

City of Rochester

Master Plan Update – Status Report

PRESENTED BY:

City of Rochester Planning Commission

and

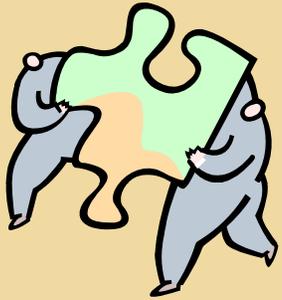


September 12, 2011



❖ Review of existing sections of Master Plan

- ❖ Update vision statement
- ❖ Update long term development ideas and strategies
- ❖ Update existing conditions and background data:
 - Land use changes
 - Traffic counts
 - Community Character
 - Demographics
 - Economic trends

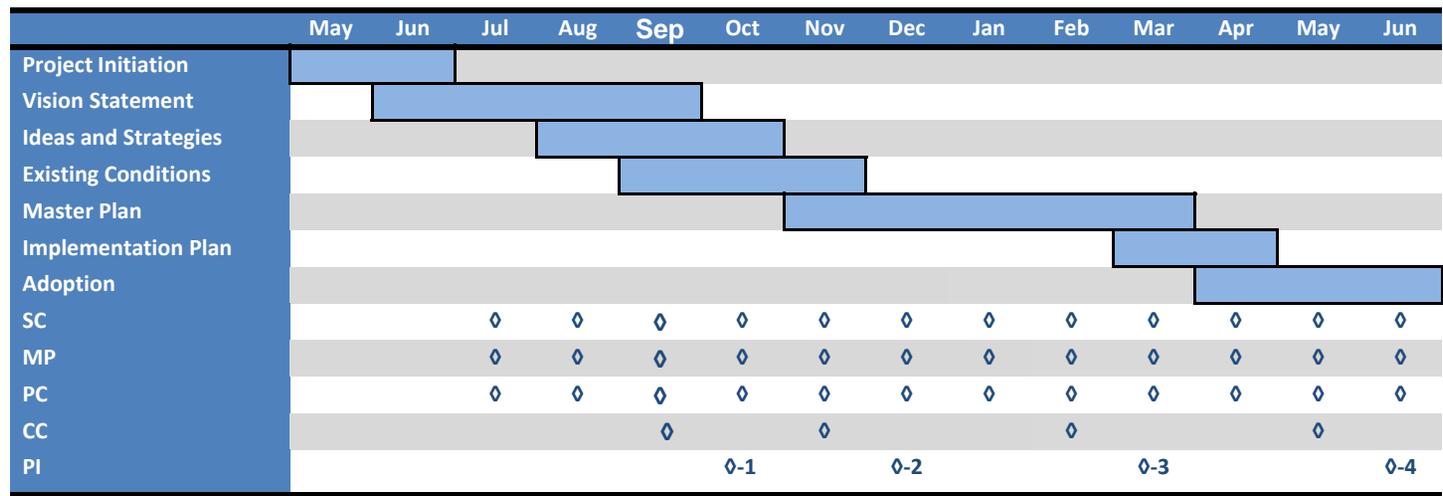


❖ Update Master Plan

- ❖ Overall framework plan
- ❖ Potential Intensity Change Areas
- ❖ Neighborhood and Downtown Design Policies
- ❖ Parking Management Strategies
- ❖ Financial feasibility assessment

❖ Implementation Strategies

Project Schedule



Project Meeting Schedule:

SC	Sub-Committee(s)	Meets regularly to review and produce specific elements of the plan
MP	Master Plan Committee	Meets monthly to review specific elements of the plan
PC	Planning Commission	Reviews specific elements of the plan at regular monthly meetings
CC	City Council	Provides input, direction, and leadership at key points in the process
PI	Public Input	Provides input at key points in the process
	◇-1	Public Visioning Session and key issue identification
	◇-2	Focus group meetings: Downtown Residential Parks and Recreation Community Facilities/Infrastructure Economic Development
	◇-3	Community Workshop/Open House
	◇-4	Public Hearing

Vision Statement - draft

Rochester is a destination. The city features vibrant neighborhoods and a historic, traditional downtown. It is stable and safe. Rochester is a modern community with strong leadership, appealing to residents and businesses with progressive policies and quality local services. The city has a commitment to its heritage; a strong sense of community; plentiful natural features; a dedication to sustainability; and desirable recreation, entertainment and cultural opportunities.

Rochester offers a variety of housing options, inviting diverse residents and supporting a vibrant business base attractive to young adults, families and retired persons.

Rochester supports economic development with a proactive atmosphere, efficient procedures and services, which enable businesses to thrive and grow.

The community is active, accessible and pedestrian-friendly. It's well maintained natural features, many recreation and entertainment possibilities, and rich cultural opportunities are highlighted by bright lights and a spirit of community.

Topics for Discussion/Review

- ❖ **Community Character**
- ❖ **Residential Improvements**
- ❖ **Commercial properties (incentives, building heights)**
- ❖ **Downtown (mixed uses, parking management strategies)**
- ❖ **Parks and Recreation**
- ❖ **Natural Features (Clinton River Corridor, green technology)**
- ❖ **Infrastructure**
- ❖ **Roads and Traffic**

COMMENTS/ QUESTIONS?

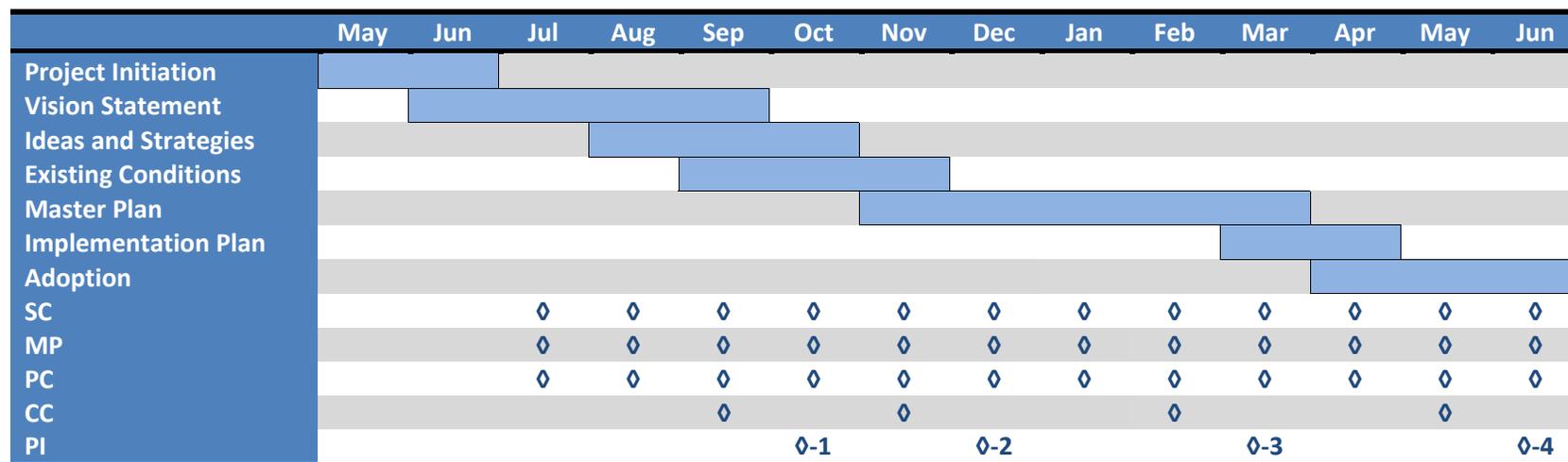


The Project Scope

The Scope of this project is to review and update the City's current master plan. During that process we will identify and address issues that may or may not have been addressed in the City's current Master Plan. The elements of the plan will include the following:

1. Project initiation
 - a. Discuss Master Plan elements
 - b. Identify strategic issues
 - c. Establish project scope and schedule
2. Review and update vision statement
3. Review and update City's long term development ideas and strategies
 - a. Community Character
 - b. Residential
 - c. Commercial
 - d. Downtown
 - e. Industrial
 - f. Parks and Recreation
 - g. Natural Features
 - h. Infrastructure
 - i. Roads and Traffic
 - j. Others (key issues)?
4. Review and update existing conditions
 - a. Physical conditions
 - Land use changes
 - Traffic counts
 - Community character – threats/changes
 - b. Demographics
 - c. Economic trends
5. Update master plan
 - a. Overall framework plan
 - b. PICAs
 - c. Review and update neighborhood policies
 - d. Review and update downtown design policies
 - e. Develop parking management strategies
 - f. Financial feasibility assessment
6. Develop implementation strategy
 - a. Tasks
 - b. Schedule/priorities
 - c. Financing option (develop project tiers; determine priority of projects)
 - d. Progress review of implementation/Master Plan.

The Project Work Plan



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◇-2	Focus group meetings:	
	Downtown	
	Residential	
	Parks and Recreation	
	Community Facilities/Infrastructure	
	Economic Development	
◇-3	Community Workshop/Open House	
◇-4	Public Hearing	

The Vision

The following community Vision Statement has been drafted for review. It was developed using elements from the existing master plan and updated to include timely and important issues including sustainability and community leadership.

This draft Vision Statement represents the thoughts of the Master Plan Committee and the Planning Commission. We are currently seeking feedback from the City Council and will present the results to the citizens of Rochester for their review and comment.

Vision Statement

Draft

Rochester is a destination. The city features vibrant neighborhoods and a historic, traditional downtown. It is stable and safe. Rochester is a modern community with strong leadership, appealing to residents and businesses with progressive policies and quality local services. The city has a commitment to its heritage; a strong sense of community; plentiful natural features; a dedication to sustainability; and desirable recreation, entertainment and cultural opportunities.

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Topics for Review

In the beginning of the master plan process, a survey was sent to representatives of the City Council, management employees of the Administration and every member of a Board and Commission in the City. The purpose of the survey was to identify topics for discussion in the City over the next several years. The results of the identification exercise of topics for discussion were presented to the Master Plan Committee and there was significant discussion regarding the following items. These topics will be incorporated into the Master Plan Update either in existing sections or new sections if necessary.

COMMUNITY CHARACTER

Historic preservation and education

One of the most significant assets of Rochester is its rich heritage. Every effort should be made to promote this asset and educate people about the City's heritage. Guidelines should continue to be made available for people interested in historic preservation. Redevelopment efforts should be focused around and sensitive to areas that poses significant historic assets. In addition, Rochester will identify, assess, designate and protect sites, buildings, structures and objects significant in the history, architecture, and culture of the City. Identify means and incentives to protect historically valuable resources, educate the public, and promote the City's historic resources.

RESIDENTIAL

Development incentives for residential improvements

Improving residential properties and investing in them increases the property values and the tax base. The City should consider incentives to offer homeowners and developers to upgrade the quality of residential building stock further including increased density, relaxed setback, and lot coverage requirements in exchange for higher quality building design, materials, and environmentally sensitive development.

COMMERCIAL

Provide development incentives for quality projects

The City should consider providing incentives for quality projects in the form of increase density, shared parking, and other-cost sensitive approaches. Incentives should be available based on a clearly outlined system.

Acceptable Building Heights

A range of acceptable maximum building heights should be identified. The building heights should encourage the redevelopment of currently underutilized areas and not exert pressure on sensitive historic areas.

DOWNTOWN

Encourage mixed uses

In order to attract provide the current and future residents and visitors of Rochester with a rich and rewarding quality of life, the City should create opportunities for the development of new uses. These new uses such as townhomes, entertainment, senior house, and others should be sensitively mixed within the existing fabric of the City. The mix could be horizontal in the form of a variety of housing types on the site of an outdated apartment complex, or the mix could be vertically in the form of a mid-rise building along South Street or Water Street.

Parking Management Strategies. The City currently maintains a public parking system that requires significant public resources. The Master Plan Committee believes that the parking system should be revenue neutral to the City with the cost (both capital and operating) shared by private partners (property owners, developers, businesses) and users. The parking system should be expanded in a systematic way as demand and financing allows.

PARKS AND RECREATION

Park master plan

One of the assets that contribute significantly to the quality of life in Rochester is the park system. The parks and recreation amenities of the city will be addressed in the Park and Recreation Master Plan with an emphasis on improving existing facilities.

NATURAL FEATURES

Development options for the Clinton River Corridor

The Clinton River corridor is prime land abutting the Clinton River Trail which is a non-motorized trail system connecting multiple communities. Development along the trail needs to be designed to enhance and support the natural and wildlife corridor while making use of land which is located with excellent access to roads and other public facilities. A range of land uses and acceptable densities should be established.

Incorporating green technology in future developments

Incorporating environment friendly sustainable development materials and practices in construction and all projects is the goal for the future. The City should consider mandating some green building practices such as rain water harvesting, green paints and encourage developers and builders through incentives to use green materials such as solar panels, bamboo floors, roof gardens and more in their design.

INFRASTRUCTURE

Infrastructure maintenance and improvements

The City should continue to develop and maintain the infrastructure. A capital improvement plan should continue to be utilized to ensure ongoing improvements to the system. New infrastructure projects should be identified that increase opportunities for development or redevelopment in appropriate areas. Improvements should be made as public/private resources are available.

ROADS AND TRAFFIC

Improve connection between Main Street and South Street

There is a significant amount of land for development/redevelopment along South Street. To maximize the potential for development there should be stronger connections between South Street and Main Street. Land use, circulation, open space, and views should all be used to strengthen the relationship.