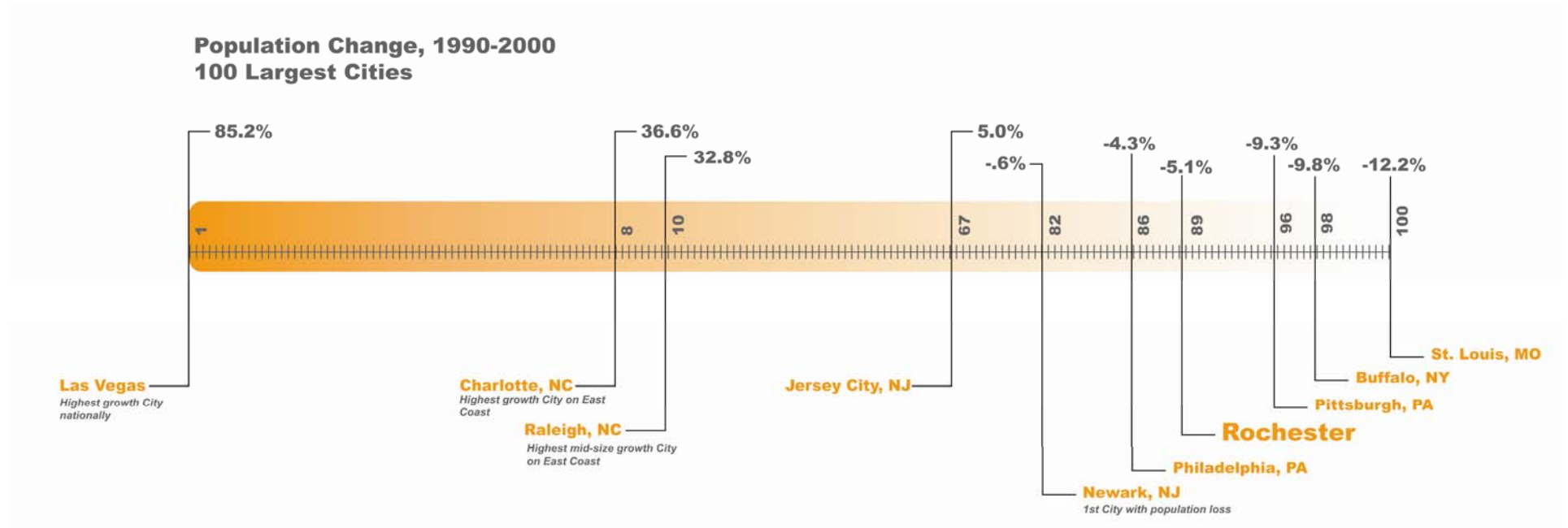


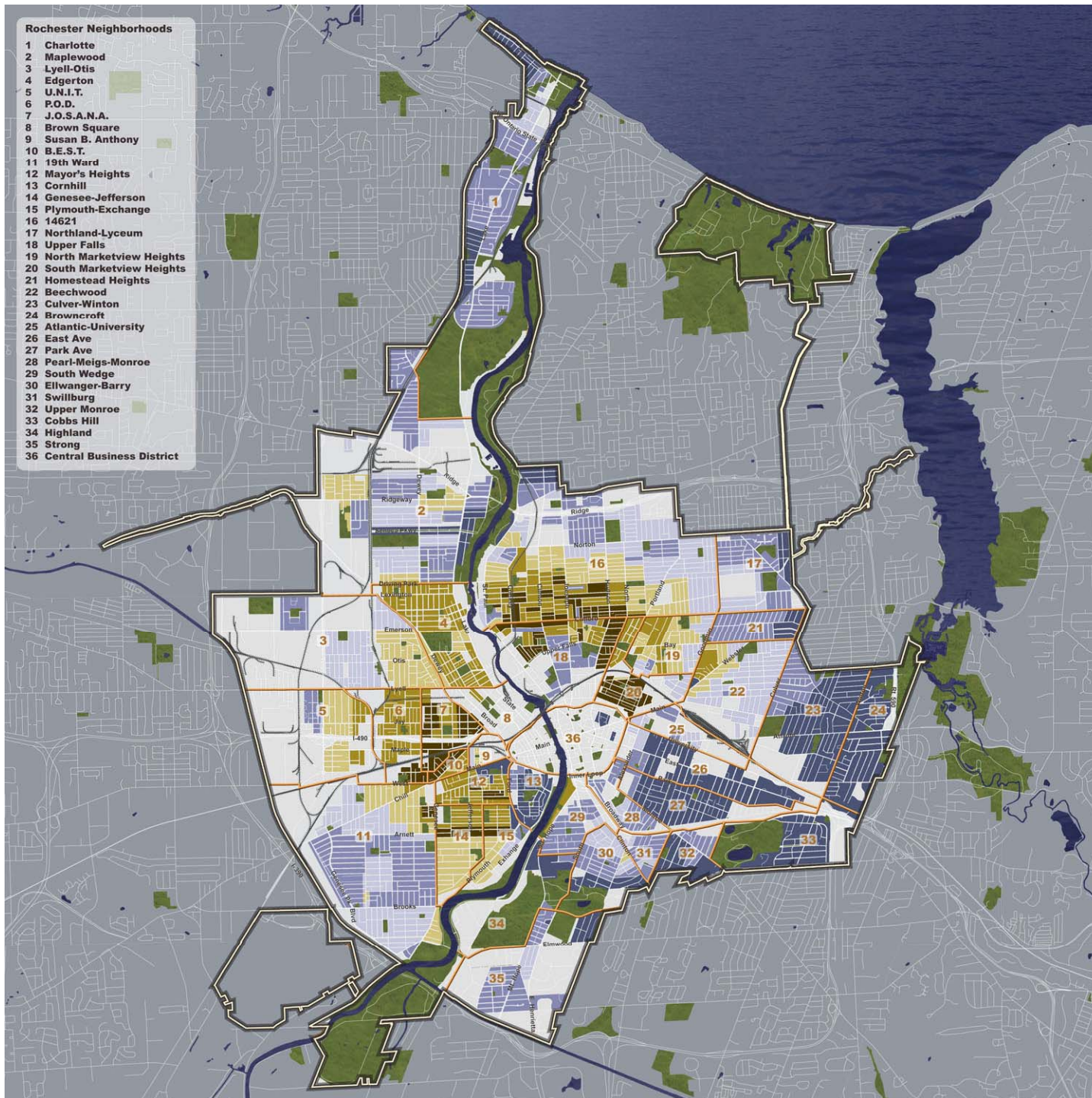
GREENING NEIGHBORHOOD PLANS: ROCHESTER, NY



INTRODUCTION TO ROCHESTER'S CHALLENGES:

- Population Decline
- Increased Poverty
- Vacancy and Abandonment





Decades of population loss has impacted the city at the neighborhood level

2006: Qualitative Block Condition



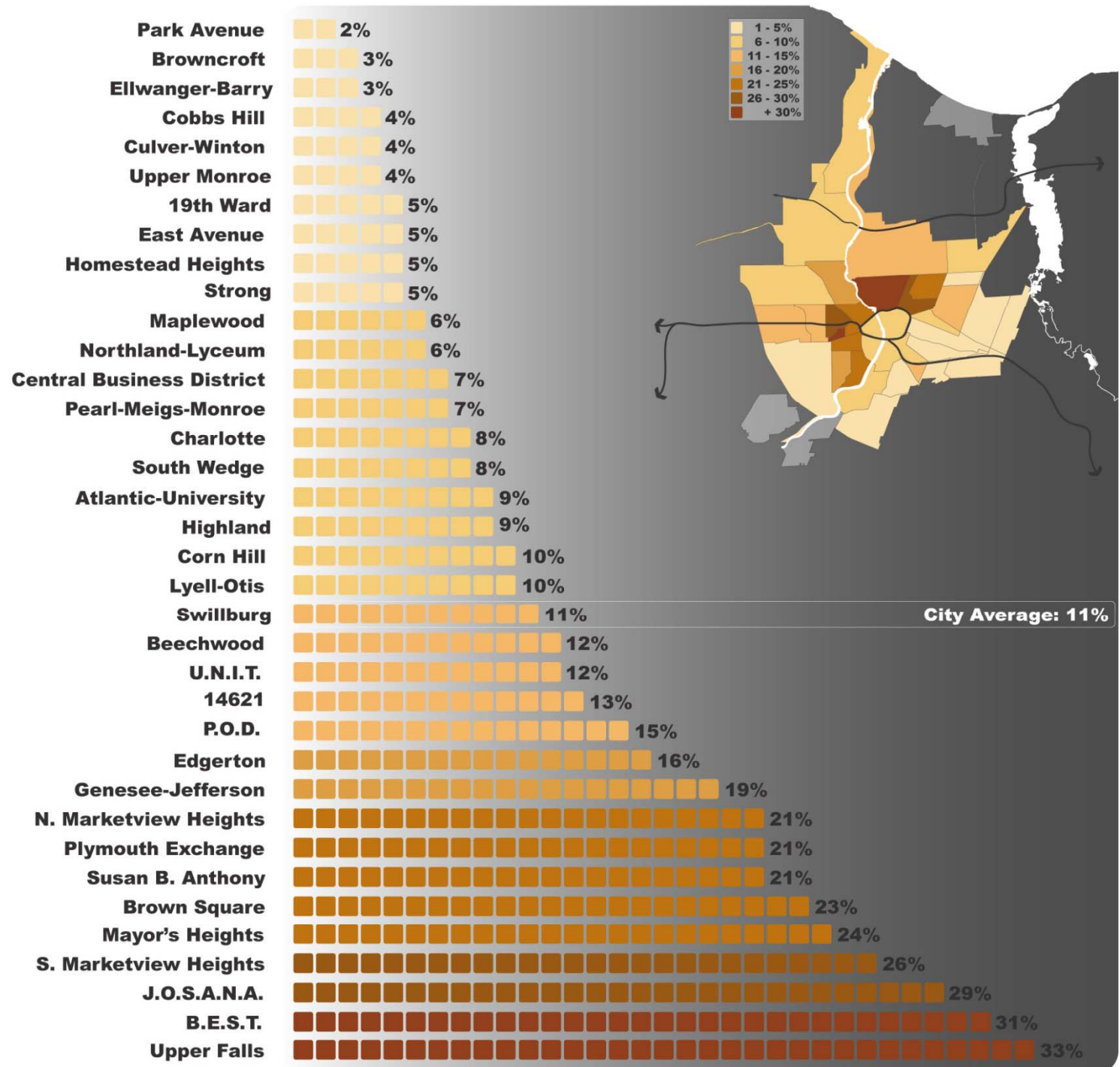
some have remained strong. . .



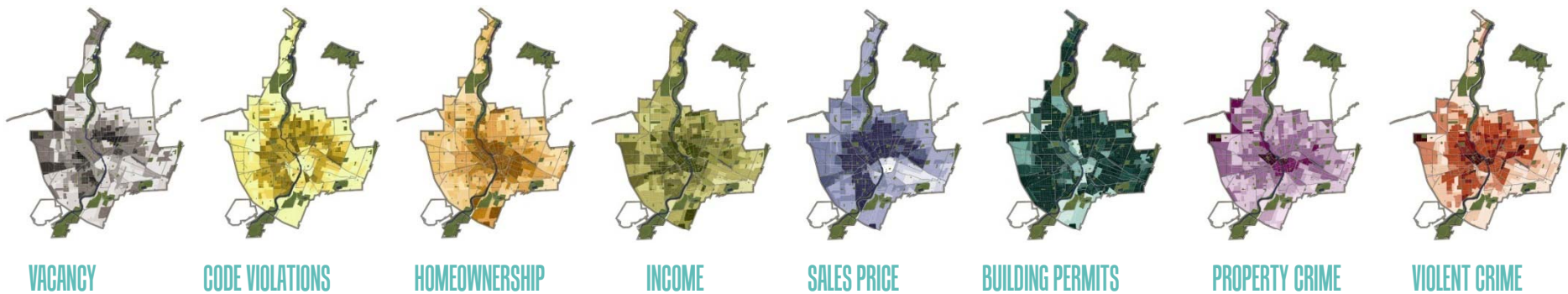
...others have faced significant challenges



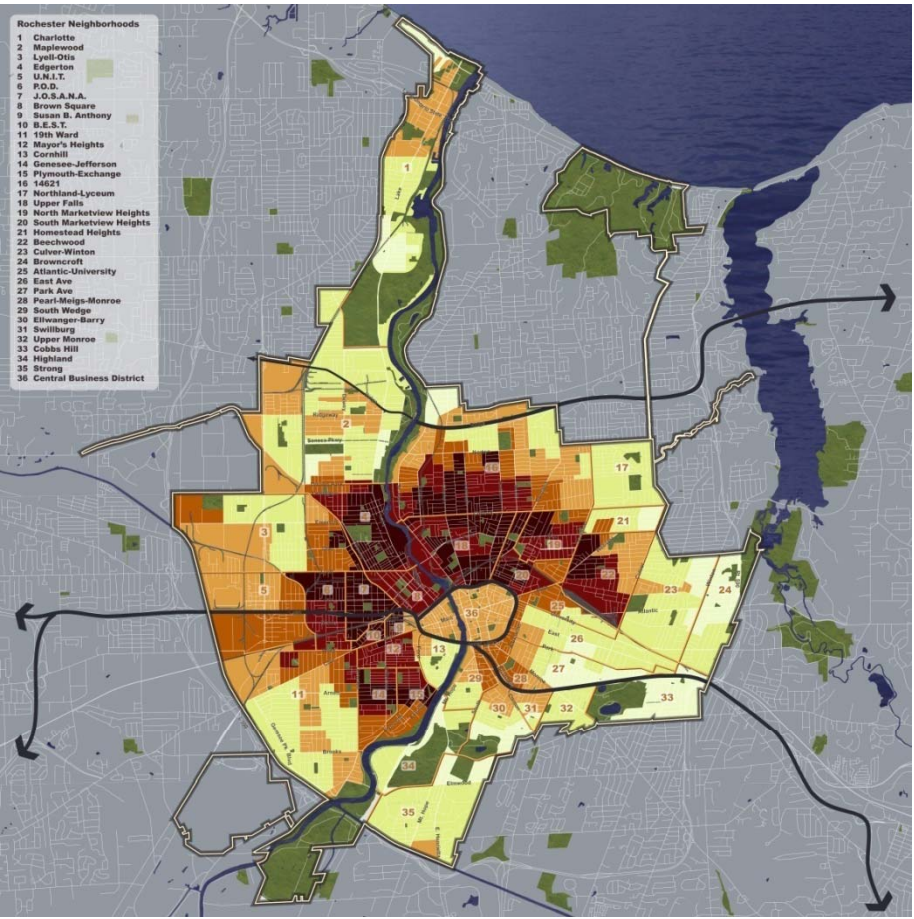
vacancy rates vary
significantly from
neighborhood to
neighborhood...



ROCHESTER CITY-WIDE HOUSING STRATEGY



DATA + OBSERVATION =
NEIGHBORHOOD CLASSIFICATIONS



ROCHESTER CITY-WIDE HOUSING MARKET STRATEGY IMPLEMENTATION:

- **Housing Market Study (2007)**
- **Housing Policy (2008)**
- **Focused Investment Strategy (2009)**
- **Project Green (2010)**
- **JOSANA Master Plan (2011)**
- **Five Year Strategic Demolition Plan (2012)**
- **Land Bank (2013)**





* 100

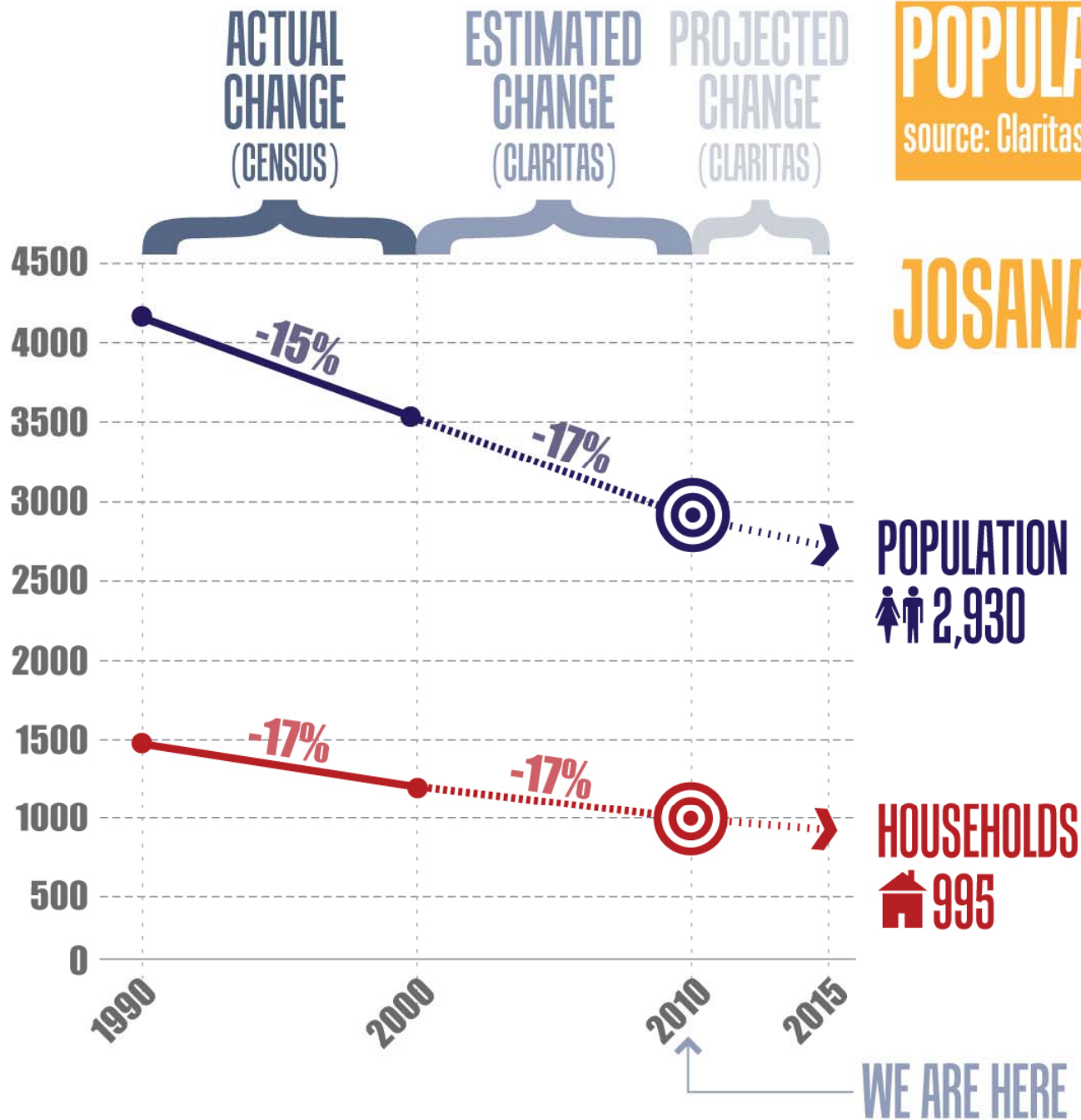


City of Rochester
with JOSANA Neighbors and Partners

POPULATION TRENDS

source: Claritas

JOSANA is shrinking...





... and demolitions are ongoing

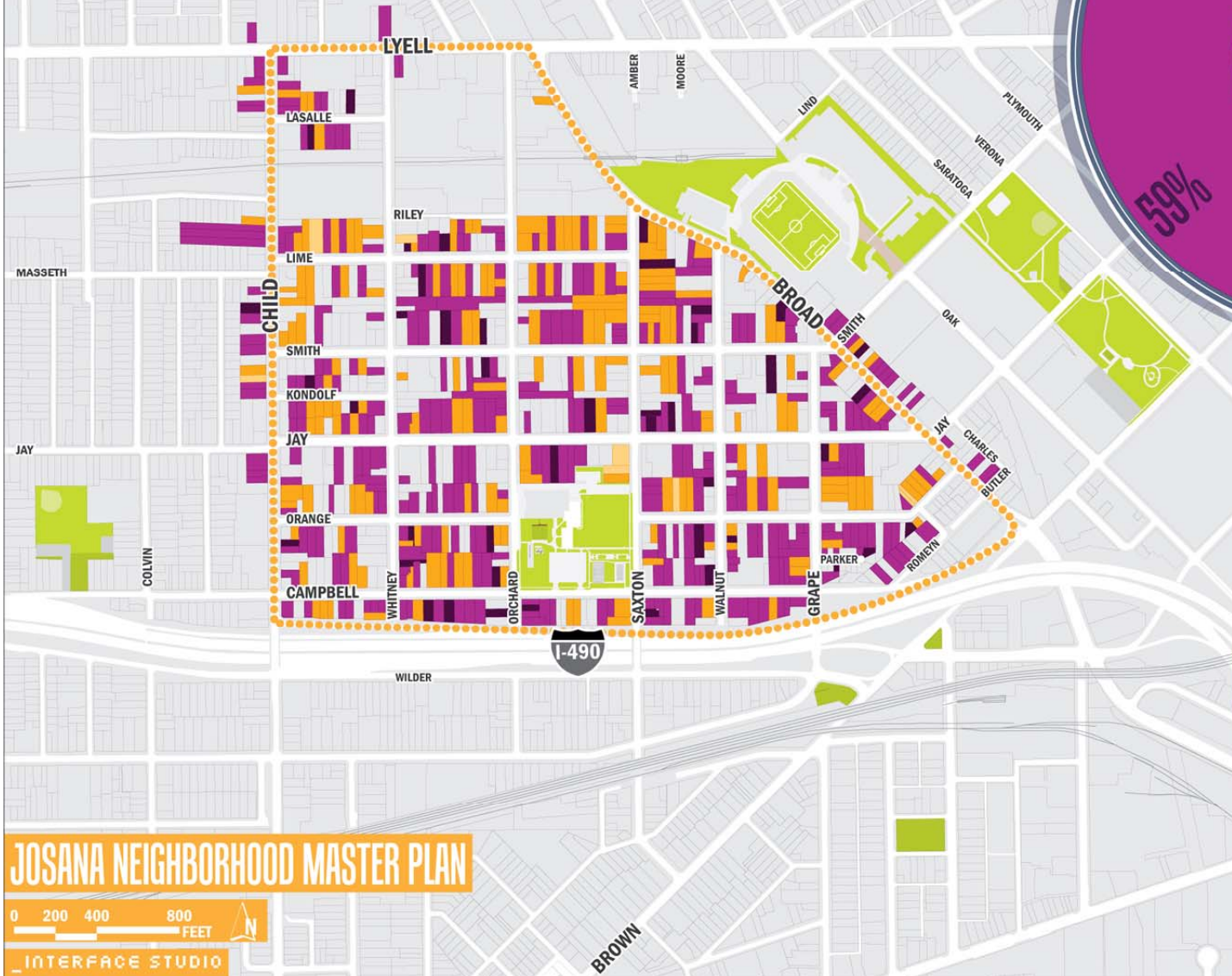
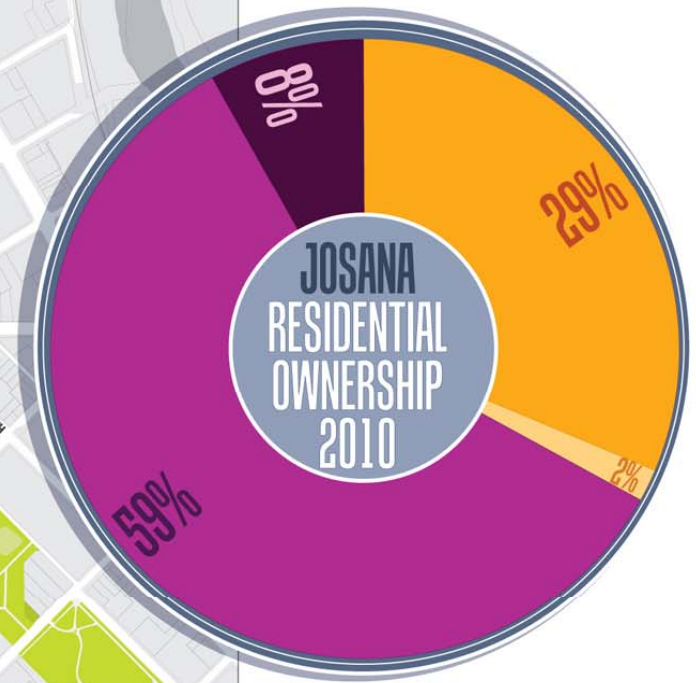


↑ north side

south side ↓



The population is somewhat TRANSIENT



RESIDENTIAL OWNERSHIP

- OWNER-OCCUPIED
- OWNER ADJACENT
- RENTAL PROPERTY
- NO DATA

**&
61%
of IDEAS**
mentioned
activities for
kids or youth
services.

JOSANA collaborative MAP
add your **INSIGHTS & IDEAS** *HERE*

CHILD
LYELL
LASALLE
TURNER BELLOWS
RILEY
SHER
SYKES
MARINA AUTO STADIUM
OAK
JAY
SMITH
ORANGE
CAMPBELL
WHITE
ORCHARD
SAXTON
VERONA
SARATOGA
BUTLER
ROMEYN
CHESTER'S

I-490

CHARLES SETTLEMENT HOUSE
SCHOOL 17

drug activity 93
prostitution & drug use in ride aid parking lot 32
attracts prostitution 64
Some nice gardens, some nice neighbors, more activities for kids. WATER PARK!! 1
would like to see a dog park 35
add a library and rec center for the youth, or a movie theater 16
knock down this house, it is right on the alley. 101
a billiard or bowling alley 25
somewhere to go with computers, reading, math, swimming, & learning skills 23
need a waterpark for the kids to do something 41
drug activities please help!! 63
cars come around corner too fast 61
basket ball courts 33
would like to see dog parks 34
need speed bumps on campbell near school, cars are flying by 91
tear down abandoned house 2
dental & health center at school premises is very convenient. 71
broken glass in school parking lot, border houses need some maintenance. 70
this abandoned house collects broken glass & trash. It is an eyesore. 61
lot with fence= people throw trash 83
drug activity 84
abandoned houses, lots of litter & sidewalks are broken and cracked 86
christmas decoration on light poles from saxton to grape st. In the summer, flower baskets. 14
park for kids, with sky walk ferris wheel across from stadium 21
this house needs some maintenance 85
park for kids! 28
another meat market for people without transportation would be great! 90

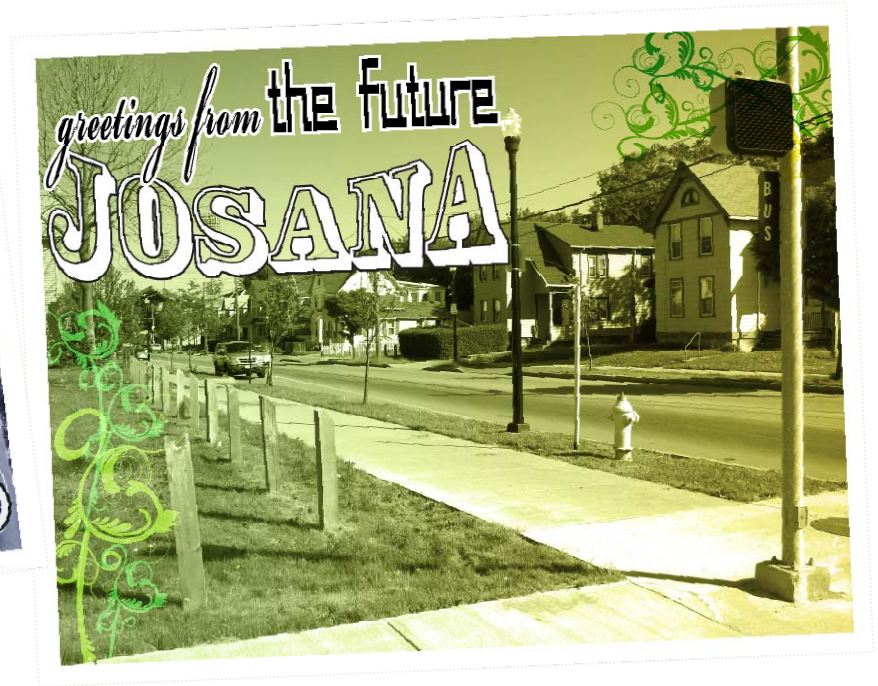
"I lived on walnut street years ago and this area was terrible. It's a lot better now, but still needs much more work."

"abandoned houses, noisy neighbors, messy front yards"

AND THIS IS WHAT THEY SAID..

july 21, 2030

hi mom,
you should see josana today. you wouldn't believe how
much it's changed. now it's...



share your vision of JOSANA 2030

hi mom,
you should see josana today. you wouldn't believe how much it's changed. now it's...

ACTIVE  **41%**

"gonna change in the future. lots of sports programs and boxing programs."

SAFE  **35%**

"a lot more people coming out of their houses because they're not afraid. it's cool though."

GREEN  **35%**

"got more green space with many gardens." "at least 2 public parks for the kids."

COMMUNAL  **29%**

"a place that families would be proud to call home!" "i'm glad to say i live in the neighborhood."

RESOURCEFUL  **26%**

"we have more stores" "food stores making available healthy, affordable & fresh food."

BACK IN BUSINESS  **24%**

"we have many visitors and there's a lot of money going around... business is booming."

CLEAN  **18%**

"very walkable, the streets are clean..."

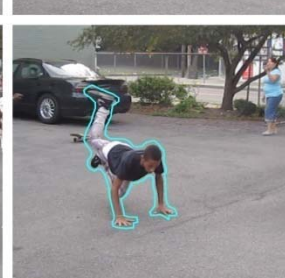
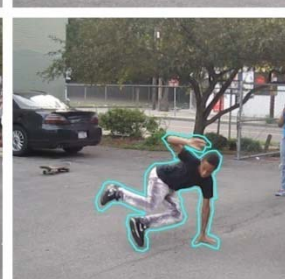
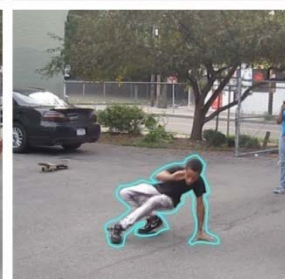
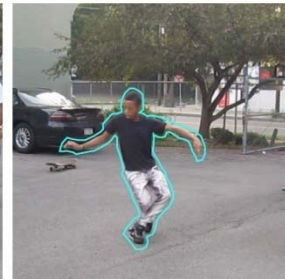
RE-ACTIVATED  **18%**

"the only vacant land is now a big park with a playground and exercise stations."

MULTI-GENERATIONAL  **15%**

"the new senior housing can keep grandma in the neighborhood too."

FOCUS ON YOUTH AS THE FUTURE OF THE COMMUNITY



Develop an Aging-Out Program for the Charles House Teen Club

Help Run a Teen Lounge with Music, Games, Movies, a Library, Computers



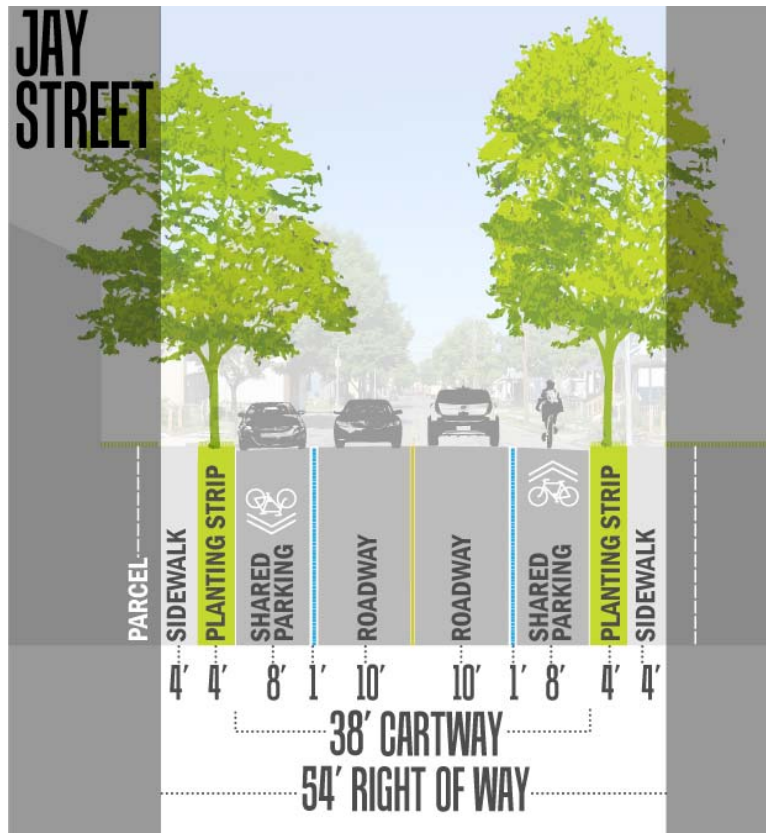
SLOW THE STREETS DOWN

Make Broad Street feel More Narrow

Brighter Crosswalks, Shared Bike Lanes, Street Murals to Populate Underutilized Parking Lanes

Improve Jay Street as a Green Collector and Encourage Safe Use by Pedestrians and Cyclists...

Bike Lanes, Infiltration Strips

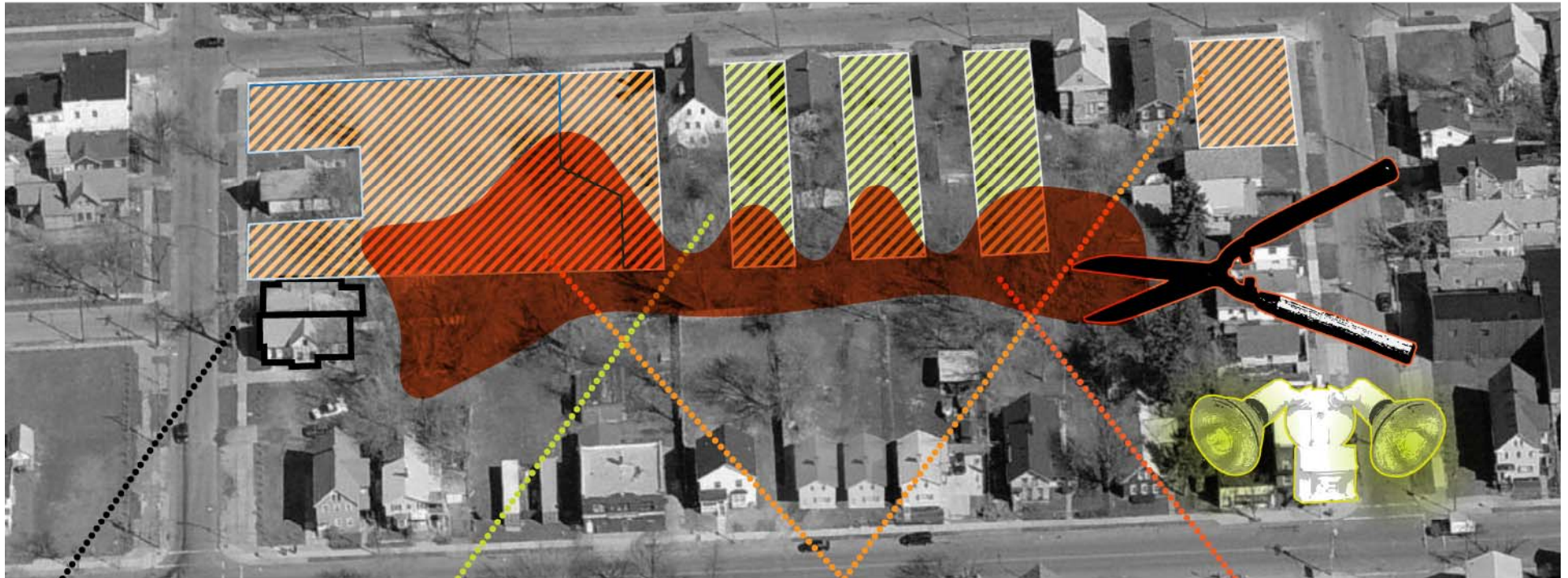




GET ROOTED IN THE **CITY'S GREENING STRATEGY:** **HELP** DEFINE "GREENING"



DEVELOP CRITERIA FOR GREENING



CANDIDATE FOR DEMOLITION

- ☒ vacant building
- ☒ building condition 'D or F'
- ☒ known code violation
- ☐ publicly owned

SIDE YARDS OR DRIVEWAYS

- ☒ vacant land
- ☒ homeowners adjacent or nearby
- ☒ small, single parcel
- ☒ publicly owned

PROJECT GREEN OPPORTUNITY

- ☒ vacant land
- ☒ large parcel
- ☒ publicly owned

PRUNE & LIGHT

- ☒ overgrown trees & weeds
- ☒ request a re-evaluation of Jay
- ☒ install porch & storefront lights
- ☒ light trees & existing poles

Plant vacant lots with “hyper accumulators”

Raise Awareness about Contaminated Soil and Phytoremediation Process



**PHYTOREMEDIATION
IN PROGRESS**

INDIAN MUSTARD
removes from soil: LEAD
CHROMIUM
SELENIUM
COPPER
ZINC

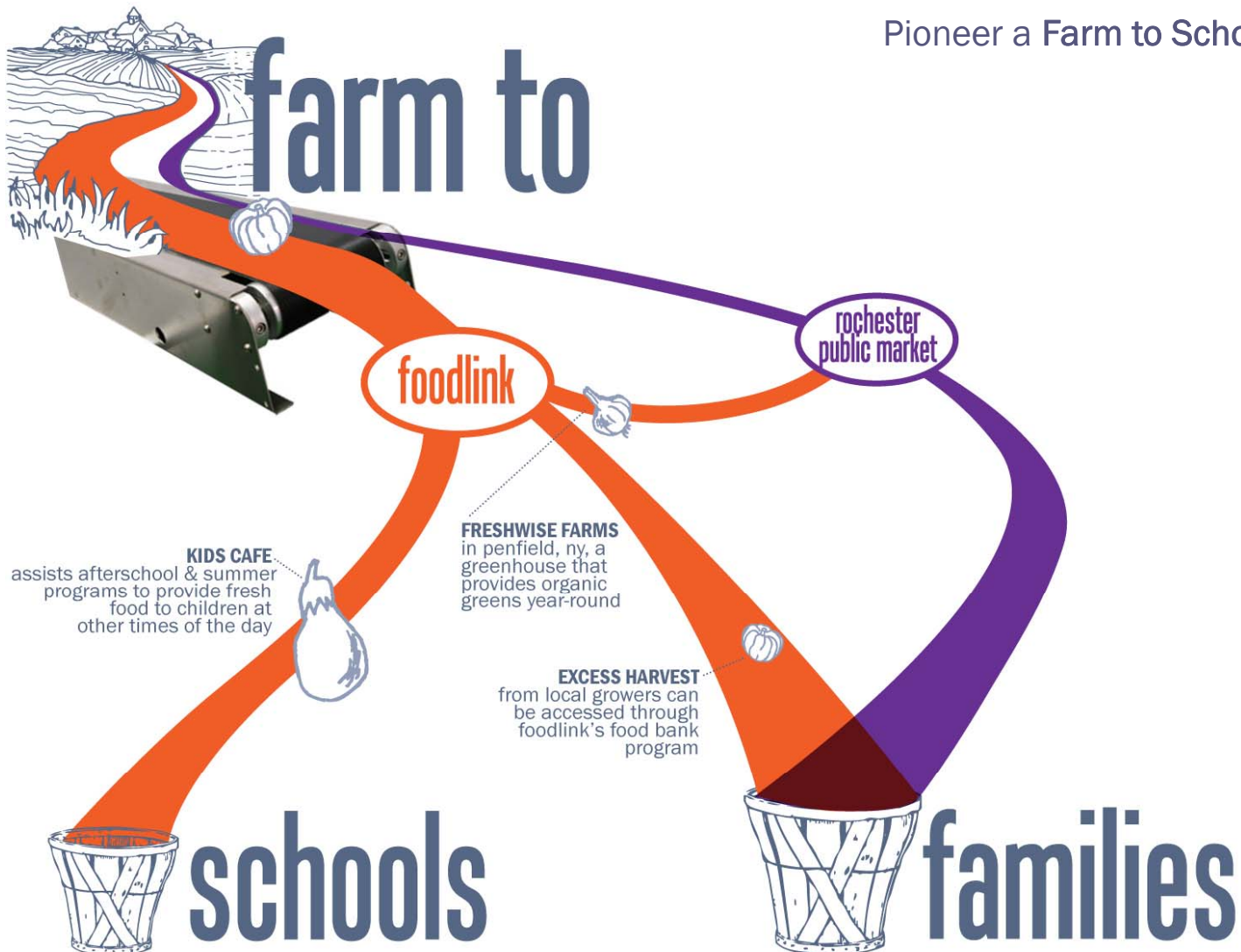
SUNFLOWERS
remove from soil: LEAD
ARSENIC
CHROMIUM
COPPER
ZINC

POPLAR TREES
remove from soil: PETROLEUM
RELATED
CONTAMINANTS

AS ROCHESTER'S FRUIT & NUT NEIGHBORHOOD, EAT TO LIVE

Partner with FoodLink and Fresh Food Advocates
to Bring Healthy Eating to JOSANA

Pioneer a Farm to School program at School 17

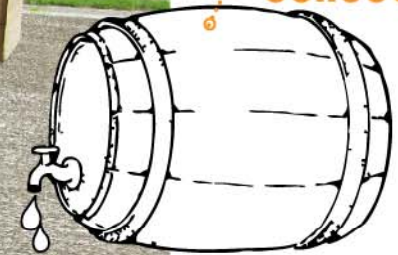


Expand the Concept of Urban Farming beyond
Fruits and Vegetables

painted bollards

signage

rainwater
collection



gravel walk

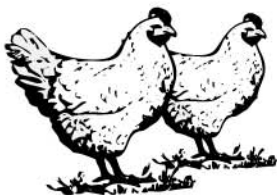
[down the road]



bees

+

chickens



let it GROW!



BE STRATEGIC ABOUT COMMERCIAL INVESTMENT



Cluster Commercial Activity on Lyell and Broad to Support the Stadium

Strengthen the Lyell Avenue Business Associations

Continue Jay Street's Conversion to a Residential Street

Housing with Community-Based Uses: Day Care, Barber Training Shop, Alternative Location for Dance Studio

LIMIT NEW DEVELOPMENT



who are the potential renters & buyers in JOSANA?



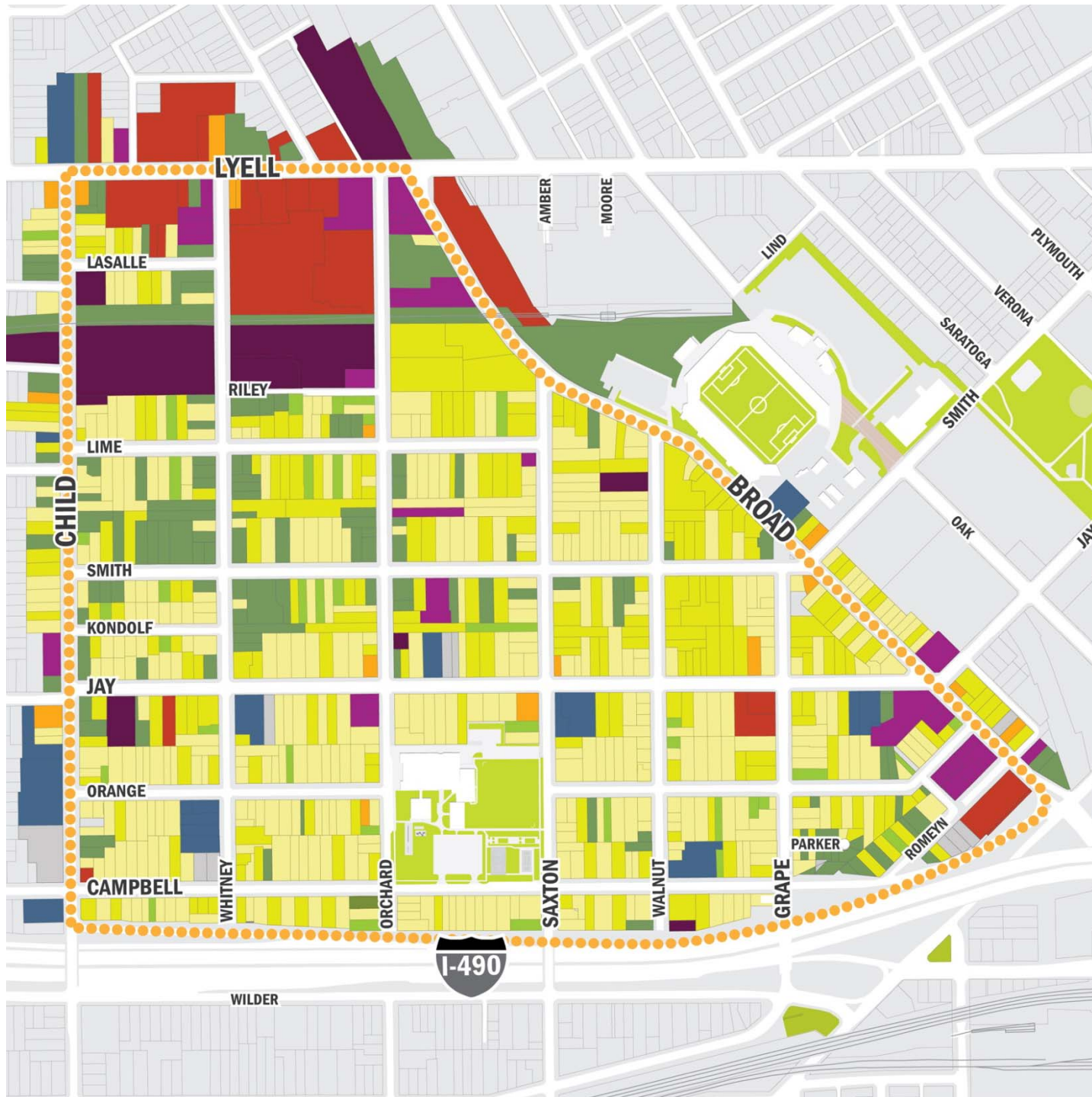
and where are they coming from?
70% Rochester, 6% Monroe County, 24% Rest of U.S.

**Build Density and a
Mix of Uses along
Broad Street to
Support the Stadium**



PROPOSED INFILL

- SINGLE-FAMILY DETACHED (AFFORDABLE): 20**
- SINGLE-FAMILY DETACHED & DUPLEX (MARKET): 26**
- LOFTS/APTS IN MANSIONS: (178)**
- SENIOR HOUSING (100)**
- COMMERCIAL**



PROPOSED LAND USE

- SINGLE-FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- MIXED USE
- YARDS & POCKET PARKS
- LARGER GREENING INITIATIVES
& LAND STABILIZATION
- COMMERCIAL
- AUTO-RELATED
- INDUSTRIAL
- INSTITUTIONAL
- PARKING



Thanks!