

Rochester Downtown Partnership

WalkShop Summary

March 24th, 2023

12:00 PM — 1:00 PM

Summary:

The Partnership for Downtown Rochester conducted a WalkShop on 3/24/23 from 12:00 — 1:00 PM. This outdoor workshop was facilitated by Galin Brooks, President & CEO of the Rochester Downtown Development Corporation and Executive Director of the Partnership for Downtown Rochester. Participants were led in a collaborative exercise to share their thoughts, feedback, and impressions of the area. The WalkShop began in front of The Hochstein School, 50 N. Plymouth Ave., and moved west along W. Main St. The WalkShop continued west to Broad St., turning east and continuing along Broad St., turning south on Exchange Blvd. The WalkShop then turned east on Court St., concluding at the Blue Cross Arena Memorial Park. Participants engaged in discussion on a potential Business Improvement District in the downtown core of Rochester, NY, asking questions on process, timeline, and long-term vision for the effort.

Attendance: 15

Feedback from participants is highlighted below. Comments are notated by location.

N. Plymouth Ave., in front of The Hochstein School

- *Participant notes architecture is beautiful in this area, more should be done to celebrate it*
- *Participant notes lack of pedestrians in this area*
- *Participant would like more music on the streets*
- *Participant notes historical signage needs maintenance*
- *Participant believes this area to be littered*
- *Participant notes roadway appears to be overbuilt*
- *Participant expressed desire for more greenery and landscaping*
- *Participants would like to see more outdoor seating*
- *Participant notes there is a sense of disconnection between the west and east sides of downtown*

Corner of N. Washington and W. Main St.

- *Participant notes this is the first trash can they have seen since walking*
- *Participant notes this area feels safe*
- *Participant wants to know how to bring more retail to this area*
- *Participant would like to see downtown honor it's historical significance in photography*
- *Participants would like all-weather protection along sidewalks, such as awnings*
- *Participant feels retail signs are not eye-catching, encourages signs that stick out from buildings*

Corner of Cascade Dr. and W. Main St.

- *Participant questioned if this area is still considered downtown*
- *Participants could not agree if this area should be considered part of the traditional downtown core*
- *Participants believe neighborhoods are defined by community and are living and changing*
- *Participant would like to see more public art in this area*
- *Participant feels this area has no sense of personality and is missing a sense of place*

Corner of Fitzhugh St. and Broad St.

- *Participant notes the number of older buildings being converted into residential uses*
- *Participants feel there are too many surface parking lots in this area*
- *Participants desire more landscaping and greenery in this area*
- *Participants note historical signage is weathered and badly taken care of*

- *Participant notes the Broad St. Heritage Trail is fading from the sidewalk*

Blue Cross Arena Memorial Park

- *Participants believe sidewalks in front of parking lots are in bad shape*
- *Participants would like to see more seating options outside the Blue Cross Arena*
- *Participants would like to see more garbage cans in this area*
- *Participant does not like the architecture of new buildings that have been constructed*
- *Participants would like this park to receive more attention*