office building, all of which will contribute greatly to the overall theme of history that the Broad Street Corridor improvements will expand upon.

Convention District

The Convention District includes the Rochester Riverside Convention Center as well as three major downtown hotels. Its location in the heart of the City allows visitors of these facilities to enjoy a scenic setting on the Genesee River plus take advantage of enclosed walkway connections to major hotels and parking garages. Restoration of the Erie Canal Aqueduct will create a tremendous opportunity to expand on the assets of the Convention District. Past improvements to the Main Street Bridge, including decorative railing panels by local sculptor Albert Paley, have made the bridge very inviting to pedestrians crossing the river or stopping to take in the fantastic views. A restored Aqueduct will similarly strengthen the tie between the Convention District and



Surrounding Districts

the west bank of the river by creating a grand pedestrian link to the Blue Cross Arena and areas beyond.

High Falls

Overlooking its namesake waterfall and sensational river gorge views, the High Falls District is beginning to emerge as a truly mixed-use neighborhood with offices, restaurants, night clubs, and residential development. While High Falls is separated from the rest of downtown by the Inner Loop, Plymouth Avenue and State Street keep it tied to the districts just south, including the Broad Street corridor.

Given its close proximity to Frontier Field, High Falls was originally conceived as an entertainment district, however, the area is currently experiencing a thriving office market which hosts advertising agencies, architecture and engineering firms, tech companies, and other knowledge based businesses. Several residential projects have also emerged over the last couple of years which will help ensure the success of High Falls as a mixed-use neighborhood. The area is mostly comprised of rehabilitated industrial and warehouse buildings, in addition to new projects like The Mills at High Falls, a significant infill development of mixed-use directly across State Street from the world headquarters of Eastman-Kodak. This type of residential infill development is an appropriate model for the Broad Street area.

High Falls also contains a number of historically significant buildings from the nineteenth century, at which time a small power canal, Brown's Race, was constructed near the falls to divert water to power water wheels for various mills. Today, the Brown's Race Historic District is listed on the National Register of Historic Places and is also a City Preservation District. A tour of the area features a panoramic view of the Genesee River's 96 foot High Falls and spectacular gorge, especially from the Ponte de Rennes pedestrian bridge which links the district to the east side of the river. Development past and present in this area has sought to expose

and celebrate the Genesee River, sharing this goal with the Broad Street Corridor Master Plan.

St. Paul Quarter

Blocks of 19th century loft-style buildings and apartments overlooking the river define the character of the eclectic St. Paul Quarter. The ground floors house fine dining and nightlife while the upper floors are the location of choice for many start-up tech entrepreneurs.

Built during the Industrial Revolution of the late 1800's, they often served as workspaces with tall ceilings and massive beams designed to accommodate heavy machinery. The St. Paul Quarter includes one of the last intact city blocks of such buildings. Housing garment manufacturers, tool and die shops, and a variety of other businesses, these buildings survived virtually unchanged into the 1980's. At the southern end of the district, the H. H. Warner Building, an exquisite example of early cast-iron façade work, is currently being rehabbed as Warner Place, a mixed-use project with first floor commercial space and residential units above.

With the change in Rochester's zoning ordinance to allow mixed residential and commercial use, the St. Paul Quarter began to come into its own. The Olde Rochesterville development (now know as Water Street Commons) entailed the conversion of a series of buildings along the eastern bank of the river into residential apartments, with offices and restaurants on the lower floors. The Michaels/Stern Building is another recent success story having been reinvented as The Lofts at Michaels/Stern. Development continues in the St. Paul Quarter, and recently announced renovations to the Kirstein Building will add over 40 market-rate loft-style condos and a sports bar.

Main and Clinton

The district around Main and Clinton is in the midst of reinventing itself. This stretch of Main Street was once thronged with shoppers

walking from one shop to another in what was the premier retailing venue in the area. Sibley's, McCurdy's, and Edwards and Son were all Main Street department store anchors throughout the twentieth century.

It wasn't until shoppers began to leave the downtown core in the 1950s for new suburban plazas with ample parking that the idea for a modern downtown shopping mall emerged through discussions between Gilbert McCurdy and Maurice Foreman. As a result, Midtown Plaza opened in 1962 as the first downtown enclosed shopping mall in the country. Midtown included McCurdy's downtown store across Main Street from Sibley's, and it also incorporated the B. Forman department store fronting Clinton Avenue.

While the Main and Clinton area has a vibrant history, famed in local retailing, the last of the great local department stores left the district in the early 1990s, and Midtown Plaza currently awaits demolition for redevelopment. The southeast corner of Main and Clinton will likely be developed as the new world headquarters for PAETEC Holding Corp. It is yet to be determined whether or not the 17 story Midtown Tower, part of the overall Midtown Plaza complex, will be rehabbed, or demolished along with the plaza. Since PAETEC will be bringing up to 1,000 office workers downtown, the potential for new housing around this area is obvious.

The Renaissance Square project also promises to make a dramatic impact on the area around Main and Clinton, and would incorporate an expanded Monroe Community College campus, a transit center for RTS, and, if funding permits, a performing arts center.

Washington Square

The neighborhood surrounding the Frederick Law Olmsted designed Washington Square Park, like most neighborhoods in and around downtown, has experienced a great deal of change over

the years. Nineteenth and early twentieth century structures have given way to modern office buildings for Frontier Corporation, Blue Cross and Blue Shield, and office towers for Xerox and Bausch and Lomb. However, some architectural gems from the earlier days still survive here including the First Universalist Church, designed by Claude Bragdon, and St. Mary's Church which has been in the neighborhood since the 1850s. Over 20,000 vehicles a day pour into the neighborhood via Clinton Avenue making the Washington Square area a true gateway into downtown districts.

The Washington Square neighborhood is also home to such cultural attractions as Geva Theatre Centre, and the Central Library's Rundel Memorial and Bausch and Lomb Buildings. The former Lehigh Valley Railroad Station on Court Street has also become a wildly popular destination since it was reinvented as Dinosaur Barbeque. The neighborhood has experienced exciting activity recently with ESL's groundbreaking on their new corporate headquarters. Additionally projects such as The Lofts at Capron and 250 South Avenue are helping to create a 24/7 community in a neighborhood that has in the recent past been mostly offices.

East End District

A great example of a thriving and vibrant mixed-use district, the successes of the East End could in many ways serve as a model for the Broad Street Corridor. The East End is anchored at its western end by the Eastman School of Music and the Eastman Theatre, home of the Rochester Philharmonic Orchestra, then extends down East Avenue towards Alexander Street with a collection of restaurants, cafes, bars and nightclubs. The Little Theatre, a five-theater movie house, features foreign and independent films and is adjacent to over 100 units of new and renovated residences including lofts, apartments and town homes. In addition, new cultural attractions such as the Rochester Contemporary Art Center have moved in, and a major renovation and expansion of the Eastman Theatre is now in progress.

Multiple residential developments promise to accelerate the

growth of this downtown neighborhood, including adaptive reuse of existing buildings as well as plans for new apartments and townhouses. In 2005 The Sagamore on East, a new mixed-use development with first floor retail, second floor office space and five floors of condominiums rose in the heart of the East End and verified that there is indeed a market in downtown for high end owner occupied residences. The very same potential exists along the Broad Street Corridor given its proximity to cultural attractions like the Hochstein School of Music and Dance, Frontier Field, and a thriving housing market in Corn Hill.



High Falls

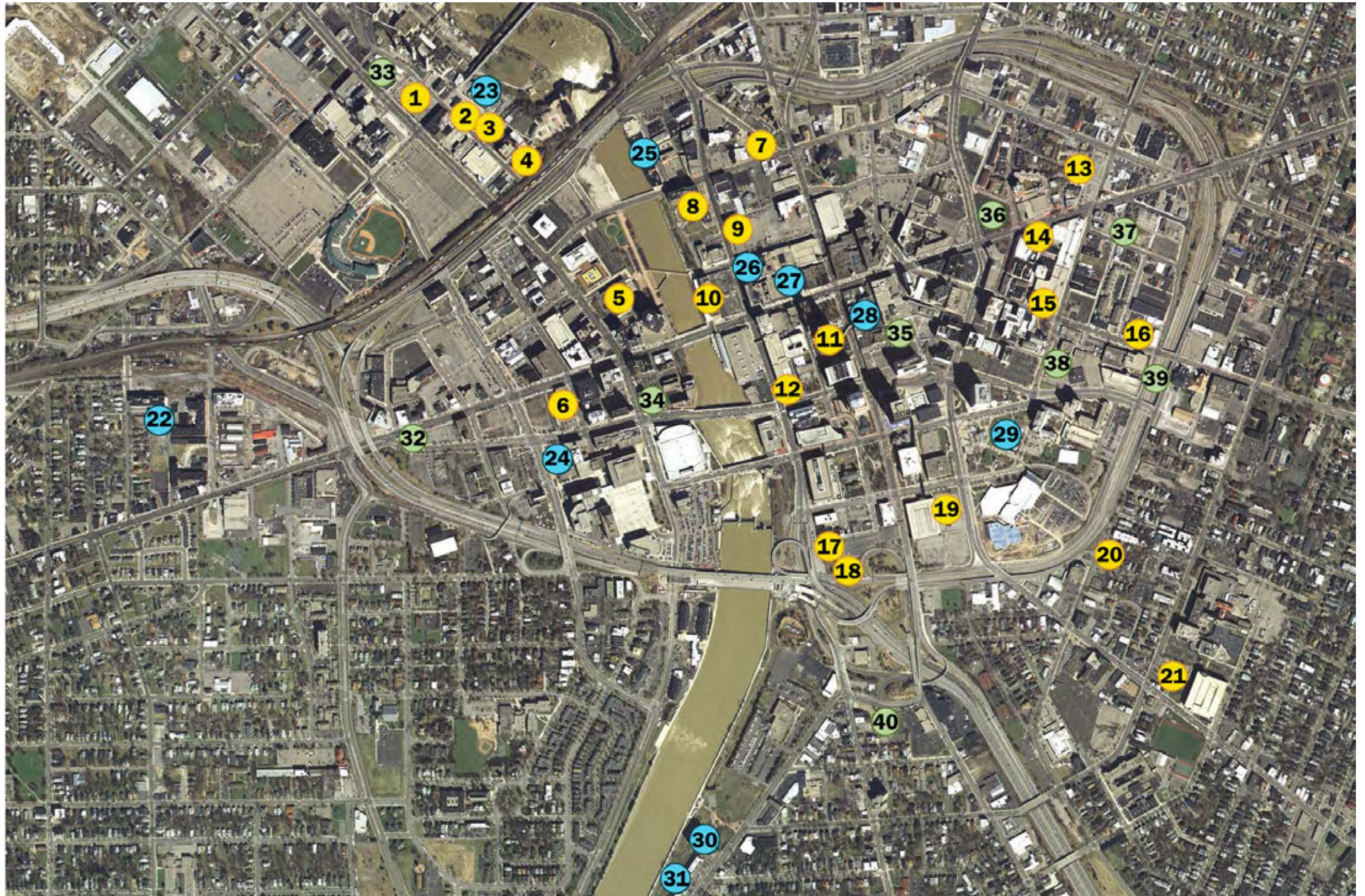
You can dream, create, design and build the most wonderful place in the world, but it requires people to make the dream a reality.

-Walt Disney

CURRENT DEVELOPMENT INITIATIVES

The study incorporates current development, both planned and under construction. The following is a list of major development projects currently under development in the City of Rochester. The comprehensive list shows a range of developments throughout and is organized under two headings: Center City Projects and City-Wide Projects and identified by a Map ID number system on a City Map image.

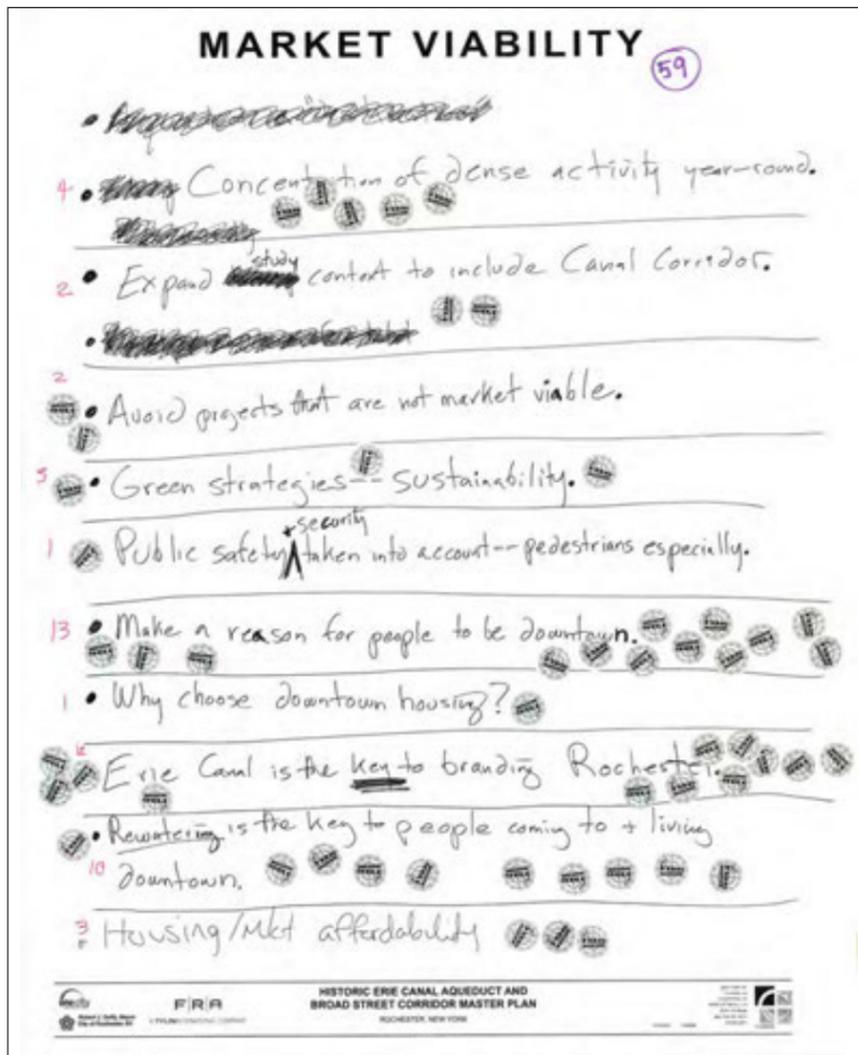
CENTER CITY PROJECTS			
Projects Currently Under Construction or Renovation		Projects Pending Approval or Awaiting Construction	
The Mills at High Falls	1	The Carriage Factory	22
Parry Building Renovation	2	The Centers at High Falls Renovation	23
Parazin Building Renovation	3	Monroe County Crime Lab	24
61 Commercial Street Renovation	4	Searle Building Renovation	25
Rochester Plaza Hotel Renovation	5	Cox Building Renovation	26
Academy Building Renovation	6	Renaissance Square	27
Kirstein Building Renovation	7	PAETEC Headquarters	28
Andrews Terrace Renovation	8	Manhattan Square Park Improvements	29
Warner Place Renovation	9	Riverpark Commons Tower Renovation	30
Clarion Riverside Hotel Renovation	10	Erie Harbor Development	31
Chase Tower Renovation	11	Projects Proposed for the Near Future	
South Avenue Garage Renovation	12		
Windsor Place	13	217 West Main Street Renovation	32
Eastman Theatre Expansion	14	The Mills at High Falls II	33
Citizens Bank at the Sagamore	15	44 Exchange Street Renovation	34
250 East Avenue Renovation	16	Midtown Plaza Redevelopment Parcels	35
Capron Street Lofts	17	Block F Development	36
250 South Avenue Lofts	18	Charlotte Square	37
ESL Headquarters	19	Inn on Broadway Expansion	38
Union/Lafayette Townhomes	20	Eastern Inner Loop Improvements	39
Alexander Park	21	Former Downtown Motor Lodge Site	40



Current Center City Projects



September 8, 2008 - Massing model highlighting proposed new construction



Visiting Session June 28, 2008 - Wall of Wishes with Broad Street Bucks



Visiting Session June 28, 2008 - Roundtable Planning

2.2

DESIGN PROCESS



Public Review Session September 8, 2008

The Historic Erie Canal Aqueduct & Broad Street Corridor master plan is the result of a nine month investigation into planning, design and economic issues affecting the study area and its relationship to downtown Rochester.

The City of Rochester and the consultant team developed a design process which centered on the collaboration and consensus of all identified stakeholders with primary emphasis on public input. The process included periodic information gathering sessions, review of progress concepts and plans in open public forums and stakeholder groups.

The process also included review of previous studies, research and analysis of existing conditions, site photography and analysis of historic precedent. A series of stakeholder meetings provided insight into specific issues. These meetings involved the City of Rochester Technical Advisory Team, the Community Advisory Team, and identified Advocate Groups.

Previous Studies

The City of Rochester identified pertinent documents, including historical documents, reports, and previous planning efforts

to develop a base understanding of the attributes of the area: strengths, challenges, and opportunities. This voluminous amount of information was summarized and prioritized for ready reference throughout the design collaboration process.

Site Analysis

A series of analytical investigations were developed to assess and understand the existing context within the designated project area. This site analysis included: the creation of site survey base maps, identification of current land use, cataloguing of historic structures, identifying natural features of influence, a photographic documentation of the study area and traffic studies including current and anticipated traffic volumes.

A base map was created for the district from a compilation of existing land survey documents provided by the city. This mapping established boundaries for rights-of-way of public streets, footprints of existing buildings and located existing utilities.

Historic Precedent

The team researched and analyzed the successes and failures of historic precedents of successful developments in towns of similar size and districts with similar attributes.

WORKSHOPS, MEETINGS & PUBLIC REVIEWS

Market analysis interviews

June 2008

Shane Bartoff, Empire Living LLC
James Costanza, Costanza Enterprises
Scott Burdett, Flaum Management
Joseph Fiorie, J. Fiorie & Co.
Joe Floreano, Rochester Convention Center



Visioning Session June 28, 2008 - Question & Answer Period

Larry Glazer, Buckingham Properties
Steve Golding, Manager of Downtown Development
Patrick Loreto, Encore Development
Greg Marshall, Visit Rochester
Larry Ogle, Assistant Director of Oklahoma City Parks & Recreation
Michael Spoleta, Broad and Plymouth LLC
Heidi Zimmer-Meyer, Rochester Downtown Development Corporation

Advocacy Group Interviews

June 11, 2008

Rochester Riverside Convention Center
Blue Cross Arena
Rochester Downtown Development Corporation
Rochester Re-Watering Advocates

Advocacy Group Interviews

June 12, 2008

Save the Erie Canal Revitalization Committee
Rochester Rail Transit Corporation / Rochester Trolley

Visioning Workshop

June 28, 2008

Rochester Community Design Center

September 2, 2008

Rochester Arts Council

September 4, 2008

Business Community & Stakeholders

September 8, 2008

City Technical Advisory Team

September 8, 2008

Community Advisory Committee

September 8, 2008

Public Meeting

September 8, 2008

City Technical Advisory Team

October 20, 2008

Community Advisory Committee

October 20, 2008



Wall of Wishes - Spending Broad Street Bucks



Public Visioning Session

VISIONING WORKSHOP - JUNE 28, 2008

Rochester Convention Center

After meeting with the City of Rochester Technical Advisory Team, The Community Advisory Team and a series of Advocate Groups including significant stakeholders within the study area, the consultant team facilitated a Visioning Workshop. The purpose of the one day workshop was to listen to the concerns and wishes of the public, share site analysis and research, and develop consensus around a vision for developing the Broad Street Corridor. With public notices broadcast and delivered well in advance, 59 people, representing a broad cross section of constituents, attended the open roundtable discussion and workshop.

Each individual present was given the opportunity to voice their opinion and speak of their own dreams and vision for the area. Many groups were represented and explained their ideas; some well researched, some from previous studies, some spontaneous. All ideas were heard and recorded.



Round Table Planning

Historic Precedent

The consultant team described projects around the world that offered similar site and development issues as well as desired successful attributes.

Economic Overview

The consultant team from ERA presented preliminary market demand categories, preliminary market research including ranges of costs for infrastructure improvements to help formulate a vision which is economically viable.

Wall of Wishes

Continuing this open forum, the group responded to the question: "What do you wish for?" The ideas of the group were recorded and grouped by subject for easy reference. Four broad categories became evident: Opens space, land use, transportation and market viability. These wishes were posted on a wall and became the "Wall of Wishes."

Each attendee then "voted" on their preferences using a Susan B. Anthony dollar-sized sticker, a "Broad Street Buck", as they were asked to "put their money where their mouth is." Clear priorities were evident and they became the guiding principles of the vision.

Roundtable Planning

Participants convened around tables of 6-10 people and were

asked to develop site specific ideas using a site plan of the area for reference. After lively discussion and interaction, each table presented their ideas to the group. Significant overlap of concepts and ideas for identity of the area were demonstrated.

Guiding Principles

The group developed a series of Guiding Principles that would embody the characteristics of a successful project. Consensus resulted in the following principles to guide the design:

- Create an international destination
- Create a series of open formal & in-formal public spaces
- Synergize and enhance current and future development in adjacent neighborhoods
- Catalyze new development and inspire generations that follow
- Develop a mixed-use community that combines culture & the arts, recreation & leisure, entertainment & office, community uses
- Create seamless connections between assets, amenities and communities beyond the site

Vision Statement

From the wall of wishes and the Roundtables, the group agreed upon a consensus vision for the Broad Street Corridor:

Celebrating the Genesee River and Erie Canal, create a vibrant, walkable mixed-use neighborhood as an international destination grounded in Rochester history connecting to greater city assets and neighborhoods and promoting flexible mass transit alternatives.



Water Street
The Woodlands
Houston, TX

Waterway Length: 1.25 miles
 Land Use: Residential, Retail, Office, Hospitality, Community, Convention Ctr, Entertainment



Water Street
Downtown Providence
Providence, RI

Size: 20.5 sq mi
 Waterway: 0.5 miles
 Land Use: Office, Hospitality, Retail, Entertainment, Museums, Recreation



Water Street
San Antonio Riverwalk
San Antonio, TX

Size: 412.1 sq mi
 Waterway: 1 mile
 Land Use: Office, Hospitality, Retail, Entertainment, Recreation



Land Street
Fremont Street
Las Vegas, NV

Size: 131.3 sq mi
 Area: 4 blocks / 1400 feet long / 45,000 sf
 Land Use: Retail, Hospitality, Entertainment, Events



Water Street
Bricktown
Oklahoma City, OK

Size: 621.2 sq mi
 Land Use: Retail, Hospitality, Entertainment, Events, Residential, Office, Galleries



Water Street
Rideau Canal
Ottawa, Canada

Size: 1,072.9 sq mi
 Full Length: 125 miles
 Ottawa Length: 4.35 miles
 Land Use: Recreation, Hospitality, Retail, Museum



Land Street
King Street
Alexandria, VA

Size: 15.4 sq mi
 Area: 1.08 miles / 16 blocks
 Land Use: Retail, Residential, Office, Hospitality, Museums, Historical Markers, Civic



Land Street
Boylston Street
Boston, MA

Size: 89.6 sq mi
 Area: 0.9 miles / 8 blocks
 Land Use: Retail, Hospitality, Office, Residential, Historical Markers, Colleges

2.3

HISTORIC PRECEDENT

Projects which display attributes of those envisioned by the City in previous and current studies were identified and analyzed. Major characteristics were reviewed, including: purpose, land area, land use, city size, location within the city, implementation strategies and general costs. These historic precedents helped stakeholders clarify the vision for the Broad Street District.



Transit Street
Fayetteville Street
Raleigh, NC
Size: 115.6 sq mi
Area: 4 blocks/1,600 ft long/160,000 sf
Ground Floors: Retail, Restaurants,
Office, Above Ground Floors: Residential, Office



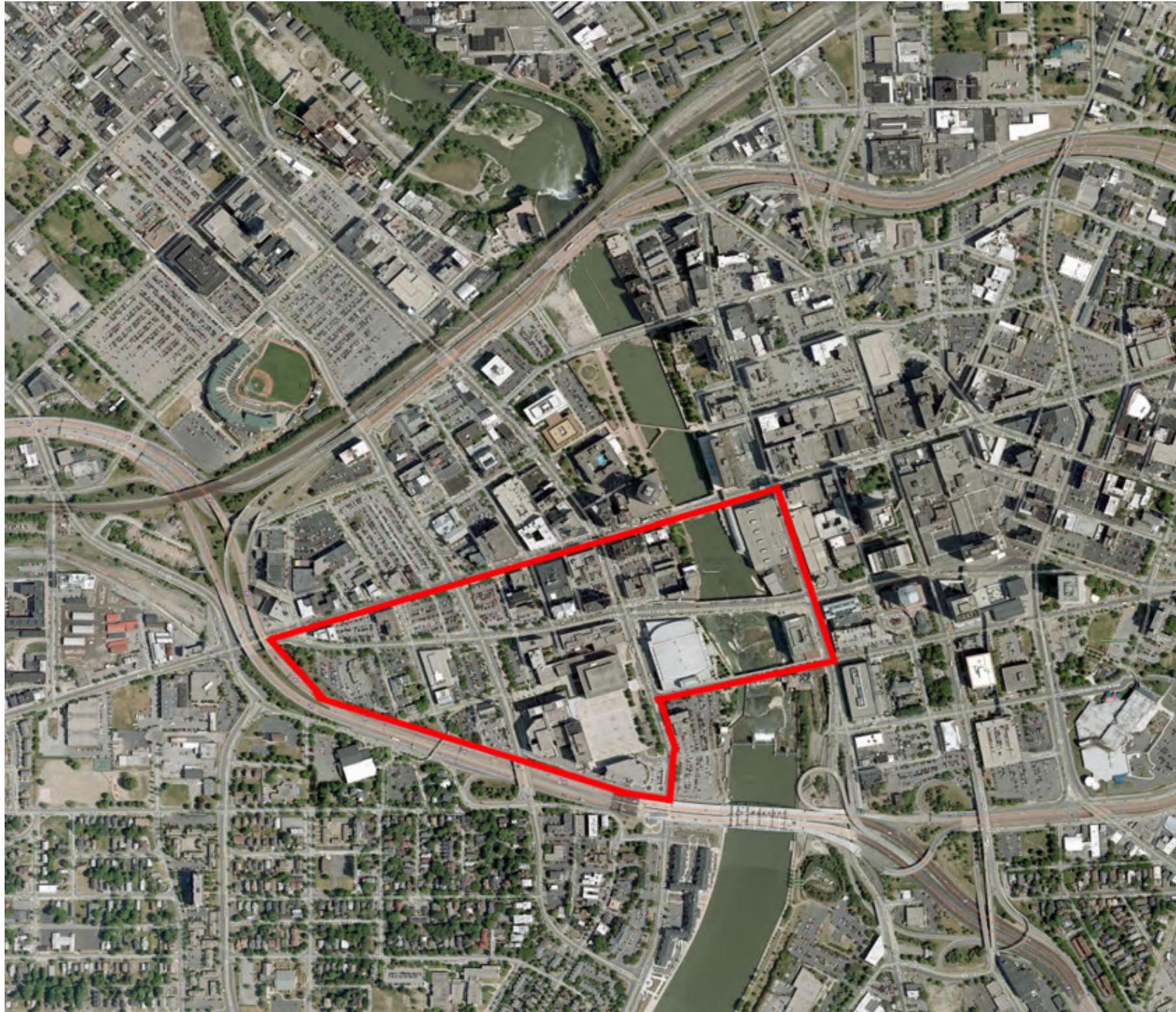
Transit Street
16th Street Mall
Denver, CO
Size: 154.9 sq mi
Area: 16 blocks/1.25 miles long
Land Use: Retail, Office, Entertainment,
Wireless Internet, Civic



Transit Street
Kenosha Light Rail
Kenosha, WI
Size: 24.0 sq mi
System Length: 1.7 mile loop
Land Use: Retail, Residential,
Recreational, Events, Civic, Office,
commuter Rail Connection, Museum



Transit Street
Portland Light Rail System
Portland, OR
Size: 145.4 sq mi
System Length: 44.3 miles
Land Use: Retail, Residential, Office,
Hospitality, Convention Center, Civic



General & Limiting Conditions

Every reasonable effort has been made to ensure that the data contained in this report are accurate as of the date of this study; however, factors exist that are outside the control of Economics Research Associates and that may affect the estimates and/or projections noted herein. This study is based on estimates, assumptions and other information developed by Economics Research Associates from its independent research effort, general knowledge of the industry, and information provided by and consultations with the client and the client's representatives. No responsibility is assumed for inaccuracies in reporting by the client, the client's agent and representatives, or any other data source used in preparing or presenting this study.

This report is based on information that was current as of November 2008 and Economics Research Associates has not undertaken any update of its research effort since such date.

Because future events and circumstances, many of which are not known as of the date of this study, may affect the estimates contained therein, no warranty or representation is made by Economics Research Associates that any of the projected values or results contained in this study will actually be achieved.

Possession of this study does not carry with it the right of publication thereof or to use the name of "Economics Research Associates" in any manner without first obtaining the prior written consent of Economics Research Associates. No abstracting, excerpting or summarization of this study may be made without first obtaining the prior written consent of Economics Research Associates. This report is not to be used in conjunction with any public or private offering of securities, debt, equity, or other similar purpose where it may be relied upon to any degree by any person other than the client, nor is any third party entitled to rely upon this report, without first obtaining the prior written consent of Economics Research Associates. This study may not be used for

Figure 1: Broad Street Study Area Outlined in Red

2.4

MARKET CONDITIONS

Projected market demand provides an estimate of how much development can be supported within a study area but does not specify where within the study area new development should be built. A multitude of factors that are exogenous to the market study, including site opportunities and constraints, traffic counts, pedestrian activity, street frontage, and urban design decisions affect the siting of new development within the study area, ERA's analysis estimates market supportable uses within the Broad Street Study Area, which is defined as the geographic area bounded by Main Street to the north, the Inner Loop to the south and west, and South Avenue and Exchange Boulevard to the East.

Figure 1 illustrates the Broad Street Corridor Study Area.

PHASING

It was anticipated that the master plan would be developed in three phases. The market analysis informed the development program and phasing strategies for the Master Plan by defining the amount and type of new development that could be supported by the local market within the Study Area. The market analysis provides estimates of how much new development is market supportable through 2014, the last year for which data is available. The portions of the development program that are anticipated to be complete by 2014 - Phase I and part of Phase II of the Master Plan - conform to the estimates of market supportability provided by the market analysis.

Real estate markets cannot be predicted with any accuracy beyond 2014, therefore a market analysis was not completed for later phases. However, the development program slated for Phase III is consistent with pace of demand growth projected in the market analysis.

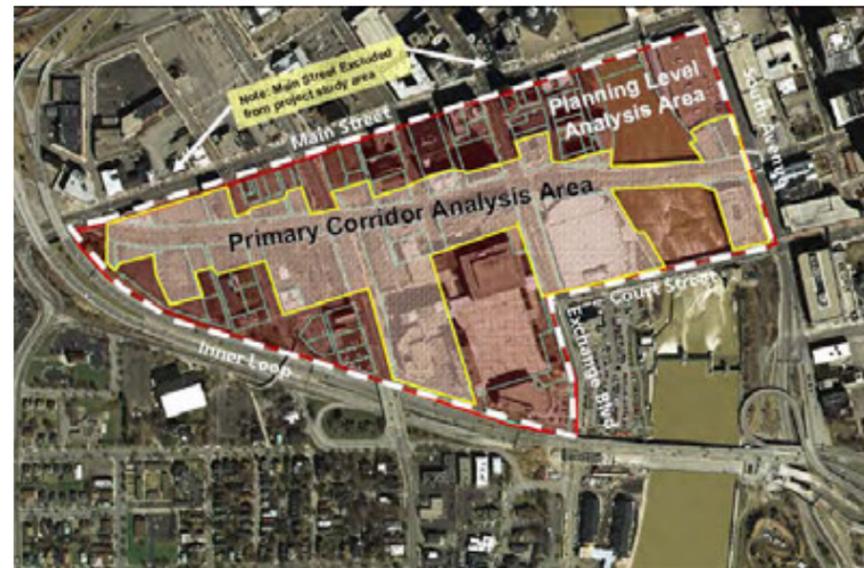


Figure 1: Broad Street Study Area

An economic study of the Broad Street Corridor study area was performed to inform the programming and design of the Master Plan. The economic and financial feasibility determined in the market analysis informed the conceptual, preliminary and final designs for the adaptive reuse of the Erie Canal Aqueduct and a portion of Broad Street. This project will serve as a catalyst for reinvestment and development in the west side of downtown Rochester.

This section provides a synopsis for the market analysis, which can be found in its entirety as an appendix to the Master Plan. The purpose of the market analysis is to determine market support for new development within the Broad Street Corridor Study Area. Economics Research Associates (ERA) analyzed the market support for four uses: retail, office, hotel, and residential. ERA considered demographic and economic trends, such as employment growth, spending patterns, and population growth in Rochester and the surrounding region. Based on local market conditions and projected trends, ERA projected market demand for each use through 2014, the last year for which data was available. ERA also analyzed the economic impacts associated with the alternative land use scenarios.

purposes other than that for which it is prepared or for which prior written consent has first been obtained from Economics Research Associates.

This study is qualified in its entirety by, and should be considered in light of, these limitations, conditions and consideration.

Effects of the 2008-2009 Economic Downturn

The Broad Street Corridor master plan is a long-term project that is anticipated to be developed over a fifteen year period. The economy will weather multiple cycles during the course of the project's implementation that could slow down or speed up the anticipated phasing schedule. The economic recession that began in 2008 could delay the prospects for achieving the market demand estimated in the master plan in the short-term. The market analysis relies upon some socio-economic trends and projections that are unaffected by economic conditions, such as population growth. Other data points, such as employment growth, retail spending, and hotel demand, have been negatively affected by the economic downturn. While the economic recession may postpone the timing of development due to slowed growth and tightened credit markets, the market demand forecasted in this analysis should be achievable once the economy rebounds.

SUMMARY OF KEY FINDINGS

This comprehensive report considers local demographics; employment trends; real estate market trends; real estate development potential for retail, office, hotel, and residential uses; financial planning, and the findings of other planning studies that have recently been completed for the City of Rochester. As part of the analysis, ERA also conducted an extensive stakeholder interview process in order to better understand the opportunities and constraints of the site.

Socio-economic Conditions

The socio-economic analysis of the Broad Street Corridor considers past, current, and projected demographic and economic conditions in and around the Broad Street Corridor Study Area. ERA analyzes the socio-economic conditions of three geographic areas: the Center City District¹, the City of Rochester², and the Rochester Metropolitan Statistical Area (MSA).³

¹ Center City District includes the area within the Inner Loop and is defined by the following block groups: 360550094.001, 360550094.002, 360550094.003, and 360550094.004.

² City of Rochester boundaries are defined by the municipality. Rochester city limits encompass 37.1 square miles and are wholly located within Monroe County.

³ Rochester MSA is defined by the U.S. Census Bureau and includes Livingston, Monroe, Ontario, Orleans, and Wayne counties.

Socio-economic Trends

In 2007, the Center City District had over 4,300 residents, which represented roughly two percent of Rochester's population. Between 2000 and 2007, the resident population grew at a faster rate within the Center City District than the City of Rochester. The growth in the Center City residential population reflects an increasing interest in living downtown and enhanced housing opportunities that have been developed in the Center City over the last several years.

The Center City District captures a greater portion of younger singles and couples and empty nesters and retirees who prefer to live in denser downtown neighborhoods. The Center City District has a significantly greater share of the 20 to 29 year old and 60 to 79 year old demographic groups. In 2000 approximately 19 percent of those living in the Center City District were students, as compared to eight percent city-wide.

The City of Rochester has a higher proportion of rental units than the Rochester MSA, with 88% of all housing units in the Center City District characterized as renter-occupied households. Housing tenure is an important statistic for gauging the propensity of residents to move within a respective geography, and areas with higher proportional owner occupancy are less likely to suffer from turnover and property neglect.

Employment Trends

In 2006, 379,000 individuals were employed in Monroe County. Between 1990 and 2006, Monroe County lost approximately 20,000 jobs. These employment losses were strongly correlated with continued decline in the manufacturing industry as well as frequent corporate restructurings at major area employers such as the Eastman Kodak Company. Manufacturing employment

Demographic Characteristics	Center City	City of Rochester	Rochester MSA
Population			
Population 2000	3,974	219,990	1,037,831
Population 2007	4,317	215,808	1,054,376
Compound Annual Growth (2000-2007)	1.2%	-0.3%	0.2%
Households			
Households 2007	2,118	87,817	408,101
Average Household Size 2007	1.3	2.3	2.5
Student Population			
Student Share of Total Population	19%	8%	7%
Housing			
Home Ownership Rate	3%	38%	65%
Vacancy Rate	14%	13%	8%
Income			
Average Household Income 2007	\$28,100	\$47,100	\$72,600

Source: ESRI; US Census Bureau; Economics Research Associates

Figure 2: Key Demographic Trends

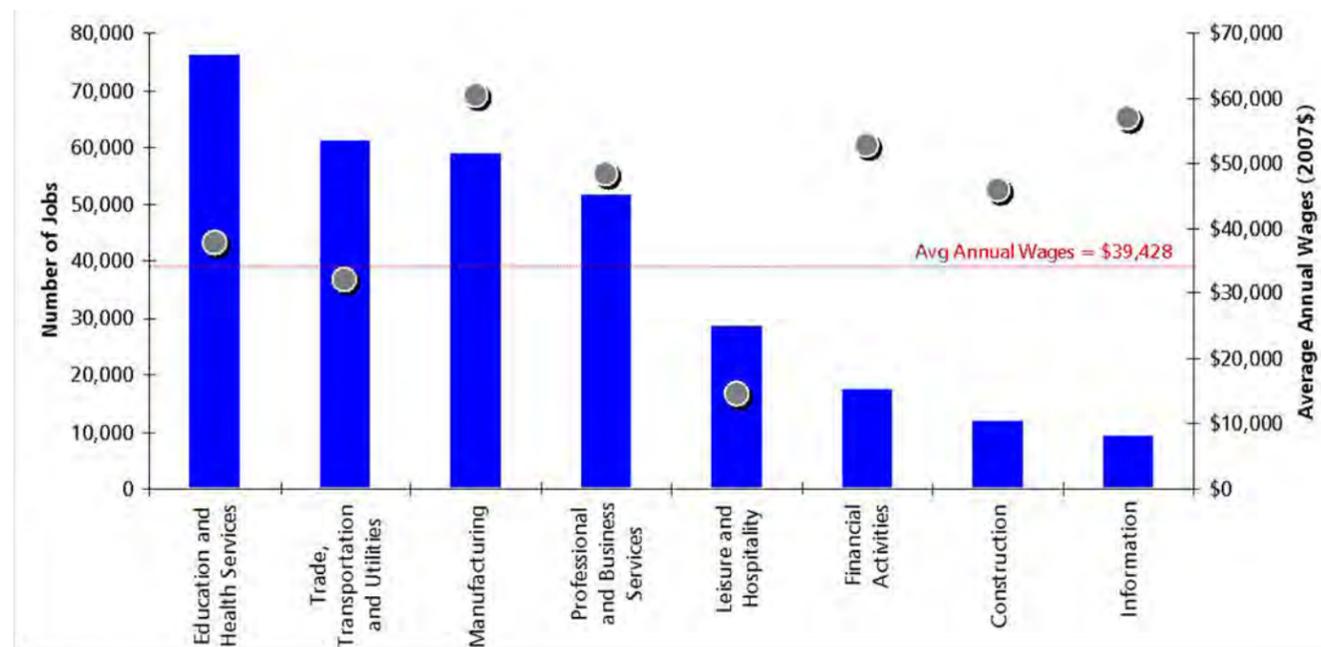


Figure 3: Monroe County Employment by Industry Sector - Source: New York State Department of Labor; Economics Research Associates

declined significantly over the last fifteen years, however growth in other industry sectors helped absorb much of the job loss. The average annual wages for all private sector jobs in Monroe County in 2006 was \$39,428. Education and health services, manufacturing, and professional and business services, three of the four largest industries, offer average wages that are above the average annual wage.

Retail Analysis

Demand for retail goods and services in downtown Rochester is derived primarily from the purchasing power of downtown residents (both households and students in group quarters), employees, and visitors. The Primary Trade Area (PTA) represents the region immediately surrounding the site and contains the populations that will shop along the Broad Street corridor most frequently. Residents living outside the downtown district and within a five mile radius of the Broad Street corridor comprise the secondary retail market.

Retail expenditure potential is a measure of the amount of money households within a particular geography will spend on consumer products and services, regardless of where the purchase is made. ERA estimates that in 2014, Primary Trade Area households will spend \$143 million on retail goods and services and Secondary Trade Area households will spend \$2.5 billion on retail goods and services. Based on the spending patterns reported by International Council of Shopping Centers, ERA estimates that employees in Rochester's Inner Loop will spend \$156 million annually on retail goods by 2014. ERA estimates that 1,370 students will live in the Primary Trade Area in 2014 and will spend approximately \$4.8 million on retail goods. Visitors to downtown Rochester could spend an additional \$37 million on retail by 2014.

In order to estimate the retail demand within the Broad Street Corridor, ERA applied assumptions about the share of retail sales that could be captured for each consumer group. ERA

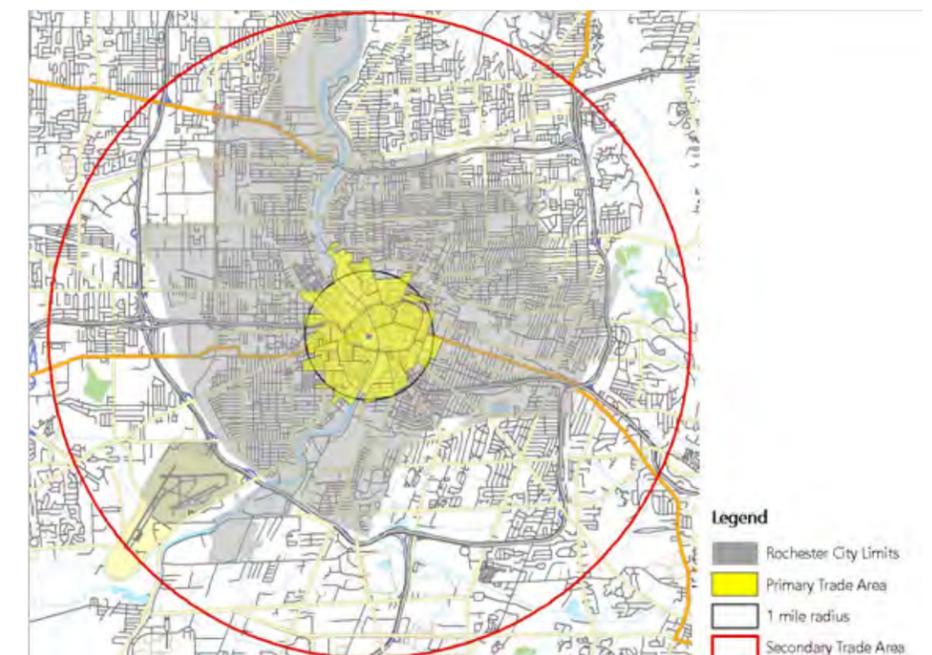


Figure 4: Primary and Secondary Trade Areas

considered how retail demand of the four largest consumer groups, households, employees, students, and visitors, would differ based on location (within the Primary or Secondary Trade Areas) and type of retail good (convenience, specialty, or food service and drinking place). Based on capture rate assumptions, ERA estimates that the total sales potential for the Broad Street Study Area in 2014 could be between \$113 million and \$167 million. Additional details about capture rates applied to each consumer group for each type of retail can be found in the Retail Demand section of the Market Analysis, which is included as an appendix.

ERA compared total retail sales potential within the Broad Street Study Area in 2014 to existing retail sales in the Primary Trade Area in order to quantify unmet retail demand. The difference between sales potential and existing retail sales in the trade area indicates that by 2014, the Broad Street Study Area should be capable of supporting between 45,000 and 163,000 square feet of retail space across a variety of retail store types.

The retail analysis suggests that there is market support for some retail store types that have larger building footprints. Store types such as department stores and other general merchandise retailers can be supported by the local market but will not locate within the Broad Street Corridor due to the smaller lot sizes. Due to the district's limited capacity to accommodate large-format stores, ERA estimates that the Broad Street Corridor Study Area could support up to 71,000 square feet of new retail space through 2014.

The Master Plan calls for the development of 130,000 square feet of retail space over fifteen years. The phased retail development strategy outlined in the master plan is consistent with pace of retail demand growth projected in the market analysis.

Office / Commercial Analysis

The office demand analysis considers trends in local real estate markets, projected employment growth, and associated space requirements in order to estimate how much new office development is supportable in the Broad Street Corridor Study Area. In 2007, Downtown Rochester contained 24.7 percent of the Finger Lakes Region office stock, and ERA assumed that Downtown Rochester will continue to capture its historic share as new office space is developed in the Finger Lakes Region.

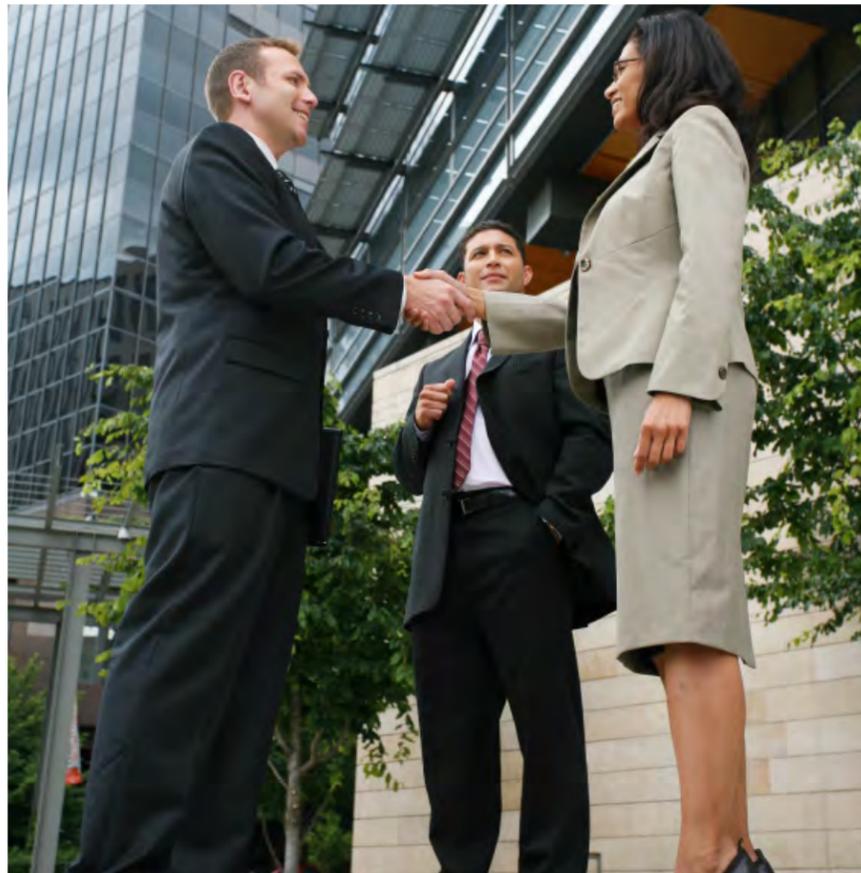
ERA analyzed employment growth projections within the Finger Lakes Region for office-using occupations. Based on employment growth projections, ERA estimates that 1.5 million square feet of new office space could be supported in the Finger Lakes region annually between 2009 and 2014. By 2014, downtown Rochester market could support demand for an additional 1 million square feet of office space, which includes 331,000 square feet of new demand generated from regional employment growth and a shift in demand caused by ESL and PAETEC relocating their headquarter buildings from suburban Rochester to the downtown.

	2007 Office Inventory (SF)	Share of Regional Office Market	Annual Employment Growth (2009-2014)	SF Per Employee	Annual Demand for Office/Flex Space	Total Demand for Office/Flex Space (2009-2014)
Finger Lakes Region Office Market	29,950,786 SF	100.0%	1,073	250	303,500 SF	1,517,500 SF
Monroe County Office Market	28,790,797 SF	96.1%	1,031	250	257,861 SF	1,289,304 SF
Rochester Office Market	15,900,000 SF	53.1%	570	250	142,406 SF	712,031 SF
Downtown Rochester Office Market	7,402,347 SF	24.7%	265	250	66,298 SF	331,490 SF

Source: New York State Department of Labor, CoStar, RDDC, Economics Research Associates

Figure 5: Projected Demand for Office Space in Downtown Rochester





The planned new development in and around Midtown Plaza and the planned new office space in the pipeline suggests a highly competitive environment for office products in the near term. Due to the competitive nature of the office market, ERA recommends that a moderate amount office space be integrated into the Broad Street Study Area during the initial phase of development.

Hotel Analysis

The hotel demand analysis considers trends in local real estate markets and projected demand growth in order to estimate how much new hotel development is supportable in the Broad Street Corridor Study Area.

Rochester's Downtown hotel market is comprised of six hotel properties, and Monroe County contains 57 hotels. The six hotels that serve downtown Rochester have 1,537 rooms and account for roughly 24 percent of total room supply in Monroe County. Downtown Rochester's hotel stock is aging; the newest Downtown hotel was built in 1992 and the majority of the hotels in Monroe County were built before 1970. Occupancy rates have historically been higher in Monroe County than in downtown Rochester. Since 1992, Monroe County has had an average occupancy rate of 61 percent. For the last three years, occupancy rates in downtown Rochester have held steady at 57 percent. The average daily room rate for hotels in Monroe County was \$92.22 in 2007; during the same year, average daily room rates for downtown hotels averaged \$87.60.

ERA completed a demand analysis that provides an estimate for supportable hotel space in Monroe County by 2014. A historical look at demand trends between 1993 and 2007 that room-night demand in Monroe County has grown approximately 1.4 percent annually over the 14-year period. Between 2002 and 2007, room demand in Monroe County grew by 1.9 percent each year. ERA projected annual demand for hotel rooms in Monroe County using an annual growth rate of 1.9 percent. Based on this growth rate

ERA estimates that, by 2014, there will be an annual demand of 1,730,000 hotel room nights in Monroe County.

ERA estimates supportable supply of hotel rooms based on projected demand for hotel rooms and occupancy rates. ERA estimates that by 2014, Monroe County should be able to support 2,471,000 room nights. This estimate is based on an estimated 2014 demand for 1,730,000 hotel room nights and occupancy rate of 70 percent.

The estimated supportable supply of hotel rooms is compared to the projected supply of hotel rooms in order to determine how many additional hotel rooms can be built within Monroe County by 2014. There are currently 5 new hotels within Monroe County, with a total of 536 rooms, which are in final planning or under construction. Inclusive of the current hotel development pipeline, there will be a supply of 2,568,000 room nights in Monroe County in 2014.

Because forecasted room night supply is projected to exceed supportable room night estimates, there is no market support for new hotels rooms through 2014 in downtown Rochester. However, replacement of existing properties could lead to increased hotel development activity over time. In particular, the Radisson Hotel Rochester Riverside in the Center City District is nearing the end of its functional life and replacement of that property may generate construction of approximately 465 hotel rooms downtown. Additional supply might be added should convention center expansion plans come to fruition. Additional hotel development activity might occur in response to new market activity resulting from the Center City "renaissance." As the area matures, the downtown hotel market may experience additional demand for more upscale lodging options such as boutique hotels.



The Sagamore on East Residential Infill

Residential Analysis

ERA's residential analysis summarizes and supplements the 2007 Rochester City-Wide Housing Market Study conducted by Zimmerman/Volk Associates. The 2007 Rochester City-Wide Housing Market Study determined that the Greater Rochester area will experience an annual demand for 17,250 new housing units and that the City of Rochester will experience annual demand for 1,725 new housing units based on the projected capture of 10 percent of total annual demand. The Downtown/High Falls neighborhood can capture between approximately 155 and 310 of the 863 to 1,725 units expected to be absorbed in the City of Rochester annually.

Based on land availability within the Center City District and the geographical distribution of units constructed downtown since 2000, ERA estimates that the Broad Street Study Area could capture 15 percent of demand for new housing within the Downtown/High Falls neighborhood. Under the conservative and optimistic demand capture scenarios contemplated in the 2007 City-Wide Housing Market Study, this rate of capture represents a projected development potential for 23 to 46 units annually in the Broad Street Study Area.

Younger singles and couples, empty-nesters, and retirees will continue to lead the downtown housing boom through 2017; new products should appeal to these groups. Roughly 55 percent of demand in the Center City District will be for multi-family rentals. The widest market for downtown rentals will be for below market-rate units renting for less than \$750 per month. Within the market-

Property Taxes that may be applied to RAB	\$2,097,000
Parking Revenue applied to RAB	\$ 102,000
Sales Tax Revenue applied to RAB	\$ 400,000
Total Revenue applied to RAB	\$2,599,000
Annual RAB Payments based on 1.25 Debt Coverage Ratio	\$2,079,200
Value of Potential 30yr Revenue Area Bond	
4.0% Coupon Rate	\$35,954,000

Source: Economics Research Associates

Figure 6: Revenue Area Bond Valuation

rate segment, the strongest demand will be for units renting between \$750 and \$1,500 per month. Local developers believe that optimal downtown rental product configurations are 700 to 1,000 SF one bedroom rentals and 1,200 to 1,500 SF two bedroom rentals. The widest market for downtown for-sale product will be for units priced between \$100,000 and \$250,000, though local developers anticipate strong demand for "middle-market" townhouse and apartment-style condominium product priced between \$180,000 and \$320,000.

Financial Plan

The financial plan considers the potential market value and public development cost of the proposed program in a stabilized year. ERA evaluates how the project's leveraged value might be allocated to finance public development costs. The public development program is estimated to cost \$57.9 million to build, which includes construction costs, engineering and design, public utility relocation, transportation improvements and construction of a public parking garage. Contingency costs and operations and maintenance expenses are not included in the public development cost estimate.

Uses & Sources	Value
Sources	
Federal Funding	\$ 6,444,000
State Funding	\$ 810,000
Local Funding (Debt)	\$ 4,234,000
Local Funding (Cash)	\$ 160,000
Revenue Area Bond (4%)	\$35,954,000
Total	\$47,602,000
Uses	
East End Aqueduct	\$ 19,910,000
Mid Block Boulevard	\$ 14,858,000
West End Basin	\$ 15,613,000
Public Utility Relocaton	\$ 1,000,000
Transportation Improvements	\$ 1,500,000
Parking Garage	\$ 5,000,000
Total ¹	\$ 57,881,000
Funding Gap	(\$10,279,000)

Source: Economics Research Associates

¹ Excludes \$10.1 million of contingency costs.

Figure 7: Sources and Uses

ERA's financial plan includes a Revenue Area Bond (RAB), which is a bond that is issued by the city and is paid out using the annual revenues associated with an enterprise conducted by the public entity. In the case of the Broad Street Aqueduct RAB, the 30-year bond is paid by revenues associated with property taxes from new development, parking revenues and sales taxes. The estimated value of a 30-year RAB is \$36.0 million.

ERA applied the most current property tax rates to the proposed development program and estimates that the City of Rochester and Monroe County will collect \$4.1 million in property taxes annually from the new development associated with the Broad Street Aqueduct revitalization. ERA assumes that the City of Rochester will set aside approximately \$800,000 of its annual property tax revenues to fund operations and maintenance expenses and a capital reserve fund. Excluding the funds set aside, \$2.1 million in projected property taxes can be used to help finance a Revenue Area Bond (RAB).

Additionally, the new parking garages planned within the Broad Street Study Area can generate an estimated \$102,000 annually in net revenues, and ERA estimates that the City of Rochester will receive up to \$400,000 annually from sales taxes associated with the full maximum build-out of retail space in the Broad Street Corridor.

The project can be funded by a variety of sources, including almost \$12 million of federal, state, and local funds that have been earmarked for the Broad Street Aqueduct rehabilitation project. ERA estimates that a issuing a Revenue Area Bond (RAB) can provide an additional \$36.0 million in funding for the aqueduct project. In total, the project will generate \$47.6 million that can be used to finance the construction and development of the master plan program. The estimated cost to develop the publicly-owned components of the master plan is \$57.9 million. A \$10.3 million funding gap will need to be filled in order to complete the public development program in its entirety.

The City of Rochester should look beyond Revenue Area Bonds as its primary source of financing for the Broad Street Aqueduct project. ERA has identified the following opportunities for funding the build out of the Broad Street Aqueduct project.

Federal Stimulus Funding – President Barack Obama's economic stimulus package was signed into law in February 2009 and is valued at \$787 billion. The stimulus package includes funds earmarked for infrastructure improvements and grants for state and local transportation projects. Municipal infrastructure projects that can be fast-tracked are expected to be significant recipients of federal stimulus dollars. The Broad Street Aqueduct project should be ready to go in time to request federal stimulus funding.

Strategic Timing of Phasing and Capital Improvements – The phasing strategy should be evaluated so that development is timed with capital injections as well as market supportability. Coordinating phasing with both market demand and availability of capital will result in a more efficient allocation of resources.

Creative Financing – There are numerous ways to creatively finance this project that should be evaluated. For example, rather than use a Revenue Area Bond, the City can issue a General Obligation bond, for which the City pledges the full faith and credit of the city, including its taxing authority. General Obligation bonds are typically less risky than Revenue Area Bonds and therefore carry a lower interest rate and are less expensive to the City.

Additional sources of financing include the tax credit bond option for state and local governments, which has been allocated \$4.3 billion as part of the new federal stimulus package and allows state and local governments to sell taxable debt in 2009 and 2010 and receive direct subsidies from the government. The City could also consider designating the Broad Street Corridor Study Area as a Special Purpose District.

Coordination with Midtown Plaza Master Plan

The Broad Street Aqueduct Master Plan was completed at the same time as the master plan for the redevelopment of Midtown Plaza in the East End of downtown Rochester. Midtown Plaza district caters to an office market with retail and residential mixed in, while the Broad Street Corridor is more residential and recreational in nature. The simultaneous redevelopment of both districts offers the opportunity to create a complimentary mix of uses within Downtown Rochester.

The Midtown Plaza Market Feasibility Analysis was completed by Cushman & Wakefield in May 2008. The market analyses for both projects assess market potential for new retail, office, hotel, and residential development within the Rochester region, and apply different assumptions regarding the amount of new development that could be captured in each study area. ERA reviewed the Midtown Plaza Market Feasibility Analysis, which details assumptions, mythologies, and final estimates of market demand for the Midtown Plaza study area. Due to differences in analytical methodology, capture rate assumptions, and data sources, the market potential for each use varies slightly between the Broad Street Corridor and Midtown Plaza studies. However, estimates of market demand for downtown Rochester in this analysis and in the Midtown Plaza Market Feasibility Analysis are sufficiently similar.



Public Visioning Workshop



September 8, 2008 Public Review Session



September 8, 2008 Public Review Session



September 8, 2008 Public Review Session

2.5

DESIGN ALTERNATIVES

In the public Visioning Workshop, a series of conceptual plans were developed by the various tables of participants. These ideas for the re-adaptive use of the Erie Canal Aqueduct included an all-weather public pedestrian passageway, a historically interpretive corridor (Rochester Heritage Experience Underground Linear Attraction), public art corridor (Underground Artists' Workshops) Underground Retail/Activity Complex, restaurants, and a Vintage Trolley and Street Corridor.

These early concepts called for a public passageway which connects the Rochester Riverside Convention Center and the Blue Cross Arena at the War Memorial; two important public facilities on either side of the river. Many of the concepts connect existing sidewalks, promenades, and riverfront terraces throughout downtown Rochester, as well as stitching together the primarily business district on the east side of the river with the predominantly governmental district on the west side of the river.

From these concepts and subsequent discussions, consensus was made on a Vision Statement and Guiding Principles for the new Canal District. Based upon these criteria and informed by the market analysis of potential land uses, the consultant team collaborated with the City of Rochester Technical Advisory Team and The Community Advisory Team to develop a series of design options for the Canal District.

Many components of the Vision Workshop table plans are incorporated into the planning options. The design team solidified the various ideas into three distinct planning concepts that embody the spirit of the Vision Statement and the Guiding Principles.

Preferred Options

On September 8, 2008, the team presented the three distinctive planning concepts to the public for discussion to gain consensus amongst stakeholder groups towards the development of a final master plan.

Each planning option illustrated the combination and collaboration of site attributes, land constraints, projected market demand, market capture rates, estimated construction costs, economic return, transportation impacts, roadway improvements, and utilities impacts. Each of the three options shared a similar approach to land use with three distinct zones: a Residential Zone, a Commercial Zone and an Aqueduct Zone. The primary difference between each scheme is the treatment of the Historic Erie Canal Aqueduct and Broad Street. Option 1 presented the least impact on the existing infrastructure of the Aqueduct and Broad Street, Option 2 presented the most extensive alterations and Option 3 presented a hybrid of the two.

After public review and discussion, Option 3, "The Hybrid Scheme," was selected.

OPTION 1

Option 1 maintains the existing roadway infrastructure. Broad Street and the Erie Canal Aqueduct are enhanced primarily through streetscape improvements. The major streetscape improvement is a watered median and series of fountains stretching the length of Broad Street and the Aqueduct structure. A large water basin will culminate the linear public realm on the western end of the site area.

The aqueduct roadway is proposed to be reduced from two lanes to one in each direction with curb side parking allowing traffic flow through Broad Street and the Aqueduct structure to remain in tact. On the western end, Broad Street would be rerouted to connect to the Corn Hill and Susan B. Anthony neighborhoods under I-490.

LEGEND

	Civic Oriented		Partially Lowered Plaza to Street Level for Public Access (display of public art)
	Residential		Pedestrian River Walk (display of public art)
	Mixed Use: Office/ Retail		Aqueduct Commons
	Cultural		Powerhouse Cafe
	Hotel		Erie Boulevard Park w/ Fountains (display of public art)
	Mixed Use: Residential/Retail		Mill Race Park (display of public art)
	Retail		Rewatered Canal
	Green Space		Canal Esplanade
	Arcades		Canal Plaza (display of public art)
	Existing Buildings		C. Weigh Lock
	Downtown Trolley/Streetcar Route		Cascade Basin
	Light Rail Lines		Morse Basin
	Heritage Trail		Basin Market Plaza (display of public art)
	Landmark		Susan B. Anthony Marketplace
	Child Basin (display of public art)		Ironworks Plaza (display of public art)
	Child Park (display of public art)		Limited Vehicular Access along Canal: One Way Single Lane on Both Sides
	Jomis Park (display of public art)		
	US Hotel Green (display of public art)		
	St. Luke's Greene (display of public art)		
	Ebenezer Watts Plaza (display of public art)		
	Plymouth Greene (display of public art)		
	Winged Mercury County Plaza (display of public art)		
	Civic Plaza Marketplace		
	Winter Garden (display of public art)		
	Preferred Crime Lab Location		
	Time Square Plaza (display of public art)		
	War Memorial Plaza (display of public art)		



Option 1



OPTION 2

Option 2 celebrates the rebirth of the Erie Canal. The path of the Erie Canal is reconstructed throughout the length of Broad Street and the Historic Erie Canal Aqueduct. The Aqueduct structure is restored to its 1842 configuration by removing the 1925 addition and reestablishing the canal channel. A significant urban plaza is formed at the eastern end of the aqueduct that connects the Main and Clinton District to the Genesee River and the new Canal District. A large water basin will culminate the linear public realm and connect to the Susan B. Anthony District. Destination retail will be developed along the western edge of the water basin and bridge the land use development across I-490.

LEGEND

	Civic Oriented		Partially Lowered Plaza to Street Level for Public Access (display of public art)
	Residential		Pedestrian River Walk (display of public art)
	Mixed Use: Office/ Retail		Aqueduct Commons
	Cultural		Powerhouse Cafe
	Hotel		Erie Boulevard Park w/ Fountains (display of public art)
	Mixed Use: Residential/Retail		Mill Race Park (display of public art)
	Retail		Rewatered Canal
	Green Space		Canal Esplanade
	Arcades		Canal Plaza (display of public art)
	Existing Buildings		C. Weigh Lock
	Downtown Trolley/Streetcar Route		Cascade Basin
	Light Rail Lines		Morse Basin
	Heritage Trail		Basin Market Plaza (display of public art)
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	Child Basin (display of public art)		Ironworks Plaza (display of public art)
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	Jomis Park (display of public art)		
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	Ebenezer Watts Plaza (display of public art)		
	Plymouth Greene (display of public art)		
	Winged Mercury County Plaza (display of public art)		
	Civic Plaza Marketplace		
	Winter Garden (display of public art)		
	Preferred Crime Lab Location		
	Time Square Plaza (display of public art)		
	War Memorial Plaza (display of public art)		



Option 2



OPTION 3

Option 3 is a hybrid of the first two options. Three distinct land use precincts: the Residential Zone, Commercial Zone, and Aqueduct Zone, comprise the new Canal District. Removing additions to the original structure, the Aqueduct is re-watered and all vehicular traffic is removed. Broad Street is reconfigured to lessen vehicular traffic and encourage better pedestrian activity along a newly fountained boulevard. A new water basin is created at the westernmost end. The middle zone of Broad Street from Washington Street to Exchange Boulevard remains open to vehicles, but with the widening of the median changes from two lanes each way to one lane in either direction. This option removes Broad Street as a vehicular thoroughfare while maintaining a connective framework of roads within the district. The rerouted traffic and lessen traffic load improves vehicular movement, creates a pedestrian friendly public realm and accommodates future growth. Option 3 is considered by most stakeholders to be the best choice.

Common Threads

The three preferred concepts have common threads which include:

- Marking the path of Historic Erie Canal & Aqueduct
- Integration with the Heritage Trail
- Integration of similar land uses and densities as determined by the market study
- Creation of a new walkable district that is connected to its context
- Creation of pedestrian friendly streetscape
- Creation of a more prominent public realm including a series of gardens & fountains
- Creation of a memorable experience fostering return visitations
- Creation of an educational experience
- Creation of a series of precincts within an overall framework
- Using water as a unifying element which celebrates Rochester's historic fabric

LEGEND

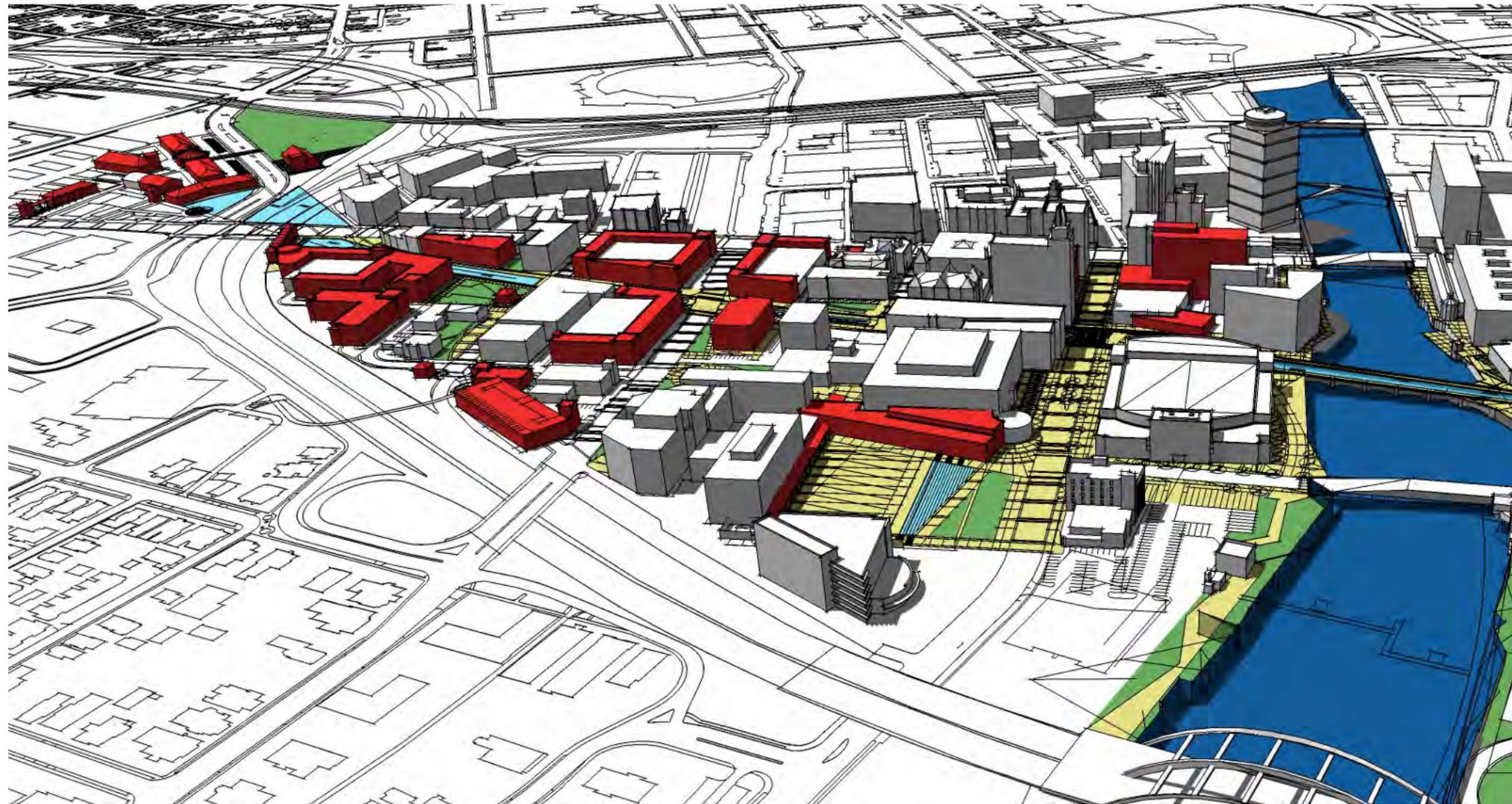
	Civic Oriented		Partially Lowered Plaza to Street Level for Public Access (display of public art)
	Residential		Pedestrian River Walk (display of public art)
	Mixed Use: Office/ Retail		Aqueduct Commons
	Cultural		Powerhouse Cafe
	Hotel		Erie Boulevard Park w/ Fountains (display of public art)
	Mixed Use: Residential/Retail		Mill Race Park (display of public art)
	Retail		Rewatered Canal
	Green Space		Canal Esplanade
	Arcades		Canal Plaza (display of public art)
	Existing Buildings		C. Weigh Lock
	Downtown Trolley/Streetcar Route		Cascade Basin
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	Civic Plaza Marketplace		
	Winter Garden (display of public art)		
	Preferred Crime Lab Location		
	Time Square Plaza (display of public art)		
	War Memorial Plaza (display of public art)		



Option 3

A goal without a plan is just a wish.

-Antoine de Saint-Exupery



2.6

RECOMMENDATIONS

The recommendations of each stakeholder group contributed to a consensus vision for the Master Plan for the Historic Erie Canal Aqueduct and the Broad Street Corridor. The resulting planning recommendations represent the collaboration of diversified interests and the combination of the dreams of the community with detailed physical planning grounded in economic forecasts. The consensus plan is based upon economic relationships between the creation of public infrastructure improvements to catalyze private development to fulfill the market demand.

The mission of the Broad Street Corridor Study is to provide direction for future urban design and development decisions for the district in relation to the City of Rochester. It would be impossible to predict all of the specific development scenarios and exciting opportunities that may present themselves. Therefore, the final recommendations are intended as a guideline for evaluating choices and making judgments. The primary decisions will include public open space improvements and appropriate land use and private development densities. This master plan is a blueprint for creating a new vibrant downtown neighborhood known as the Canal District.

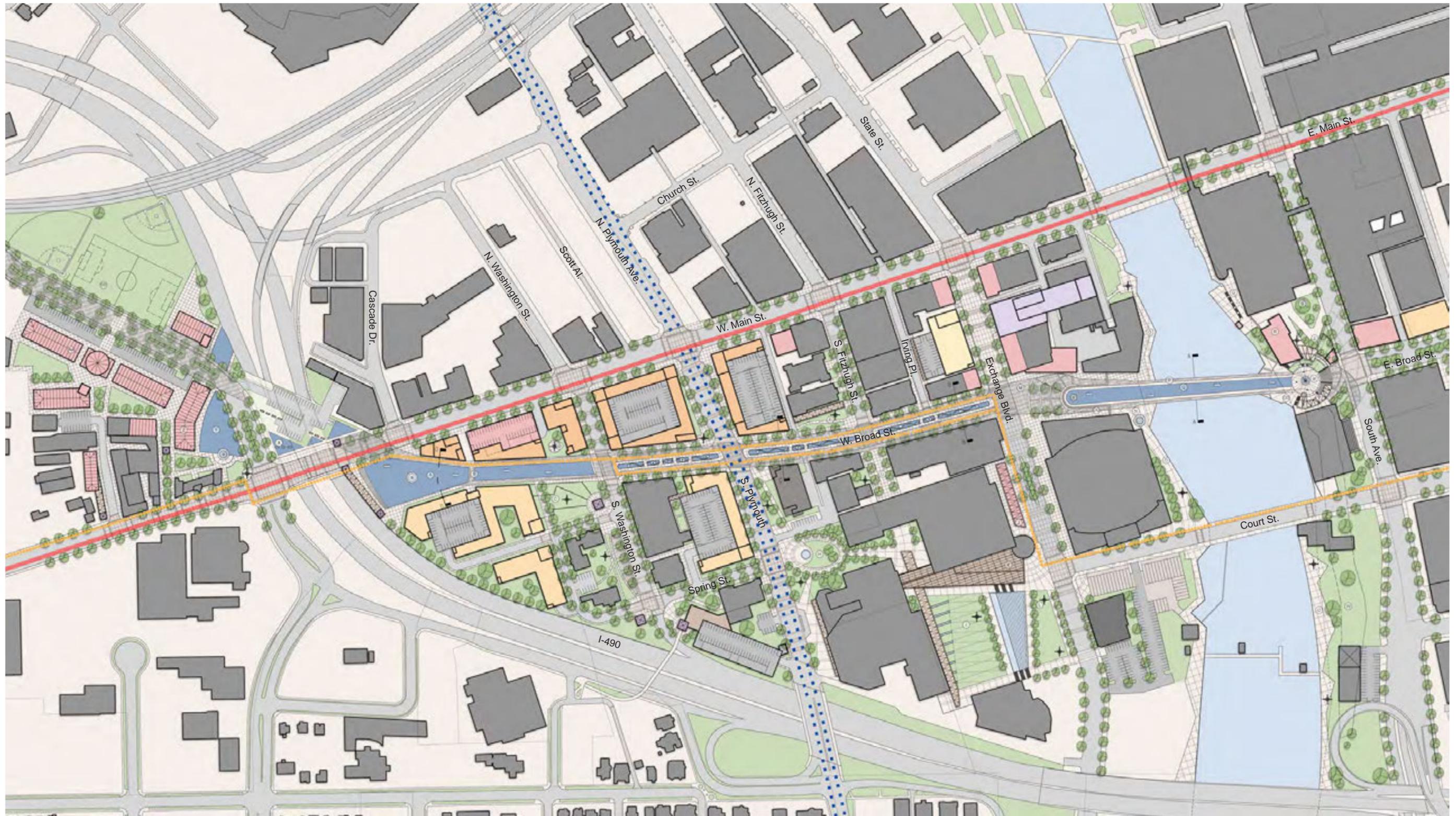
Branding and Identity: the Canal District

The primary planning initiative transforms the Broad Street Corridor into a system of open spaces that run through the district and connect the Susan B. Anthony community to the west and the heart of the city. This single bold gesture of public open space rebrands the district and establishes its identity as a distinct unique community within downtown Rochester. The recommendations establish the area as the Canal District embracing and celebrating its historic heritage by reestablishing a waterway reminiscent of the Erie Canal. The establishment of this significant public gesture escalates its public awareness and desirability. Creating a new and exciting brand for the district satisfies a key desire of the local development community.

The primary recommendation links the public realm improvements to private development initiatives. The creation of a signature network of world class open space elevates the district and provides strategically needed market edge. This open space framework touches all uses, existing and proposed. It touches all land parcels through a necklace of green spaces along the newly re-watered canal. Each space creates a sequential public realm experience recalling the main story of the Erie Canal which is composed of numerous chapters of the history of the city and the people that made it.



October 20, 2008 - Massing Diagram Highlighting Possible New Construction in Red



Preferred Master Plan

LEGEND

- Civic Oriented
- Residential
- Mixed Use: Office/ Retail
- Cultural
- Hotel
- Mixed Use: Residential/Retail
- Retail
- Green Space
- Arcades
- Existing Buildings
- Underwater LED Lighting
- Downtown Trolley/Streetcar Route
- Light Rail Lines
- Heritage Trail
- Historic Markers/ Public Art
- A Bridge Square Basin
- B Pedestrian Bridge
- C Jonathan Child Park
- D Jomis Park
- E Academy Park
- F Broad Street Park with Fountains
- G Ebenezer Watts Plaza
- H Monroe County Green
- I Court Street Plaza
- J Civic Plaza Marketplace
- K Monroe County Winter Garden
- L Partially Lowered Plaza to Street Level for Public Access
- M War Memorial Plaza
- N Memorial Terrace
- O Pedestrian River Walk
- P Canal Esplanade
- Q Rewatered Canal
- R Powerhouse Cafe
- S Tourist Information and Bike Rental
- T Rundel Memorial Plaza
- U Aqueduct Commons
- W Erie Harbor Park
- X Cascade Basin
- Y Genesee Valley Basin
- Z Basin Market Plaza
- AA Susan B. Anthony Marketplace
- BB Ohio Basin Park
- CC Charles Carrol Millrace
- DD Johnson Seymor Millrace (below plaza)

It is further recommended that the physical planning improvements be accompanied by a series of recurring special events to celebrate the rebirth of the Erie Canal waterway. Integrated into the serial water features that dominate the open space network is the idea for a sound and light show. These recurring shows would represent an opportunity to entice the daytime office population to stay downtown after work and draw visitors from the region into downtown on a recurring basis.

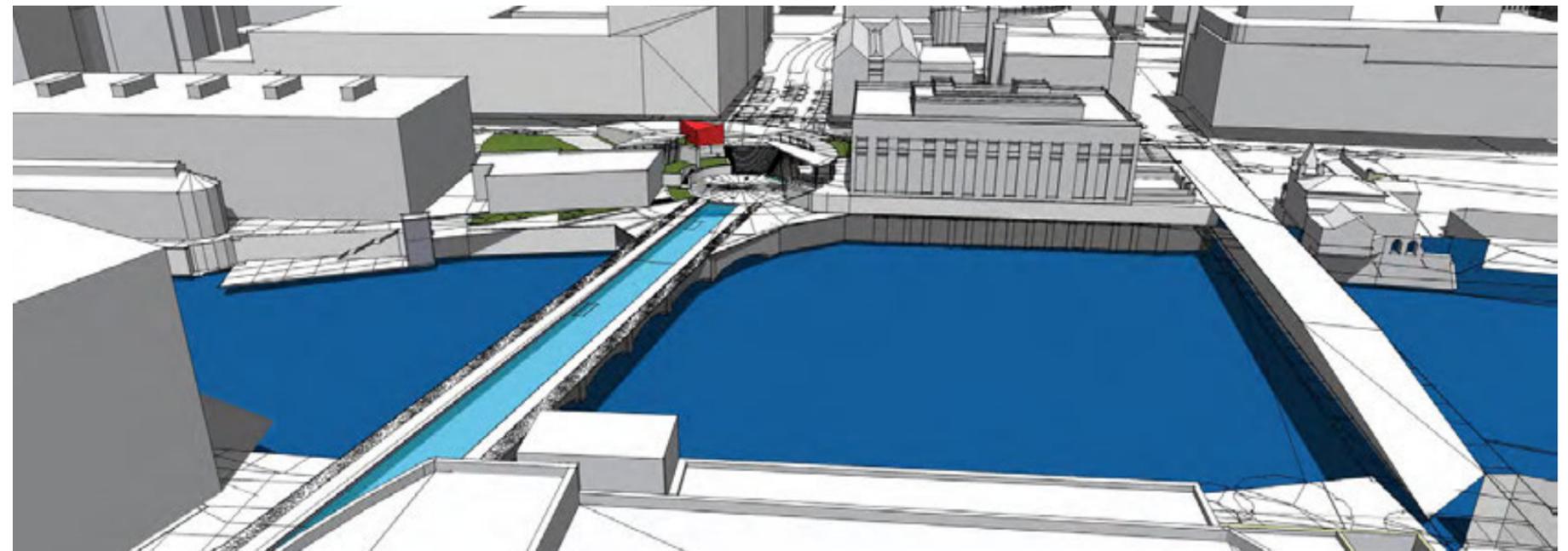
The creation of a signature network of world class open space elevates the district and provides strategically needed market edge. Water presents a magical opportunity to engage and fascinate the visitor. The water features within the plan are envisioned as a series of interactive dancing water movements that create visual excitement and a sense of drama and playfulness to the district. Lighting effects should be incorporated to enhance the experience and create a fantastic show periodically from dusk through nighttime and for special events. These water and light events have proven a huge success in capturing and entertaining audiences who then become customers for bars, restaurants and

shops. Furthering the area’s identity, a lighting program could highlight the walls of the Genesee River gorge and the facades of the numerous historic structures throughout the district.

LAND USE: A QUIET MIX OF USES

Utilizing the program developed in the market study, the final master plan recommendation utilizes the Broad Street Corridor as a major public realm initiative to spur interest in the district as a place to live and work. This linear green space creates the framework that creates a vibrant urban neighborhood rich with a network of open space that embraces the history of the district and provides for a future urban neighborhood.

Leveraging the assets of the current land use patterns of the Four Corners area, the Monroe County government complex, the Main Street retail corridor, the Blue Cross Arena entertainment complex and residential communities of the adjacent Corn Hill and Cascade Districts, the new Canal District is proposed as a community of private and government offices, retail, residential,



Aerial View of Aqueduct Commons



Residential Zone - Broad Street Corridor



Outdoor Dining

and entertainment adjacent to the Genesee River. The District transitions into a predominantly residential community as it stretches west. The market demand established for the next 15 years and a gracious open space network is accommodated in a physical master plan within the land parcels of the study area. The actual development densities will certainly flex with the actual market demand and the timeline for private development. The master plan is based upon a market study representing approximately 1 million square feet of development over the next fifteen years.

Individual blocks were tested to confirm that the market-driven program could be accommodated. Individual land lots were combined as needed to provide development efficiencies anticipated in the market study and economic analysis. Existing structures of note were incorporated into the overall plan.

RETAIL: A PLACE TO SHOP AND ENTERTAIN

A common characteristic of all vibrant cities is a successful retail core. Recognizing the increased competition for viable retail locations outside the city center, the location and concentration of retail must be carefully orchestrated to insure success. Rochester has seen its share of retail market leakage and must reestablish the city center as a retailing destination. As such, a judicious and strategic approach to locating retail within the city center must be established. Given the realities of the market demand over the next 15 years, incremental steps must be undertaken to avoid missteps and build upon small initial successes in a sensitive retail arena.

The demand for retail goods and services in downtown Rochester is derivative of the purchasing power of downtown residents, employees and outside visitors. The retail component of the program has been developed to provide a variety of shopping, dining and entertainment choices to fit the market gaps. The market analysis states the Broad Street Corridor is capable of supporting a regional shopping destination but due to the lot-size

Master Plan Area Calculation

Phasing		Retail		Residential		Hotel		Office	Total GSF	Parking		Open Space
		GSF		GSF	DU	GSF	Keys	GSF		GSF	Spaces	GSF
Phase I	3 - 5 Years	27,000							27,000			140,500
Phase II	5 - 10 Years	79,000		251,800	245			58,000	388,800	452,000	1,110	60,700
Phase III	10 - 15 Years	24,000		246,200	240	260,000	280		530,200	248,000	625	125,300
Totals:		130,000		498,000	485	260,000	280	58,000	946,000	700,000	1,735	326,500

Program	GSF	DU / Keys	Parking Ratio / Spaces	* Assumed Parking Ratios
Retail	130,000		3/1000sf	390
Residential	498,000	485	1 / DU	485
Hotel	260,000	280	1 / Key	280
Office	58,000		3/1000sf	175
Total GSF	946,000		Total Spaces:	1330
				* 325 Additional Parking Spaces
				Provided for Public Use
Parking	700,000			
Open Space	326,500			

limitations within the project study area, and duplicate challenges within the redeveloping Main & Clinton District, this may not be achievable in a marketable and economic fashion. Retail shops are organized into distinct districts that create a special character and ambiance shopping experience related to the local vernacular.

In the new Canal District, the customer will be able to walk to a mid-size supermarket, a pharmacy, deli, meat market, coffee shop, fitness clubs, dry cleaners, taverns, restaurants and other convenience shops as well as occasional open markets and book fairs. Convenient on-street parking is expected to complement discrete existing and new parking areas to meet the demand. A parking ratio of 3 spaces/1,000 gross square foot was considered.

The master plan recommends Main Street becomes the primary retail street within the Center City in order to reestablish the historic spine of Rochester retailing. Currently the Main Street corridor shows varying signs of activity from neighborhood to neighborhood. A strengthened Main Street will strategically connect major districts of the downtown area. With that concept as the basis, the master plan ultimately organizes the majority of retail activity along the edge of the Broad Street District. In addition, the initial phase of retail land use is recommended to connect the Four Corners District with the Canal District along Exchange Boulevard. This will develop a node of activity at the intersection of Exchange Boulevard and the re-watered Canal. The Aqueduct will serve as a spine between the Blue Cross Arena and the Rochester Riverside Convention Center.

Retail is recommended at the newly formed Aqueduct Commons and along the block of Exchange Boulevard from Main Street to the re-watered Canal. Retail opportunities at the Aqueduct Commons would include a local high visibility restaurant, as well as a relocated Visitors Bureau and Shop, bike rentals, and water craft rentals to be used in the rewatered canal.

The retail locations along Exchange Boulevard are envisioned to create a new version of the historic Front Street in a restaurant row within that single block. Restaurants in this block will be strategically located to capitalize on the daytime and after work office customer and the convention and arena customers at night.

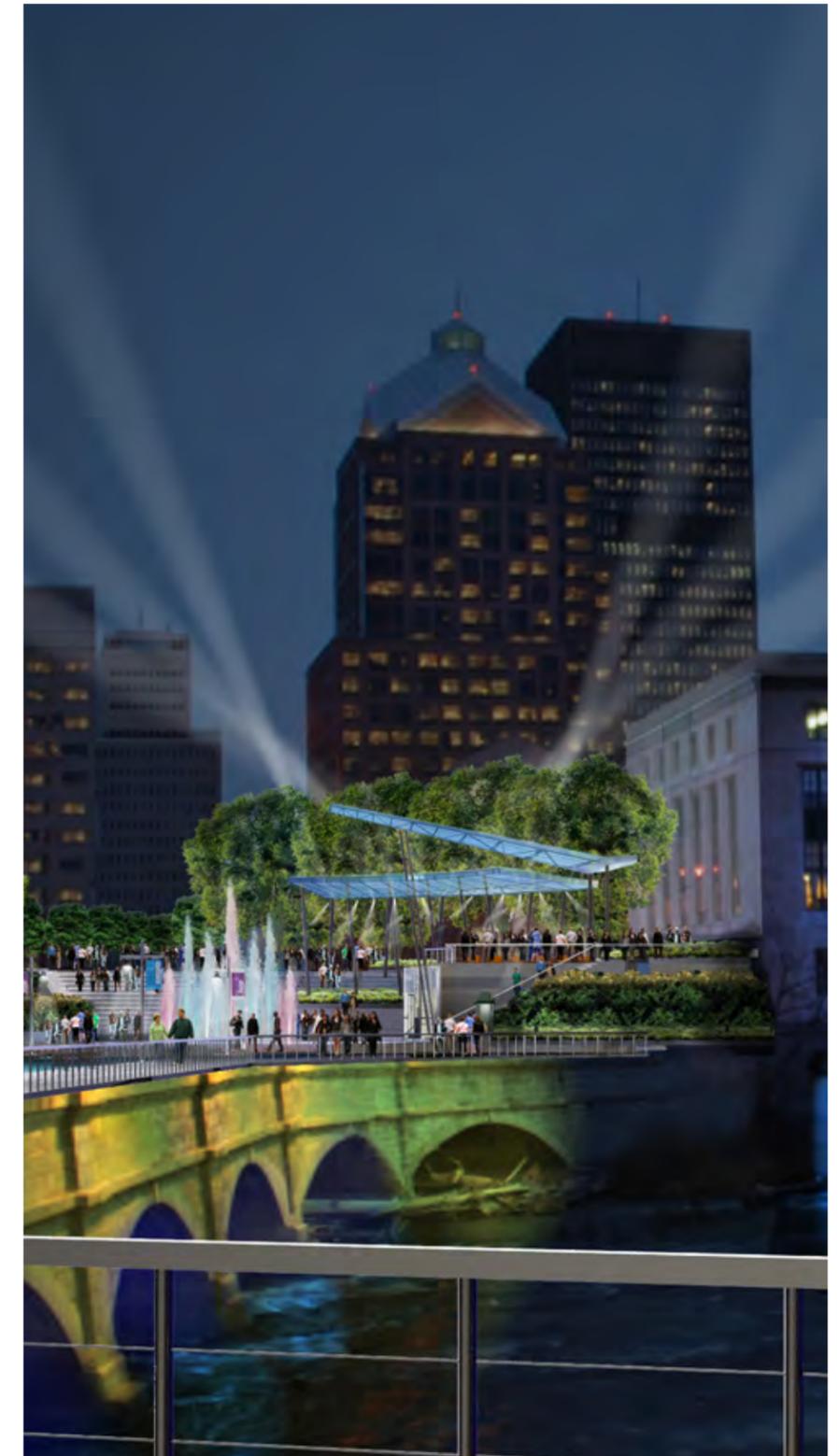
This strategic and incremental retail first step will leverage the excitement of the re-watered canal and aqueduct, the concentrated population of the convention center and the arena on opposite sides of the river, and the day time population of the Four Corner office community. These initial retail locations totaling approximately 27,000 square feet will also synergize with the redevelopment of the former Midtown Plaza two blocks to the east on Broad Street.

Larger sized retail opportunities are recommended along Main Street between Fitzhugh Street and Cascade Drive as new full block developments are contemplated as the retail and residential markets mature. While only the southern side of Main Street is within the study area, the master plan recommends the development of retail along both sides of the Main street corridor to reinforce a workable retail street. These retail locations are intended to complement the current tenants and other potential retail locations across Main Street.

Rochester has seen its share of retail market leakage and must reestablish the city center as a retailing destination.

RESIDENTIAL: A PLACE TO CALL HOME

The Canal District will be the home for a new neighborhood of residents where an old district once thrived. The new residential district will offer apartments and condominiums in a variety of sizes to meet market demand and the expanding student, workforce, and senior population. It will welcome younger singles, couples, empty-nesters and retirees.



Light and Water Show from Proposed Aqueduct Commons

New residential development is recommended primarily west of Plymouth Avenue. The master plan also suggests that the rehabilitation and conversion of underperforming or obsolete office space into residential units would help further establish and enhance the community, and expand its market reach with a diversity of product.

Residential buildings will define the streets and line the newly watered canal to create a vibrant pedestrian-oriented place. It is an important recommendation of this master plan that all surface lot parking be shielded from sidewalks and green space. Parking areas and structures should be lined with retail at the designated locations and with residential units at and above the street level. This typical urban development configuration effectively shields parking from view and provides an “eyes on the street” approach to security.

Residential uses are located to allow for a variety of units types and configurations taking advantage of views of the street, public green spaces, and the waterfront. Approximately half of the residential units will be integrated into developments rising above retail spaces along Rochester’s Main Street, which is the historic retail corridor of downtown Rochester. This traditional urban mix of uses insures easy access to all residential shopping needs as well as increased safety for pedestrians.

Residential land uses strategically border all significant open space and green space in order to enhance value and catalyze development. The signature Erie Canal waterway and the series of linear green spaces alongside create a unique and defining amenity of the Canal District. Units along the Canal will create a unique and desirable unit type option within the Rochester area forecasted to enhance market capture, and eventually increase rental and sales rates for the district. Housing is recommended to flank the newly created series of community open spaces: Jonathan Child Park, JOMIS Park, Plymouth Greene, the Canal and Bridge Square Basin.

The economic analysis indicates four-story stick-built construction with steel framed garage construction would provide the most reasonable development model for new construction. Therefore, the master plan illustrates that density based on this conclusion. In order to provide the anticipated housing demand over the next decade, full block developments of four story stick-built buildings encapsulating concrete framed parking decks will provide the most efficient configuration to meet the forecasted demand. Each block will accommodate parking in its center; removing unsightly parking lots and structures from the street fronts, and giving residents priority views of the streets and other public spaces. A parking ratio of one space per dwelling unit was considered in the master plan illustration. While designated residential parking will exist, shared parking uses for the public will minimize the impact of parking construction. Actual market conditions and developments will certainly vary depending upon land parcel configurations and market conditions.

The signature Erie Canal waterway and the series of linear green spaces alongside create a unique and defining amenity of the Canal District.

OFFICE: A PLACE TO WORK

For all the reasons the Historic Erie Canal and the Broad Street Corridor will be a destination place to shop, live or play it will also be a great place to work. While the Four Corners and Main & Clinton Districts are and should remain the primary corporate address, the relatively stable office environment fueled by the city and county government centers provides a sound basis for an incremental increase of secondary office space.

Market demand for downtown office space is expected to be monopolized by the anticipated improvements within the Main & Clinton District. The master plan recognizes and supports this market study analysis, and allows the flexibility to provide for a niche market of smaller users or start up offices requiring less traditional office space footprints.

Should office space be required, the block on Exchange Boulevard between Main Street and the Broad Street, just north of the Time Square Building, seems most appropriate to leverage and synergize with existing office uses. This location could accommodate approximately 58,000 square feet of office space with retail at street level. Parking should be accommodated on site.

HOTEL: A PLACE TO VISIT

Although the hotel sector is a fluid convention-oriented market that is complicated by the concentration of existing aged hotel keys in the downtown, the master plan considers a location for a limited or full service product along the riverfront and Exchange Boulevard. This location would allow for proximity to office, convention and arena customers and provide a unique destination along restaurant row with direct access to the Genesee Riverwalk. Another possible location might be along the river just south of Court Street.

The master plan illustrates a 280-key hotel. An extended stay or guest suites product or a product geared towards a younger demographic might find this location preferable to those in other parts of the downtown area. The hotel will also feature 25,000 square feet of meeting and conference spaces that can be used to compliment the existing convention center and arena.

ZONING

Center City District of Rochester

The Center City District Zoning Table reflects the master plan proposal relative to current zoning ordinances.

Interestingly, the current zoning does not require parking however the master plan envisions parking as an integral portion of each block in order to capture market demand for each land use.

All proposed uses are permitted and the development envisioned generally complies with the standards required. Lot size, lot coverage and height exceptions will be required to implement the master plan guidelines. Alternatively, a new district might be established to more specifically address the issue of design quality, especially along the Canal.

Applicable Zoning Districts

Base District
Main Street District
Riverfront District

Uses Permitted

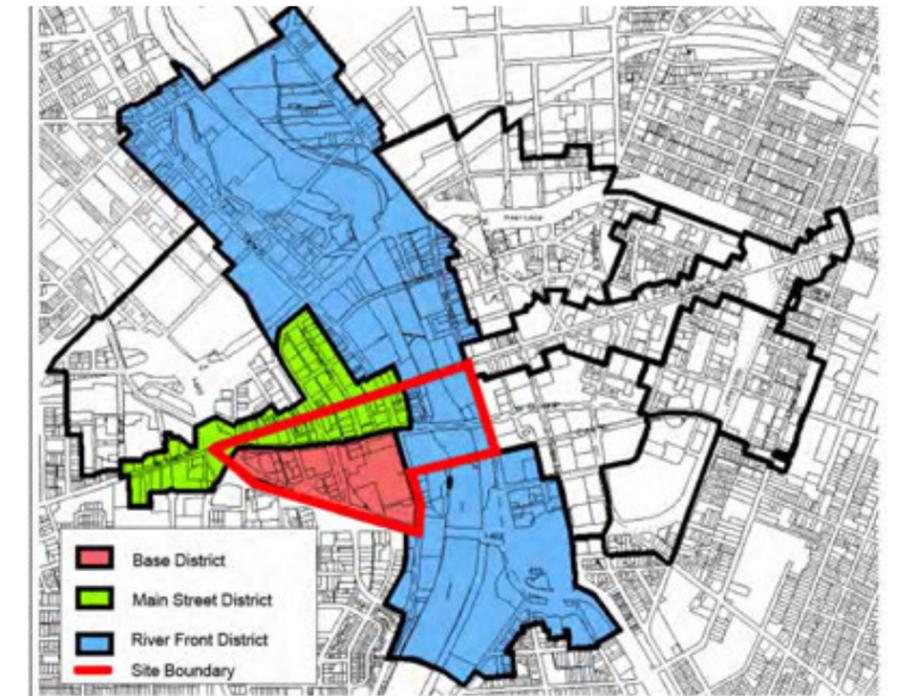
All uses are permitted as shown - Residential, Retail, Office and Hotel.

Base District Buildings	Required	Proposed
Minimum Lot Frontage	45 ft	Complies
Maximum Building L x D	25% x 50%	Variance
Height Min. & Max. Stories/Height	3 - 6 stories	4 stories 48'
Front Yard Setback	No setback	No setback
Parking	n/a	740 spaces

Main Street District Buildings	Required	Proposed
Minimum Lot Frontage	30 ft	Complies
Maximum Building L x D	50% x 50%	Variance
Height Min. & Max. Stories/Height	3 - 5 stories – 60'	4 stories 50'-65'
Height Min. & Max. Stories/Height	5 -15 stories – 180'	4 stories 50'-65'
Height Min. & Max. Stories/Height	5 -15 stories – 180'	Hotel variance
Front Yard Setback	No setback	No setback
Parking	n/a	988 spaces

Riverfront District Buildings	Required	Proposed
Minimum Lot Frontage	30 ft	Complies
Maximum Building L x D	25% x 50%	Variance
Height Min. & Max. Stories/Height	3 - 6 stories 30'-72'	4 stories 50'-65'
5 -15 stories – 180'	3 - 6 stories 30'-72'	Hotel variance
Front Yard Setback	No setback	No setback
Parking	n/a	n/a

Parking Program	Area gsf	Units	Parking Proposed
Retail	129,764		3/100 gsf
Residential	497,603	488 du	1/du
Office	57,600		3/1000 gsf
Hotel	257,928	280 keys	1/key
Total	963,395		1,728 spaces



Center City Zoning Districts

THE PUBLIC REALM

The Open Space Network: telling the canal story

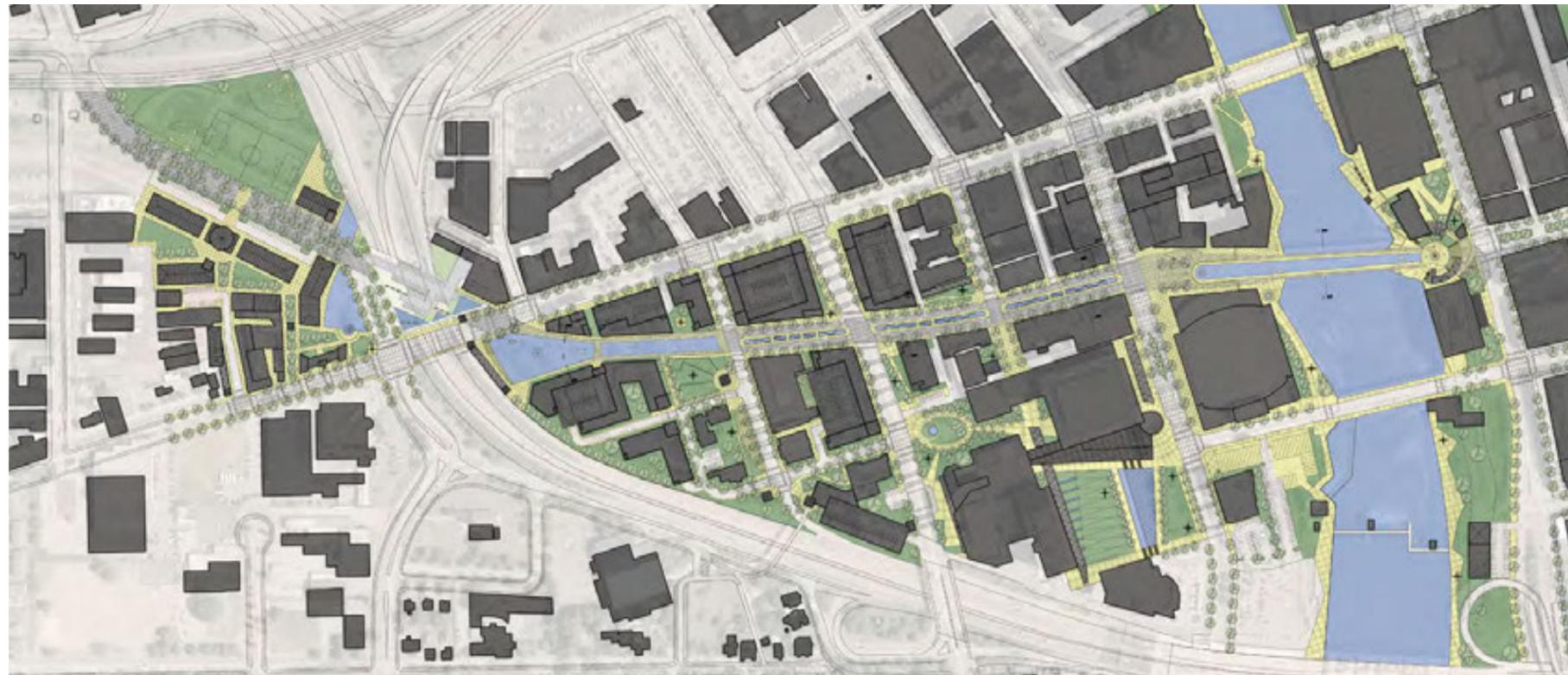
The re-watered canal and water features become a strong linear armature in downtown Rochester providing enhanced visual corridors which unite the district and connect the adjacent neighborhoods. The procession of open spaces embraces the timeline of history, natural topography, bodies of water, and historic structures.

The urban plan for the Canal District creates a variety of spatial experiences for the visitor and the resident. Using the historic geometries of the Erie Canal, the network of open spaces is created and controlled in a series of public, semi-public, semi-private and private open spaces that offer a full spectrum of experiences. The open spaces are designed to strategically open views to the pedestrian of the new canal district. Vistas from key points offer

visual connection to and from adjacent neighborhoods.

The distinct open spaces along the canal should be rooted in their historical locations, events and personalities of the area. The master plan recommends names and design concepts that should be carefully considered when these spaces are actually designed in order to authenticate the canal experience.

The Canal District experience draws its inspiration from the history of the Erie Canal. The network is a series of discrete open spaces which vary in size, use, and intent to offer a full spectrum of amenities to the downtown visitor, worker, and resident. Each space is intended to function independently and collectively to provide a unique Erie Canal experience.

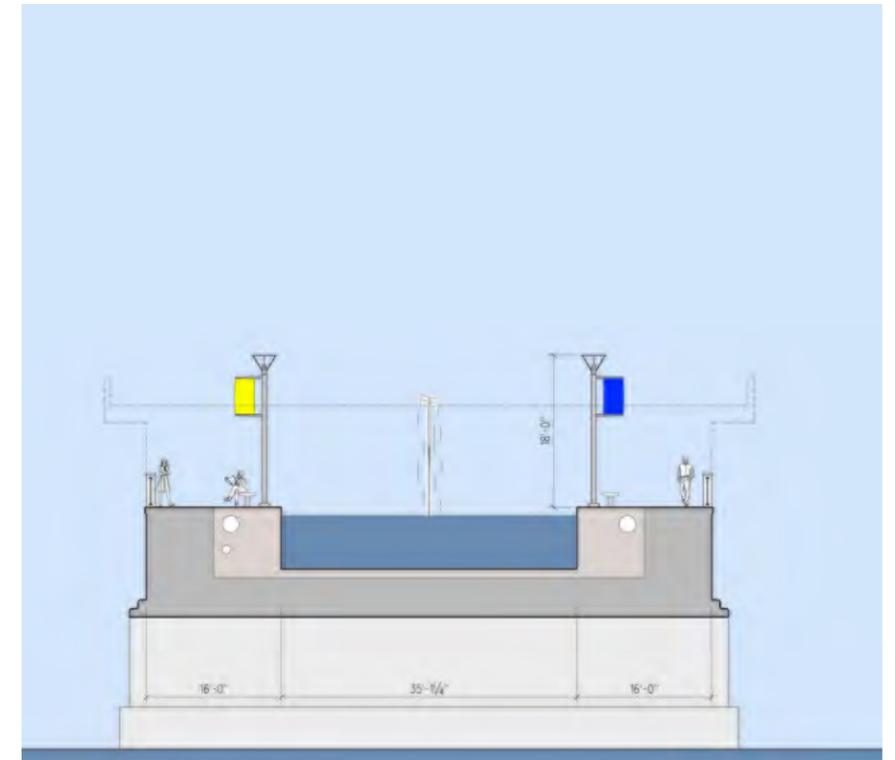


Open Space Network Plan

Aqueduct Plaza & Aqueduct Commons: new links to the past and the future

The open space network is anchored by Aqueduct Commons, which includes the Historic Erie Canal Aqueduct. The master plan recommends the restoration of the aqueduct structure back to its original 1842 structure by removing later additions. This restoration allows new and historic perspectives of the city. Lowering the elevation of the public walkway provides more intimate views of the river and opens up vistas of the river.

From the restored aqueduct, the visitor grasps the historic significance of the aqueduct structure and the Erie Canal to the City of Rochester. The pedestrianized aqueduct celebrates the re-watered canal crossing the Genesee River. Aqueduct Plaza is a tiered plaza that combines active and passive water features to celebrate the city's connection to both the river and the canal. The plaza visually connects the eastern districts of the city with the re-



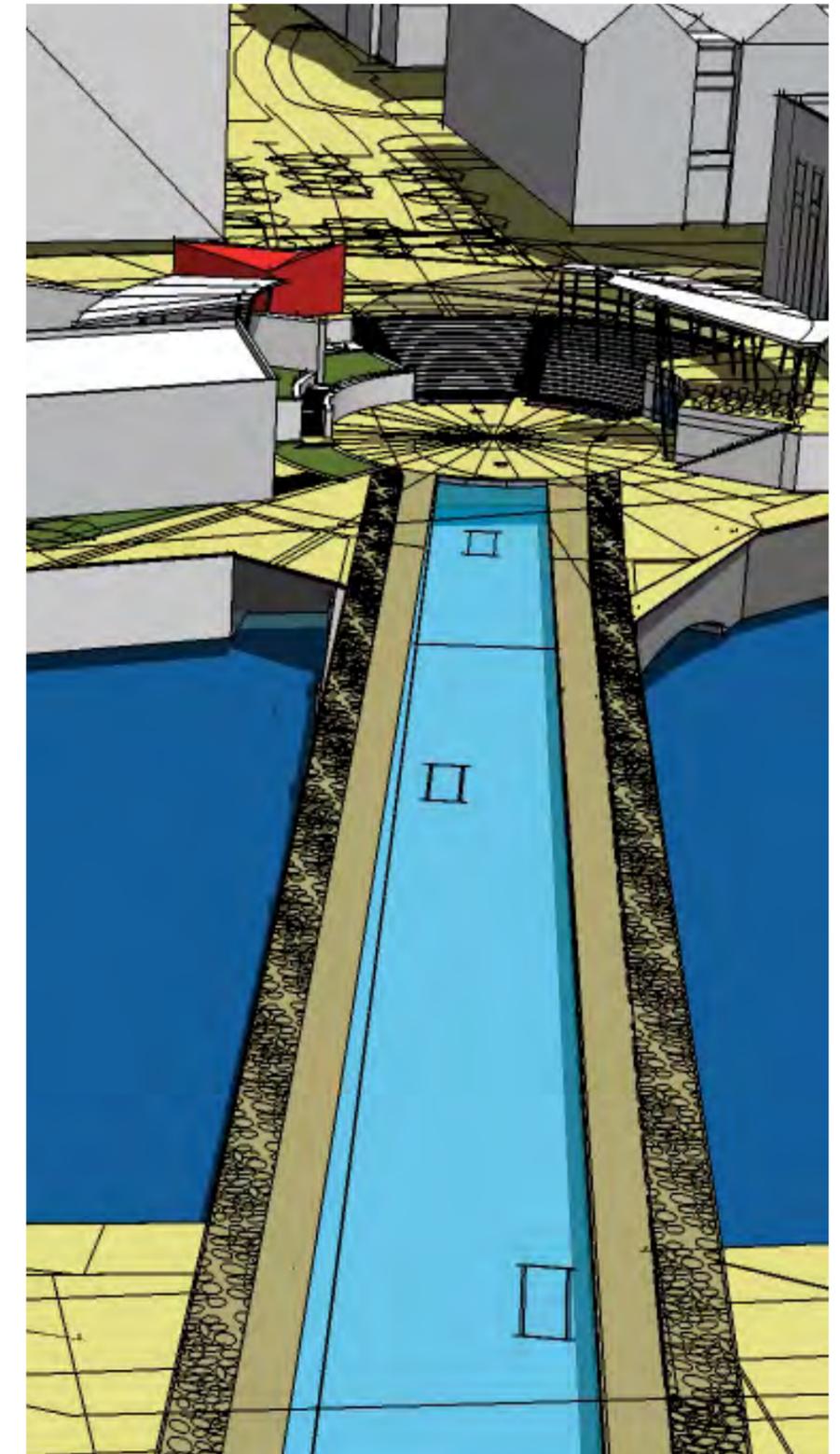
Section Through Proposed Historic Erie Canal Aqueduct

watered Erie Canal Aqueduct, river promenade, and the sequence of open space within the Canal District.

The Aqueduct Plaza contains several features which create a backdrop for the urban theater. The amphitheater configuration provides a place for daily entertainment, events, and informal gathering. Stepped lawns provide a softer, greener approach to the canal. The steps of the plaza become a transition between the busy South Avenue, and a respite from the busy city at street level.



Dancing Fountains at Aqueduct Commons



View Looking East to Aqueduct Commons & Rewatered Historic Erie Canal Aqueduct



Revised Aqueduct & Aqueduct Commons

A covered canopy defines the urban space and provides shade and cover. A series of small retail structures integrated into the terraced landscape are anticipated as new homes for Rochester Visitor Center, a bicycle rental center, and perhaps a small eatery.

Spontaneous outdoor activities and planned events are envisioned in connection with adjacent users. The Public Library has embraced the notion of an outdoor reading room and children's story-time. The opportunity for outdoor events hosted by the Convention Center or local performing arts groups would be welcome here.



Proposed War Memorial Plaza Looking West

The newly re-watered canal offers the opportunity for the citizens of Rochester to experience the water within the Center City.

War Memorial Plaza and Memorial Terrace: the appropriate recognition

The War Memorial Plaza and Memorial Terrace create the western anchor to the restored aqueduct waterway. The plaza creates an outdoor counterpart to the arena's lobby. A reworked arena entry would allow large portions of the glass wall to recede and create an integrated public space that flows between enclosed space and open air. The plaza paving will articulate and outline the boundary of the Historic Erie Canal, which is the genesis of the Broad Street Corridor.

The Memorial Terrace suggests the relocation of the War Memorial flame to a public place of prominence and recognition along the edge of both the river and the new canal. This terrace is the focal point of a re-landscaped river edge bounded by the Blue Cross Arena and the Genesee River. The War Memorial is located at the intersection of the rewatered aqueduct and the Genesee Riverwalk. In addition, the reworking of the new public realm at the Arena would provide the opportunity to showcase the remnants of the Charles Carrol raceway, currently hidden beneath the plaza. The lower elevation of the aqueduct bridge aligns with the Riverwalk to create seamless continuity of the public realm along the riverfront. In addition, a new cantilevered walkway is recommended to extend the Genesee Riverwalk northwards along the Thomson - West Publishing Building towards High Falls.

St. Luke's Park

St. Luke's Park is the one of three parks along the north side of Broad Street Corridor located between Fitzhughs Street and Plymouth Avenue. Celebrating the historic St. Luke's Episcopal Church (circa 1825), the pocket green park is lined with a covered loggia structure

facing the Broad Street Boulevard of Fountains. St. Luke's Episcopal Church is the oldest surviving public building in Rochester and a Designated City Landmark. The green space provides a park setting for viewing the Academy Building constructed in 1872 as a high school. In reference to its academic history, it is envisioned that this park could provide free wireless internet connections for its users.

JOMIS Park

JOMIS Park is the smallest of the three parks along the canal. A small community green space is nestled between existing and new residential development stretching along the northern edge of the Bridge Square Basin. This park is named after the adjacent JOMIS Building which houses a mural of the FDR era. This small community park plays an important role in creating viable residential communities with a place of both relaxation and activity.

Jonathan Child Park

Jonathan Child Park celebrates the Jonathan Child House, constructed for Rochester's first mayor in 1837. The largest of the three parks on the Broad Street Corridor, this park is envisioned as a green lawn alongside the waterway to allow for play and picnics. The park is centrally located in the residential district to provide a green focal point to the new developments.

The historic Jonathan Child House is presented with pastoral views to the park and the Bridge Square Basin. The green space allows framed views to the Mansion and connects it to the waterway. The Master Plan calls for wide public promenades lining the edge of the re-watered canal basin.

Ebenezer Watts Plaza

Converting the existing asphalt street and drive to decorative paving, the new plaza will celebrate the Ebenezer Watts House and create a signature entrance to the Civic Center underground parking garage.

Bridge Square Basin: Celebrating Rochester's water story

The Bridge Square Basin creates a focal point of the spatial axis begun at the aqueduct. The expanded water basin remembers the turning basin required of the historic Erie Canal and allows for large water-based recreation and activity.

This pedestrian only portion of the canal would focus on a dramatic water feature that culminates the Boulevard of Fountains. A

pedestrian foot bridge will provide access from Main Street to the new residential development on the southern section of the basin. Wide promenades will allow for retail, entertainment and recreational activities.



Necklace of Parks

A great city is not to be confounded with a populous one.

-Aristotle

CONNECTING CITY AND COUNTY

In addition to the linear canal green space, a series of open space initiatives are envisioned to help integrate the County Civic Center complex into the new urban neighborhood. While not critical to the success of the district and not fully endorsed by the landowners, these landscaped improvements further enrich the district. Utilizing the potential for a grand public gathering space, a fresh face on the large civic and parking structure creates a more user friendly perspective.

Plymouth Greene: Uniting the county and the city

The Greene provides additional open space south of the Broad Street Corridor and connects with Plymouth Avenue. Currently a concrete paved space, the redesigned Plymouth Greene will provide large canopy trees, lush grassy lawns, colorful gardens, and water features for the Civic Center employees and the surrounding residential community.

Civic Market Plaza

Envisioned as an open-air covered structure, the Civic Market would line the western edge of Exchange Boulevard adjacent to the Civic Center main entrance and across from the Blue Cross Arena. As it helps define the street edge, the loggia would be used for merchants during special festivals or sporting events at the arena. The loggia becomes a transition from the mass and scale of the Civic Center complex and could provide vehicular drop-off area for visitors to the complex as well as to the arena.

Court Street Plaza

The elevated plaza atop the Civic Center parking structure is an opportunity for a significant urban open space. Large enough for major outdoor performance and events, the plaza is redesigned to reconnect to Exchange Boulevard through a series of landscape and watered terraces and the addition of a new indoor Winter Garden. This new multi-purpose structure would act as the new lobby for

the Civic Center and connect each of its components through a large atrium. Its location across from the arena could provide the opportunity for rentals in conjunction with events and conventions. The Winter Garden will form the culmination of Court Street with an impressive atrium structure that will visually connect the county complex to the street and Downtown Rochester.

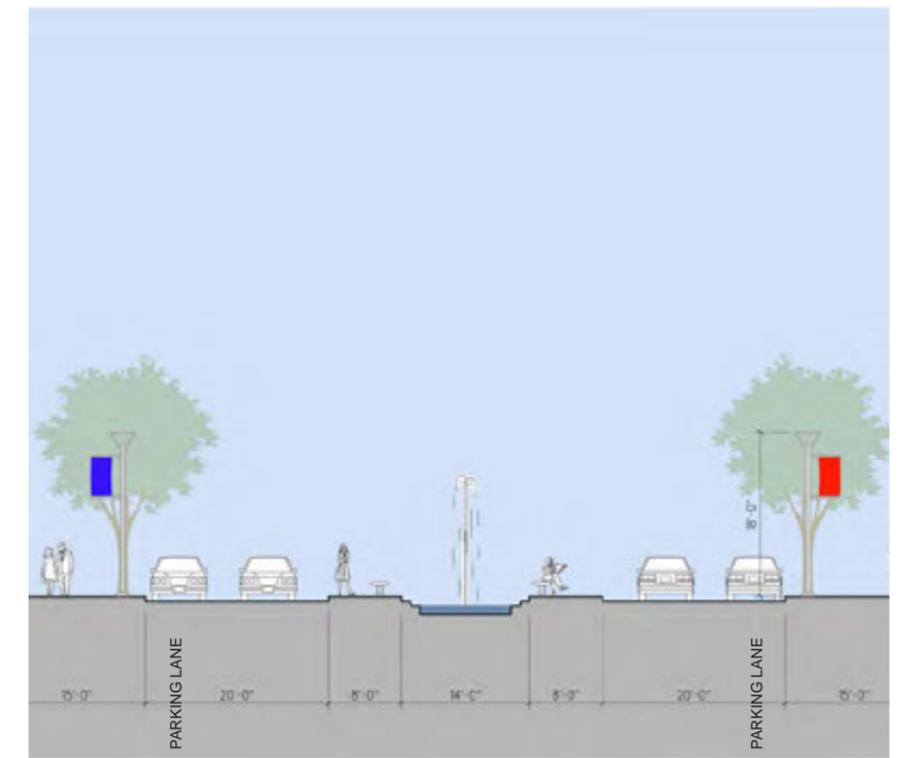
STREETS REDISCOVERED

Broad Street Boulevard of Fountains: an interactive experience

Broad Street Boulevard continues the celebration of the Erie Canal. The second of the three major zones of the open space network creates a grand urban boulevard stretching along Broad Street from Exchange Boulevard to Washington Street. Serving commercial uses and the Civic Center, this three-block section of Broad Street will remain open to one-lane traffic in both directions with on-street parking.



Court Street Plaza & Plymouth Greene



Street Section Through Broad Street Boulevard of Fountains

The wide center median continues the canal water story with a series of dancing fountains. These active water features would create a significant spectacle for special occasions and increase the visitor draw to the district.

Restaurant Row

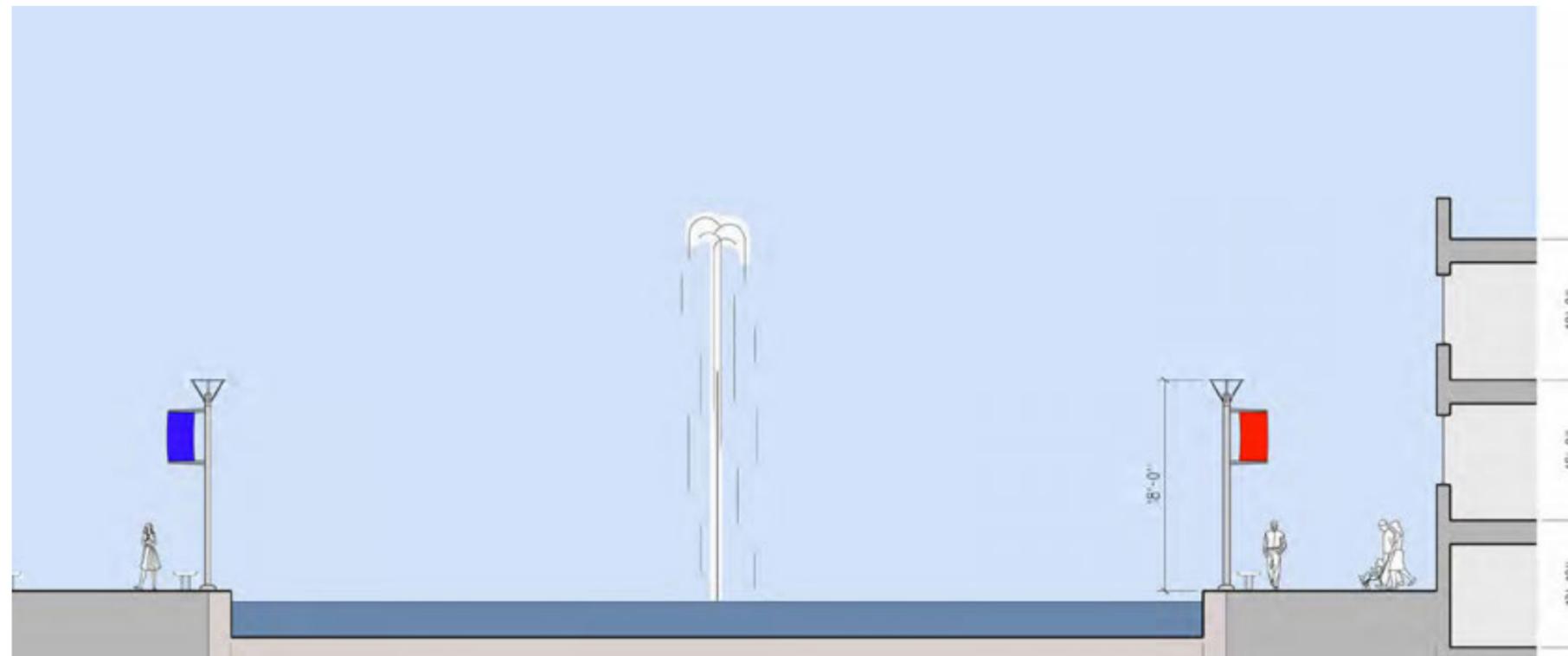
Taking cues from the historic rowdy entertainment along Front Street at the turn of the century, restaurant row creates a eating and entertainment destination. Grouping restaurant and entertainment venues along a single block in conjunction with hotel uses creates a synergy which entices participation. Similar urban retailing strategies have proven successful in numerous other developments.

Leveraging the location of the convention center and the arena for night time traffic, and the Four Corners office population for daytime traffic, this block is the proper location to create this round-the-clock use.

THE RIVER STORY

Genesee Riverwalk: connecting the pieces

The Master Plan outlines the need for continuous public access on both sides of the river within the Center City. Connecting existing fragments of public access is a key recommendation to reinforce the Rochester water story of the canal and river. With the removal of post-1824 additions to the aqueduct, and a subsequent lowering of the walking surface, the Riverwalk can finally connect along the river's edge back to the western street grid at the same level.



Section Through Promenade & Bridge Street Water Basin



Broad Street Boulevard of Fountains



Aqueduct Commons

River Platform: a new perspective

In response to the shared public desire to embrace the Genesee River and celebrates its presence in downtown, the design for the Aqueduct Plaza includes a viewing platform and access to the river bed.

The viewing platform is an extension of the urban open space at the canal level which cantilevers into the river corridor to allow dramatic views of the restored aqueduct and the bridges crossing the Genesee.

In addition, the platform provides access from the Riverwalk terraces to allow visitors to engage the actual water level of the Genesee River when it is not flooded. This physical connection to the river completes the Rochester water story in a powerful way.

HISTORIC AND SCENIC TRAILS

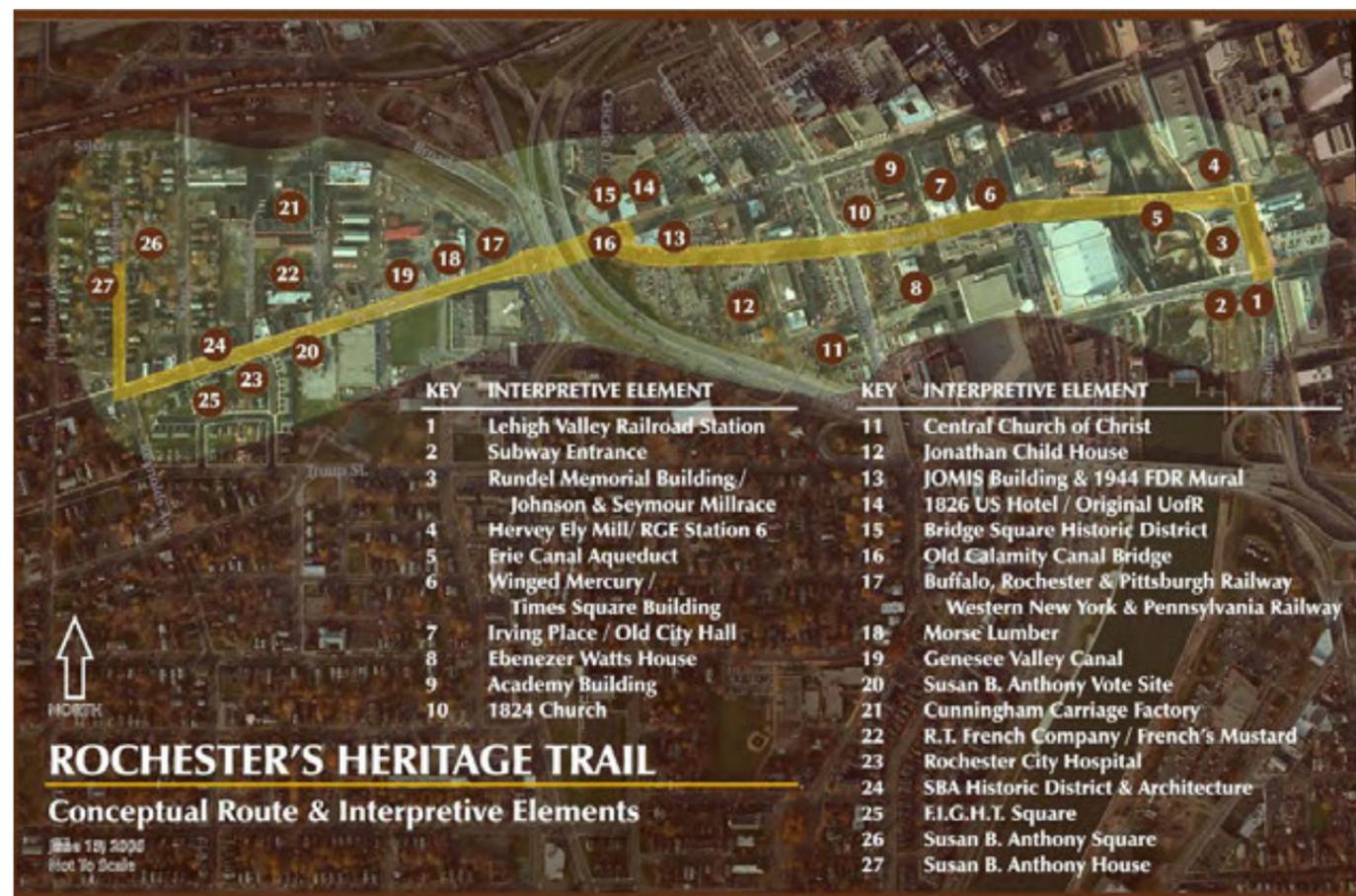
Genesee Riverway Trail

The master plan recommends specific improvements within the study area to better connect to the existing portion of the Riverwalk. Completing the Genesee Riverway trail through this part of the city will connect the northern and southern sections of the existing trail to the Center City as well as to several important residential neighborhoods. The Genesee Riverwalk Trail connects the University of Rochester Medical Center to Downtown Rochester and other destinations to the north. The trail will provide access to the developing neighborhoods along the river as well as the Genesee River gorge, a beautiful natural resource whose potential remains largely untapped. This portion of the trail is the largest missing link remaining in the Genesee Riverway Trail, which will connect Lake Ontario with the Erie Canal Heritage Trail when completed.

Heritage Trail: history retold

The Heritage Trail tells many stories about Rochester's history. The open space network envisioned by the master plan incorporates an elevated platform for the most important stories to be told.

The trail stretches from the Historic Lehigh Valley Railroad Station on the corner of Court Street and South Avenue, along the Erie Canal Aqueduct Bridge through the Broad Street Corridor to Madison Street on West Main and culminates in the Susan B. Anthony District. The recommended open space improvements will create urban spaces to integrate with the 27 historic sites identified by the Heritage Trail.



Rundel Memorial Library



Jonathan Child House



Academy Building



Times Square Building



Encourage Alternative Transportation

SUSTAINABILITY: AN ENVIRONMENTALLY SENSITIVE COMMUNITY

With the objective of minimizing the overall environmental impact of the Historic Erie Canal Aqueduct and development within the Broad Street Corridor, several sustainable design strategies are recommended as design guidelines for private development and public infrastructure. The new district provides the opportunity to showcase sustainable building initiatives and become a new benchmark for development within the region.

Sustainable features inherent in the master plan include: brownfield redevelopment (if any exist), mixed use development, access to public transportation, pedestrian-friendly design, storm water control, minimization of sewer expansion and material efficiency. These sustainable design strategies will support the buildings within the development in their pursuit of Leadership in Energy and Environmental Design. LEED certification as defined by various rating systems of the United States Green Building Council should be a goal for all public and private development within the district.

The plan recommendations closely align with many of the principles for neighborhood development in LEED for Neighborhood Development (LEED-ND) rating system. The LEED-ND rating was created to help to revitalize existing urban areas, reduce land consumption, reduce automobile dependence, promote pedestrian activity, improve air quality, decrease polluted storm water runoff, and build more livable, sustainable, enduring communities for people of all income levels. While currently a pilot program with guidelines under consideration, the LEED-ND rating system should provide the initial basis upon which private development can establish individual Green technologies and LEED certification for individual structures.

Compliance with applicable sustainability standards should be encouraged for all construction within the district. As updates are made to existing buildings, new office and retail interiors,

private real estate owners should utilize LEED programs for New Construction (LEED NC), Existing Buildings (LEED EB), Commercial Interiors (LEED CI), Core and Shell (LEED CS) and Retail (LEED for Retail – CI, currently in pilot).

In the design and construction of the water-themed public realm, the opportunity to utilize water efficiencies should be carefully considered. The common water elements should be investigated to maximize their sustainable attributes for the district. The water elements should be considered as opportunities for storm water management, irrigation, cooling, and hydro power generation.

Mixed-Use Development

The district anticipates a mixture of land uses including residential, commercial, cultural, recreational, and retail. This type of mixed use community promotes living in close proximity to the workplace and shopping, thus reducing reliance on vehicular transportation and parking. Block-by-block development should strive to comply with the applicable LEED rating system.

Pedestrian Friendly Design

The master plan promotes planning initiatives which create safe and comfortable pedestrian pathways throughout the district. The plan recommends streetscape improvements to new and existing streets; including, tree-lined pedestrian sidewalks along vehicular streets, and pedestrian only walkways throughout the district to provide access to major facilities.

The Aqueduct, a major pedestrian walkway, will initiate a continuous line of man-made waterways linking all aspects of the Canal District. The increased pedestrian accessibility in the district will increase the opportunity for residents and workers to walk to amenities rather than drive. Strategically located public parking will incentivize visitors to park once and walk to multiple destinations, with the hope that subsequent phases and nearby districts will require lower parking ratios for mixed-use development.

Brownfield Redevelopment

Although the sites designated for development are not currently registered as brownfield sites, historically the land housed light to medium industrial uses. Should contamination be discovered, remediation methods concurrent with best developing practices should be required.

Energy Efficiency

Building configuration and orientation should be governed by the creation of the appropriate enclosure to the public streets. The orientation and organization of fenestration and sunshading devices should respond to the solar orientation of each block.

Mechanical systems should be designed with consideration of geothermal, solar and hydrokinetic power sources. The opportunities inherent in the continuous water feature should be fully investigated to maximize its effect on energy production and efficiencies as well as water management.

Storm water Control

To minimize storm water runoff, storm water should be collected and re-used for irrigation. This may include the use of storm water to recharge building fire sprinkler systems and for irrigation of greenspaces. Storm retention and collection may be integrated with the Erie Canal water elements. To reduce the potential for water contamination due to vehicles, water may be collected from roofs and pedestrian walkways only. A gray water system for individual buildings should be encouraged. Vegetation planted throughout the site will serve as a filtration system between the storm water runoff and Genesee River.

Minimize Sanitary Sewer Expansion

By utilizing water-efficient technologies, private development should minimize increased sanitary sewer services. The technologies to be considered include: low-flow toilets, waterless urinals, and low-flow hand washing faucets and showers, among

others. The use of water-efficient plumbing fixtures will reduce the extent of any sewer infrastructure improvements required. Existing office buildings should be encouraged to renovate to LEED standards at minimum.

Connection to Surrounding Environment

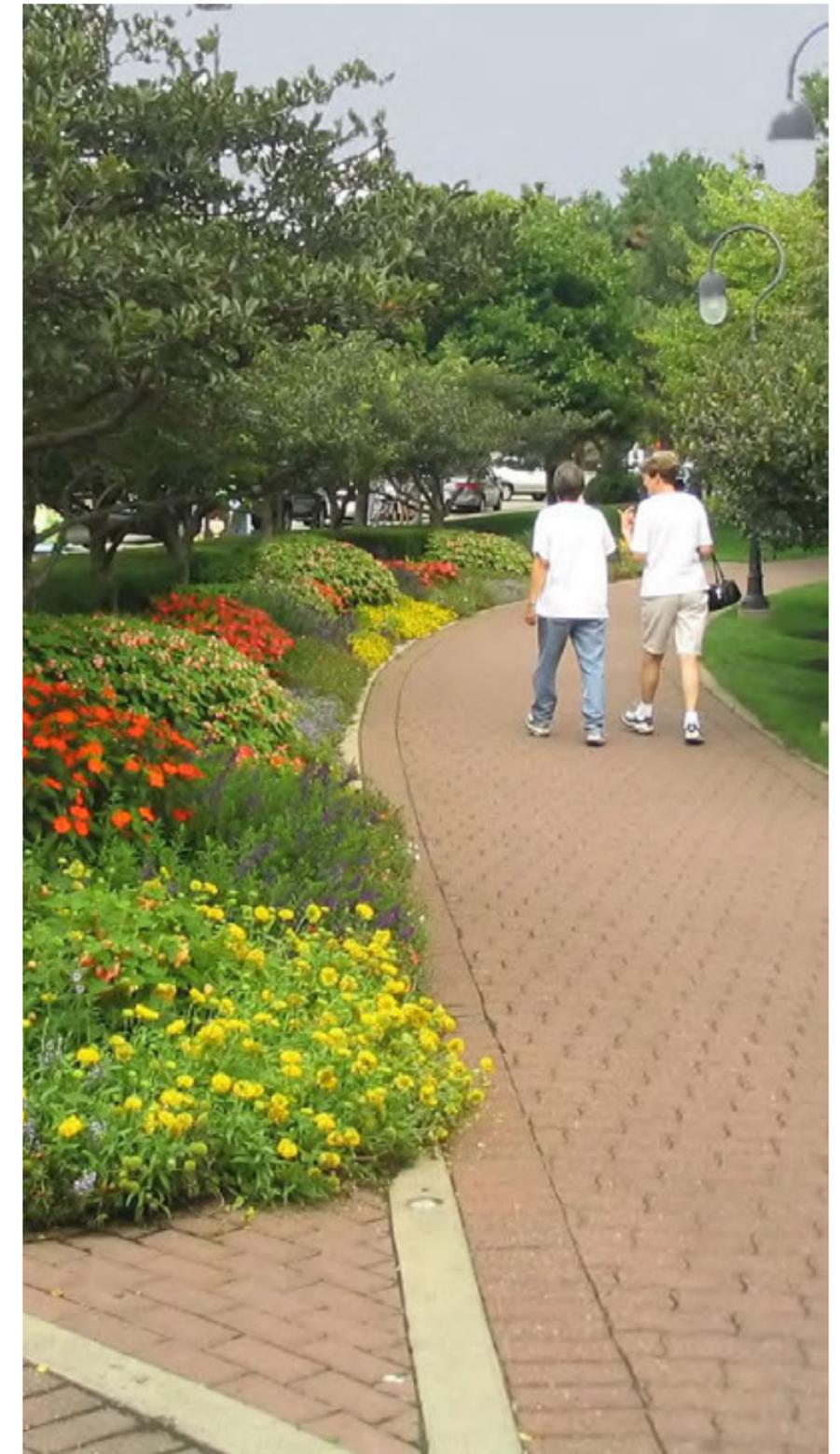
The site is connected to the surrounding environment via pathways and views. Both east and west sides of the Genesee River can be accessed by the aqueduct, bridges, crosswalks and pathways. These connections will provide a clear view of the re-established Historic Erie Canal. The series of linear water features will make a visual connection with the distinct bodies of water; establishing the unique neighborhood districts and reinforcing the history of the Erie Canal.

Resource Efficiency

Goals for buildings, green spaces, utilities and infrastructure should be established to encourage the efficient use of energy and water resources. Long term viability requires forward thinking, environmentally sensitive solutions and applications for energy use.

Material Efficiency

Building materials used throughout the project should be selected to reduce embodied energy through, but not limited to, the use of regionally manufactured products, regionally extracted raw materials, and recycled content materials. The stone from the dismantled portion of the aqueduct could be reused as paving for public spaces and plazas.



Integration of landscape and hardscape



 *Potential Induced Development - PHASE I

Phase 1 - Public Spaces

*The master plan and associated market analysis only account for the development program that is proposed in the Master Plan Report. Additional new development that could occur on the Potential Induced Development parcels has not been considered as part of this Master Plan.

2.7

PHASING

IMPLEMENTATION STRATEGIES: PHASING

The master plan recommends implementing the infrastructure and associated private development in three phases. Each phase corresponds to the market demand projected for each phase period.

The construction of the open space network amenities will catalyze development on adjacent blocks; allowing market flexibility as private development occurs. While market forces and land ownership were studied extensively, flexibility on the master plan allows for variations in market projections, and long term sustainability of the Canal District.

Phase I will help catalyze future development, adjacent parcels within the master plan and along the Genesee River corridor, and peripheral sites outside the Broad Street Study Area, the properties which will immediately benefit this development are the following:

Adjacent to Phase I:

1. 44 Exchange Boulevard (Phillipone Associates Inc)
2. 36 South Avenue - Former South Avenue Garage Helix Ramp Site (City of Rochester)
3. 103 Court Street (Leigh Station LLC (Farash Property))
4. 170-200 Exchange Boulevard - Parking Lot Site (City of Rochester)

Phase 1: 3-5 years

The initial phase of the Broad Street Corridor Master Plan focuses infrastructure improvements in the segment of Broad Street from South Avenue to Exchange Boulevard; including the Erie Canal Aqueduct. The master plan recommends restoring the current structure to its historic 1842 appearance, making the Aqueduct the centerpiece of the Phase One implementation. Phase One of the master plan vision, driven by the desires of the public and funding strategies, will celebrate the Genesee River and the Erie Canal. With funding coming from local, state and federal resources, restoring the Historic Erie Canal Aqueduct is a logical first phase for this vision to begin implementation.

As a result of phase one implementation, the current vehicular use of the Broad Street Bridge will be terminated. The existing road deck, last re-built in 1974, will be removed as well as the upper set of arches which were constructed in the early 1920's to support the original road deck.

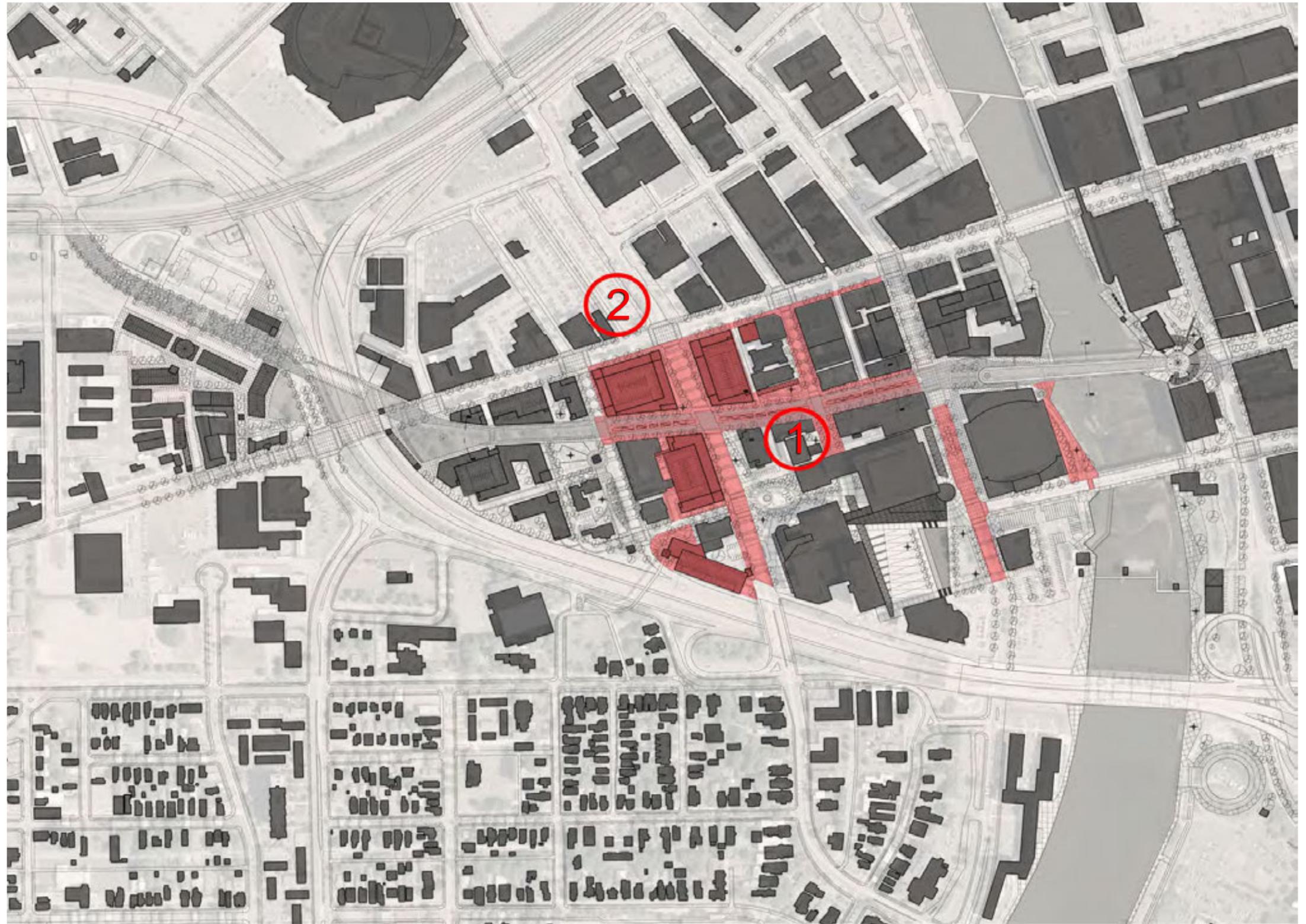
The recommendation is that any dismantled stone cladding be repurposed on-site. Once the Aqueduct structure is restored, it will carry water over the Genesee for the first time in nearly 100 years. The waterway will be approximately 35 feet in width and 4 feet deep, and will be flanked on either side by a generous 16 foot pedestrian promenade. While promoting Rochester's rich canal heritage, this canal esplanade will create a significant activity

node, as well as an exciting link between two premier downtown destinations: the Rochester Riverside Convention Center and the Blue Cross Arena.

The Aqueduct will be anchored at either end by two new urban plazas, one at the east terminus adjacent to the Convention Center and Rundel Memorial Library, and one at the west end adjacent to the Blue Cross Arena. These upgrades to the public realm will become places for public events.

The proposed addition of retail uses along the newly-formed Aqueduct Plaza will draw residents, workers and visitors to the river front and the re-watered canal. This new presence will create a bold new identity and brand for downtown and a new gateway to the Canal District. Retail uses on the western side of the river along Exchange Boulevard will act as an activity anchor to connect both sides of the river with new dining and entertainment venues. This easy pedestrian crossing will provide a signature link between the eastern banks of the Genesee River and the new Canal District. Façade lighting for the historic Rundel Library and other first class, dramatic lighting effects sensitive to the historic nature of the area will also be incorporated in Phase One.

It is recommended that the Civic Center improvements occur in this initial phase to reinforce the districts importance, substantiate government support, and set design quality standards for future development.



 *Potential Induced Development - PHASE II

Phase 2 - Public Spaces

*The master plan and associated market analysis only account for the development program that is proposed in the Master Plan Report. Additional new development that could occur on the Potential Induced Development parcels has not been considered as part of this Master Plan.

Phase 2 will help catalyze future development, adjacent parcels within the master plan and along the Genesee River corridor, and peripheral sites outside the Broad Street Study Area, the properties which will immediately benefit this development are the following:

Adjacent to Phase II:

1. 37 South Fitzhugh Street (Monroe County)
2. 116 West Main Street - Parking Lot Site (City of Rochester)

Phase 2: 5-10 years

The second phase of infrastructure improvements will focus on the grand urban boulevard stretching along Broad Street from Exchange Boulevard to Washington Street. This three-block section of Broad Street will remain open to traffic to serve as an alternative to Main Street as an east-west connector. The generous width of the Broad Street right of way and the reduced traffic area allows for this phase to provide substantial aesthetic improvements to the current streetscape and create a watered median reinforcing the canal as the primary spine of the district.

A wide central median will include a linear water feature. Fountains will be incorporated into this water element in addition to street trees and lighting upgrades on either side of the median. These improvements will create a water-based amenity to catalyze private development.



 *Potential Induced Development - PHASE III

Phase 3 - Public Spaces

*The master plan and associated market analysis only account for the development program that is proposed in the Master Plan Report. Additional new development that could occur on the Potential Induced Development parcels has not been considered as part of this Master Plan.

Phase 3 will help catalyze future development, adjacent parcels within the master plan and along the Genesee River corridor, and peripheral sites outside the Broad Street Study Area, the properties which will immediately benefit this development are the following:

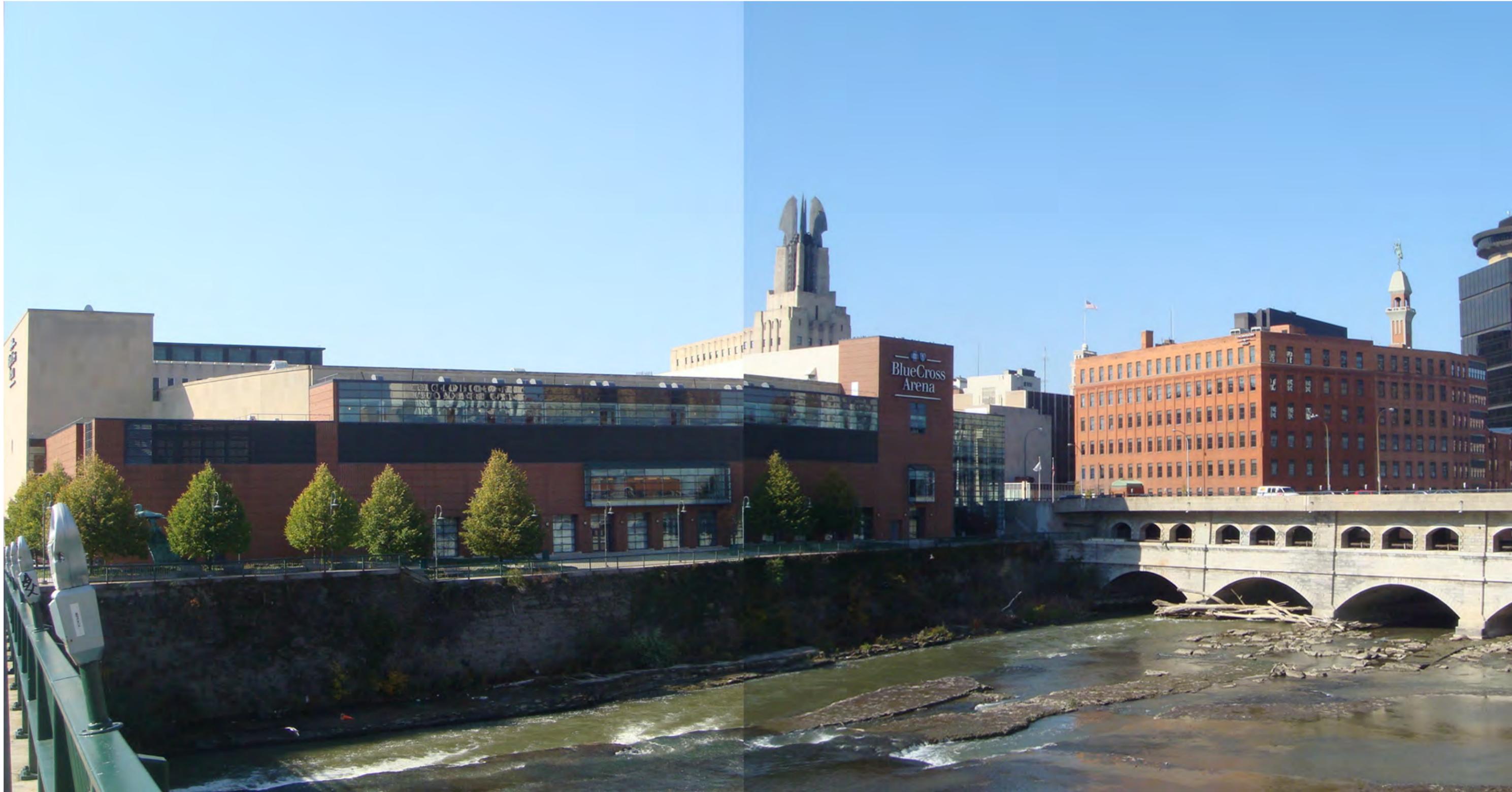
Adjacent to Phase III:

1. 242 west Main Street - Former Josh Lofton High School (City of Rochester)

Phase 3: 10-15 years

Phase 3 will introduce a third water element to the open space framework that serves as a west end anchor to the district. The segment of Broad Street from Washington Street to Main Street will be removed and replaced by a water basin and green space.

A large basin at the west end of the corridor will serve as the bookend to the Aqueduct at the east end. A large fountain will add a dramatic punctuation to the basin and will act as a western focal point to the Broad Street Corridor. The area will include pedestrian promenades and a series of green spaces to be developed just north of the historic Jonathan Child House. The open space infrastructure touches most of the blocks within this portion of the district which will give direct incentive to initiate private development.





Existing Erie Canal Aqueduct



This traffic signal of a type called the “silent policeman” or “silent cop” stands in the intersection of Fitzhugh and Broad Streets. The base is wooden. Just above the base is the sign “Drive to right”. Above that is a framework made of four wooden legs that supports a standard red-orange-green four-way traffic light. A horse-drawn wagon approaches the light. Automobiles are parked on both sides of the street.

Old Traffic Light at Fitzhugh & Broad Street circa 1925

From the Albert R. Stone Negative Collection, Rochester Museum & Science Center

2.8

INFRASTRUCTURE & UTILITIES

TRANSPORTATION & PARKING

EXISTING CONDITIONS

Vehicular

The following is a description of the current City streets and intersections within the study area including existing roadway configuration, speed limit, availability of on-street parking, and Average Daily Traffic (ADT) and Peak Hour Volume (PHV) information.

Broad Street

Broad Street is an urban minor arterial that traverses east-west and consists of two travel lanes in each direction all the way from West Main Street through South Avenue. Traveling East on Broad Street there are left turn lanes at the intersections of South Plymouth Avenue, South Fitzhugh Street, and Exchange Boulevard. Traveling west there are left turn lanes at the intersection of Exchange Boulevard, South Fitzhugh Street, South Plymouth Street, and South Washington Street. The area speed limit for this road is 30 mph. On-street parking is available on both sides of the street between the Main Street and South Avenue intersections. The ADT is approximately 14,000 vehicles per day (vpd) and the PHV is 1,200 vehicles per hour (vph).

West Main Street

W. Main Street is an urban minor arterial that traverses east-west in the downtown area and consists of four to six lanes, two traveling in each direction. Traveling east there are left turn lanes at the intersections of North Fitzhugh Street, State Street, and the Clarion Riverside Hotel Garage. There is also a right turn lane at the intersection of South Plymouth Avenue. Traveling west there are left turn lanes at the intersections of Exchange Boulevard, and South Fitzhugh. The area speed limit for this road is 30 mph. Shared bus lanes begin at Fitzhugh Street and continue eastward through the South Avenue/St. Paul Street intersection. The ADT is approximately 17,000 vpd and the PHV is 1,300 vph.

Court Street

Court Street is an urban minor arterial that traverses east-west, runs from Exchange Blvd and through South Avenue. The area speed limit for this road is 30 mph. On-street parking is available on both sides of the street between the Exchange Boulevard and South Avenue intersections with restrictions at each end to accommodate right turn lanes at the intersections. The ADT is approximately 8,000 vpd and the PHV is 800 vph.



Line of Buses circa 1950

From the Rochester Public Library Local History Division, Rochester, NY.

South Avenue / St Paul Street

South Avenue / St Paul Street is an urban minor arterial that traverses one-way southbound to the south of E. Main Street in the downtown area. South Avenue consists of four travel lanes with an exclusive left-turn lane approaching the South Avenue Garage entrance and approaching E. Broad Street. The area speed limit for this road is 30 mph. On-street parking is only available between a bumped-out area in front of the library. The ADT is approximately 23,000 vpd and the PHV is 2,010 vph.

Exchange Boulevard

Exchange Boulevard is an urban minor arterial that traverses north-south, from West Main Street thru I-490. There are left turn lanes heading south on Broad Street, Court Street, and the Blue Cross Arena parking lot just south of Court Street. Travelling north there is a left turn lane at the intersection of Broad Street. The area speed limit for this road is 30 mph. On-street parking is available on both sides of the street between the Troup Street and Main Street intersections with some bumped-out areas and some restrictions near the Blue Cross Arena and the Public Safety Building. The ADT is approximately 13,500 vpd and the PHV is 1,100 vph.

South Plymouth Avenue

South Plymouth Avenue is an urban principal arterial street that traverses north-south, from West Main Street thru I-490. There are left turn lanes heading north at the intersections of West Main Street and West Broad Street. Heading south there are left turn lanes at the intersections of West Main Street, West Broad Street, and the south entrance to the Civic Center. The ADT is approximately 11,000 vpd and the PHV is 1,000 vph.

Spring Street

Spring Street is a two-lane, one-way street eastbound between Washington Avenue and Plymouth Street. No on-street parking is provided. The ADT is approximately 5,000 vpd and the PHV is 400 vph.

Troup Street

Troup Street is a one-lane, east-west Street that is designated one-way in the eastbound direction between Plymouth Avenue and South Fitzhugh Street/Exchange Boulevard area. The speed limit for the area is 30 mph. The ADT is approximately 2,800 vpd and the PHV is 260 vph.

Washington Street

Washington Street is a three-lane, north-south Street with two lanes in the northbound direction and one-lane southbound. The speed limit for the area is 30 mph. On-street parking is available on the west side of the street between the Spring Street and Main Street intersections. South of Spring Street is one-way northbound and is the I-490 westbound off-ramp to Broad Street and Plymouth Avenue. The ADT is approximately 12,000 vpd and the PHV is 900 vph.

Fitzhugh Street

Fitzhugh Street a two-lane, north-south Street with one lane in each direction. The speed limit for the area is 30 mph. On-street parking is available on both sides of the street between the Broad Street and Main Street intersections. The section south of Broad Street is the access entrance to a parking garage. The ADT is approximately 5,000 vpd and the PHV is 400 vph.

Public Transportation

Downtown Rochester is the hub for the Regional Transit Service (RTS) bus system, operated by the Rochester Genesee Regional Transportation Authority (RGRTA). Within the study area, a total of 34 bus routes pass through the study area.

Table 1 summarizes the frequency of bus service by bus routes for each service operating within the project study area.

As can be seen in Table 1, there are 34 bus routes, the majority of these routes providing 15 to 30 minute headways into the downtown area. Of the three river crossings, Main Street receives the highest volumes of bus traffic (in both directions), while Broad Street receives only westbound traffic and Court Street receives only eastbound traffic.

Existing Public Transit Services											
Route No.	Route Name	Buses During Peak Period				Route Crossing over Genesee River					
		AM		PM		Broad St		Main St		Court St	
		In	Out	In	Out	EB	WB	EB	WB	EB	WB
1/1x	Lake	7 / 8	8 / 7					x	x		
2/2x	Thurston	6 / 5	5 / 5					x	x		
2/2x	Parsells	6 / 6	5 / 5								
3abc	Lyell	9 / 8	7 / 8					x	x		
3/3x	Goodman	6 / 6	5 / 6								
4/4x	Hudson	7 / 6	7 / 7								
4/4x	Genesee	6 / 7	7 / 6					x	x		
5/5x	St. Paul	5 / 6	6 / 5								
5/5x	South	5 / 6	5 / 5								
6/6x	Clifford	5 / 5	4 / 5								
6/6x	Jefferson	5 / 5	5 / 5					x	x		
7/7x	Clinton	7 / 7	6 / 6								
7/7x	Monroe	7 / 8	7 / 6								
8	Chili/Strong	7 / 7	7 / 8					x	x		
9	Jay/Maple	4 / 4	5 / 4					x	x		
10/10x	Portland	7 / 8	9 / 9								
10/10x	Dewey	9 / 9	9 / 9					x	x		
11/11x	S. Clinton	6 / 6	6 / 6								
11/11x	Joseph	6 / 5	6 / 6								
14	Ridge Road	4 / 1	2 / 3					x	x	x	
15	Dewey/Latta	5 / 2	1 / 7					x	x		
16	Crosstown	4 / 3	4 / 3					x	x		
17	East Ave to Pittsford	2 / 2	2 / 2								
18/19	University	5 / 2	4 / 4							x	
18/19	Plymouth	4 / 4	5 / 4					x	x		
20	Brockport/Spencerport	3 / 1	2 / 4					x	x		
21	E. Rochester/ Fairport	9 / 4	3 / 8					x			x
22	Penfield	3 / 3	4 / 4					x			x
24	RIT/Marketplace Mall/Scottsville	2 / 2	3 / 3								
30/40/45	Webster/ Xerox via Empire Creek	4 / 1	2 / 3					x			x
50	MCC/ Mt. Hope	2 / 5	2 / 1								
91	Avon/Suburban Plaza	5 / 4	2 / 5					x			x
92	Perinton/Bushnell's Basin/Lyons/Eastview Mall	5 / 2	2 / 5					x			x
96	Hilton/Hamlin/Clarkson	3 / 0	0 / 2					x			
AM Peak Period (7-9AM) - Total Buses						0	16	75	63	14	0
PM Peak Period (4-6PM) - Total Buses						0	34	67	73	25	0

TABLE 1

At the Broad Street bridge, many of the 16 buses during the morning peak period (7-9 AM) and 34 buses during the evening peak period (4-6 PM) actually make a loop from westbound Broad Street, turning left onto Exchange Boulevard, stopping at the Hall of Justice/Blue Cross Arena stop, making a second left onto Court Street, followed by a right turn onto South Avenue (primarily heading to eastbound I-490). The bus routes that operate in this fashion include Routes 21, 22, 30,35,40,91 and 92.

As mentioned above, Main Street is the primary transit corridor, and in the study area vicinity, the area of heaviest transit activity occurs at the intersection of Main Street with St. Paul Street/South Avenue. , RTS has two transit hubs where bus routes typically begin/end: 1) Main Street at the Liberty Pole, and 2) Broad Street Station. There are plans by the RGRTA to replace these two transit hubs with one larger facility as part of the Renaissance Square development (located to the north of Main Street between St. Paul Street and North Clinton Avenue). Main Street currently has bus lanes in both directions. These lanes are reserved for buses and right-turning vehicles.

Broad Street Station is located at the corner of Broad Street with Chestnut Street and James Street. Several bus routes (30, 91 and 92) now use Broad Street westbound between this station and the Civic Center/Hall of Justice crossing the Broad Street Aqueduct Bridge before returning back via the Court Street Bridge and South Avenue back onto I-490. Bus Routes 21 and 22 only cross the River as an alternate route to South Avenue.

PARKING

A detailed parking study was completed for downtown Rochester in early 2008. This study evaluated both the parking supply and demand of existing on- and off-street parking. Table 2 presents a summary of the parking inventory findings. Within the study area, there are a total of 2,988 parking spaces, of which 2,650 spaces are



Aqueduct Building circa 1912

From the Albert R. Stone Negative Collection, Rochester Museum & Science Center, Rochester, NY.

A crowd of men and women stands on the roof of the Aqueduct Building to watch the raising of the new flag. Measuring 10 feet x 18 feet, the flag was purchased with voluntary contributions of the E.R. Andrews Printing Co., The White Binding Co., and Lawyers' Co-operative Publishing Co., the occupants of the building. The flag was raised by Lt. Benjamin R. Briggs and Sgt. W. W. Ackerly of Troop H, 1st. N.Y. Cavalry. The singers of the Star Spangled Banner were accompanied by C. E. Gale and N.J. Carey, cornetists; Miss Maude Vincent, trombonist; and M.C. Barry, drummer. C.H. Maybee was cheerleader. None of the people named can be clearly distinguished in the crowd.

off-street spaces located primarily in parking lots and garages and 338 spaces on on-street spaces. The existing off-street parking supply is differentiated by type of parking facility (surface lot versus parking garage) and by use (public versus private). Currently, existing peak parking usage reaches 85% occupancy for the off-street parking spaces and 81% occupancy for the on-street parking spaces. The overall peak parking demand is 2,535 vehicles, which is equal to 85% occupancy overall, leaving 453 available parking spaces. Much of the current parking availability (73%) is located in off-street parking spaces, which may be eliminated in the future as a result of proposed land use development plans. As a general rule of thumb, the practical capacity of parking facilities occurs at 90% occupancy. At this point, it becomes very difficult to find a vacant parking space.

Existing Study Area Parking Supply and Demand*						
Location	On-Street Parking	On-Street Peak Parking Occupancy	Off-Street Parking	Off-Street Peak Parking Occupancy	Total Parking Spaces	Total Parking Occupancy
West of Plymouth Avenue	89	55 (62%)	646	628 (97%)	735	683 (93%)
Between Plymouth Avenue & Exchange Boulevard	109	103 (94%)	1,459	1,217 (83%)	1,568	1,320 (84%)
East of Exchange Boulevard	140	116 (83%)	545	416 (76%)	685	532 (78%)
Total	338	274 (81%)	2,650	2,261 (85%)	2,988	2,535 (85%)

* Data presented in the Comprehensive Downtown Rochester Parking Study, dated January 2008.

TABLE 2

In addition to parking within the study area, there is a large inventory of off-street parking in the western downtown area to the north of Main Street with several parking garages within one block of the study area, including the Sister Cities parking garage on Fitzhugh Street (991 spaces), the Genesee Crossroads parking garage on State Street (604 spaces), the Clarion Riverside Hotel Garage on St. Paul Street (181 spaces), the South Avenue Garage on South Avenue (1,659 spaces), and the Court Street Garage on Court Street (1,014 spaces). The proposed Broad Street closure will result in a loss of 106 on-street parking spaces.

TRAFFIC ASSESSMENT OF THE PREFERRED ALTERNATIVE

The purpose of this traffic assessment is to complete a planning level analysis of the likely impacts of implementation of the land use plan and street network modifications that are proposed as part of the Broad Street Corridor Master Plan. This assessment evaluates the traffic effects of the development considered as the preferred alternative focusing on modifications to the Broad Street geometry between South Avenue on the east end and Main Street on the west end of the study area. A Traffic Impact Study is being prepared and will be submitted to the City of Rochester with the SEQRA documentation.

Three scenarios will be analyzed for this evaluation:

- 2025 Background Scenario – This is the scenario of projected traffic in the study area without this project being implemented.
- 2025 Proposed Scenario – This includes a redistribution of traffic due to the street network modifications and land use buildout included in the preferred alternative master plan.
- 2025 Proposed with Mitigation Scenario – This includes additional street network changes to maintain satisfactory operations within the study area.

The thirty three (33) signalized intersections that are to be analyzed within the study area for the background, proposed, and proposed-mitigated scenarios include:

- Main Street/Broad Street/Ford Street
- Main Street/Broad Street
- Main Street/Washington Street
- Main Street/Plymouth Avenue
- Main Street/Fitzhugh Street
- Main Street/Exchange Boulevard/State Street
- Main Street/South Avenue/St. Paul Street
- Main Street/Clinton Avenue
- Main Street/Chestnut Street



Circa 1930

From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY

- East Avenue/Chestnut Street
- Broad Street/Washington Street
- Broad Street/Plymouth Avenue
- Broad Street/Fitzhugh Street
- Broad Street/Exchange Boulevard
- Broad Street/South Avenue
- Broad Street/Stone Street
- Broad Street/Clinton Avenue
- Broad Street/Chestnut Street
- Spring Street/Plymouth Avenue
- Court Street/Exchange Boulevard
- Court Street/South Avenue
- Court Street/Bausch & Lomb Drive
- Court Street/Clinton Avenue
- Court Street/Chestnut Street
- Troup Street/I-490 Eastbound On-ramp/Plymouth Avenue
- Woodbury Boulevard/South Avenue



Circa 1952

From the Rochester Public Library Local History Division, Rochester, NY.

- Woodbury Boulevard/St. Mary's Place
- Woodbury Boulevard/Clinton Avenue
- Woodbury Boulevard/Chestnut Street
- Church Street/Plymouth Avenue
- Church Street/State Street
- Andrews Street/State Street
- Andrews Street/South Avenue

BACKGROUND TRAFFIC SCENARIO

Monroe County Department of Transportation (MCDOT) has developed a traffic model for future traffic based on projected growth including the traffic studies for three of the major developments including Renaissance Square, PAETEC Headquarters/ Midtown Redevelopment, and ESL Headquarters. This Synchro model (year 2014) provides future traffic volumes and level of service calculations for the signalized intersections within the Inner Loop. This scenario also includes the proposed two-way conversion of Broad Street between Stone Street and Broadway. For the evaluation of the full buildout of the proposed development,

the estimated long-range development buildout year (2025) was selected for analysis. Traffic volumes from 2014 were increased by a compounded growth rate of 0.5 percent per year over 11 years. The resulting future 2025 AM and PM peak hour Synchro model volumes were used as the background traffic volumes. The summary of the intersection levels of Service are shown in Table 3.

PROPOSED STREET GEOMETRY

The City has several initiatives planned for different parts of the street network within the CBD. The Genesee Transportation Council (GTC) has prepared a travel demand model incorporating anticipated street changes for these other initiatives that include:

- Conversion of Broad Street from a one-way street to a two-way street between Stone Street and Pitkin Street east of the study area
- Conversion of Court Street from a one-way street to a two-way street between Clinton Avenue and Pitkin Street east of the study area
- Modification of a portion of the Inner Loop from a grade-separated expressway with frontage roads to a multi-lane arterial between the Monroe Avenue/Chestnut Street area and Main Street.
- As part of this proposed project, the street network changes for the proposed preferred alternative include:
- Closing the Broad Street Bridge between Exchange Boulevard and South Avenue
- Closing of the section of Broad Street between Main Street and Washington Street
- Reconfiguring Broad Street as a two-lane boulevard with one lane in each direction with adjacent parking on both sides of the street.

Proposed Traffic Scenario

The traffic assignments for the proposed traffic scenario were developed from two components; 1) the redistribution of traffic due to the planned street network changes and 2) the traffic generated

by the planned development included in the land use plan. The Genesee Transportation Council (GTC) performed future year 2014 traffic projections using the GTC Regional Travel Demand model for the projected developments including Renaissance Square, PAETEC Headquarters/ Midtown Redevelopment, ESL Headquarters, Charlotte Square Development, Capron Street Development, Cox Building Development, Warner Place and the Kirstein Building Development. Two scenarios were examined to assess the impact of the proposed closure of Broad Street over the Genesee River.

Intersection Level of Service in the Study Area		
INTERSECTION	2025 PROPOSED	
	AM PEAK	PM PEAK
Main Street/Broad Street/Ford Street	C	D
Main Street/Broad Street	----	----
Main Street/Washington Street	D	B
Main Street/Plymouth Avenue	D	E
Main Street/Fitzhugh Street	B	B
Main Street/Exchange Blvd/State Street	B	B
Main Street/South Avenue/St. Paul Street	F	C
Main Street/Stone Street	A	B
Main Street/Clinton Avenue	E	D
Main Street/East Avenue/Franklin Street	A	C
Main Street/Stillson Street	A	A
Main Street/Chestnut Street	B	B
East Avenue/Chestnut Street	B	B
Broad Street/Washington Street	B	C
Broad Street/Plymouth Avenue	C	B
Broad Street/Fitzhugh Street	C	C
Broad Street/Exchange Boulevard	D	F
Broad Street/South Avenue	A	B
Broad Street/Stone Street	A	B
Broad Street/Clinton Avenue	B	B
Broad Street/Chestnut Street	B	B
Spring Street/Plymouth Avenue	C	C
Court Street/Exchange Boulevard	C	C
Court Street/South Avenue	B	D
Court Street/Bausch & Lomb Drive	A	B
Court Street/Clinton Avenue	B	D
Court Street/Chestnut Street	B	B
Troup St/I-490 On-Ramp/Plymouth Ave	A	A
Woodbury Boulevard/South Avenue	A	A
Woodbury Boulevard/St. Mary's Place	A	B
Woodbury Boulevard/Clinton Avenue	C	C
Woodbury Boulevard/Chestnut Street	A	C
Church Street/Plymouth Avenue	A	B
Church Street/State Street	A	B
Andrews Street/State Street	B	B
Andrews Street/St. Paul Street	C	C

TABLE 3

These model projections were used to gauge the anticipated traffic shifts that could be expected for all of the anticipated development within the Inner Loop in the City for both scenarios with the Broad Street Bridge in place and with this bridge link removed. However, since these models do not incorporate future land use for the proposed development in this study area, the model differences were used to determine the traffic redistribution for the bridge closure only. Through this process, 80% of the Broad Street traffic was redistributed to the three other bridge crossings within the Inner Loop with the majority of this traffic diverted to the Main Street and Court Street bridge crossings. The remaining 20% was assumed to be diverted to other bridge crossings outside of the CBD.

This component of the proposed traffic volumes were assigned to the revised street network using the redistribution from the GTC model comparison and the directional turning movements of the Broad Street traffic in the MCDOT Synchro model.

The second component of the proposed traffic volumes is the traffic generated by the planned Master Plan development. Traffic generated by the development proposed was estimated using the ITE Trip Generation published rates. The overall, proposed development with unadjusted generated trips is shown in Table 4.

In an urban setting there are more opportunities for travelling in the CBD by other modes of travel including transit, bicycle, and walking. Also, the planned retail areas typically cater to people already traveling in the CBD. Therefore, credits were applied to the trip generation to account for these factors. A 60% “pass-by” credit was applied to the retail generation rate and a 20% “other mode” credit was applied to the residential and office traffic. The revised overall rates are shown in Table 5.

These adjusted trips were then divided in three “blocks” to distribute the traffic on the network. The three blocks consist of the west side of the study area west of Plymouth Avenue, the central portion of

the study area east of Plymouth Avenue and west of the river, and the last block is east of the river along South Avenue. Table 6 shows the composition and traffic distribution of each “block”.

Traffic Evaluation for Proposed Development

Peak hour traffic was distributed to the study area downtown roadway network based on existing travel patterns outside the study area. Accordingly, approximately 40 percent of site-generated traffic will be oriented to the east, 25 percent to the west, 5 percent to the south, and 30 percent to the north/northeast. From the east, the primary entrance corridors into the study area will include I-490 to S. Clinton Avenue or Washington Street and Monroe Avenue/ Chestnut Street. From the west, the primary entrance corridors into the study area include W. Main Street, Broad Street, Lyell Avenue and N Plymouth Avenue. From the south, the primary entrance corridors include Exchange Boulevard and S. Plymouth Avenue. From the north, the primary entrance corridors include State Street/ Lake Avenue, St Paul Street, N. Clinton Avenue, Chestnut Street/ North Street and E. Main Street.

Once the traffic was distributed on the network, the diverted traffic (due to the closure of Broad Street over the Genesee River) and the assigned peak hour traffic generation for the study area master plan

at full buildout was combined with the 2025 Background conditions volumes to create the 2025 Proposed Scenario peak hour traffic volumes. These volumes were then input into the Synchro model in order to assess the peak hour traffic operations within the study area. The intersection levels of service for this scenario are shown in Table 7.

IMPACTS AND MITIGATION

To mitigate the intersections that would have a Level of Service of E or F under the proposed full build scenario, the following street network improvements are proposed. It should be noted that certain of these mitigation measures may be implemented in a phased approach, in accordance with the project’s eventual advancement

- On Main Street at Washington Street and Plymouth Ave, widen and restripe Main Street between the I-490 overpass and Fitzhugh Street to provide opposing left turns on Main Street (a five lane section) and remove 24 on-street parking spaces from the south side of the street. In addition, at the intersection of Main Street with Plymouth Avenue, modify the traffic signal operation to provide a protected/permitted

TOTAL 2025 UNADJUSTED TRAFFIC GENERATION						
DEVELOPMENT TYPE	CUMULATIVE SIZE OF DEVELOPMENT	LAND USE CODES	AM PEAK HOUR INBOUND TRIPS	AM PEAK HOUR OUTBOUND TRIPS	PM PEAK HOUR INBOUND TRIPS	PM PEAK HOUR OUTBOUND TRIPS
Retail	129,800 SF	820 Gen. Commercial	112	71	357	387
Civic & Commercial Office	74,100 SF	710 General Office	145	20	40	200
Hotel	200 Rooms	310 Hotel	68	44	63	55
Residential	488 Units	230 Condominiums	31	153	148	73
Total Proposed Development			356	288	608	715

TABLE 4

- northbound left turn phase.
- On Washington Street at Main Street, restripe for exclusive left turn and change signal phasing to include northbound protected left turn movement.
- On Main Street, maintain the current four lane section with the removal of the exclusive bus lanes and relocation of bus stop/ transfer facilities to the transit center at Renaissance Square or an alternative location
- On Main Street, provide a leading westbound signal phase at St. Paul Street/South Avenue and provide a leading eastbound signal phase at Clinton Avenue.
- On Exchange Boulevard at Broad Street, modify the traffic signal operation to provide a protected/permitted northbound left turn phase.
- Construct an additional connection for westbound traffic on Troup street between Exchange boulevard and Plymouth Avenue, which is currently one-way eastbound in this section. This connection will provide alternative access to the I-490 eastbound from the Plymouth Avenue on-ramp, without crossing the river or Court Street
- Restripe the Court Street section between Exchange Boulevard and South Avenue to provide two lanes

DISTRIBUTED 2025 ADJUSTED TRAFFIC GENERATION						
DEVELOPMENT TYPE	CUMULATIVE SIZE OF DEVELOPMENT	LAND USE CODES	AM PEAK HOUR INBOUND TRIPS	AM PEAK HOUR OUTBOUND TRIPS	PM PEAK HOUR INBOUND TRIPS	PM PEAK HOUR OUTBOUND TRIPS
BLOCK 1 – West of Plymouth Avenue						
Retail	63,900 SF	820 Gen. Commercial	22	14	70	76
Residential	416 Units	230 Condominiums	21	104	101	49
<i>Total Block 1 Trips</i>			43	118	171	125
BLOCK 2 – East of Plymouth Avenue to the Genesee River						
Retail	50,800 SF	820 Gen. Commercial	18	11	56	61
Civic & Commercial Office	74,100 SF	710 General Office	116	16	32	160
Hotel	200 Rooms	310 Hotel	68	44	63	55
Residential	72 Units	230 Condominiums	4	18	17	9
<i>Total Block 2 Trips</i>			206	89	168	285
BLOCK 3 – East of the Genesee River						
Retail	15,100 SF	820 Gen. Commercial	5	3	17	18
<i>Total Block 3 Trips</i>			5	3	17	18

TABLE 6

westbound for the west portion of the bridge with one eastbound lane and parking transitioning to two eastbound lanes on the east end of the section with one lane westbound and a parking lane.. with a net loss of 8 parking spaces.

With this mitigation in place, Table 8 depicts the resulting Level of Service. For reference purposes, the background and proposed (without mitigation) are also shown.

Rail Based Public Transit

Rail Transit within Rochester’s subway system was originally operated by the New York State Railways Corporation under a 1927 agreement with the City of Rochester. In 1938, after operating under receivership for numerous years, New York State Railways turned over all city lines, including the subway, to the newly formed Rochester Transit Corporation. Subsequently, the Rochester Transit

TABLE 5

TOTAL 2025 ADJUSTED TRAFFIC GENERATION						
DEVELOPMENT TYPE	CUMULATIVE SIZE OF DEVELOPMENT	LAND USE CODES	AM PEAK HOUR INBOUND TRIPS	AM PEAK HOUR OUTBOUND TRIPS	PM PEAK HOUR INBOUND TRIPS	PM PEAK HOUR OUTBOUND TRIPS
Retail (60% pass-by traffic)	129,800 SF	820 Gen. Commercial	45	28	143	155
Civic & Commercial Office (20% Other modes)	74,100 SF	710 General Office	116	16	32	160
Hotel	200 Rooms	310 Hotel	68	44	63	55
Residential (20% Other modes)	488 Units	230 Condominiums	25	122	118	58
Total Proposed Development			254	210	356	428

Intersection Level of Service in the Study Area		
INTERSECTION	2025 PROPOSED	
	AM PEAK	PM PEAK
Main Street/Broad Street/Ford Street	C	D
Main Street/Broad Street	----	----
Main Street/Washington Street	D	B
Main Street/Plymouth Avenue	D	E
Main Street/Fitzhugh Street	B	B
Main Street/Exchange Blvd/State Street	B	B
Main Street/South Avenue/St. Paul Street	F	C
Main Street/Stone Street	A	B
Main Street/Clinton Avenue	E	D
Main Street/East Avenue/Franklin Street	A	C
Main Street/Stillson Street	A	A
Main Street/Chestnut Street	B	B
East Avenue/Chestnut Street	B	B
Broad Street/Washington Street	B	C
Broad Street/Plymouth Avenue	C	B
Broad Street/Fitzhugh Street	C	C
Broad Street/Exchange Boulevard	D	F
Broad Street/South Avenue	A	B
Broad Street/Stone Street	A	B
Broad Street/Clinton Avenue	B	B
Broad Street/Chestnut Street	B	B
Spring Street/Plymouth Avenue	C	C
Court Street/Exchange Boulevard	C	C
Court Street/South Avenue	B	D
Court Street/Bausch & Lomb Drive	A	B
Court Street/Clinton Avenue	B	D
Court Street/Chestnut Street	B	B
Troup St/I-490 On-Ramp/Plymouth Ave	A	A
Woodbury Boulevard/South Avenue	A	A
Woodbury Boulevard/St. Mary's Place	A	B
Woodbury Boulevard/Clinton Avenue	C	C
Woodbury Boulevard/Chestnut Street	A	C
Church Street/Plymouth Avenue	A	B
Church Street/State Street	A	B
Andrews Street/State Street	B	B
Andrews Street/St. Paul Street	C	C

TABLE 7

Corporation operated under contract to the City of Rochester.

In 1951, The State Public Utilities Commission forced the Rochester Transit Corporation to operate without any further public subsidies from the City of Rochester. Based on this mandate the City entered into a new contract with the Rochester Transit Corporation, allowing continued use of its subway facilities while eliminating all operational subsidies from the City. Rochester Transit Corporation ceased operations in June of 1956. Since that time, the subway

structure beneath Broad Street has remained substantially intact, subject to varying levels of deterioration.

In May of 1968, as a means of ending a crippling strike and providing for the improvement of transit service in the Rochester metropolitan community, the City of Rochester, through eminent domain proceedings and with state financial assistance, acquired the assets of the Rochester Transit Corporation for \$3.5 million dollars. The City of Rochester renamed the corporation as the Rochester Transit Service. Rochester Transit Service continued in operation for a very brief time before transferring its assets in 1971 to the newly formed Rochester-Genesee Regional Transportation Authority.

The Rochester-Genesee Regional Transportation Authority (RGRTA) is a public benefit organization which provides transportation services in the area in and around Rochester, New York. RGRTA was formed on August 1, 1970 by a state act of government which also formed three similar agencies in Syracuse, Buffalo, and the Capital District around Albany.

At present, public transit in the greater Rochester area is provided by the Rochester-Genesee Regional Transportation Authority.

A number of previous studies have been completed over the past several years regarding the feasibility of re-establishing a rail based transit operation to serve the greater Rochester community. The three most recent professional studies include:

- Rail Based Transit, Proposal for Rochester, New York (2002) Prepared by Stone Consulting and Design, Inc for the Rochester Rail Transit Committee
- Rochester Light Rail Transit Economic Development Feasibility Study (1998) Prepared by Wilbur Smith Associates for the City of Rochester

INTERSECTION	2025 BACKGROUND		2025 PROPOSED		2025 MITIGATED	
	AM PEAK	PM PEAK	AM PEAK	PM PEAK	AM PEAK	PM PEAK
	Main Street/Broad Street/Ford Street	C	D	C	D	C
Main Street/Broad Street	B	C	----	----	----	----
Main Street/Washington Street	B	A	D	B	B	B
Main Street/Plymouth Avenue	C	B	D	E	C	D
Main Street/Fitzhugh Street	B	B	B	B	B	B
Main Street/Exchange Blvd/State Street	B	B	B	B	B	B
Main Street/South Avenue/St. Paul Street	D	C	F	C	C	C
Main Street/Stone Street	A	A	A	B	A	A
Main Street/Clinton Avenue	E	C	E	D	C	D
Main Street/East Avenue/Franklin Street	A	C	A	C	A	C
Main Street/Stillson Street	A	A	A	A	A	A
Main Street/Chestnut Street	B	B	B	B	B	B
East Avenue/Chestnut Street	B	B	B	B	B	B
Broad Street/Washington Street	C	B	B	C	B	C
Broad Street/Plymouth Avenue	B	B	C	B	C	D
Broad Street/Fitzhugh Street	B	B	C	C	C	B
Broad Street/Exchange Boulevard	B	A	D	F	C	C
Broad Street/South Avenue	B	C	A	B	A	D
Broad Street/Stone Street	A	A	A	B	A	B
Broad Street/Clinton Avenue	A	B	B	B	B	B
Broad Street/Chestnut Street	B	B	B	B	B	B
Spring Street/Plymouth Avenue	B	B	C	C	C	C
Court Street/Exchange Boulevard	B	B	C	C	C	C
Court Street/South Avenue	B	C	B	D	B	D
Court Street/Bausch & Lomb Drive	A	B	A	B	A	B
Court Street/Clinton Avenue	C	C	B	D	B	D
Court Street/Chestnut Street	B	B	B	B	B	B
Troup St/I-490 On-Ramp/Plymouth Ave	A	A	A	A	A	A
Woodbury Boulevard/South Avenue	A	A	A	A	A	A
Woodbury Boulevard/St. Mary's Place	A	B	A	B	A	B
Woodbury Boulevard/Clinton Avenue	C	B	C	C	C	B
Woodbury Boulevard/Chestnut Street	A	B	A	C	A	C
Church Street/Plymouth Avenue	A	B	A	B	A	B
Church Street/State Street	A	B	A	B	A	B
Andrews Street/State Street	B	B	B	B	B	B
Andrews Street/St. Paul Street	C	C	C	C	C	C

TABLE 8

- High-Capacity Transit Study Summary Report (1996) Prepared by Bergmann Associates for the Genesee Transportation Council

In general, the results of these studies have produced the following conclusions:

- Subject to an in-depth evaluation of right-of-way and possible constructability constraints, feasible alignments appear to exist into and through the downtown area.
- While the geometry of the proposed transit system presents a somewhat radial configuration, the alignments do not intersect at a natural point of convergence in the downtown area.

- Significant public subsidies will be required for the construction and operation of a light rail system.
- Phased construction of individual alignments is feasible.
- Population densities and demographics did not support the need for a rail based system at the present time.
- The tunnel right-of-way to the east of Plymouth Avenue, including the Broad Street Aqueduct, should be preserved for future transit use.

The Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan was developed with the intent of exploring the best use of the historic Aqueduct and greater Broad Street corridor based on land use trends, market conditions, historic precedents and significant public involvement. Evaluating the economic feasibility of providing a rail based transit system for the greater Rochester area was not intended to be a major point of focus of this study. Through the course of this open and collaborative master planning process, it was determined that the current best use of the Aqueduct was as a rewatered element representative of the historic Erie Canal. That said, the master plan does preserve the opportunity for transit options that may arise in the future, while taking advantage of current economic development opportunities.

The master plan maintains the Broad Street corridor as a public right-of-way, preserving a three-block segment of the subway tunnel itself from Washington Street to Exchange Boulevard, and maintains the floor elevations within the Aqueduct formerly used to carry subway tracks. Should the community wish to move forward with light rail transit plans in the future, the Aqueduct may still be used to cross the Genesee River. Additionally, previous transit feasibility studies indicated that the former subway alignment west of Plymouth is not desirable. This was further collaborated by correspondence received from the Rochester Rail Transit Committee. The study completed by Wilbur Smith utilized only a short segment of the former Broad Street subway tunnel (the portion from Plymouth Avenue east to a proposed Court Street

station on the east bank). An alignment providing direct access to Kodak headquarters, Frontier Field, and High Falls was said to have the highest development potential, and that only the Aqueduct and subway segment between Court Street and Plymouth Avenue would be needed for a north-south light rail transit alignment. Similarly, the transit study prepared by Stone Consulting utilizes the portion of the former subway from Plymouth Avenue to Court Street. The proposed Master Plan would essentially follow the recommendations in these prior studies by maintaining the tunnel from Plymouth Avenue to Exchange Boulevard, and maintaining the subway elevation across the Genesee River.

A Main Street circulator trolley has been considered by the City, and is the subject of a proposed study called "Center City Circulator Study", which would further examine feasibility, most appropriate route, connectivity of satellite parking facilities, and other logistical factors. The 2007 Downtown Charrette Report also identified Main Street as the most appropriate location for a future trolley system in downtown. Given the mix of retail, office and hotel uses along Main Street, the Convention Center, Blue Cross Arena, proposed Renaissance Square, redevelopment of Midtown Plaza, and expansion of the Eastman Theatre, the idea of Main Street as an east-west spine providing access to many important downtown destinations is logical. In addition, a trolley system would provide the most flexibility for frequent stops and street-level visibility appropriate for the downtown area of a mid-size city.

The tremendous historical significance of the original Erie Canal Aqueduct, as well the potential of providing a launching pad for creating great public space and energizing development in the western sections of the center city core, strongly supports the recommendation for restoration and re-watering of the Aqueduct. In short, while the master plan makes informed recommendations for the current best use of the Broad Street Corridor and Historic Erie Canal Aqueduct as a canal and grand boulevard, it does not preclude the possibility of modifications at a later date to

accommodate light rail transit. This flexibility is provided by maintaining the existing tunnel to the west of Plymouth, and allowing for the Aqueduct to be modified should light rail transit come to fruition in Rochester.

The life of our city is rich in poetic and marvelous subjects. We are enveloped and steeped as though in an atmosphere of the marvelous; but we do not notice it.

-Charles Baudelaire

FUTURE OF THE BROAD STREET TUNNEL

In 2009, the City of Rochester will initiate the construction of various Broad Street Tunnel improvements as part of an ongoing rehabilitation project. The proposed improvements include:

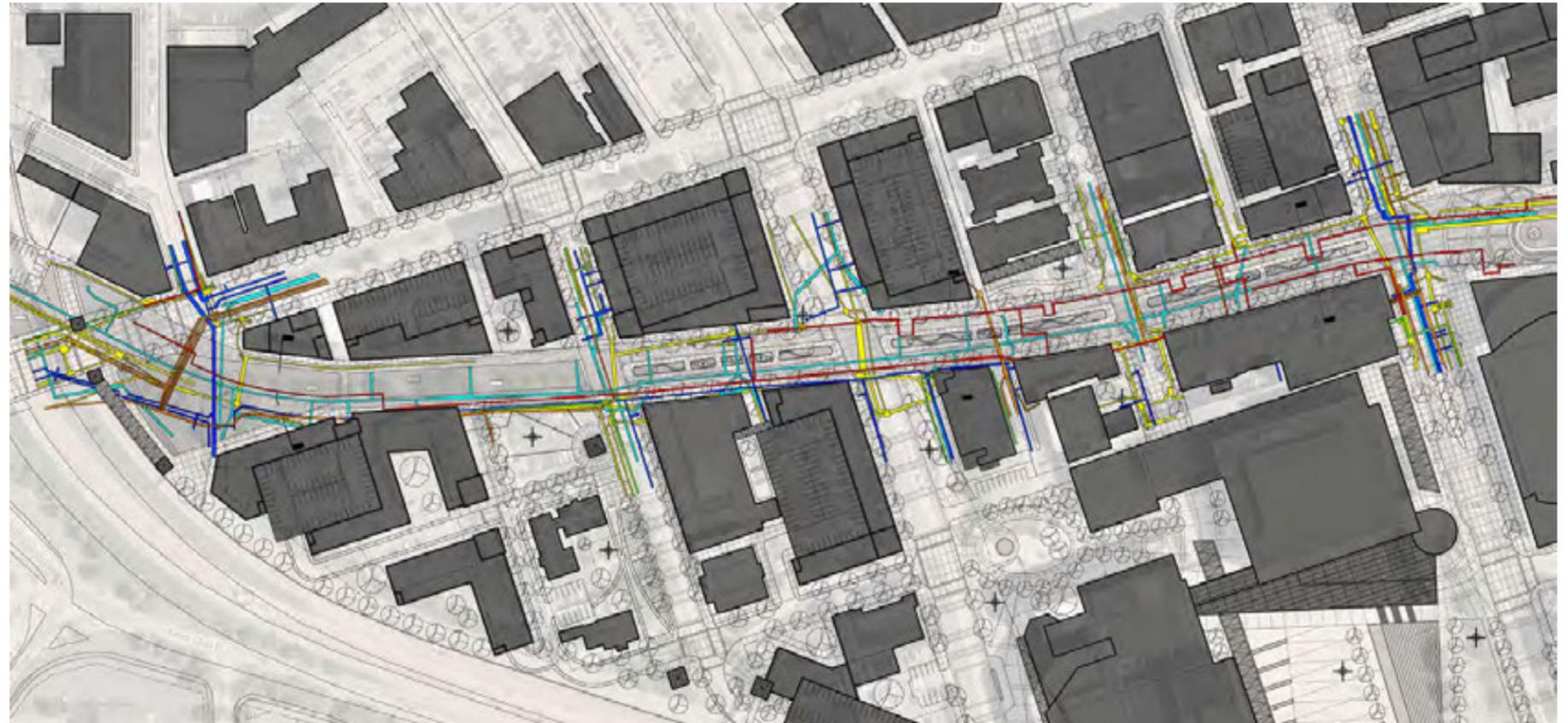
- Filling of the existing tunnel between Brown and Main Streets (approximate limits).
- Construction of a new tunnel access at the location of the former Rochester & Southern RR portal.
- Structural repairs to deteriorated tunnel components between Main St. and Exchange Blvd.
- Streetscape improvements as related to the implementation of various phases of this master plan.

Although the preferred alternative presented in this master plan interrupts a tunnel connection to the east side of the river (and points southward), the rest of the Broad Street Tunnel will remain substantially intact between Exchange Blvd. and Main St.

Future use and / or disposition of the remaining tunnel section may include:

- Filling and abandonment of isolated portions
- Underground storage areas
- Delivery access (similar to the Midtown Truck Tunnel)
- Underground parking.

The preferred usage will ultimately depend on actual surrounding land uses, occupancy needs, and projected construction / operating costs. Should the entire remaining tunnel be used for underground parking, an estimated 270 spaces could be provided at an approximate construction cost of \$5,000,000. This construction cost estimate includes one new vehicular entrance; three stair towers and two elevators for pedestrian access; as well as painting, lighting, signage, and ventilation costs. Additional details on the potential for underground parking within the tunnel are provided in the Transportation Appendix.



Existing Utility Plan

UTILITIES

Existing utilities within the study area ROW

A wide range of utilities are currently present within the existing tunnel that runs under Broad Street throughout the study area.

A summary of the utility agencies and a description of their facilities within the tunnel are shown in Table 9:

Monroe County Pure Waters

The Monroe County Pure Waters Sewer District maintains the existing combined sewers in the project area. These are existing combined sewers beneath the floor of the tunnel from West Main Street to Exchange Street, including crossing sewers at Washington Street and Exchange Street. The existing sewers range in size from 4" V.T. to an 8' x 7' tunnel. A summary of the existing combined sewers and the conceptual plan for their incorporation into the project is as follows:

STATION	CROSSING STREET	SEWER SIZE TYPE	CONCEPTUAL DISPOSITION
20+18 to 28+70		12" VT - 15" VT	Abandon in place
26 + 70	W. Main Street, Cascade Drive	8' x 7' Tunnel	To remain
28 + 70 to 32 + 50	Washington Street, Scott Alley, Plymouth Avenue, School Alley, Fitzhugh Street	36" Seg Block, 42" Seg Block	To remain, with CIPP Liner
40 + 70 to 43 + 80		4" VT, 12" VT	Abandonment in place
45 + 05	Exchange Street	1'-6" x 6' Con. Box	To be determined
45 + 05 to 47 + 30		12" VT	To be determined

Table 9

Rochester Water Bureau

Within the project area, there are five Rochester Water Bureau main crossings of the existing tunnel, as indicated in Table 10:

At all of these locations, the mains turn downward to pass under the floor of the existing tunnel and subsequently rise to normal watermain depth on the opposite side. The general plan for these mains will be to place fill within the tunnel to the subgrade elevation of the new street section, and then excavate in the new fill to construct the required watermain connections. The crossings at Scott Alley and Exchange Street will be relatively straight crossings. At Cascade Drive, the new mains will be routed to allow excavation of the westerly end of the west basin area. There are other minor watermain facilities within the ROW of the project area, but they are in locations outside of the tunnel section that will not be affected by the proposed action.

Rochester Gas & Electric (RG&E - Electric)

Duct banks containing four to ten transit pipes carrying electric lines run transversely across the tunnel at most intersections inside the Inner Loop. The manholes for these lines are all located outside of the tunnel in the sidewalks.

Rochester Gas & Electric (RG&E - Gas)

There are no gas mains within the tunnel in the project area.

Monroe County Department of Transportation

Coaxial cable for their signal system is located in RG&E's leased ducts over a majority of the project length. It has its own duct at the Main Street/Broad Street intersections under (I-490/Inner Loop and between the Fitzhugh Street and Exchange Street intersections.

Crossing Street	Station Location	Size and Type
Cascade Drive	26 + 55	12" Holley
Cascade Drive	26 + 60	36" Distribution
Scott Alley	34 + 80	16" Domestic
Exchange Street	45 + 20	2 - 12" Holley

Table 10

All other signals are cross fed. Monroe County DOT would prefer to locate the signal infrastructure outside of the RG&E duct work throughout the limits of the project.

Time Warner

A fiber optic line runs longitudinally through the tunnel from South Avenue to Brown Street. It is carried by a flexible conduit that is attached to the center pier on the RR track #3 & 4 side from Brown Street to the east end of the Gannett building. From this point to the project end, it is attached to the north wall.

Rochester District Heating (RDH)

RHD operates and maintains a steam line that runs across the aqueduct and continues through the tunnel to Cascade Drive where it is capped. This steam line services many of the downtown buildings. The main line is a 6 inch or 8 inch high pressure steam line with various risers that still serve customers or have been capped. Most of these steam lines are covered with asbestos insulation, some of which has been covered or encased. The line continuing past Cascade Drive, down station to the project beginning, is owned and maintained by RG&E (most of this line has been removed or abandoned in place).

Frontier (Telephone)

Several duct banks run transverse to the tunnel, but some are located above the structural deck. The duct banks are located at Allen, Main, Washington, Fitzhugh, and Exchange Boulevards and Scott and School Alleys. The crossing by School Alley has caused significant problems with settlement of the asphalt paving in the past, and has been excavated and repaved several times.

MCI Telecommunications

One fiber optic line runs through the Gannett storage area along the north tunnel wall. It crosses to the south wall just west of the storage area and runs along this wall to where it exits at the railroad entrance. The fiber optic line is carried in a 4 inch steel conduit which is anchored to the subway wall or roof slab.

Williams

Two 4" diameter conduit carrying fiber optic lines cross the tunnel at the south end of Allen Street and continue through the tunnel along the northern wall, through the eastern wall of Gannett and past the project limits.

AT&T /TC Systems (assumed)

Four 4" conduit carrying fiber optic lines enter the tunnel at the siding entrance near Industrial Street, cross the tunnel and continue along the north wall to the end of the project limits. A junction box exists at spans 174/175 (near Irving Place), where four conduits exit the tunnel and four enter the tunnel.

Fibertech

Two 6" conduits mounted to the roof cross the tunnel on the west side of the western Gannett wall.

Private Conduit

A private conduit line crosses the tunnel near Washington Street and is mounted to the roof. This line is abandoned since the private business using this conduit has relocated.

Conversations with the City Permit Office indicate that Telergy may also have facilities located in the tunnel, but plans and specific locations are not available. Some conduit was noted but could not be identified, as follows: 2-5" and 1-3" conduit mounted to the top slab and crossing the tunnel just west of Plymouth Avenue; 2-2" plastic conduit mounted to the north wall starting at Fitzhugh and continuing to the east through the Gannett storage area.

In addition, the previous Gannett storage area has a sprinkler system throughout and a drip pan or gutter system which collects leakage through the concrete roof slab.

The disposition of all utility lines within the project area and the coordination of the public and private utility modifications will be developed in final design.



Pedestrian Bridge over the Erie Canal at Exchange Street circa 1913
From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY.

3.1

RESOURCES

Research Document Summaries

The following documents were identified by the City of Rochester as historical references for the consultant team to investigate towards developing a thorough understanding of the Broad Street Corridor and Erie Canal Aqueduct:

- NYS ESDC Funding Application/ Erie Canal Aqueduct Project, by City of Rochester, NY
- Draft Broad Street Tunnel DR/ EA, April 2008, FRA Engineering and Architecture, P.C.
- Urban Land Institute, Rochester, NY, Strategies for Re-Creating the Urban Core (June 2005)
- Westside Parking Study, Clark Patterson Associates, August 2001
- Comprehensive Downtown Parking Study, January 2008, by Walker Parking Consultants
- A Gateway to Center City Plan/ Susan B. Anthony Neighborhood, October 2006
- Rochester Rental Housing Survey , 1st Quarter 2007 Version
- #1 , Rochester Downtown Development Corporation, www.rochesterdowntown.com/downloads/2007_Housing_Survey.pdf
- Survey of Downtown Office Space, May 2007, Rochester Downtown Development Corporation, www.rochesterdowntown.com/downloads/downtown_market_summary.pdf
- Strategic Center City Investment, 2009, Rochester Downtown Development Corporation, www.rochesterdowntown.com/downloads/resources/Center_City_Dev.pdf
- "Strategic Center City Development", Fall-Winter 2007, by Rochester Downtown Development Corp., www.Rochesterdowntown.com/downloads/resources/Center_City_Dev_ProjectBreifs.pdf
- "Incentives for Downtown Housing & Mixed-Use Development", September 2006, by Rochester Downtown Development
- Susan B. Anthony Neighborhood Design Charette, Preliminary Report, July 2007, by Rochester Regional Community Design Center
- National Heritage Corridor – Manifest for a 21st Century Canalway, Highlights of the Draft Preservation & Management Plan dated June 2005, by Erie Canalway National Heritage Corridor Commission
- Rail Based Transit – Proposal for Rochester, NY, by Stone Consulting and Design, Inc. for the Rochester Rail Transit Committee, April 2002
- Rochester History "The Rochester Subway Experiment" dated April 1974, by Joseph W. Barnes, City Historian
- Rochester Light Rail Transit Economic Development Feasibility Study, by Wilbur Smith Associates in association with BRW, Erdman Anthony, and Fisher Associates, January 1998
- Rail Transit in Rochester New Directions, New Possibilities – Rochester Rail Transit Committee dated August 12, 1993, by DeWain Feller

- High-Capacity Transit Study Summary Report – Rochester Regional Transportation Corridors Study dated August 1996, by The Genesee Transportation Council & The Transportation Corridor Study Advisory Committee, Bergman Associates in association with Parsons Brinckeroff, GTC Central Staff & Fisher Associates
 - Canal Boats, Interurbans & Trolleys – The Story of the Rochester Subway dated 1985, by Ron Amberger, Dick Barret, Greg Marling & Rochester Chapter NRHS
 - Lehigh Valley Corridor Feasibility Study – Draft Phase 1 Existing Conditions Report dated February 1995, by The Genesee Transportation Council, Bergman Associates, Parsons Brinckeroff – The Center for Governmental Research, Joseph Lu Engineers
 - Local Waterfront Revitalization Plan Partial Draft , by City of Rochester
 - Western Erie Canal Heritage Corridor Planning Commission Management Plan DRAFT, by the Western Erie Canal Heritage Corridor Commission, April 2004
 - Rochester History, “Rochester and The Erie Canal”, dated July 1949, Blake McKelvey, City Historian
 - Broad Street Bridge Redevelopment Project dated 3/29/89, by City of Rochester Department of Community Development, John Thomas Associate City Planner, Douglas Benson Junior City Planner, Bureau of Planning and Zoning & State University of New York @ Buffalo School of Architecture & Environmental Design
 - Vintage Replica Streetcars: The Best Choice for Rochester
 - Proposed Streetcar Route Accomplished in Two Phases
 - Replica Vintage Street Cars and their Possible Contribution to the Growth of Downtown Rochester Proposal for Consideration by Mayor Robert Duffy and the City Council
 - Application Form TEA-21 New York State Development of Transportation Project Rating Criteria Summary, November 1, 2001
 - Empire State Development, Empire State Opportunity Fund Project, Erie Canal Interpretive Center City of Rochester, NY, August 10, 2002
 - Rochester, NY Center City Canal Initiative
 - Broad Street Tunnel, FRA Project #1140 – Final Design SHPO Coordination documents – plans – DR/EIS, February 2005, by FRA Engineering, P.C.
 - Center City Code, by City of Rochester
 - Center City Master Plan – “Rochester 2010 The Renaissance” by The City of Rochester, NY, Mayor William A. Johnson Jr., Department of Community Development – March 2003
 - “We Shape Our City Rochester, NY”, “A Vision for the Future”, A Community Based Vision Plan for Downtown Rochester, May 2008, by Rochester Regional Community Design Center
 - www.ggw.org/rrtc/learn/rail_and_rochester.htm
 - www.rocwiki.org/Abandoned_Subway
 - www.eriecanal.org
 - www.vintageviews.org/vv-tl/pages/broad_St..htm
 - www.vintageviews.org/vv-tl/timeline/flour.html
 - en.wikipedia.org/wiki/Erie_Canal
- The consultant team reviewed and summarized each of these documents and assessed the applicable data to inform the Historic Erie Canal Aqueduct & Broad Street Corridor Master Plan.
- Public Participants**
The individuals listed below participated in one or more of the following meetings:
- Historic Erie Canal Visioning Workshop - June 28, 2008
 - Historic Erie Canal Public Meeting - September 8, 2008
 - Historic Erie Canal Community Advisory Meeting - September 8, 2008
 - Historic Erie Canal Business Community & Stakeholder Meeting - September 8, 2008

3.2

ACKNOWLEDGEMENTS

Special thanks to Mayor Robert Duffy and Congresswoman Louise M. Slaughter for working closely with the team to develop the Historic Erie Canal Aqueduct & Broad Street Corridor Master Plan.

In addition, we wish to thank the City Advisory Team for their commitment and dedication to this effort. In particular:

Thomas Hack, Project Manager City of Rochester
John Thomas, City Transportation City of Rochester
Chuck Thomas, Director of Planning City of Rochester
JoAnn Beck, Sr. Landscape Architect City of Rochester
Dorraine Laudisi, Department of Community Development - City of Rochester
Steve Golding, Economic Development Department - City of Rochester
Scott Leathersich, Monroe County Department of Transportation
James Pond, Monroe County Department of Transportation
Kevin Loughran, Library Administrator Rochester Public Library

Study Participants - Public Meetings, Interviews and Advocacy Groups

Many thanks to all of those who participated in the public meetings, interviews and/or the advocacy groups conducted during this Study. Their knowledge, expertise, and experience greatly impacted the overall understanding, assessment and ultimately the vision for the Historic Erie Canal Aqueduct and Broad Street Corridor.

Fran Antonelli, LeCesse Construction
Joanne Arany, Landmark Society of Western NY
Tracy Armstrong, Visit Rochester
Erin Ashbaugh, Ravi Engineering & Land Surveying, PC
David Askinazi, Dewberry
John August, J. August Properties, Inc.
David Austin, Austin Design 3D
Stuart Baker, S.E. Baker & Company
Steve Baldwin, Cornhill Neighborhood Association/ Erie Harbor Partnership
Lorie Barnum, Department of Recreation -Special Events
Marcia Barry, Bureau of Buildings and Zoning
Shane Bartholf, Empire Living LLC
JoAnn Beck, Bureau of Architecture and Engineering
Dave J. Beinetti, SWBR Architects & Engineers

Ed Bender, Resident
Robert Bergin, Rochester Gas and Electric Corp
Edwin Bienias, Resident
John Billone, Jr., Flower City Development
Hannah Blake, National Parks Service - Erie Canal Heritage Corridor
Lydia Boddie-Rice, Rochester Gas and Electric Corp
Roger Brandt, Rochester's Cornerstone Group
Nolia Brooks, Plymouth-Excahnge Nieghborhood Association
James Brown, Rochester Riverside Conv. Center
Roger Brown, Rochester Regional Community Design Center
Edward Bumar, Wadworth Square
Scott Burdett, Flaum Management
Doug Burkhardt, First Realty Company
Christopher Burns, Rochester Trolley and Rail Corporation
Kevin Burns, Grove Street Management
Carlos Carbellada, Department of Economic Development
Jeff Caulkins, BC Arena at the War Memorial
Ron Centola, Dewberry-Goodkind
Alan Cialdella, Resident
Katie Comean, LSWNY
William Condo, WILCREST Services International
Carolee Conklin, City Council
James Costanza, Costanza Enterprises Inc.



Plan for the 1823 Aqueduct over the Genesee River circa 1936
 From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY.

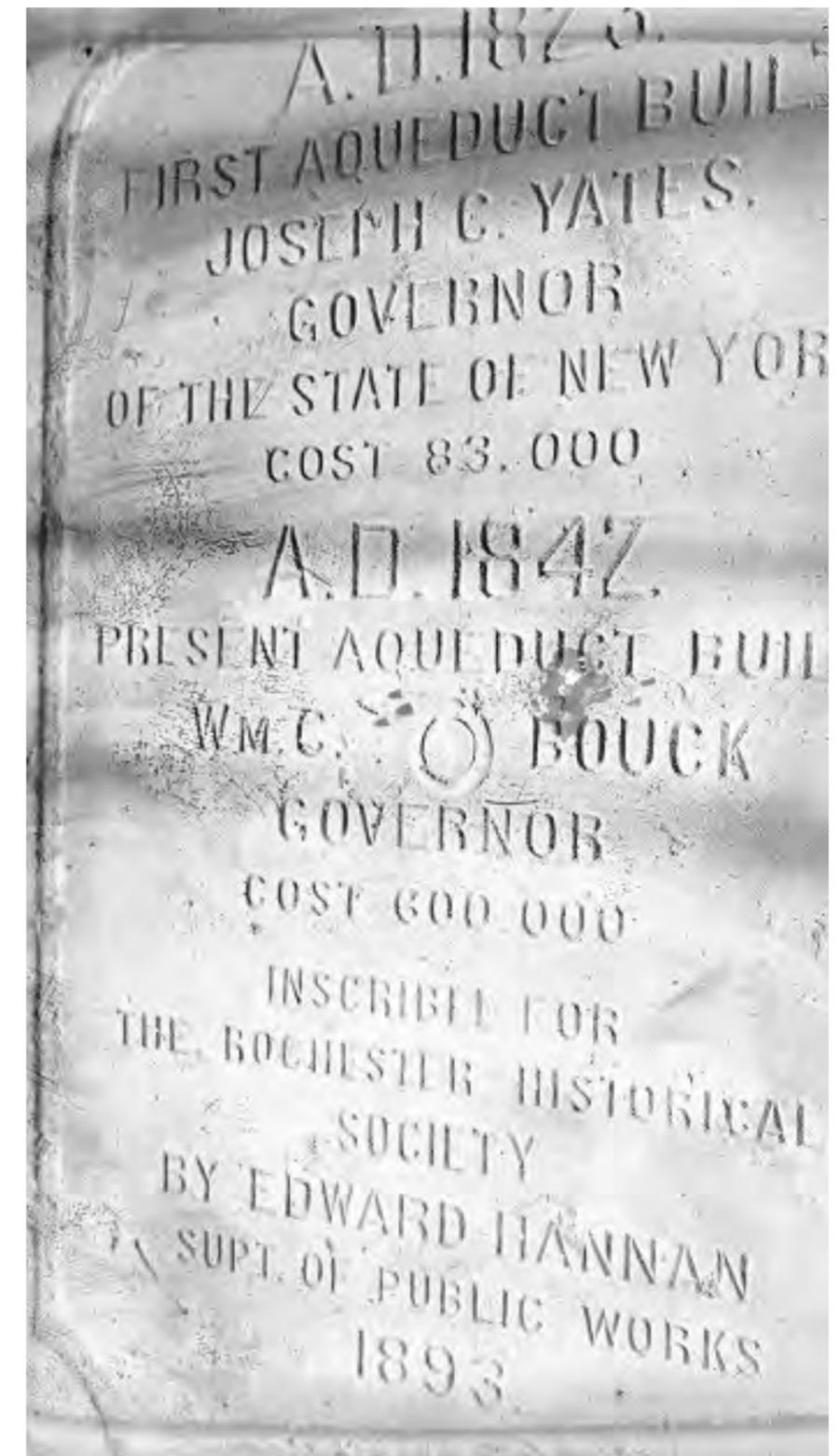


Aqueduct Flood Waters circa 1913
 From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY.

- Anthony J. Costello, Anthony J. Costello and Sons
- Bret Costello, Anthony J. Costello and Sons
- John E. Curran, Neighborhood United Bull's Head
- Ted Curtis, Corn Hill Navigation Inc
- Lauren Daley, South West Planning Committee
- Peter Dawes, Rochester Gas and Electric Corp
- Frank Dean, National Parks Service - Erie Canal Heritage Corridor
- Roger Delthony, Greece Erie Canal Committee
- John Dennis, Erie Harbor Partnership
- James Dierks, Rochester Rail and Transit Committee
- Anthony DiMarzo, Mark IV Construction Co
- Chris DiMarzo, Mark IV Construction Co
- Mason Dix, Chill the Fill
- Ethel Dix, Chill the Fill
- Kurt Doern, Rochester Gas and Electric Corp.
- Ed Doherty, Resident
- Patti Donoghue, Greater Rochester Visitor Association
- Adam Driscoll, DHD Ventures
- Robert J. Duffy, Mayor
- James Durfee, Bergmann Associates, P.C.
- Patrick T. Dutton, Charter Real Estate Brokerage
- David Dworkin, LLD Enterprises
- Daniel Eisenberg, UR Student
- Jim Eldred, Resident
- Ernest E. English, Ernest English Jr. Enterprises
- James T. Fazar, Resident
- DeWain Feller, Rochester Rail Transit Committee
- Fernando Fiore, Swillburg Resident
- Joseph Fiorie, J. Fiorie & Co.
- Douglas Fisher, Attorney
- Jeff Fiske, Rochester Gas & Electric Corp.
- Joseph Floreano, Rochester Riverside Conv. Center
- Clyde Forbes, Rochester Gas & Electric Corp.
- Bryen Fose, Koch Brothers Cons
- Paul Foti, Mark IV Construction Co
- Kristine Fredulle, Resident

Jon Freitez, Resident
 Peter Freund, Freund
 Erik Frisch, Bureau of Architecture and Engineering
 Nicole Fulle, Genesee Waterways
 Micheal Futter, Rochester Arts & Cultural Council
 Ryan Gage, Charter Real Estate
 Andrew Gallina, Gallina Development
 Bret Garwood, Bureau of Housing and Project Development
 Carlin Gettliffe, University of Rochester - Urban Explorers
 Gilbert Glaubinger, Resident
 Laurence Glazer, Buckingham Properties
 Jay Golden, Resident
 Steve Golding, Department of Economic Development
 Fred Goodwin, Resident
 Thomas Grasso, NYS Canal Society
 Reinhard Gsellmeier, Monroe County DES
 Thomas Hack, Bureau of Architecture and Engineering
 Kevin Haers, Resident
 Peter Hahn, Visit Rochester
 Ed Hall, Visit Rochester
 Dan Hallowell, NYSDOT Patrick McDonough
 Dwight Harrienger, Stantec Group
 Keith Harris, City of Rochester
 Chris Hartmann, South West Planning Committee
 Kevin Hiews, Resident
 Barbara Hoffman, SB Anthony Neighborhood Association
 Dan Hoffman, S.E.C.R.
 Paul Holahan, Department of Environmental Services
 Deborah Hughes, Susan B. Anthony House
 Art Ientilucci, Bureau of Buildings and Zoning
 Craig Jenson, Chaintreuil, Jensen and Stark
 Paul Johnson, Monroe County Planning and Development
 Mark Judd, Rochester Rail Transit Committee
 Rok Kaycee, Resident
 Ken Kazlett, 13 WHAM-TV
 Ben Kendig, Kend Enterprises

Sara H. Kennedy, Friends of Library
 Pepsy M. Kettavong, S.E.C.R.
 Nils Klinkenberg, Resident
 Kelvin Knight, Resident
 Howard Konar, Konar Properties
 Alex Kone, Rochester Rail Transit Committee
 Keith Kroon, Greece Erie Canal Committee
 Mark E. Kukurka, LaBella Associates
 Sal LaBella, Labella Associates
 John Lam, Rochester Inline Skate Club
 Elliot Landsman, Landsman Development Corp.
 Willy Larsen, Bureau of Architecture and Engineering
 Donald Lasher, Buckingham Properties
 Dorraine Laudisi, Bureau of Buildings and Zoning
 Scott Leathersich, Monroe County Department of Transportation
 Rich LeFrois, LeFrois Builders
 Sarah Lentini, Rochester Arts & Cultural Council
 John Lightfoot, City Council
 Mark Liu, Democrat and Chronicle
 Patrick Loreto, Encore Development
 Kevin Loughran, Rochester Public Library
 Cindy Lowenguth, Sector 5
 Gar Luwenguth, RE/MAX
 Peter Lutz, Harris Beach PLLC
 Don MacDuffie, SECR
 Dennis Maguire, Maguire Properties
 Andrew Malcolm, Rochester Rail Transit Committee
 Patrica Malgieri, Deputy Mayor
 Thomas Mancuso, Mancuso Business Dev. Group
 Greg Marshall, Visit Rochester
 Tom Masuschi, DHD Ventures
 Gay Mattys, Tapas 177
 Linda May, Wadsworth Square
 Patrick McDonough, Resident
 Jeanne McDonough, Resident
 David McDonough, Resident



Historical Tablet for Rochester Aqueduct circa 1923
 From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY.



Aqueduct Arches under Flood Waters circa 1913

From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY.

Adam McFadden, City Council
 James McIntosh, Bureau of Architecture and Engineering
 Carlos Mercado, Rochester Rail Transit Committee
 Dennis Michaels, Resident
 Bill Miles, Bergmann Associates
 Dana Miller, City Council
 Joann Minor, Canal Society NYS
 David Minor, Canal Society of NYS
 Joni Monroe, Rochester Regional Community Design Center
 William Morse, WM B MORSE LUMBER CO
 Deborah Mughler, SB Anthony Neighborhood Association
 Carol Mullin, Landmark Society Board
 Ruth Rosenberg Naparsteck, Herons Bend Productions
 Angelo V. Nole, CB Richard Ellis
 Lewis Norry, Norry Management Corp
 Dawn Noto, SB Anthony Neighborhood Association
 Ryan O'Malley, Penfield High School Student
 Alan Oberst, S.E.C.R./ Erie Harbor Partnership
 Kevin O'Buckley, NYS Department of Transportation
 Larry Ogle, Assistant Director of Oklahoma City Parks & Recreation
 Karen Olson, Elmhurst St. Neighbors
 Lisa O'Malley, Genesee Community Charter School
 Steve Ouriec, Artisan Works
 Jason Palmer, WJM Properties
 Dan Palmer, Interested Citizen
 Carla Palumbo, City Council
 Mike Palumbo, Flaum Management Co., Inc.
 Mark Pandolf, Plan Arch Studio / 250 South .
 Jason Pantyle, Resident
 Richard Papaj, NYSDOT
 Brent Penwarden, Monroe County Department of Transportation
 Rich Perrin, Genesee Transportation Council
 Sean Phelan, Rochester Downtown Development Corp
 James Philipponne, Philipponne Associates
 Micheal Philipson, The Philipson Group
 Cody Phillips, Resident

Richard Pifer, University of Rochester
 Brian Pincelli, South Wedge Planning Committee
 Susan Pineo, Resident
 Paul Pineo, Resident
 Wes Plant, West Group - Rochester
 James Pond, Monroe County Department of Transportation
 William Pritchard, City Council
 Tim Raymond, Rochester Regional Comm. Design Ctr.
 Terrence Rice, Monroe County Department of Transportation
 Linda Riordan, Landmark Society Board
 Donald Robinson, Benderson Development Group
 D. Rose, Resident
 Rachel Rosen, Norry Management Corp.
 Richard Rosen, Mark IV Construction Co.
 Neal Ruden, Resident
 Rick Rynski, Department of Economic Development
 Gladys Santiago, City Council
 Marie Sarchiapone, NYS Historic Preservation Office
 Cathy Gordon Schlosser, Henrietta Resident
 Victoria Schmitt, Corn Hill Navigation
 Mort Segelin, Philippone Associates, Inc.
 Peter Siegrist, Bureau of Buildings and Zoning
 Tom Slattery, Slattery Parking
 Honorable Louise Slaughter, Congresswoman -28th District
 Robert Slaver, NYS Department of Transportation
 Paula Smith, Rochester Central Library
 Chris Soderstrom, Cornhill Erie Harbor
 Elaine Spaul, City Council
 Michael Spoleta, Broad and Plymouth LLC
 George Stam, Resident
 Pete Stam, Resident
 Kingsley Stanard, Resident
 Lewis Stess, Philipson Group
 Andrew Stinton, Transportation Alternatives of Rochester
 Dan Suhocki, Swillburg Resident
 John Summers, RAMSCO

Ellen Supple, Resident
 Marlene Sutliff, Chill the Fill
 Robert Tait, Broadstone Real Estate, LLC
 John Thomas, Bureau of Architecture and Engineering
 Charles Thomas, Bureau of Planning
 Maria Thomas, Rochester Young Professionals
 Patrick Tobin, Christa Development
 Tim Tompkins, Prince Realty
 George Traikos, Traikos Real Estate Group
 Richard Van Cuyck, 250 South Avenue, LLC
 Bill Van Dame, Department of Environmental Services
 Eric Van Dusen, NeighborWorks
 Erich Van Dussen, Rochester Magazine
 Kurt Vater, LaBella Associates, PC
 George Vuoh, Resident
 JoAnn Wahl, Corn Hill Neighbors Assoc.
 Brian Walsh, Rochester Gas and Electric Corp
 Lovely Warren, City Council
 Jerold Watkins, Farash Corporation
 Paul Way, Bureau of Architecture and Engineering
 Edward Welsh, NYS Department of Transportation
 Chris Whittaker, Behan Planning Group
 Robert Williams, Rochester New Urbanists
 Byron Wilmot, Interested Citizen
 Greg Winters, Lightscape Media
 Jerry Wolf, Wolf Enterprises
 Jessica Wood, ROC City Coalition
 Kevin Yost, Rochester Rail Transit Committee
 John Yurtchuk, Matrix Development Corporation
 Christopher Zeltmann, Congresswoman Slaughter's office
 Rory Zimmer, Chaintreuil, Jensen, Stark Architects/ ADROC
 Tim Zimmer, NYS Canal Society/ ADROC
 Heidi Zimmer-Meyer, Rochester Downtown Development Corp
 S. Zutes, Resident



Canal Bed circa 1922
 From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY.

Low Bridge
 By Thomas S. Allen
 I've got an old mule and her name is Sal
 Fifteen years on the Erie Canal
 She's a good old worker and a good old pal
 Fifteen years on the Erie Canal
 We've hauled some barges in our day
 Filled with lumber, coal, and hay
 And every inch of the way we know
 From Albany to Buffalo
Chorus:
 Low bridge, everybody down
 Low bridge for we're coming to a town
 And you'll always know your neighbor
 And you'll always know your pal
 If you've ever navigated on the Erie Canal



Aqueduct drained for winter circa 1910
 From the Albert R. Stone Collection of the Rochester Museum & Science Center, Rochester, NY.

