

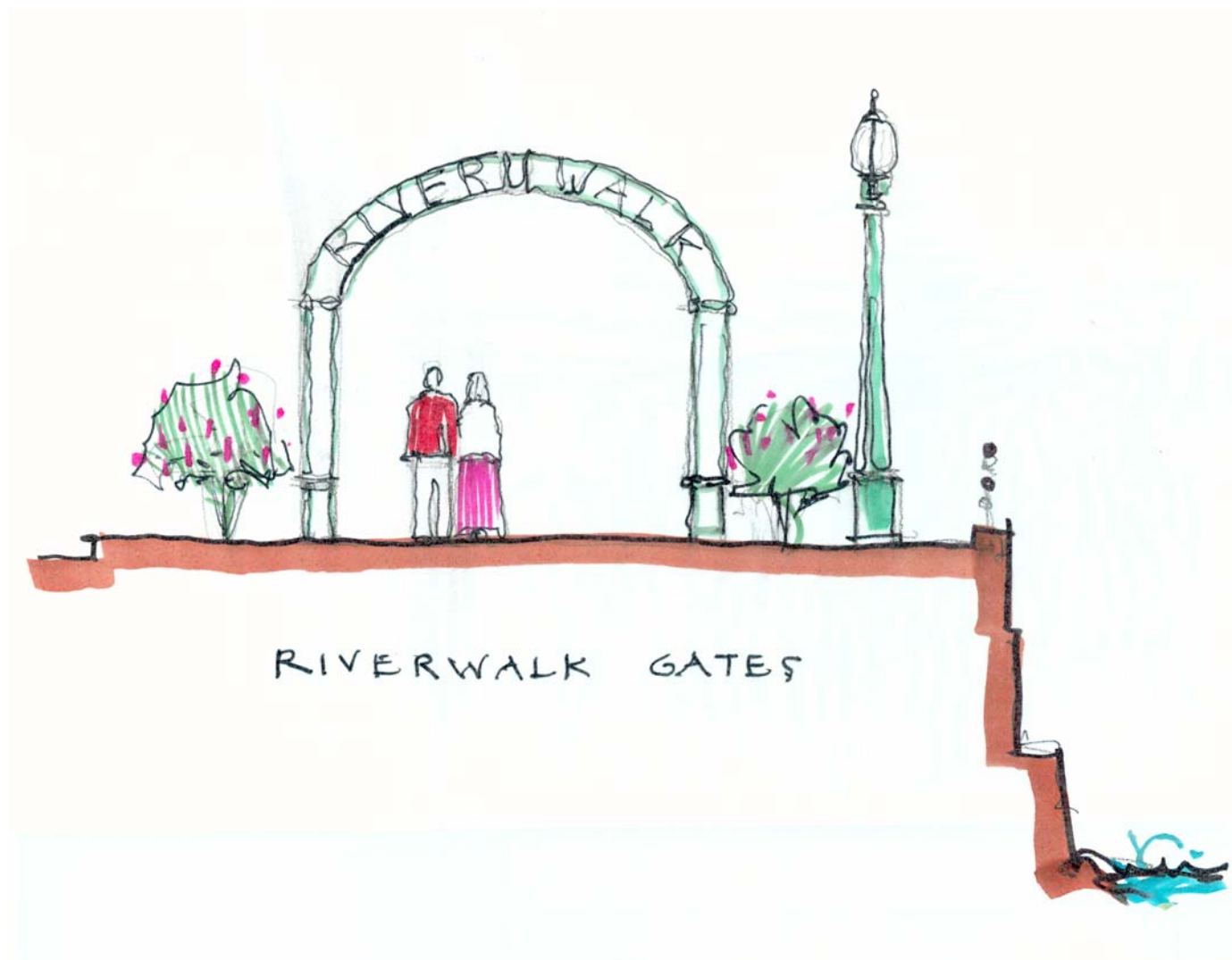
PLAN NH

The Foundation for Shaping the Built Environment

Rochester, NH

Design Charrette

September 10 & 11, 2004



ROCHESTER CHARRETTE ACKNOWLEDGEMENTS

SINCERE THANKS GO OUT TO THOSE INDIVIDUALS WHO DONATED
THEIR PROFESSIONAL AND PERSONAL TIME TO THIS CHARRETTE

CHARRETTE TEAM LEADER

MICHAEL CASTAGNA
CASTAGNA CONSULTING GROUP

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CASTAGNA CONSULTING GROUP

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THE HOUSING PARTNERSHIP

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ISAAK DESIGN

ART NICKLESS
NORWAY PLAINS ASSOCIATES

GORDON LEEDY
VHB ENGINEERS

ALSO, MANY THANKS TO THE CITIZENS AND CITY OFFICIALS WHO
SHARED THEIR THOUGHTS AND KNOWLEDGE WITH US.

THE HONORABLE DAVID WALKER

MICHAEL BEHRENDT, CHIEF OF PLANNING

MARY-JO MONUSKY, PRESIDENT CORE

CYNTHIA COPELAND, SOUTHERN REGIONAL PLANNING COMMISSION



PLAN NH VISITS ROCHESTER N.H.

SEPTEMBER 10 & 11, 2004

WHO IS PLAN NH?

PLAN NH IS A PROFESSIONAL ASSOCIATION FOR THOSE WORKING IN THE BUILTENVIRONMENT. THE ORGANIZATION INCLUDES ARCHITECTS, PLANNERS, ENGINEERS, BANKERS, CONSTRUCTION MANAGERS, HISTORIC PRESERVATIONALISTS, AND OTHERS WHO CONCERN THEMSELVES WITH BUILDINGS AND COMMUNITIES. IT WAS ESTABLISHED TO CREATE A FORUM FOR BRINGING TOGETHER THESE DIFFERENT PROFESSIONAL GROUPS AND AS A CATALYST FOR SPURRING INTEREST IN COMMUNITY DEVELOPMENT. PART OF **PLAN NH'S** MISSION IS TO MAKE A POSITIVE CONTRIBUTION TO NEW HAMPSHIRE COMMUNITIES. ONE WAY IN WHICH **PLAN NH** IS DOING THIS IS THROUGH THE OFFER OF FREE DESIGN ASSISTANCE TO COMMUNITIES WITH DEMONSTRATED NEEDS.

SO WHAT IS A DESIGN CHARRETTE, ANYWAY?

SIMPLY STATED, A DESIGN CHARRETTE IS A BRAINSTORMING SESSION WHERE LOTS OF IDEAS ARE BROUGHT FORTH BY BOTH PROFESSIONAL DESIGNERS AND LOCAL CITIZENS, IN AN ATTEMPT TO RESOLVE A PROBLEM OF LOCAL INTEREST. BECAUSE OF THE COMPRESSED TIME FRAME, THE CONCLUSIONS REACHED ARE USUALLY CONCEPTUAL. THEY DISCUSS HOW DIFFERENT PLAN ELEMENTS SHOULD RELATE TO EACH OTHER, AS OPPOSED TO THE DETAILS OF HOW A PARTICULAR BUILDING WOULD ACTUALLY BE CONSTRUCTED.

AT THEIR BEST, CHARRETTES BLEND THE BROAD EXPERIENCE OF DESIGN PROFESSIONALS WITH LOCAL CITIZEN'S KNOWLEDGE OF THEIR COMMUNITY TO PRODUCE A PLAN OF ACTION THAT DEALS WITH A PARTICULAR ISSUE OF CONCERN TO THAT COMMUNITY. THE CHARRETTE PROVIDES AN OVERALL FRAMEWORK WITHIN WHICH FINAL SOLUTIONS CAN BE DEVELOPED. IT SETS A TONE AND GIVES A DIRECTION AGAINST WHICH FUTURE DECISIONS MAY BE MEASURED.

HOW DID THE PLAN NH CHARRETTE COME TO ROCHESTER?

IN JANUARY OF 2004, THE CITY OF ROCHESTER ALONG WITH CORE (COMMUNITY ORGANIZATION FOR ROCHESTER ENHANCEMENT) SUBMITTED A PROPOSAL TO **PLAN NH** FOR DESIGN ASSISTANCE. OF THE TWENTY PLUS PROPOSALS SUBMITTED, ROCHESTER WAS ONE OF THREE COMMUNITIES SELECTED FOR A CHARRETTE.

PLAN NH IS INTERESTED IN PROVIDING DESIGN ASSISTANCE TO COMMUNITIES THAT SEEM READY TO MOVE FORWARD WITH PROJECT, WHERE THERE APPEARS TO BE THE ORGANIZATIONAL EXPERTISE AND WHERE THERE IS THE ABILITY TO MOVE FORWARD WITH RECOMMENDATIONS THAT SURFACE IN THE COURSE OF THE WEEKEND EVENT. **PLAN NH** IS LOOKING FOR COMMUNITY PROBLEMS THAT MAY HAVE TRANSFERABILITY TO OTHER COMMUNITIES.



THE CHARRETTE PROCESS

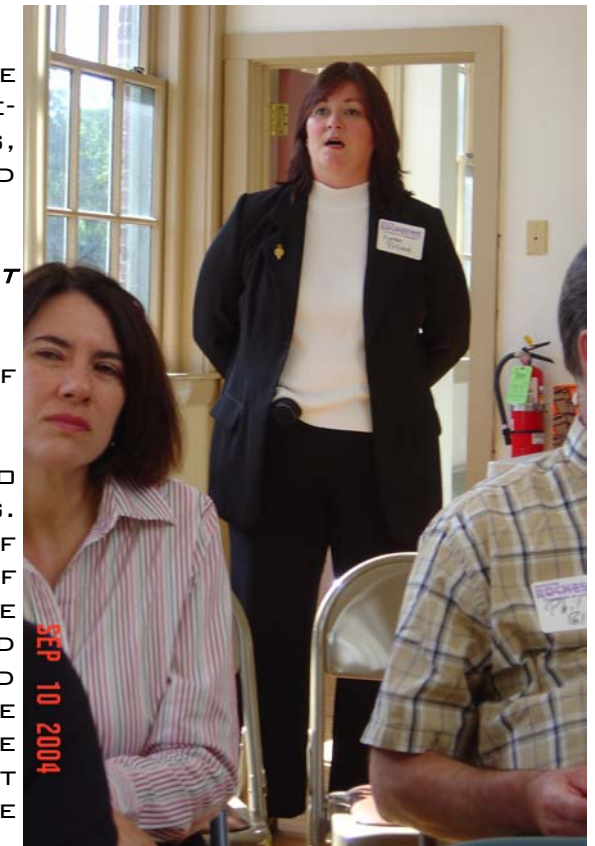
CORE (COMMUNITY ORGANIZATION FOR ROCHESTER ENHANCEMENT), CITY OFFICIALS, AND COMMUNITY RESIDENTS GATHERED WITH THE PLAN NH CHARRETTE TEAM ON A SUNNY FRIDAY AFTERNOON IN SEPTEMBER TO DISCUSS THE DETAILS OF THE TASK IN FRONT OF US. DESIGN PROFESSIONALS ON THE TEAM INCLUDED ARCHITECTS, PLANNERS, CIVIL ENGINEERS, CONSTRUCTION MANAGERS, COST ESTIMATORS, AND REAL ESTATE PROFESSIONALS. THE CRITICAL PIECE THAT THE CHARRETTE TEAM LACKED WHICH ONLY THE LOCAL RESIDENTS COULD OFFER WAS THE KNOWLEDGE OF THE CITY OF ROCHESTER.

LOCAL RESIDENTS ARE THE EXPERTS ON THE COMMUNITY - WHAT MAKES SENSE, WHAT HISTORY HAS BROUGHT FORTH, WHAT WILL PASS AT TOWN MEETING - AND THE DESIGN TEAM RELIES ON RESIDENT INPUT AND KNOWLEDGE TO DEVELOP VIABLE SUGGESTIONS AND PROPOSALS.

WITH THAT IN MIND, THE TEAM AND RESIDENTS BEGAN FORMULATING THE FUTURE OF THE RIVERFRONT AND THE DOWNTOWN AREA OF ROCHESTER

THE TEAM BEGAN THE CHARRETTE WITH A WALKING TOUR OF THE AREA AND THE DOWNTOWN. THE FOCUS RANGED FROM THE HYDRO POWER PLANT IN THE WYANDOTTE BUILDING ON THE FALLS. THE WYANDOTTE BUILDING IS AN OLD MILL CONVERTED TO SENIOR HOUSING. THE HYDRO PLANT IS LEASED TO A PRIVATE COMPANY. THE CITY DOESN'T MAINTAIN THE PLANT. THERE ARE FOOT PATHS BETWEEN MANY OF THE BUILDINGS LEADING TO MAIN STREET FROM THE RIVER. THE CENTRAL TRIANGLE ONE BLOCK OFF THE MAIN STREET IS A FOCAL POINT OF THE DOWNTOWN. THE ROBERGE BUILDING AND THE WYANDOTTE BUILDINGS ARE OWNED BY THE CITY. CORE'S MISSION IS TO ASSIST IN THE IMPLEMENTATION OF THE CITY'S MASTER PLAN. QUESTIONS RAISED IN MOVING FORWARD WITH A DOWNTOWN REDEVELOPMENT ARE: SHOULD THE ROBERGE BUILDING HAVE A GREATER UTILIZATION SUCH AS A CAFÉ'? SHOULD THE WYANDOTTE BUILDING BE CONVERTED TO A MIXED USE FACILITY WITH EITHER CONTINUED SENIOR HOUSING OR UPSCALE HOUSING? SHOULD THE FOSTERS BUILDING BE DEMOLISHED AND THE SITE BE UTILIZED DIFFERENTLY? THERE IS AN INTEREST IN REDEVELOPING THE OLD BOX FACTORY ON THE SOUTH SIDE OF THE RIVER. THERE IS A LOWER DAM AND UPPER DAM WITH A BEAUTIFUL ARCHED STONE BRIDGE THAT IS A GATEWAY INTO THE DOWNTOWN AREA. THE CITY HAS KEPT THE RIGHTS TO THE RIVERFRONT PROPERTIES.

THE WYANDOTTE AND COURT HOUSE BUILDINGS ARE HISTORICAL LANDMARKS. MILFOIL GROWS AND CLOGS THE DAM TO WHERE IT NEEDS TO BE CLEANED ON A WEEKLY BASIS. THE "FRENCH TOWN" ON THE SOUTH SIDE OF THE RIVER WOULD LIKE TO BE CONNECTED TO THE DOWNTOWN IN THE REDESIGN PROCESS BY PEDESTRIAN WALKWAYS AND VEHICLE BRIDGE. THE PRESENT RIVERWALK STARTS AT THE STONE ARCH BRIDGE AND EXTENDS A BIT FARTHER BEYOND THE FOSTER'S BUILDING. THE WATER QUALITY OF THE RIVER IS GOOD. THERE IS AN AREA EAST OF THE STONE ARCH BRIDGE THAT IS ALSO CONDUCIVE TO THE RIVERWALK EXTENSION, TRAILS AND OTHER RECREATIONAL ACTIVITIES. THERE WERE MANY AREAS UP AND DOWN MAIN STREET TO CREATE OPEN CONNECTIONS TO THE RIVER.







ROCHESTER'S PROPOSAL

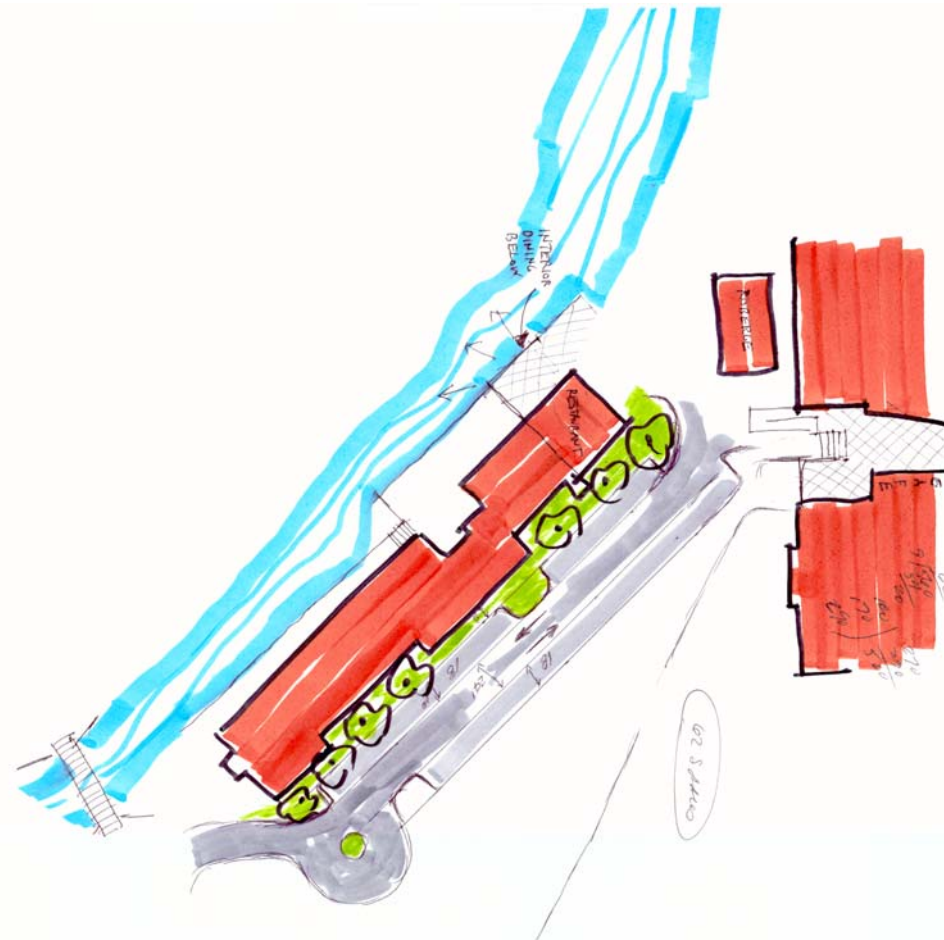
THE PROPOSAL IS FOCUSED ON THE COCHEGO RIVERWALK. THE DOWNTOWN SITS ADJACENT TO THE COCHEGO RIVER, WHICH IS AN IMPORTANT BUT VASTLY UNDERUTILIZED RESOURCE AND AMENITY. THE PURPOSE OF THIS PROJECT IS TO RECONNECT THE DOWNTOWN AND THE COMMUNITY AS A WHOLE TO THE RIVER TO AID IN A REVITALIZATION OF THE DOWNTOWN AND FURTHER THE IMPLEMENTATION OF THE CITY'S MASTER PLAN.

THE BLOCK OF NORTH MAIN STREET SITUATED BETWEEN WAKEFIELD AND UNION STREETS IS THE CORE OF THE DOWNTOWN. MOST OF THE BUILDINGS ARE MASONRY, MULTISTORY, RELATIVELY HIGH STYLE, AND SITUATED AT THE SIDEWALK. THE RIVER RUNS BEHIND THE BUILDINGS TO THE SOUTH.

THERE IS A MID-BLOCK PEDESTRIAN WALKWAY LEADING FROM NORTH MAIN STREET TOWARD THE WYANDOTTE FALLS SENIOR HOUSING COMPLEX. THE AREA IS RATHER UNSIGHTLY AND FAILS TO ENTICE WALKERS TO TRAVEL FROM NORTH MAIN TO THE RIVER.

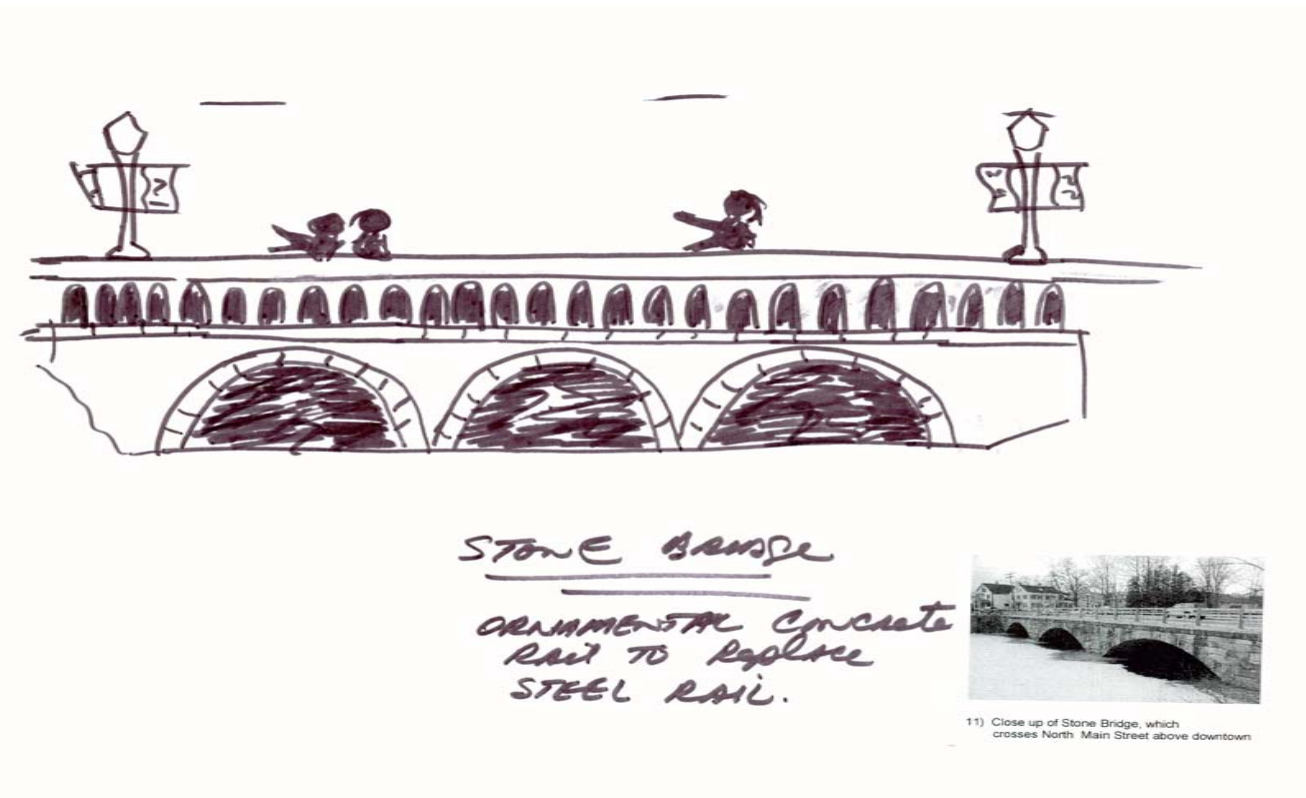
THIS AREA HOWEVER COULD SERVE NUMEROUS USES – PEDESTRIAN PASSAGE, A PASSIVE PARK, SOME VEHICLE PARKING, REAR ACCESS TO SHOPS AND RESIDENTIAL APARTMENTS. THE ROBERGE BUILDING, A HISTORICAL BRICK STRUCTURE, COULD BE BETTER UTILIZED AS A CAFÉ'

THERE IS ALSO AN OPPORTUNITY TO CREATE BETTER USE AND ACCESS ON THE RIVERFRONT LAND OPPOSITE THE WYANDOTTE BUILDING. THAT PARCEL WAS RECENTLY ACQUIRED BY A PROGRESSIVE DEVELOPER INTERESTED IN REDEVELOPING THE SITE FOR HIGH END RESIDENTIAL USE. PEDESTRIAN CONNECTION BY A NEW FOOT BRIDGE FROM THE SITE TO THE WYANDOTTE PROPERTY IS ALSO PART OF THE PLAN.



A DOWNTOWN PUBLIC PLAZA AT THE WEST END OF MAIN STREET TOWARDS THE STONE ARCH BRIDGE COULD BE FOR COMMUNITY CELEBRATIONS OR A FARMER'S MARKET

ROCHESTER IS THE FORTH LARGEST CITY IN NEW HAMPSHIRE WITH A POPULATION APPROACHING 30,000. THE COCHEGO IS A GREAT RIVER AND ONE THAT IS IMPORTANT IN THE CITY'S HISTORY – ECONOMICALLY, CULTURALLY, AND SPIRITUALLY.



11) Close up of Stone Bridge, which crosses North Main Street above downtown

THE LISTENING SESSIONS

DURING THE PUBLIC SESSIONS, RESIDENTS IDENTIFIED SPECIFIC ISSUES, AND DESIRES FOR THE DOWNTOWN DISTRICT AND HOW THE RIVER CAN ENHANCE THE CITY AND THEIR QUALITY OF LIFE

POSITIVE ASPECTS OF ROCHESTER:

ROCHESTER IS THE GATEWAY TO THE MOUNTAINS
EASY ACCESS TO MANCHESTER, POINTS SOUTH AND THE OCEAN
EASY ACCESS TO DOVER COMMUTER RAIL
HOME OF MANY HISTORIC BUILDINGS
SENSE OF COMMUNITY & NEIGHBORLY SUPPORT
RIVERWALK ACCESS TO THE DOWNTOWN
OPERA HOUSE/ARTS CENTER
GREAT VOLUNTEER BASE
GOOD SCHOOLS AND MEDICAL FACILITIES
PUBLIC TRANSPORTATION
FAIR GROUNDS
GOOD WASTE MANAGEMENT PROGRAM
CITY COMMONS FOR PUBLIC GATHERINGS, CONCERTS, KIDS ACTIVITIES
GOOD RECREATIONAL FACILITIES
BEAUTIFUL PARKS
CITY GOVERNMENT
ROCHESTER IS THE HUB FOR THE SURROUNDING AREA
ACTIVE CIVIC ORGANIZATIONS
SKYHAVEN AIRPORT

PROBLEM ISSUES

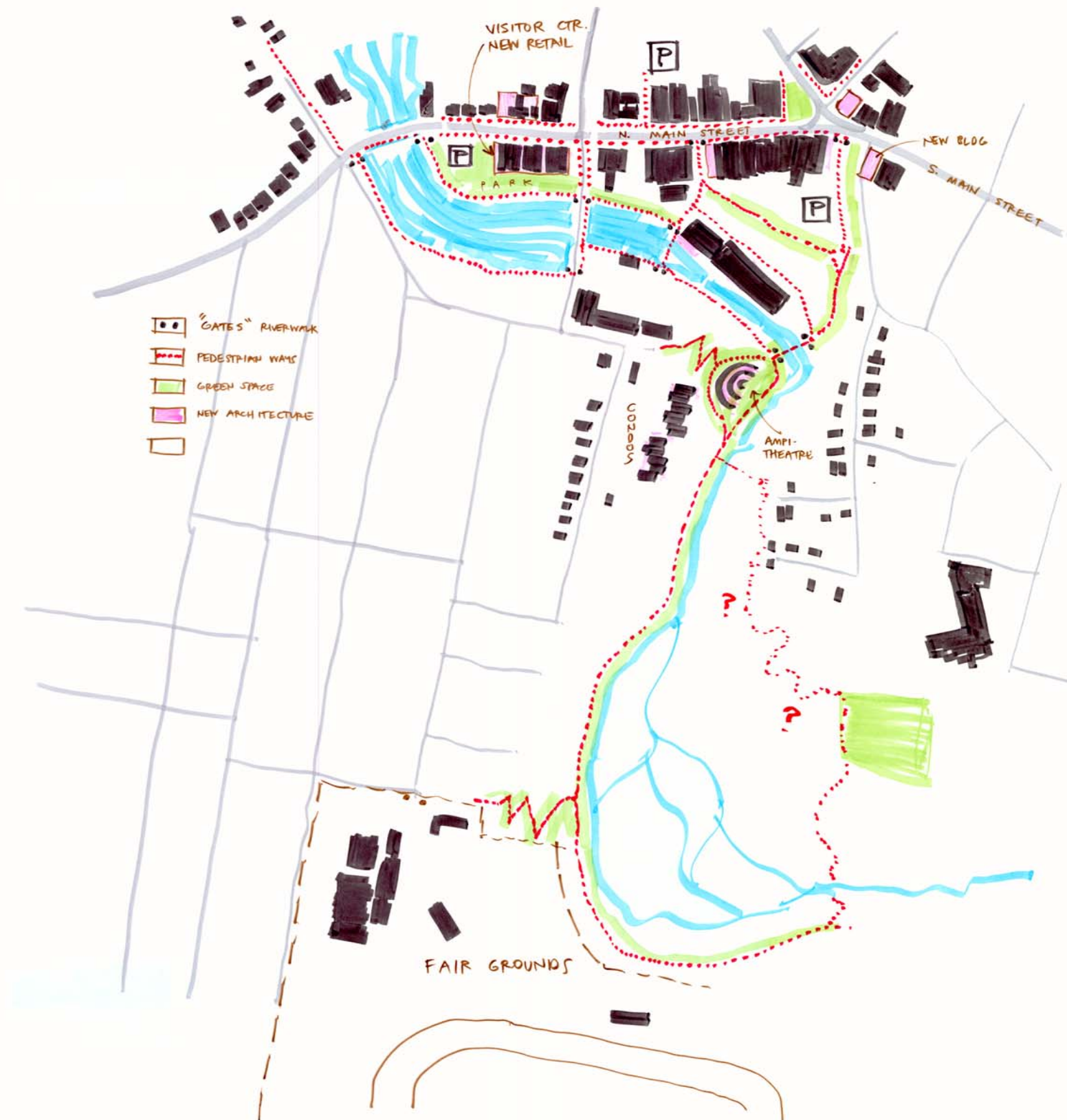
DOWNTOWN PARKING MISCONCEPTION
EYESORE VACANT BUILDING
NEED MORE BUSINESS ACTIVITY DOWNTOWN
TRASH AND OVERGROWTH ALONG THE RIVER
LACK OF PROPER STREETScape
NO DIRECT OR EASY PEDESTRIAN OR VEHICLE TRAFFIC FROM RIVER TO DOWNTOWN STREETS
POOR SIGNAGE FROM EXIT 12 TO THE DOWNTOWN
TRAFFIC SPEED ON MAIN STREET IS TOO FAST
POOR TRAFFIC PATTERN
NOT ENOUGH WORKFORCE HOUSING
NO SHELTER FOR HOMELESS MEN ONLY WOMEN AND CHILDREN

COMMUNITY VISION/GOALS

CREATE PUBLIC GATHERING SPACES ALONG RIVER SUCH AS RESTAURANTS, KIOSKS, AND OPEN THE RIVER UP TO THE DOWNTOWN
MOVE THE DISTRICT COURT
FIND ANCHOR TENANT FOR ABANDONED MAIN STREET BUILDING OR TEAR IT DOWN FOR PARKING
MAKE DOWNTOWN AREA MORE PEDESTRIAN FRIENDLY
BUILD PARKING GARAGE DOWNTOWN
DEVELOP "FRENCH FESTIVAL"
DEVELOP A SHOE MUSEUM
RECONFIGURE THE DOWNTOWN TRAFFIC PATTERN
NEED CONNECTOR FROM BY-PASS TO DOWNTOWN
DEVELOP MORE CULTURAL ACTIVITIES AND SPECIALTY SHOPS DOWNTOWN
PROMOTE THE "LILAC CITY" IDENTITY OF THE CITY
MORE PLANNED EVENTS TO DOWNTOWN TO BRING NON RESIDENTS TO ROCHESTER
RIVER EDGE NEEDS CLEAN-UP
BIKE PATH FROM DOWNTOWN TO THE FAIR GROUNDS
CONNECT THE SOUTH SIDE OF THE RIVER TO THE DOWNTOWN
REESTABLISH CANOEING FROM THE NORTH SIDE OF THE MAIN STREET BRIDGE TO FARMINGTON



HANG PROMOTIONAL AND COMPANY SPONSORED BANNERS IN THE DOWNTOWN AREA
REEXAMINE THE USE OF THE WYANDOTTE BUILDING TO INCLUDE MIX USE ON THE LOWER LEVEL AND ELDERLY HOUSING FOR THE REMAINDER OF THE BUILDING
CORE (COMMUNITY ORGANIZATION FOR ROCHESTER ENHANCEMENT)



CHARRETTE TEAM PROPOSALS AND RECOMMENDATIONS

WE HAVE HEARD THE OPINIONS AND THE INPUT FROM THE RESIDENTS. WE HAVE WALKED THE AREA AND HAVE SEEN THE CONDITIONS WITH WHICH WE MUST DEAL. NOW, WE ARE PREPARED TO PRESENT OUR FINDINGS AND RECOMMENDATIONS TO THE CITIZENS OF ROCHESTER

SCHEME I:

SCHEME I ADDRESSES STREETScape, TRAFFIC PATTERNS, WITHIN THE SURROUNDING DOWNTOWN AREA STREETS LEADING TO THE RIVER. PARTICULAR ATTENTION WAS GIVEN THAT URBAN BUILDINGS WERE CONCENTRATED IN ONE GENERAL AREA. THE FOSTER'S PROPERTY IS CONSIDERED AN IMPORTANT PIECE AS THE DESIGN ATTEMPTS TO CREATE STREETScape ENHANCEMENTS, FILL IN HOLES TO CREATE MORE DEVELOPMENT OPPORTUNITIES. OPENING UP THE RIVER TO THE DOWNTOWN AREA WILL AFFORD MORE DEVELOPMENT OPPORTUNITIES AS WELL AS FOSTER SOCIAL CAPITAL. STONE BRIDGE IS A NATURAL GATEWAY INTO THE DOWNTOWN AREA. AT THE OPPOSITE END OF MAIN STREET, THE STATUE IS THE OTHER NATURAL GATEWAY FROM THE SOUTH. THE PRESENT WALKWAY FROM MAIN STREET TO THE ROBERGE BUILDING IS A NATURAL ALLEY TO CONNECT THE RIVER AND THE DOWNTOWN AND SHOULD BE OPENED FURTHER TO ALLOW THE CONNECTION TO THE RIVER TO EXPAND. BRIDGE STREET SHOULD BE LOOKED AT TO BE ONE WAY INTO DOWNTOWN, REDUCE PAVEMENT WIDTH TO ALLOW FOR A STRONGER PEDESTRIAN WAY LEADING TO THE OPPOSITE SIDE OF THE RIVER. LAFAYETTE STREET AND PINE STREET WOULD BECOME 2-WAY. REDESIGN OF BRIDGES RAILINGS, LIGHTING IN ORDER TO GIVE A MORE INVITING AND TRADITIONAL FEEL. CONSIDERATION FOR A CANOE

OUTLET BEFORE THE DAM. SIGNALIZE PINE STREET FOR SAFETY. REMOVE THE BARBERSHOP TO AID IN RECONFIGURATION OF PINE STREET. THIS NEW TRAFFIC PATTERN WILL CREATE MORE AND NEW GREEN SPACE. CREATE AN OVERLOOK ON THE SOUTH SIDE OF THE RIVER NEAR THE FOSTER'S PROPERTY. CREATE A DECK NEAR THE PENSTOCK. REDEVELOP THE FOSTER'S PROPERTY INTO NEW URBAN STYLE MIXED USE FACILITY WITH RETAIL ON THE LOWER LEVEL, OFFICE AND RESIDENTIAL ON THE UPPER FLOORS. CREATE PARKING AND 2-WAY ACCESS TO THE WYANDOTTE BUILDING BETWEEN THE COURT HOUSE AND ART GALLERY. CREATE A NEW PEDESTRIAN BRIDGE TO THE SOUTH OF THE WYANDOTTE TO THE WEST SIDE OF THE RIVER AND CREATE WALKING TRAILS ON THE OPPOSITE SIDE OF THE RIVER. BUILD NEW PARKING GARAGE TO THE NORTH OF MAIN STREET. TRAFFIC CALMING AND STREETScape REDESIGN TO SIGNIFY A DIFFERENT AREA OF THE CITY IS BEING ENTERED INTO. REALIGN CONGRESS STREET TO CREATE A NEW URBAN SETTING AND MORE PARKING. SOME PROPERTIES WERE TAKEN AND BUILDINGS REMOVED WITHIN THIS SCHEME.



OPTION #1





SCHEME II

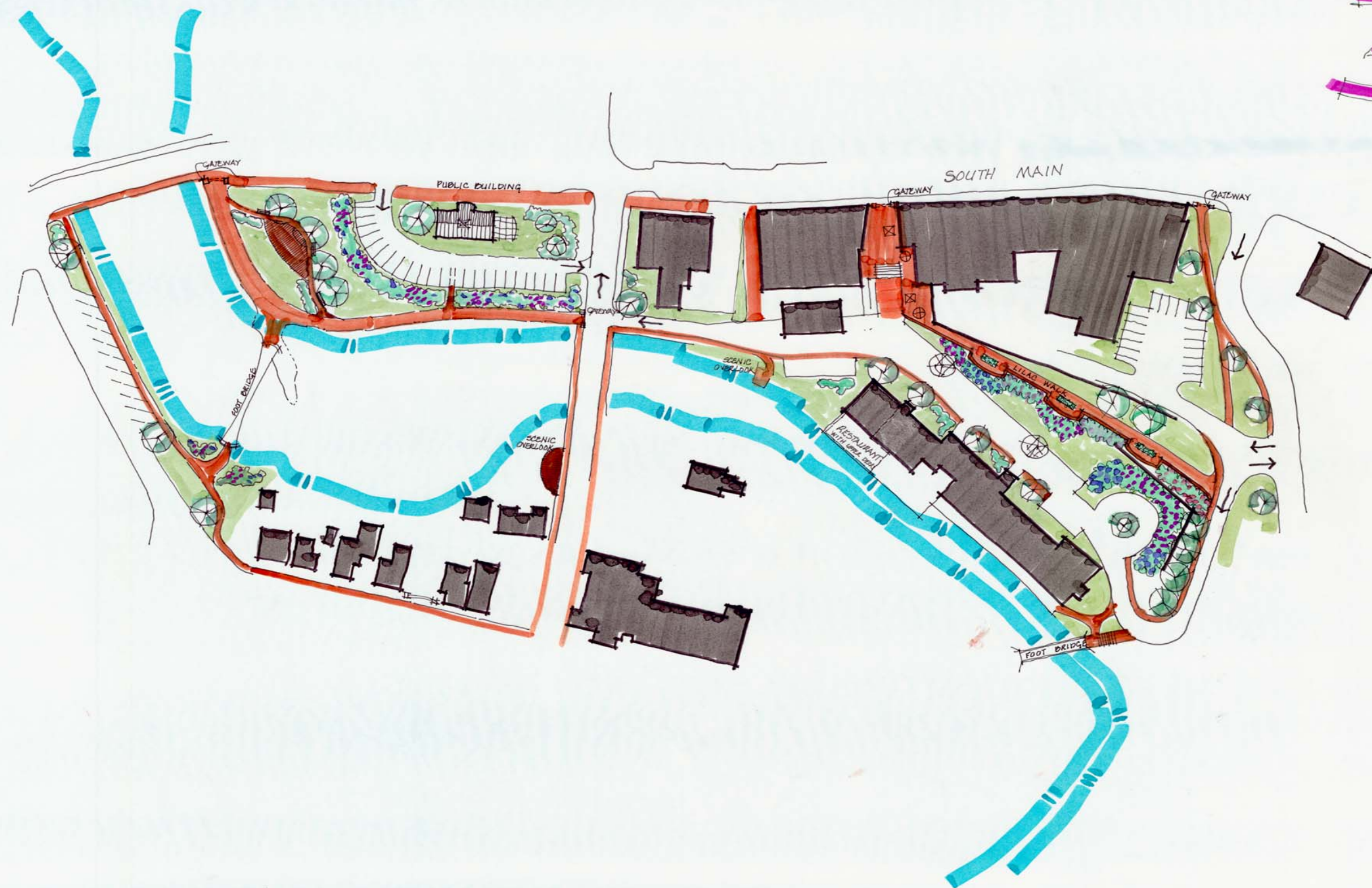
THIS SCHEME CREATES 2 STRONG PEDESTRIAN ACCESSES TO AND ALONG THE RIVER. IT ALSO CREATES RECREATION AREAS AND A NETWORK OF PATHS AND TRAILS THAT CREATE STRONG CONNECTIONS AND ARE USER FRIENDLY. CONTINUATION OF THE RIVERWALK TO THE SOUTH. EXISTING STREET NETWORK IS UTILIZED TO CREATE A PEDESTRIAN WAY FROM THE DOWNTOWN TO THE FAIR GROUNDS. BUILDING AT WAKEFIELD AND CONGRESS STREETS IS REMOVED TO CREATE A MORE VISIBLE CONNECTION TO THE SOUTH. THE STEEPLE IS A PROMINENT VISUAL ICON. PRUNE AND CLEANUP OF ALL VEGETATION ALONG BOTH BANKS OF THE RIVER FOR THE WHOLE RUN OF THE RIVERWALK. THIS SCHEME EXEMPLIFIES THE **"EMERALD NECKLACE THEORY"**

SCHEME III:

THIS SCHEME CONCENTRATES HEAVILY ON THE RIVERWALK, THE NEED FOR MORE GREEN SPACE AND INCREASING PAVEMENT. SOUTH MAIN STREET BECOMES ONE WAY ONTO EXISTING PAVED ROAD AND EXIT ONTO BRIDGE STREET ONE WAY BRINGING YOU BEHIND THE MAIN STREET STRUCTURES ALONG THE RIVER. THIS BECOMES A STRONGER CONNECTION TO MAIN STREET. REMOVE THE ONE STORY CAFÉ BUILDING AND MAKE BUILD A 2-STORY RESTAURANT WITH UPPER AND LOWER DINING DECKS AS WELL AS AN ON-STREET DINING PATIO AREA. CREATE MULTI-LEVEL TERRACES ALONG THE REAR OF THE MAIN STREET BUILDINGS IN ORDER TO CREATE A MORE OPEN CONNECTION TO THE RIVER. PLANT LILACS ALONG THE LENGTH OF THE TERRACED AREAS TO PROMOTE THE CITY ICON. AS IN THE OTHER SCHEMES, CLEANING UP THE RIVER BANKS ON BOTH SIDES IS A VITAL OPERATION IN BEAUTIFYING THE ENTIRE AREA. THE FOSTER'S BUILDING WILL BECOME A VISITOR'S CENTER WITH OUTDOOR MILLING AND GATHERING SPACES WITH A RESTAURANT AND OUTDOOR DINING. APPROVE THE RIVERS EDGE WITH DECORATIVE RAILINGS; THIS IS ALSO CONDUCIVE TO ANOTHER PEDESTRIAN CROSSING OF THE RIVER. CREATE MORE GREEN SPACE AT THE WYANDOTTE BUILDING WITH OUTDOOR GATHERING SPOTS. CREATE A SECOND PEDESTRIAN BRIDGE TO THE SOUTH LEADING TO CONGRESS STREET ALONG WITH MORE GREEN SPACE LEADING UP TO THE STREETS TO THE NORTH. CREATE A SCENIC OVERLOOK AT THE STONE ARCH BRIDGE WITH A BOAT LAUNCH.



3



REAL ESTATE MARKETING AND ECONOMIC OPPORTUNITIES”

THERE ARE FEDERAL AND STATE PROGRAMS AND GRANTS THAT ARE AVAILABLE ALONG WITH CITY FLOATED BONDS PAID BY PROPERTY TAX REVENUE TO FUND THE PROJECTS AS PRESENTED IN THIS BOOKLET. THE NEW DEVELOPMENT REVITALIZATION OF THE DOWNTOWN AREA WILL INCREASE PROPERTY VALUES MOVING FORWARD. TO ATTRACT FIRMS AND INDIVIDUALS TO INVEST IN THE DOWNTOWN AREA, A STRONG MARKETING PLAN WILL BE REQUIRED TO BE PUT IN PLACE TO ENSURE THE SUCCESS OF YOUR INVESTMENT. THERE NEEDS TO BE MORE HOUSING AVAILABLE DOWNTOWN. YOUR MARKETING EFFORTS SHOULD BE REACHING BEYOND THE IMMEDIATE AREA INCLUDING OUT OF STATE.

IN ANY OF THE SCHEMES PURSUED, ALL UTILITIES SHOULD BE PLACED UNDERGROUND TO CREATE A CLEAR VENUE AND A BETTER OVERALL ENVIRONMENT. ALL TRAFFIC AREA PLANTINGS SHOULD NOT OBSTRUCT BUILDING SIGNAGE. THE USE OF BANNERS WILL CONTINUE TO PROMOTE THE CITY AND BUSINESSES CREATING CONTINUED INTEREST IN THE CITY OF ROCHESTER. BUILDING SIGNAGE SHOULD BE CONSISTENT AND UNIFORM TO CREATE COHESIVENESS TO THE DOWNTOWN AREA. A MATCHING FUND INCENTIVE PROGRAM TO PROMOTE BUILDING SIGNAGE SHOULD BE IMPLEMENTED TO MOTIVATE BUILDING AND BUSINESS OWNERS TO MAKE THE DESIRED CHANGES IN THE STREETScape OF THE DOWNTOWN DISTRICT.



SCHEME I BUDGET

Description	Quantity	Unit Cost	Extension
Sitework			
New Sidewalks	2400 LF	\$50	\$120,000
New Roads	LF	\$200	\$0
Athletic Fields/Amphitheater	160000 SF	\$5	\$800,000
Convert to U/G Utilities	500 LF	\$35	\$17,500
Traffic Signals @ Main & River	1 ls	\$600,000	\$600,000
Bridge Improvements			\$1,000,000
Parking Garage	360 Space	\$10,000	\$3,600,000
			\$6,137,500
Site Furnishings			
Ornamental Fences	3000 LF	\$100	\$300,000
Boardwalk	600 LF	\$1,000	\$600,000
Pedestrian Bridges	75 LF	\$600	\$45,000
Street Lights	0 ea	\$1,500	\$0
			\$945,000
Landscaping			
Streetscape	1 ls	\$200	\$500,000
New Sidewalk Plantings	3000 LF	\$200	\$600,000
			\$1,100,000
Building Construction			
Building Demolition	7000 SF	\$30	\$210,000
New Construction	84000 SF	\$120	\$10,080,000
			\$10,290,000
Land Acquisiton			
Foster	1 lot	\$300,000	\$300,000
Busy Bean	1 lot	\$100,000	\$100,000
Barber Shop	1 lot	\$180,000	\$180,000
Union & N. Main	1 lot	\$300,000	\$300,000
Beneficial	1 lot	\$100,000	\$100,000
Lafayette & Gagne	1 lot	\$100,000	\$100,000
			\$1,080,000

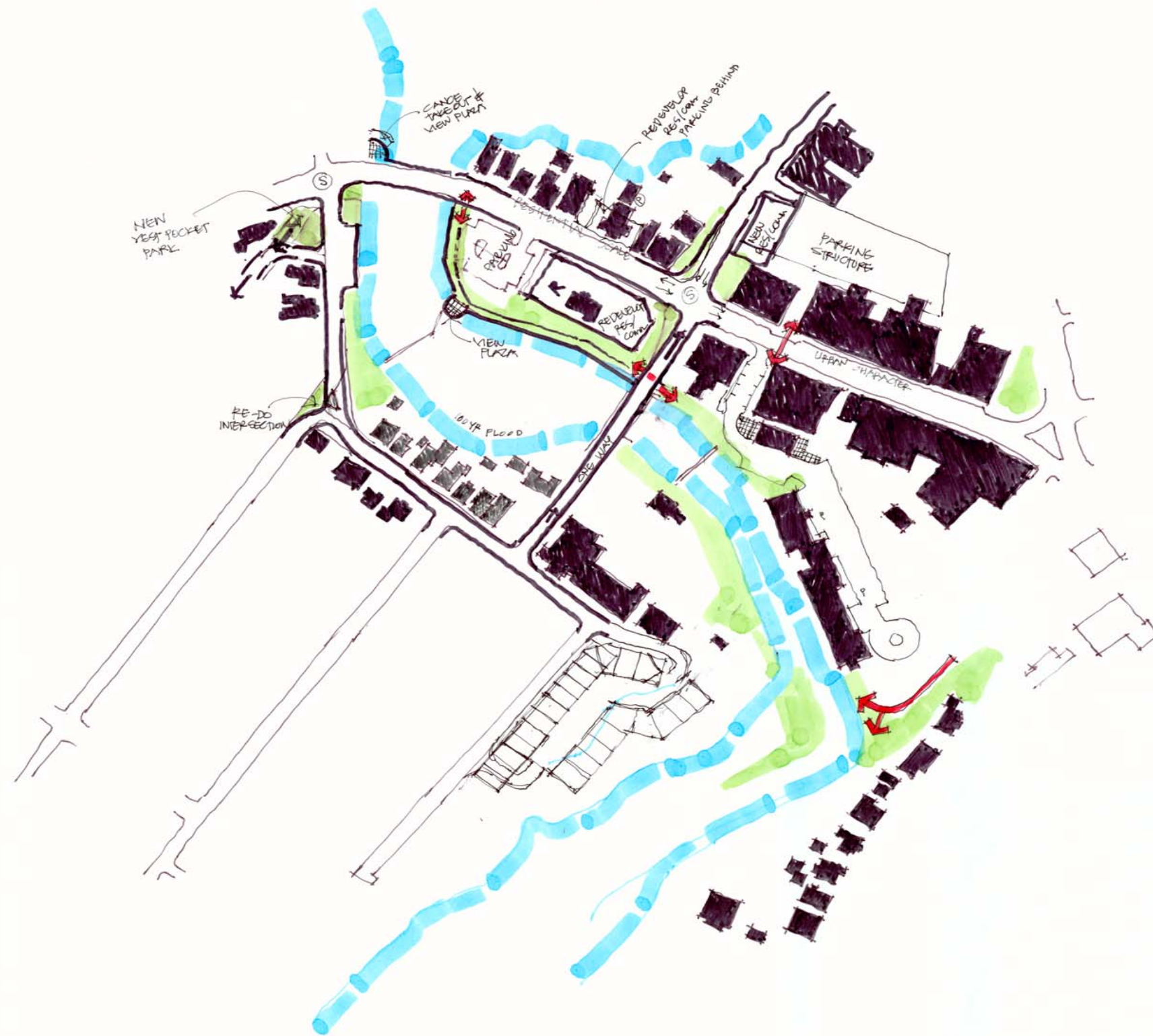
SCHEME II BUDGET

Description	Quantity	Unit Cost	Extension
Sitework			
New Sidewalks	2700 LF	\$50	\$135,000
New Roads	LF	\$200	\$0
Athletic Fields/Amphitheater	160000 SF	\$5	\$800,000
Convert to U/G Utilities	LF	\$35	\$0
Parking	120 Space	\$200	\$24,000
			\$959,000
Site Furnishings			
Ornamental Fences	0 LF	\$100	\$0
Boardwalk	900 LF	\$1,000	\$900,000
Pedestrian Bridges	240 LF	\$600	\$144,000
Street Lights	60 ea	\$1,500	\$90,000
			\$1,134,000
Landscaping			
Streetscape	LF	\$200	\$0
New Sidewalk Plantings	2700 LF	\$200	\$540,000
			\$540,000
Building Construction			
Building Demolition	3000 SF	\$30	\$90,000
New Construction	30000 SF	\$120	\$3,600,000
			\$3,690,000
Land Acquisiton			
Foster	0 lot	\$300,000	\$0
Busy Bean	0 lot	\$100,000	\$0
Barber Shop	0 lot	\$180,000	\$0
Union & N. Main	1 lot		\$0
Beneficial	1 lot	\$200,000	\$200,000
Lafayette & Gagne	1 lot	\$100,000	\$100,000
			\$300,000

SCHEME III BUDGET

Description	Quantity	Unit Cost	Extension
Sitework			
New Sidewalks	1500 LF	\$50	\$75,000
New Roads	LF	\$200	\$0
Athletic Fields/Amphitheater	0 SF	\$5	\$0
Convert to U/G Utilities	LF	\$35	\$0
Retaining Wall	30000 sf	\$30	\$900,000
Parking	70 Space	\$300	\$21,000
			\$996,000
Site Furnishings			
Ornamental Fences	0 LF	\$100	\$0
Boardwalk	600 LF	\$1,000	\$600,000
Pedestrian Bridges	140 LF	\$600	\$84,000
Street Lights	30 ea	\$1,500	\$45,000
			\$729,000
Landscaping			
Streetscape	LF	\$200	\$0
New Sidewalk Plantings	0 LF	\$200	\$0
Landscape	1		\$150,000
			\$150,000
Building Construction			
Building Demolition	SF	\$30	\$0
Reno	500 SF	\$175	\$87,500
New Construction	3000 SF	\$175	\$525,000
			\$612,500
Land Acquisiton			
Foster	1 lot	\$300,000	\$300,000
Busy Bean	1 lot	\$100,000	\$100,000
Barber Shop	0 lot	\$180,000	\$0
Union & N. Main	1 lot		\$0
Beneficial	0 lot	\$200,000	\$0
Lafayette & Gagne	0 lot	\$100,000	\$0
			\$400,000







SPECIAL THANKS TO PLAN NH CORPORATE SPONSOR

MARTINI

**Construction Managers
General Contractors**