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TYLIN INTERNATIONAL

Addendum to the Historic Erie Canal Aqueduct
 & Broad Street Corridor Master Plan

April 2011

Prepared for the City of Rochester



May 2009 Master Plan Summary

The Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan was completed and released in May 2009, and since that time additional community outreach and stakeholder involvement has continued in an effort to further refine the vision which was developed during the master planning process.



The 2009 Master Plan for the Historic Erie Canal Aqueduct and Broad Street Corridor established a vision for the southwest quadrant of downtown

The purpose of the master plan was to establish a framework for significant public improvements that will transform the Broad Street Corridor from South Avenue westward to its junction with Main Street, and incentivize development on adjacent underutilized parcels. Despite large institutions like the Civic Center complex, the Blue Cross Arena, and headquarters for the Rochester City School District, the southwest quadrant of the Center City has an overabundance of surface parking lots that diminish the urban landscape, however, developers have primarily been focusing on projects located elsewhere in downtown. The southwest quadrant has tremendous potential for infill development, and strong assets which include historic architecture, a solid employment base, and adjacency to dense urban neighborhoods. The master planning process included a market study that further reinforces the potential for new housing, commercial space, and a new hotel within the southwest quadrant of downtown, but currently the neighborhood is primarily composed of office space that is mainly in use during weekdays.

In order to establish an exciting 24/7 urban neighborhood, and entice developers to begin looking at the area with a new perspective, the master plan envisions large scale public improvements in three phases that builds upon current assets. Some of downtown Rochester's most historic buildings are located along Broad Street in large part because Broad Street is located along what was the original path of the Erie Canal as it ran through downtown from 1825 until its rerouting south of the city in 1919. The most significant artifact from the canal era is the Erie Canal Aqueduct of 1842 which allowed the canal to



The three phases of the public improvements along Broad Street (east to west) begins with restoration of the aqueduct - then creation of a 3 block long boulevard - and ends with a large water basin anchoring the west end of the corridor

cross the Genesee River uninterrupted. Many people drive over the Broad Street Bridge on a day to day basis not realizing that this engineering marvel lies beneath the modern day road deck. The master plan recommends restoration of the aqueduct structure through removal of the Broad Street Bridge road deck in order to bring back to life this unique monument to the Erie Canal. The master plan proposes that Phase 1 of the project will stretch from South Avenue to Exchange Boulevard and be closed to vehicular traffic. The focal point of this first phase will be the restored aqueduct, comprised of a water table and fountains that is flanked by pedestrian promenades. The eastern end of the aqueduct is at an elevation approximately 15 feet below South Avenue which will include a grand staircase and commercial development that can house small retail operations. Subsequent phases outlined in the master plan include Phase 2 which stretches from Exchange Boulevard to Washington Street and includes a boulevard style street with linear fountains down a central median, and Phase 3 which incorporates a large water basin from Washington Street to Main Street, anchoring the west end of the corridor. The element of water highlighting the historic pathway of the Erie Canal is the thematic tie between each phase.

Phase 1 Refinements

Upon completion of the master plan in mid 2009, some area stakeholders expressed continued concerns over the project in particular with regard to the loss of the Broad Street Bridge as a vehicular connector within downtown. Phase 1 of the project eliminates the vehicular bridge connection, and therefore, represents the most significant change to existing conditions of all three

phases. Many people asked if the sequence of phases could be reversed, and whether Phase 1 could instead focus on the water basin

planned from Washington Street to Main Street, as this would represent less of an impact to existing traffic circulation, and create the most economic development potential. However, there are several reasons why the aqueduct area was selected to be Phase 1 of the project. The most practical reason involves existing funding that is already in place for improvements to the Broad Street Bridge. Most of the money that has been secured to date comes from federal funding that must be specifically applied to bridge projects. This funding is being used as the seed money which will ultimately be applied to the larger project which will realize Phase 1 of the master plan, and cannot be used on the other phases which do not include the bridge. While the aqueduct restoration will remove traffic, it will still serve as a bridge link between South Avenue and Exchange Boulevard for pedestrians and bicyclists. The aqueduct was also selected as the ideal place for Phase 1 given its central location within downtown, and unique relationship to the river corridor. The fact that the man-made Erie Canal historically flowed over the



Phase 1 restores the aqueduct to its 1842 appearance and opens up viewsheds along the Genesee River

natural Genesee River watercourse via the stone aqueduct is incredibly unique, and an opportunity to restore this feature of “water crossing water” will establish a memorable and significant element of the overall project, while also highlighting the Genesee River. The aqueduct is only two blocks west from the Midtown Plaza redevelopment site, and also adjacent to many regional institutions such as the Rochester Riverside Convention Center, the Rundel Memorial Building of the Monroe County Library System, and the Blue Cross Arena at the War Memorial. This places Phase 1 of the project in close proximity to thousands of people on a regular basis which will help ensure its usefulness and ultimate success, and establish the canal theme for the rest of the public/private improvements.

Six major stakeholders comprise the properties adjacent to Phase 1 of the project, and include the aforementioned Convention Center, Rundel Memorial Library, and Blue Cross Arena, in addition to Rochester Gas & Electric Substation 6, Thomson Reuters, and Philippone Associates, owner of 44 Exchange Boulevard. Several of these adjacent stakeholders expressed concern over a disruption to existing circulation patterns that a restoration of the aqueduct would cause. Following the completion of the master plan, the project consultants, along with the City, began meeting with each major stakeholder again in order to better understand their concerns. Since



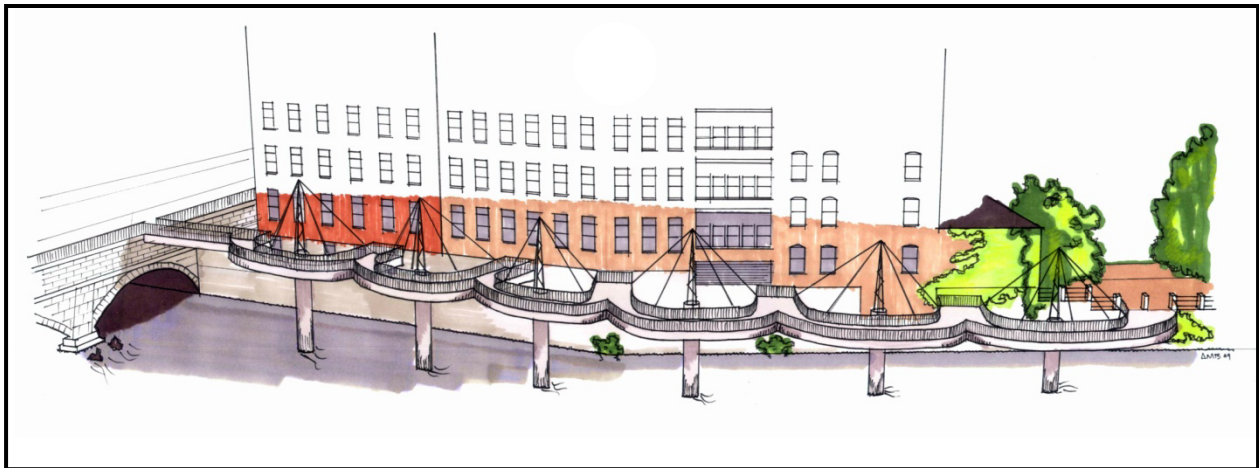
The aqueduct is flanked by the Blue Cross Arena and Thomson Reuters at one end and the Rundel Library and Convention Center at the other

restoration of the aqueduct eliminates vehicles between South Avenue and Exchange Boulevard, a number of concerns regarding loss of on-street parking and access to existing facilities was expressed. Thomson Reuters, located at 50 West Broad Street (also known as the Aqueduct Building), has several hundred employees located within the area and with a main entrance on Broad Street is chiefly concerned over access to the current facility with regard to employee drop-off and pick-up, on-street parking, visitor access, etc. In addition, both the Convention Center and War Memorial have concerns regarding truck queuing and a staging operations during large events which are critical to the viability of those facilities. Several additional meetings have been held with the major stakeholders adjacent to Phase 1 in order to have a full understanding of any outstanding concerns so that the project can be tailored to lessen potential impacts. RG&E has expressed that they have little to no concern so long as their substation facility can operate as is. The Rundel Library similarly had few concerns aside from those regarding general maintenance and upkeep of the public realm area. Philippone Associates has expressed favorably the addition of green space in front of their building at 44 Exchange Boulevard, and the overall impact the upgrades to the area will have on attracting residents to their building as part of plans to rehab the vacant structure into market rate apartments, and only voiced concern about ensuring that access is maintained to their loading dock and parking facility. The stakeholders with the most concern remain to be the Convention Center, Blue Cross Arena, and Thomson Reuters. Several

refinements have been made to the original Phase 1 design outlined in the master plan to mitigate concerns with access and circulation.

The Genesee Riverway Trail and Aqueduct Street

Initially, the master plan envisioned extending the Genesee Riverway Trail along the east façade of the Thomson Reuters building at 50 West Broad Street. The Riverway Trail is currently truncated when it reaches Broad Street from the east side of the Blue Cross Arena. Removal of the bridge deck in Phase 1 would allow the Riverway Trail to continue northward across the aqueduct to connect with Aqueduct Park, and Crossroads Park beyond. An elevated walkway supported by piers in the riverbed would be necessary in order to access the east side of the Thomson Reuters building, given that the building was designed right to the river's edge. This would be similar in some ways to the Riverway Trail extension made near Turning Point Park in the northern part of the City, via piers in the river. The concept was presented to representatives at Thomson Reuters, however, several concerns were expressed by their security staff with regard to potential vandalism and security concerns that could arise along the east side of the building. After substantial consideration, it was decided that a better alternative may be to make improvements to Aqueduct Street on the west side of Thomson Reuters, including the establishment of a generous sidewalk that could also be used as an extension of the Riverway Trail network.



The concept of extending the Genesee Riverway Trail along the east side of Thomson Reuters explored connecting the restored aqueduct to Aqueduct Park which would connect two existing segments of the Riverway Trail already in place

While the centerpiece of Phase 1 focuses on restoration of the aqueduct itself, several adjacent streets are now recommended to be improved as part of this initial phase in order to ease traffic impacts, improve aesthetics in the area, and further the Riverway Trail. Aqueduct Street has seen little infrastructure improvements over the past several decades, and the street has virtually no definition between vehicular and pedestrian zones. A swath of asphalt runs from the Philipponne Associates owned 44 Exchange Boulevard up to the buildings running along the eastern edge of Aqueduct Street.

There is significant potential for this street to be reconstructed with appropriate curbing and concrete sidewalks which will better define the area spatially, and provide separation between motorized and non-motorized users. Currently, Aqueduct Street is two-way, and Bank Place (which runs in front of 44 Exchange Boulevard) is one-way eastbound. Thomson Reuters has cited concerns with vehicles unfamiliar with the area that head south on Aqueduct Street and then get stuck when reaching the eastbound Bank Place.



Existing condition of Aqueduct Street looking north to Main Street

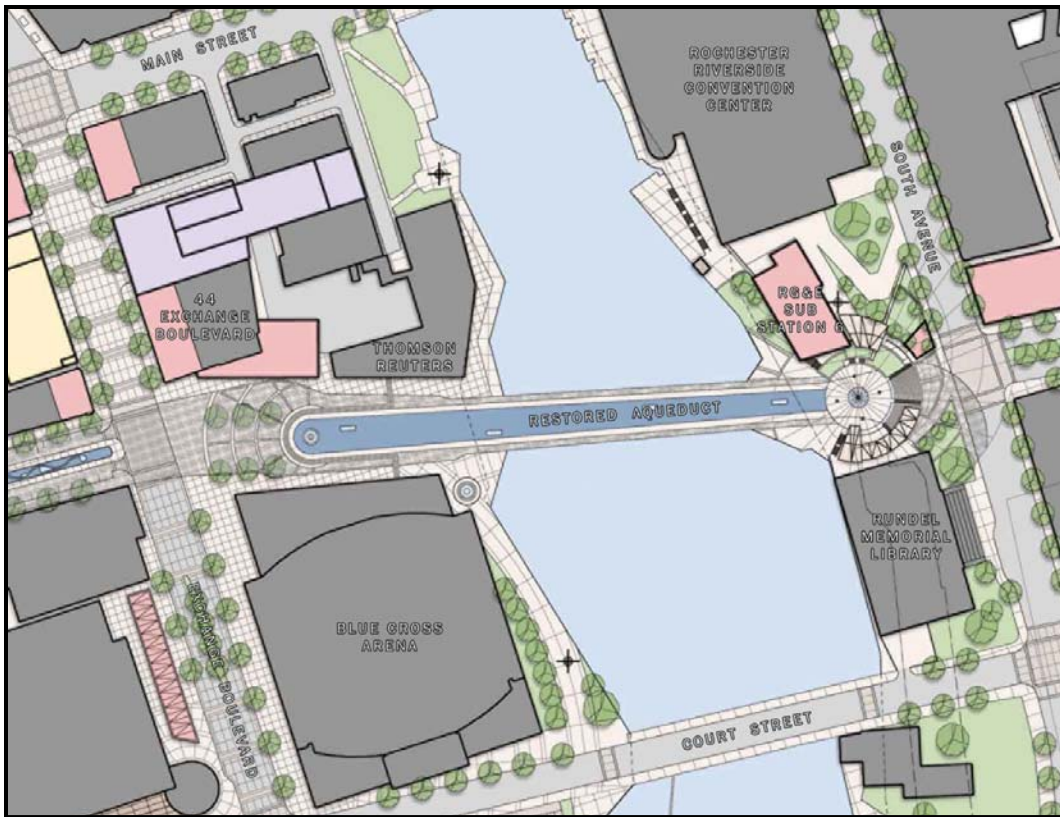
Vehicles must then turn around and head back up Aqueduct Street as there is no other outlet. The street is primarily used by trucks and vehicles bound for Thomson Reuters gated parking area, but given the proximity to the Blue Cross Arena which holds events year round, many motorists unfamiliar with the area enter Aqueduct Street not realizing they can't continue westward to Exchange Boulevard via Bank Place. As part of the Phase 1 improvements and traffic mitigation, it is now proposed that Bank Place be eliminated altogether in favor of extending Aqueduct Street to the south so that it can be connected to a turnaround loop that would be designed in front of the Blue Cross Arena. The elimination of Bank Place will make the intersection of Broad Street and Exchange Boulevard safer, as Bank Place intersects Exchange Boulevard just north of the signal and can be hazardous for pedestrians to cross. This removal will also provide an opportunity to provide green space in front of 44 Exchange Boulevard which is being rehabilitated for residential use with commercial space on the first floor.



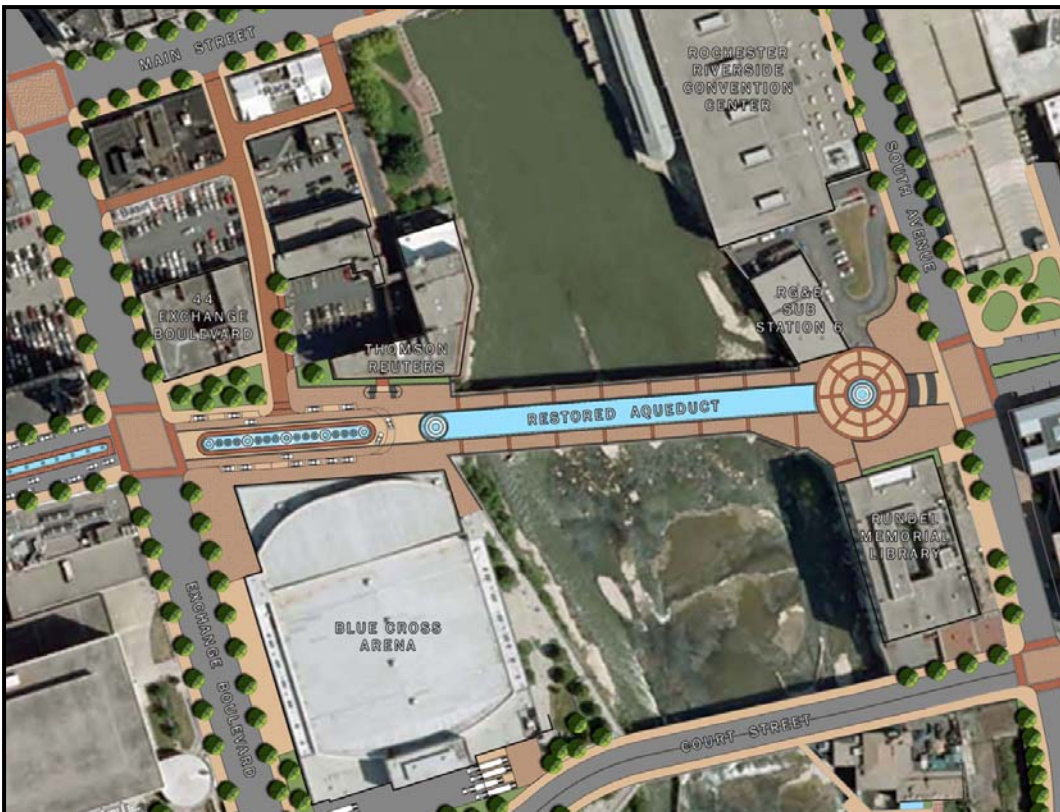
Existing condition of Bank Place looking east to Thomson Reuters



Currently no green space exists in front of 44 Exchange Boulevard which is planned for adaptive reuse as market rate apartments



The plan for Phase 1 outlined in the master plan restored the aqueduct almost all the way to Exchange Boulevard and included a pedestrian plaza just northwest of the Blue Cross Arena



The refined plan for Phase 1 pulls the proposed water table of the aqueduct to the east in order to provide a vehicular turnaround loop adjacent to the Blue Cross Arena and Thomson Reuters

Turnaround Loop

The previous design did not allow for any vehicular traffic on Broad Street between Exchange Boulevard and South Avenue. The refined layout for Phase 1 will allow vehicles to continue on Broad Street east of its intersection with Exchange Boulevard via a formal median style turnaround that provides improved access to Thomson Reuters and the Blue Cross Arena. This area will also incorporate a drop-off area and approximately 15 on-street parking. Thomson Reuters has expressed concerns that the previous layout took away their existing on-street drop off area and multiple on-street parking spaces, so the new design was developed specifically to mitigate those concerns. Circulation will also be enhanced by extending Aqueduct Street to the south, allowing an intersection directly with the turnaround loop. With this direct connection between Aqueduct Street and the turnaround loop, Bank Place will be rendered unnecessary, and is therefore proposed to be removed in favor of creating a small green space in front of 44 Exchange Boulevard. The removal of bank place will improve the geometry of the signalized intersection at Broad Street and Exchange Boulevard which currently is somewhat awkward given that Bank Place is situated just north of the signal on Exchange Boulevard.

As originally planned, a double stair will be constructed at the main entrance to Thomson Reuters which is located on the second floor of the building, but at the same elevation of the current Broad Street Bridge deck. When the bridge deck is removed to restore the aqueduct, this stair will be necessary in order to maintain access at this entrance, as the elevation of the aqueduct is in line with the first floor of the building. A highlight of the redesign will be a string of fountains located in the central median of the turnaround loop



Previously Phase 1 included a large pedestrian plaza at Exchange Boulevard with no vehicular access



Phase 1 has been revised to include a traffic turnaround loop to provide improved access to the Blue Cross Arena and Thomson Reuters but can still be closed from time to time to serve as a pedestrian plaza during large events



Currently the deck of the Broad Street Bridge runs along the second story of the building occupied by Thomson Reuters but this will be removed during the aqueduct restoration

which will continue the theme of recalling the original path of the Erie Canal. These fountains will also visually tie the aqueduct to the Boulevard of Fountains that is proposed along three blocks of Broad Street as part of Phase 2.

In order to estimate the amount of vehicles anticipated to use the proposed turnaround loop, analysis was conducted which combined the number of observed vehicles using Bank Place with the estimated pick-up/drop-off vehicles observations adjacent to Thomson Reuters and the Blue Cross Arena. This data was then added to the project traffic volumes previously analyzed in the Traffic Impact Study that was conducted for the 2009 Master Plan. Since it is anticipated that a bus stop will be provided within the loop, the observed bus volume during the weekday morning peak hour was included in the drop-off calculations. Based on the observations, it was assumed that approximately 50 vehicles will enter and 50 vehicles will exit the proposed turnaround loop during the peak hours studied. To be conservative, it was assumed that 25 of those vehicles would access northbound Aqueduct Street, and 25 vehicles would come southbound on Aqueduct Street and use the turnaround loop to access Exchange Boulevard and Broad Street to the west. It was concluded that the additional traffic at the intersection of Exchange Boulevard and Broad Street and the turnaround loop will not have a significant impact on the operation of the intersection as proposed in the three phases studied. The overall operation and all turning movements will operate at acceptable levels of service for all peak periods studied (see appendix for detailed traffic analysis).

Court Street Realignment

In addition to upgrading Aqueduct Street to provide better circulation via a turnaround loop near Thomson Reuters and the front of the Blue Cross Arena, Court Street has also been analyzed in order to develop concepts for improve truck access to the Blue Cross Arena loading docks, and associated queuing areas.

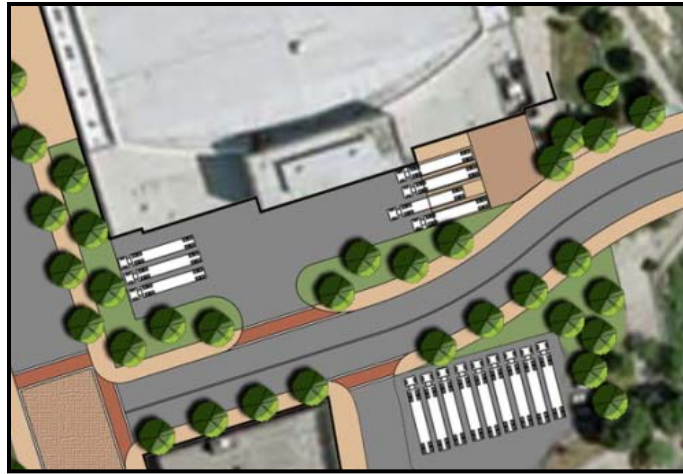


Realigning the western terminus of Court Street slightly to the south will provide designated space for truck staging and queuing preventing the need to close Court Street to through traffic during large events at the Blue Cross Arena

Currently, when the Blue Cross Arena hosts large events the facility must occasionally close Court Street in order to allow trucks to access the existing loading dock facility located on the south side of the facility. With restoration of the aqueduct, and vehicular bridge connection removed from Broad Street, Court Street would no longer be able to be closed for truck use, as it would be needed to accommodate displaced traffic that the Broad Street connection currently handles.

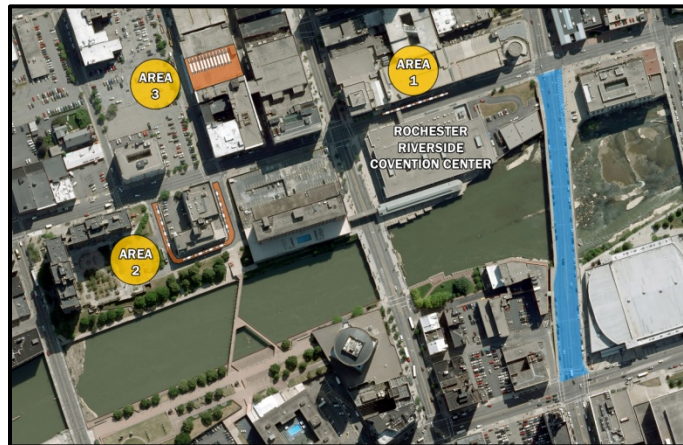
In an effort to better accommodate trucks needing to access the Blue Cross Arena, it has been proposed that the western terminus of Court Street be realigned in order to provide additional space behind the

Blue Cross Arena. It is proposed that Court Street intersect with Exchange Boulevard further to the south than it currently does. Placing an 'S' curve into Court Street just west of the Court Street Bridge would relocate the intersection with Exchange Boulevard slightly to the south, and utilize space that is currently a City owned parking lot. This would also make the historic Court Exchange Building a corner building, which would better define the existing intersection. The additional space gained behind the Blue Cross Arena will allow eight tractor trailers queuing room, and allow construction of a new loading dock facility. This facility upgrade will prevent trucks from clogging Court Street and allow the corridor to remain clear for through traffic. Additional truck queuing will be accommodated in the parking lot across Court Street to the south, and trucks would only occasionally need to swap out to access the facility. The management of the Blue Cross Arena feels this new space would create a very desirable secure staging area for various shows and events.



A designated truck staging area will be a tremendous asset to the Blue Cross Arena and with proper landscaping and screening will be shielded from view along Court Street

The Convention Center also sometimes utilizes the Broad Street Bridge for parking small trucks associated with events and trade shows, and a few larger trucks for the annual boat show and car show. Since restoration of the aqueduct would remove on-street parking from the bridge, alternate parking areas have been identified some of which are on-street metered parking spaces. Currently there are metered spaces on South Avenue directly across from the Convention Center loading docks (Area 1), and metered spaces along Bragdon Place two blocks to the north (Area 2). These meters can be "bagged" during large events at the Convention



Possible on-street and off-street parking areas that may be used for small trucks associated with show at the Convention Center

Center which will allow them to be reserved for small trucks, rather than having trucks parked along both side of the Broad Street Bridge. A potential off-street parking area within two blocks of the Convention Center could be the surface parking lot on Mortimer Street across from the planned RTS Bus Transfer Station. This area would provide ample parking for the Convention Center during large events, and is in close walking distance to the facility. Vehicles would unload at the Convention Center loading docks, and then park in the off-street lot as opposed to the current practice of parking along the Broad

Street Bridge. For the larger trucks, the previously mention truck staging area behind the Blue Cross Arena could be utilized, if not already is use for an event at the Arena.

Temporary Bridge Closure

While the master plan included extensive traffic analysis due to potential impacts caused by restoration of the aqueduct and removal of vehicular between South Avenue and Exchange Boulevard, this analysis was based upon computer program forecasting. In order to better assess potential impacts, the Broad Street Bridge was closed for a two weeks in February of 2010 in order to make field observations with regard to alternate routes displaced traffic would take and



The Broad Street Bridge during the temporary closure in February 2010

the resulting increased volume through adjacent intersections. In total data was collected from 17 intersections surrounding the bridge area as a means of better evaluating traffic impacts should the bridge be permanently closed to traffic. A period of two weeks was decided on for the closure in order to allow commuters a chance to adjust to alternative routes over the course of the first week, so that more accurate data could be obtained during the second. The bridge was closed from the morning of Monday, February 15th, 2010 until 6:00pm on Thursday, February 25th, 2010. President's Day was observed on Monday February 15th, the first day of the closure, and the public schools were on recess for February Break the remainder of the week. This allowed the general public to get used to the idea of the bridge being out of service with as little inconvenience as possible. Data collection did not begin until Monday February 22nd, by which time traffic would better reflect the realities of travel patterns without the Broad Street Bridge.

Prior to the closure, a media release was prepared and distributed to major news stations, radio stations and newspapers to make people aware of the upcoming closure plan. A variable message sign was also used on the bridge one week before the closure to provide advanced notification. No specific detours were provided, as the intent of the study was to allow people to find an alternative route that best fit their origin and destination needs.

During the mock closure of the bridge general traffic observations were made and concluded that the overall operations of the study area appeared to flow well during the peak hours. Some of the intersections that were predicted to operate poorly for Scenario 1 operated well under the mock closure of the bridge. The volumes indicated that as much as 25% of the existing traffic within the study area may have avoided the area during the mock closure of the bridge possibly using the Inner-loop and/or I-490, which was relatively close to the assumptions of Scenario 1.

The largest area of concern was along Court Street between South Avenue and Exchange Street. Given that Court Street has only one lane in each direction, there was insufficient capacity to handle the volume during a 30-45 minute timeframe with a 15-20 minute peak of the evening peak hour due to the

increased volumes or traffic interruptions by the Dinosaur BBQ restaurant by buses and vehicles at the driveway. This caused congestion not only at the intersections of Court Street & South Avenue and Court Street & Exchange Street, but also delays at Exchange Boulevard & Broad Street, South Avenue & Broad Street. This congestion was expected, as essentially two westbound and two eastbound lanes across the river were removed. Main Street did not pick up additional volume during this trial probably due to turn restrictions at Clinton and the designated bus lanes reducing through traffic to one lane in each direction. As part of the mitigation proposed, an additional right-turn lane on Court Street is proposed to help operations in the area.

Based on these observations and conclusions, and with the mitigation proposed by the Broad Street Aqueduct Master Plan Traffic Evaluation, the bridge closure is feasible and can be accomplished with satisfactory levels of service at all intersections and no movements with a Level of Service less than an 'E'. Turning movement counts were conducted at various intersections throughout the study area February 23rd – February 25th during the morning and evening peak hours. Although the traffic data does not appear to have been impacted, a snow storm hit Rochester the afternoon of Thursday February 25th, which caused traffic delays on area highways such as route I-490. This weather event may have caused commuters to leave work early, or possibly chose alternate routes home; however the traffic data from the turning movement counts did not indicate a drastic difference in volumes, in comparison to the other two evening counts, which had clear weather conditions.

Creating Rochester's Historic Canal District

Beyond bringing refinement to Phase 1, post master plan efforts have also involved rebranding the entire environs of the southwest quadrant of downtown as Rochester's Historic Canal District. Rochester's Center City is comprised of a series of districts, each with their own unique character. The East End, St. Paul Quarter, and Grove Place neighborhood, for example, benefit from having an individual sense of place, and familiar name recognition. Thriving neighborhoods are made stronger by the branding effect of a named district. Corn Hill and the South Wedge also come to mind, as neighborhoods that have a very distinct identity.



Rendering of Rochester's Historic Canal District looking to the southeast depicting the potential for infill development and thematic water elements



The planned Canal District will encompass all of the southwest quadrant of the Center City and the west side of South Avenue from Main Street to I-490

The area along Broad Street between Main Street and the Genesee River has suffered from a lack of identity. The blocks south of Broad Street were once part of the Corn Hill neighborhood, but were separated from Corn Hill when I-490 was constructed. The Jonathan Child house on Washington Street is one of the remaining landmarks of the old neighborhood that was cleared away for I-490, and today is a reminder of the neighborhoods once grand past. The southwest quadrant of downtown has also been thought of as a Government District, as it is home to the Rochester City School District offices, Monroe County offices, and the Civic Center, but what has been lacking in this area is the sense of a cohesive district that builds upon the rich heritage and distinct architecture of Broad Street.

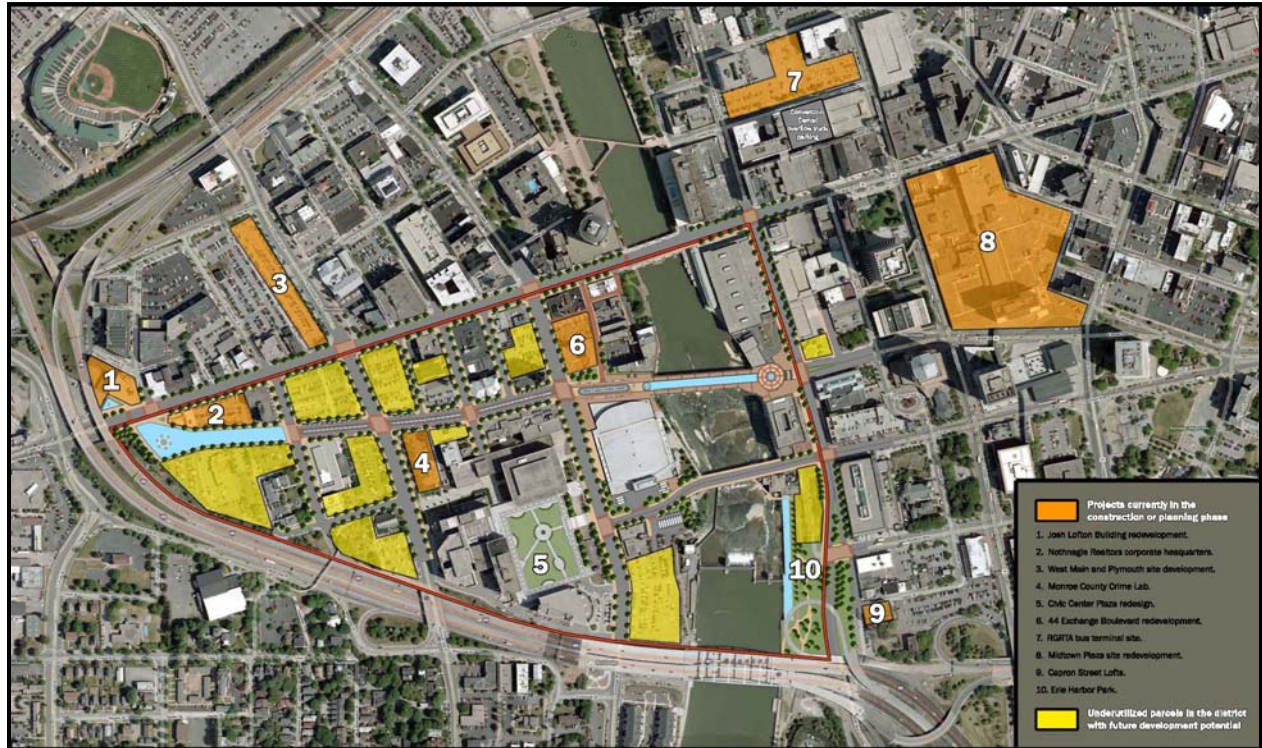
The Erie Canal was the most critical component of Rochester's early growth, and creating a Canal District for downtown Rochester which celebrates that heritage would establish a distinct identity for the southwest quadrant of downtown, which is the heart of Rochester's Erie Canal legacy. The proposed Canal District is bounded by Main Street, South Avenue, Court Street, Exchange Boulevard, and I-490. The linear water elements along Broad Street (including the restored aqueduct) would be the central artery of the district, and establish its thematic identity. Water is often a catalyst for private development, and the creation of a district centering on the rich canal heritage of the Center City will dramatically bolster the development potential of the currently underutilized properties in this part of downtown.

In order to establish a new Canal District, the City will first adopt the Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan as an addendum to the existing Center City Master Plan. Private development occurring as a result of recommendations outlined in the master plan will need to follow the requirements in the City of Rochester's Center City zoning code during the approval process. Adopting the Broad Street Corridor Master Plan as part of the Center City Master Plan will allow for it to serve as a planning guide for future private development, and continued public investment, throughout

the Canal District. The district boundaries will be comprised of South Avenue, I-490 and Main Street, encompassing the entire southwest quadrant of the Center City.

Area Development Initiatives

As the Master Plan was being completed, several development initiatives within the Center City were either under construction or in the planning stages. Since the Master Plan was released, several projects have been completed and new projects have been announced or progressed to construction.



44 Exchange Boulevard

Philippone Associates plans to rehabilitate the building located at 44 Exchange Boulevard, originally built as a bank branch and offices in the 1950s, for use as a mixed use project with commercial uses on the first floor, and housing above. The project was awarded a \$1,070,000 grant through the third round of the New York State Restore NY Program, and a grant of \$1,300,000 from City Cash Capital, and the total investment will be approximately \$6,000,000.



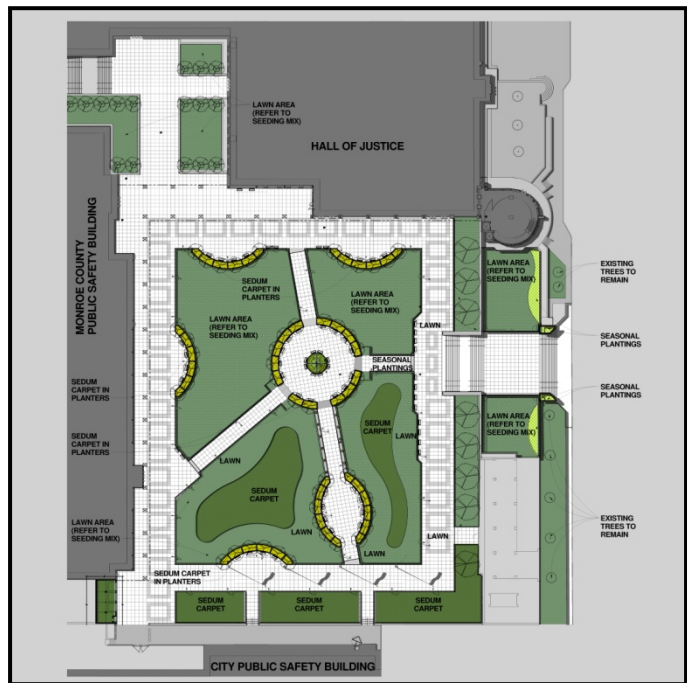
Nothnagle

In 2009 Nothnagle announced that it would relocate its headquarters from Brighton to a vacant building at the western edge of downtown. The building Nothnagle is renovating falls within the proposed Canal District, and is located at the prominent corner where Broad Street intersects with West Main Street. The \$4.5 million investment will create a substantial anchor to the west end of downtown, and the Canal District’s “western gateway”.



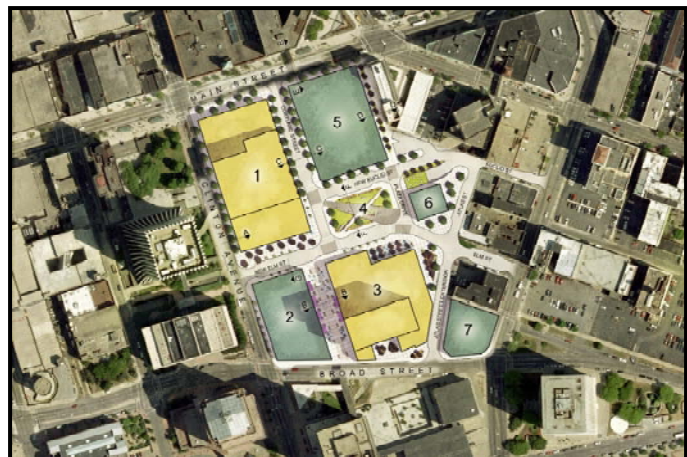
Civic Center Plaza

While not critical to the success of the Canal District, the Master Plan made recommendations for the rehabilitation of the dated Civic Center Plaza, a large raised plaza that is part of the Civic Center complex on Exchange Boulevard. Shortly after the conclusion of the Master Plan, the County hired a consultant to redesign the plaza which was about to have its paving removed in order to replace a rubber membrane needed to keep water out of the parking garage below. Rather than simply repave the plaza, the County to advantage of the opportunity to improve the aesthetics of the plaza and add large amounts of greenspace to what was previously a large and underutilized hardscape.



Midtown Plaza Redevelopment

Perhaps the most significant project to progress is the redevelopment of the Midtown Plaza superblock, just two blocks east of the proposed Canal District. Demolition of existing building began in the Fall of 2010, and is expected to be completed by the end of 2011, at which time new streets will be constructed that break the



superblock into separate development parcels. Most notably, PAETEC has signed on to build their new corporate headquarters at the northwest corner of the Midtown site. The PAETEC plan includes construction of a 225,000 square foot building that will consolidate their estimate 1,200 employees into a single building. The PAETEC commitment came less than a year after ESL Federal Credit Union open its new headquarters building in the southeast corner of downtown, and along with Nothnagle represents and an emerging trend of local companies reinvesting in the Center City. Also of note is the proposal by Christa-Morgan, developers and property managers, to rehabilitate the former Midtown office and hotel tower for mostly residential use with commercial uses occupying the lower two floors of the 17 story building. The remaining development parcels have the potential to include additional residential, office, hotel and retail space, and the north east corner of the site is being proposed by the Rochester Broadway Theatre League as a location for a new performing arts center.

Erie Harbor Park

After the completion of the Master Plan, the City of Rochester spearheaded a master planning effort for an underutilized parcel of land along the eastern bank of the Genesee River between Court Street and I-490. While this parcel of land was not originally included within the study limits of the Broad Street Master Plan, this area has since been included into the boundary of what will become the Canal District given that it encompasses land where the Erie Canal originally ran through.



Continuing Efforts

The City is aggressively marketing the future Canal District and is actively pursuing additional funding opportunities for the construction of the Phase 1 public improvements. In addition, the environmental review process is underway through the completion of a Generic Environmental Impact statement (GEIS). The GEIS will evaluate significant impacts the proposed district and public improvements may have on the surrounding area, and will analyze the mitigation measures being proposed to reduce potential impacts, and the EIS will ultimately be adopted by the City. The City of Rochester along with other interested agencies, businesses, and organizations have also been working with local developers to engage interest in the district and explore private development opportunities. With a tremendous amount of investment occurring throughout the Center City, and the 2010 Census data indicating a rising downtown population, potential for increased private development is in and around the Canal District is abundant.

