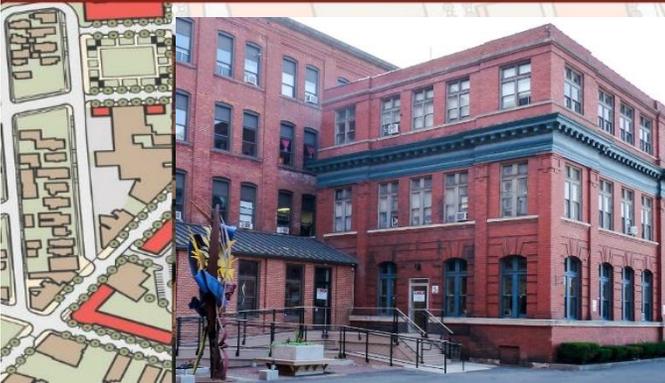




COMMUNITY
DESIGN CENTER
ROCHESTER

Together
WE
SHAPE
OUR
CITY &
REGION

The Community Design Center of Rochester

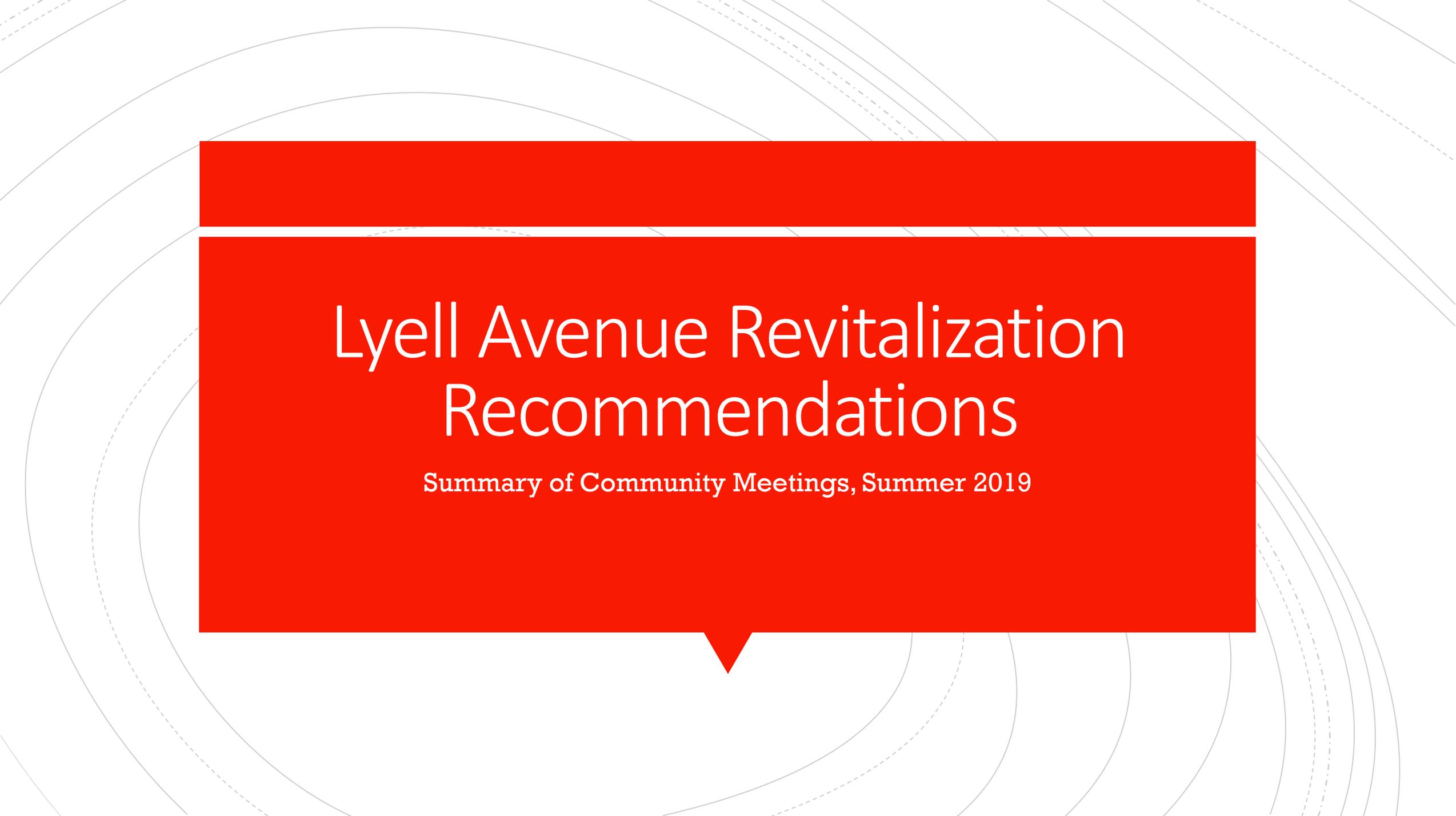


PLACEMAKING

A people-centered approach to the planning, design and management of public spaces.

It involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover needs and aspirations.

This information is then used to create a common vision for that place.



Lyell Avenue Revitalization Recommendations

Summary of Community Meetings, Summer 2019

What is an URBAN VILLAGE?

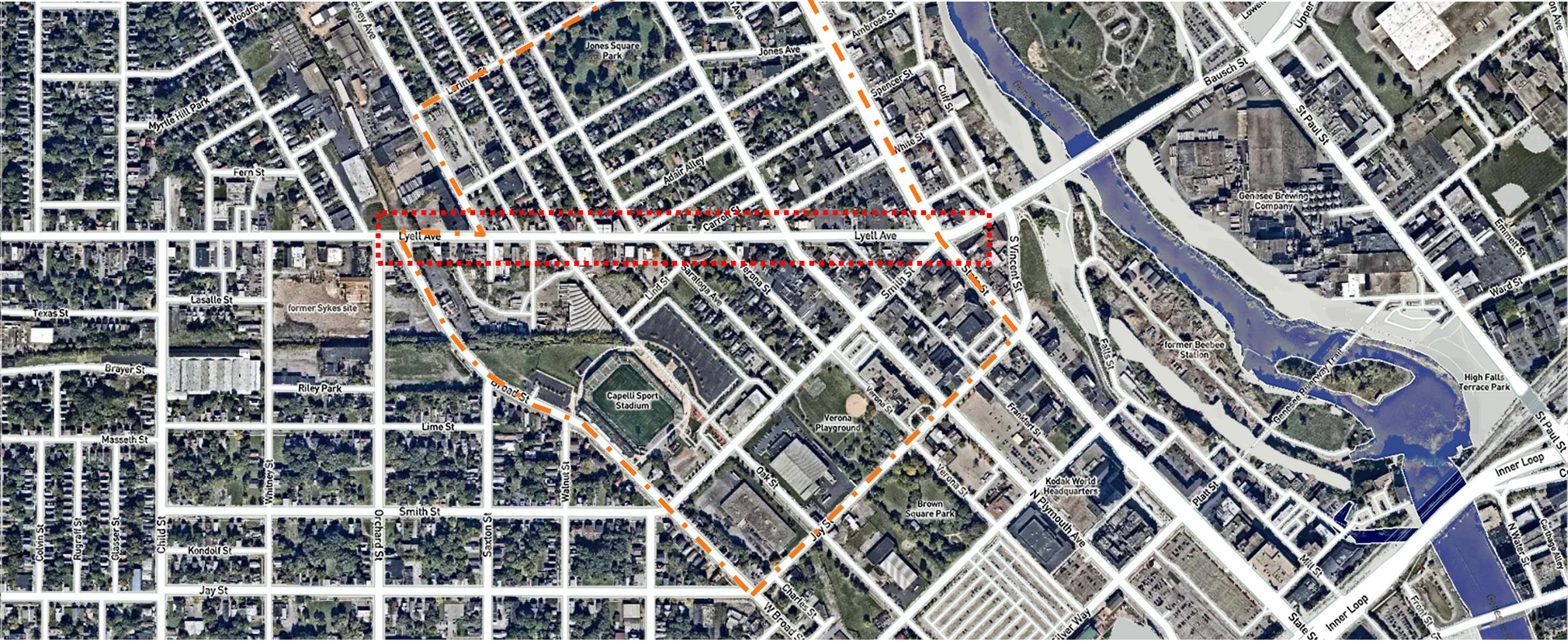
Urban villages are walkable, bicycle-friendly, transit-oriented, mixed-use neighborhoods that can provide both housing and jobs, environmental benefits, and quality of life improvements for a city's residents and the surrounding region.

<https://www.greenbelt.org/blog/what-is-an-urban-village>



Photo: Little Italy Manhattan, NYC

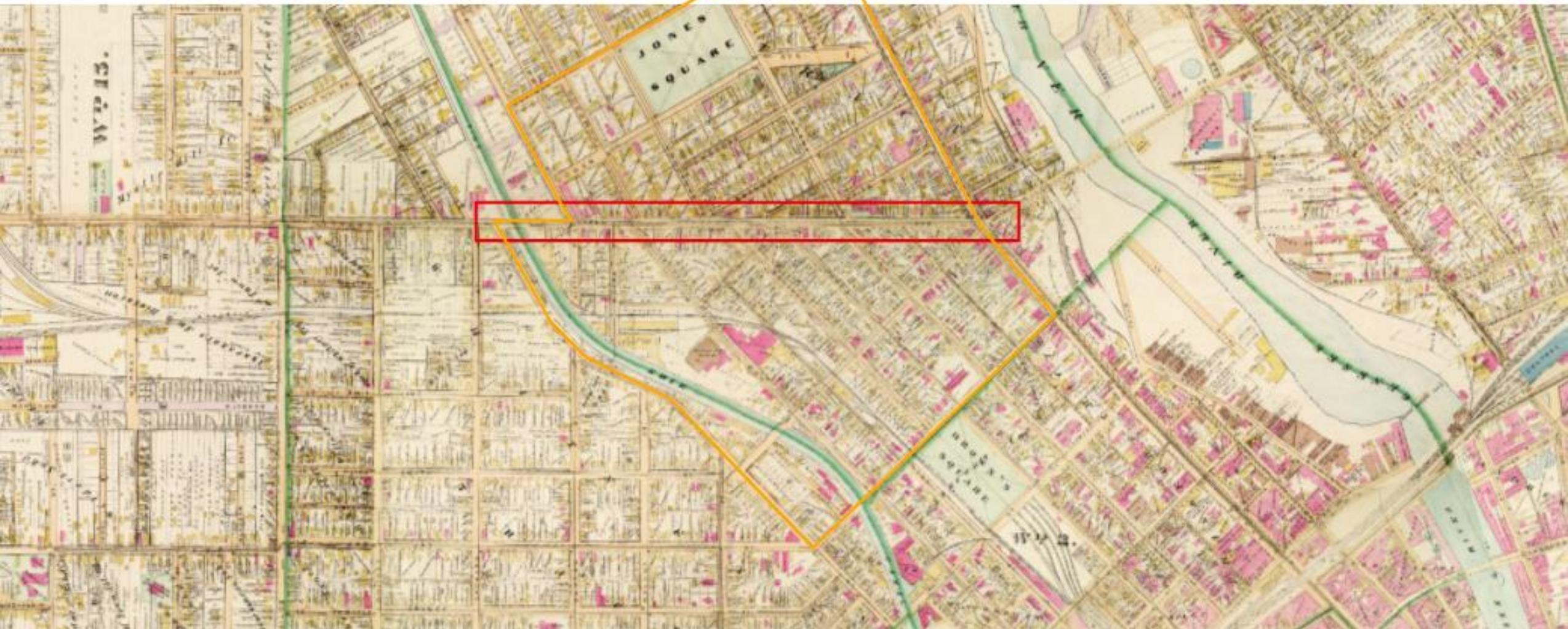
PROJECT AREA



BASE MAP

-  HISTORIC DISTRICT
-  PROJECT SCOPE





HISTORIC MAP -
1888





CURRENT USE

- Legend
- Current Use
 - Commercial
 - Exempt
 - JUNK WELL
 - Manufacturing
 - Natural Areas
 - Recreational
 - Residential
 - Utility
 - Vacant



A red speech bubble graphic with a white outline, containing the text 'Community Champions'.

Community Champions

NEIGHBORHOOD ASSOCIATIONS

- **Little Italy Neighborhood Association**
- **Lyell Otis Neighborhood Association**
- **Edgerton Neighborhood Association**
- **Westside Neighborhood association**
- **Charles House Neighbors in Action**
- **Maplewood Neighborhood Association**
- **Charlotte Community Association**

CITY OF ROCHESTER

COR Neighborhood Service Center

COMMUNITY DESIGN CENTER ROCHESTER



Community Meeting #1 – June 25th

Guided walking tour of Lyell Avenue

Discussed physical conditions along the route

Talked about planning and placemaking strategies along the way

Identified potential locations for positive change





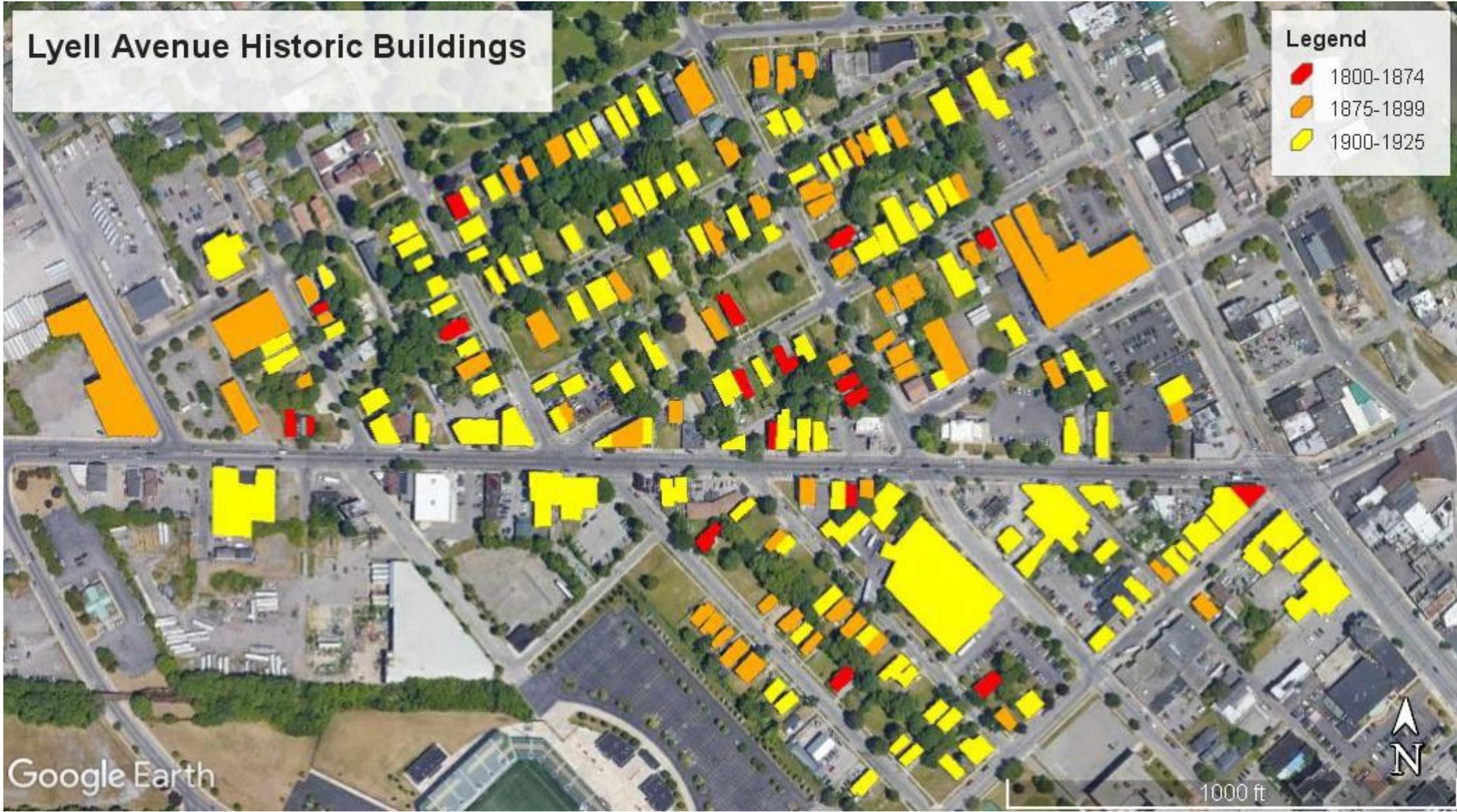
Community Meeting #1 – June 25th

- Discussion at Meeting: The Community...
 - identified the **desire to combat the poor image** of the neighborhood by addressing problems with crime & perceived lack of safety.
 - commented that the **many historic building**, although vacant, can become an asset if renovated and occupied.
 - believes that the **rich cultural fabric of the diverse population of residents should be celebrated** and may provide opportunities to create a new neighborhood identity.

Lyell Avenue Historic Buildings

Legend

- 1800-1874
- 1875-1899
- 1900-1925



Google Earth

1000 ft

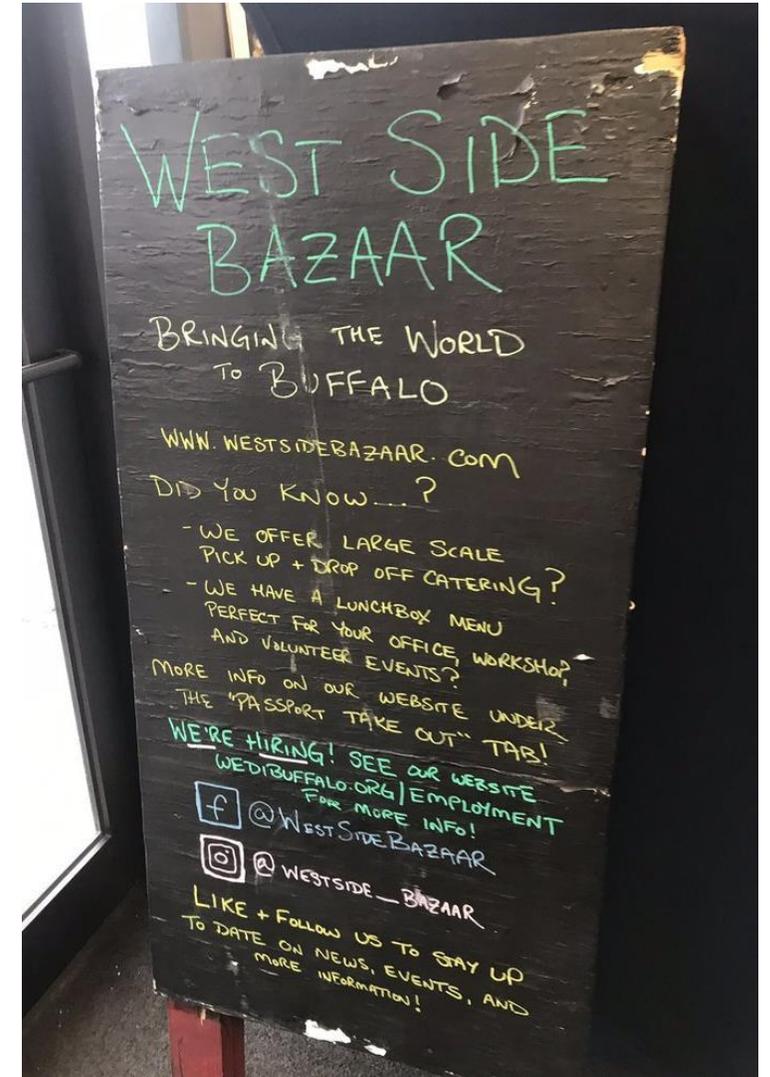
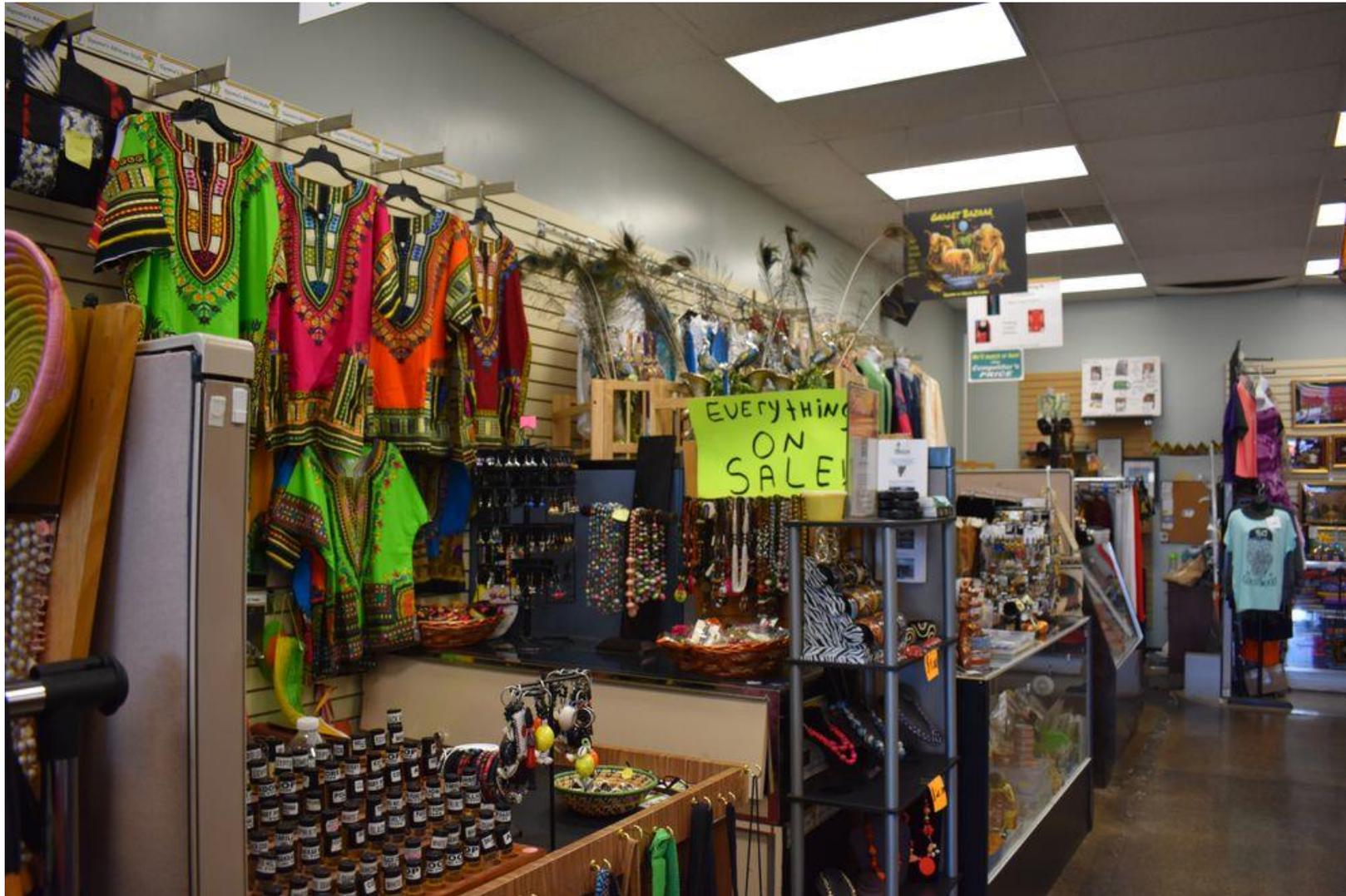
Community Meeting #2 – July 25th

Community members visit PUSH Buffalo

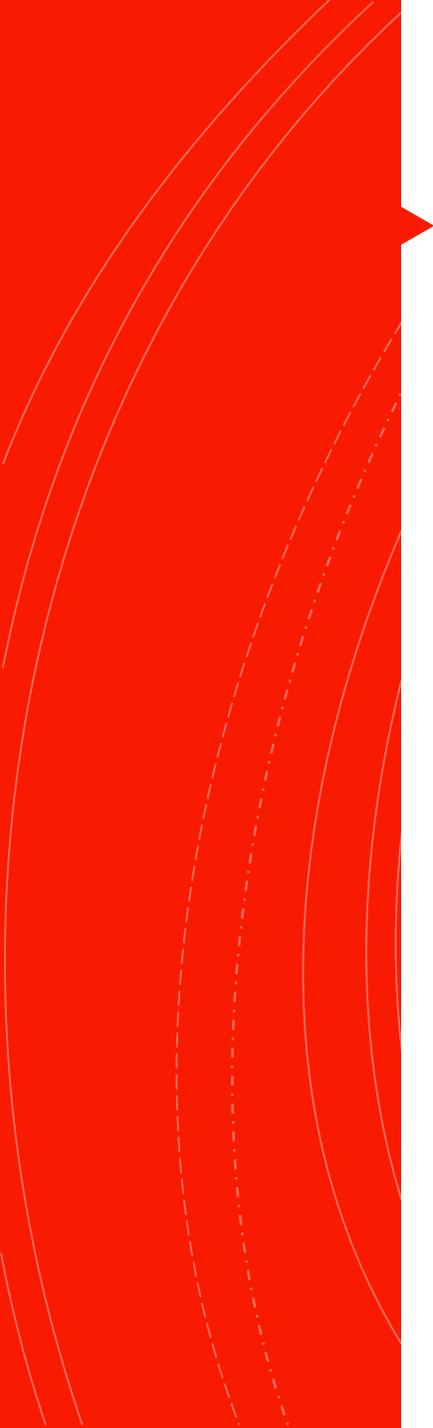
- People United for Sustainable Housing
- Guided walking tour of PUSH office in renovated school
- Bus tour of PUSH neighborhood
- Lunch at BAZAAR
- Bus drive-by tour through downtown Buffalo

PUSH
Buffalo
Bazaar









Community Meeting #3 – Sept. 17th

- Shared information about visit to Buffalo for those who did not attend.
- Reviewed the information shared at previous meeting to confirm that we had correctly captured the participants comments.
- Shared the S.W.O.T. analysis and suggested CDCR recommendations for general discussion

Community Meeting S.W.O.T.

■ STRENGTHS

- Existence of several **Community Organizations**
- **Diverse population** and long term residents provide stability.
- **Variety of well established businesses** operating in the Community.
- The rich stock of **historic buildings**, although many may be vacant are still standing.
- **Proximity to Downtown**, natural resources including **High Falls**, and greenspace (**Jones Square & Brown Square Parks**).
- Access to **public transit** (RTS route)

ASSETS

HISTORIC BUILDINGS



260 Lyell Ave.



127 Saratoga St.

S.W.O.T. continued...

■ WEAKNESSES

- **negative public image** due to disinvestment (properties in disrepair, vacant or abandoned)
- perceived **lack of safety** due to issues including prostitution and drug dealing
- lack of commercial diversity (too many car dealers and auto mechanics)
- high rate of **poverty**
- lack of access to local jobs and high **unemployment**
- Lack of **opportunities for YOUTH**

CHALLENGES/LIABILITIES

UNDERUTILIZED BUILDINGS AND SITES



Vacant Home: 250 Lyell Ave.



Vacant Bakery: 67 Lyell Ave.



Vacant Retail Building: 280 Lyell Ave.

S.W.O.T. continued...

■ OPPORTUNITIES

- **Location-** create better connections to area resources
- Renovate, retrofit and reoccupy **historic buildings**
- **re-brand neighborhood** by leveraging the cultural aspects of the existing diverse population.
- **identify and attract businesses** that offer diverse offerings to the community,
- create a **walkable neighborhood** by implementing traffic calming strategies
- build **community gardens** as a way to bring the community together and provide affordable, healthy food.
- Provide **incubator spaces** and access to job training

OPPORTUNITIES

IDENTIFY VACANT LAND/PROPERTIES THAT CAN BE USED FOR FUTURE DEVELOPMENT



Vacant land



Vacant Retail Building

S.W.O.T. continued...

THREATS

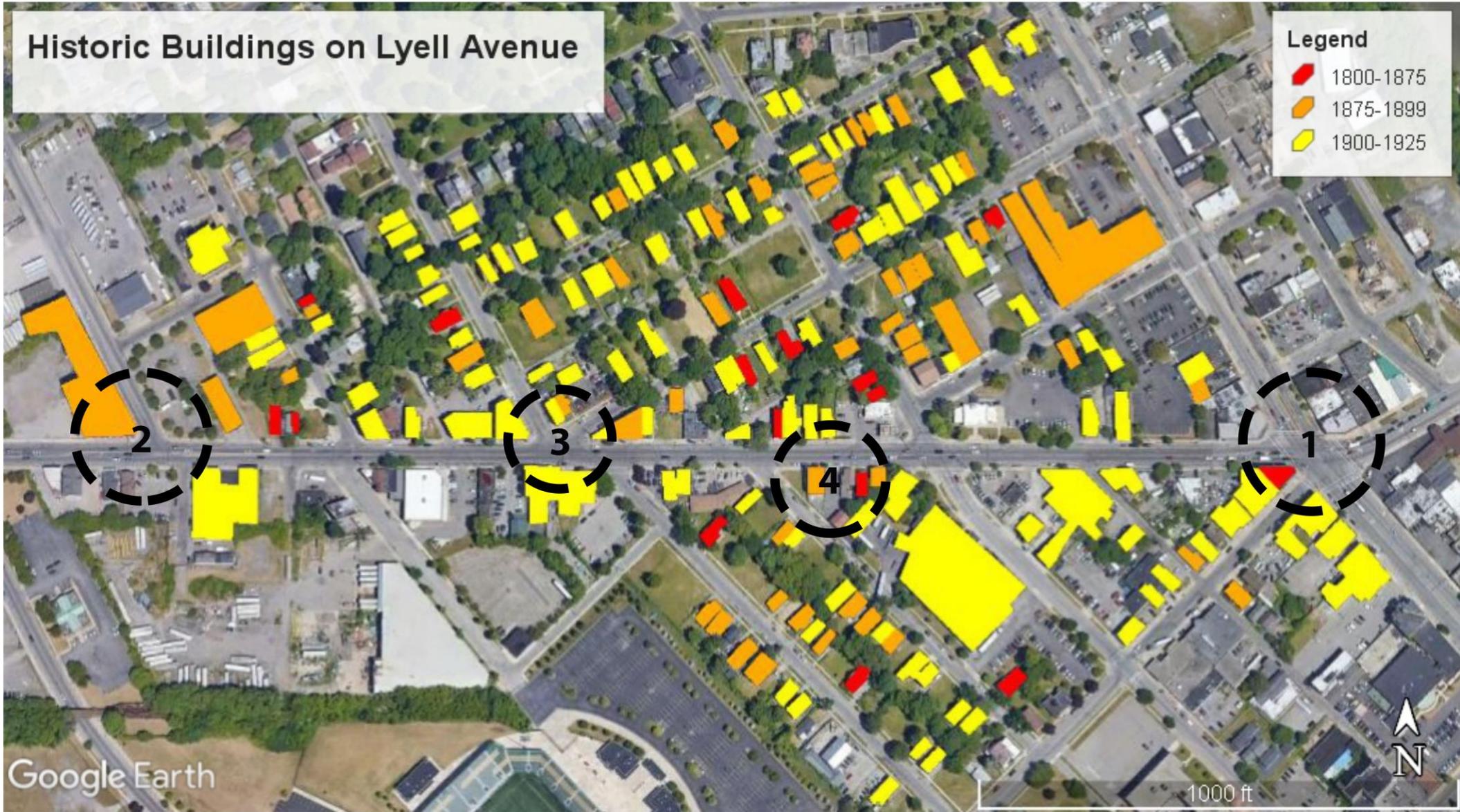
- **Crime-** high rate of crime, prostitution and drug dealing
- Old buildings – in varying degrees of disrepair, but prefer renovation to **demolition**.
- High vacancy rate, both commercial and residential due to poor conditions and/or high rents. Renovate, retrofit and reoccupy **historic buildings**
- **Absentee landlords**
- **High speed of traffic** creates barriers and inhibits connectivity throughout neighborhood

Recommendations

- **re-brand neighborhood** by leveraging the cultural aspects of the existing diverse population, including support for the establishment of Little Italy ROC as a gateway to the community.
- Create **international bazaar** as a place to celebrate diversity and showcase the international flavor of the community and as a way to build a business eco-system to provide **incubator spaces** and access to job training.
- **identify and attract businesses** that offer diverse offerings to the community,
- create a **walkable neighborhood** by implementing traffic calming strategies
- support **community gardens** as a way to bring the community together and provide affordable, healthy food.

Historic Buildings on Lyell Avenue

- Legend**
- 1800-1875
 - 1875-1899
 - 1900-1925



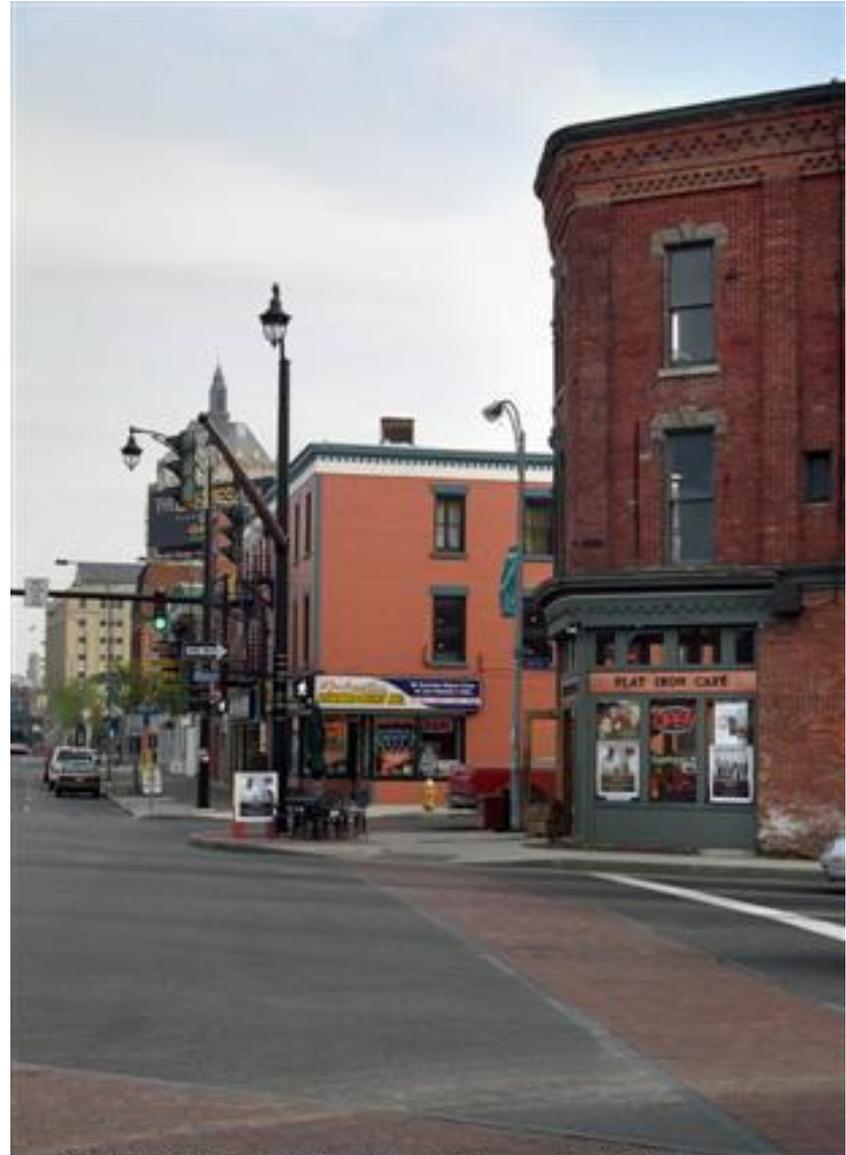
Recommendation #1

Support the establishment of the Little Italy Historic District as a **Gateway** into Community from State Street.

This will....

- Bring valuable resources to the community through it's identified historic assets.
- Reinforce the multi-cultural identity of the community.
- Create a home for the Little Italy annual festival.
- Support the creation of **pedestrian themed streetscape** on Smith St. and/or Frankfort St.
- **Create a destination** for people from the neighborhood, City & Region, and a sense of pride for the community!

Lyell Avenue Gateway



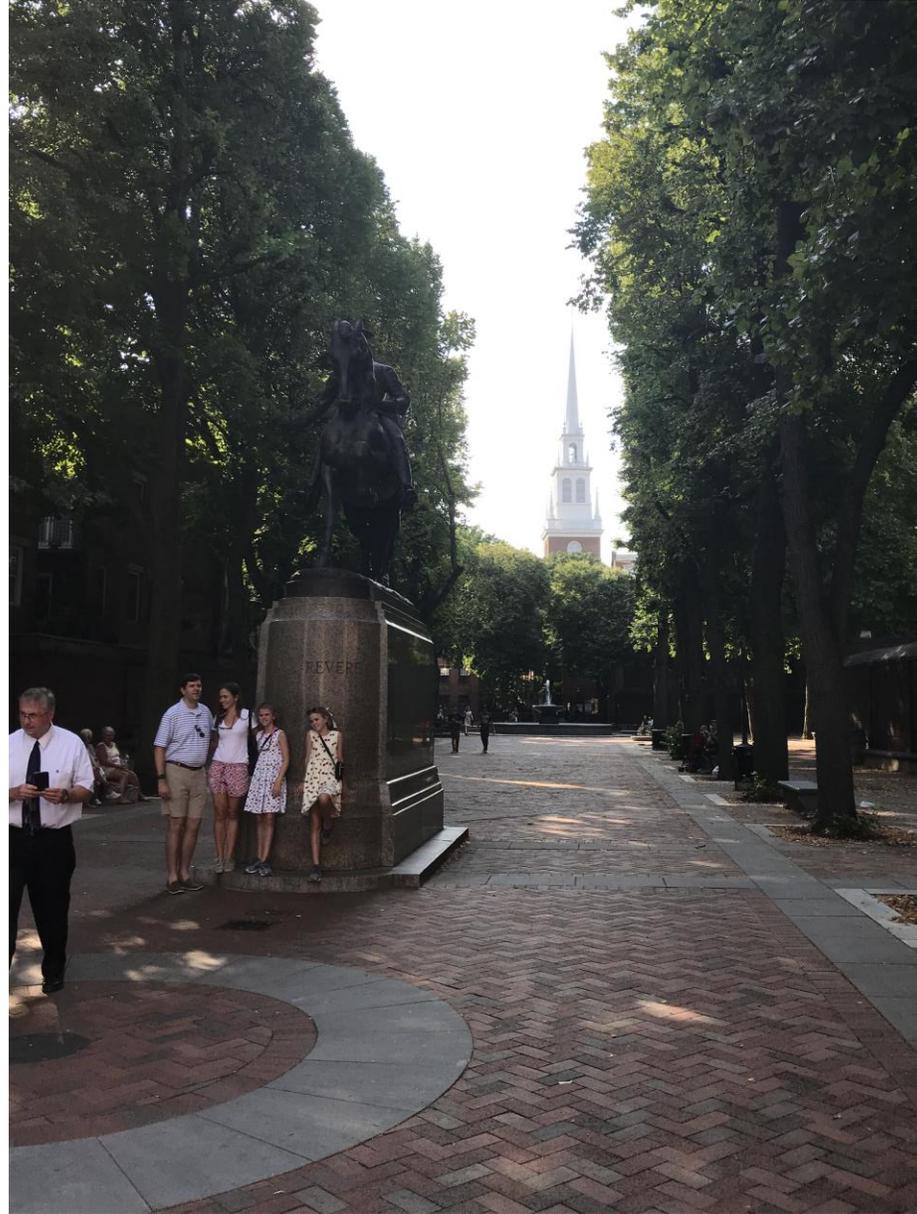
C-0001786 CityHallPhotoLabContemp.



The Five Corners. Rochester, N. Y.

Little Italy ROC





Frankfort Street





Recommendation #2

Create **international bazaar** as a place to celebrate diversity and showcase the international flavor of the community.

This will....

- **re-brand neighborhood** by leveraging the cultural aspects of the existing diverse population.
- support **community gardens** as a way to bring the community together and provide affordable, healthy food.
- provide **incubator spaces for small businesses** as well as access to job training opportunities.
- Create a **social hub and build sense of pride** within the community
- **Create a destination** for people from the neighborhood, City & Region.

Findlay
Market
Cincinnati



Findlay Market Interior



Findlay Market Exterior



Findlay Launch Storefront



Findlay Kitchen



non-profit food business incubator

- supports food entrepreneurs looking to start, grow and scale their business
- provides access to 11 licensed commercial grade kitchens and storage space at an affordable price
- provides the necessary training, mentorship, and resources to aid business growth



places emphasis on growing women, immigrant, and minority-owned businesses

currently comprise 80% of our member community



Doesn't currently provide their own retail space but partners with Findlay Market

www.findleykitchen.org



Storefront Accelerator Program

residency-based program

Provides early-stage food-related businesses:

- mentorship, industry education, and a minimum of nine months in an open, operating storefront spaces ranging from food hall stalls to retail to full service restaurant



intentional focus on supporting minority, women and immigrant-owned businesses



designed to provide entrepreneurs the space and support to get to their businesses up and running more quickly, or to fail fast

Findlay Launch

Findleylaunch.org

Recommendation #3

SWAP location of Parking lanes and bike lanes so that bike lanes are near the sidewalk

This will....

- **Create the appearance of a narrow** roadway which results in slowing down traffic, without actually changing the existing width.
- Create a **protected bike-lane** due to location on passenger side of parked cars.
- Create the appearance of a wider sidewalk.
- Allow the neighborhood to **test options** for determining appropriate sidewalk and road widths.

Traffic calming



<https://momentummag.com/the-rise-of-the-north-american-protected-bike-lane/>

Tree Islands



Current Sidewalk



Charlottetown PEI



Recommendation #4

Target key neighborhood assets for redevelopment!

- Create policies or incentives to **facilitate the restoration or adaptive reuse of historic buildings** throughout the community starting with specified target zones.
- Work with the Community to identify potential **uses that will provided needed services** and contribute positively to the neighborhood.
- Create a pedestrian environment to **facilitate connectivity** throughout the neighborhood and to other community resources and destinations.

Historic Bank Building



What can this
become?





maria@cdcrochester.org

THANK YOU

www.CDCRochester.org

Facebook.com/CDCRochester | Twitter.com/CDCRochester