



ROCHESTER

COMPREHENSIVE PLAN 2040

On-line CrowdGauge Introduction
January 15, 2015



Hoisington Kogler Group Inc.
Planning • Landscape Architecture • Urban Design



Consultant Planning Team



Hoisington Kogler Group: Project lead, land use planning, park and recreation, housing and economic development, Comprehensive Plan document development



Nelson Nygaard: Transportation, transit planning



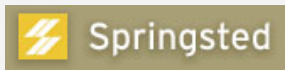
Carroll, Franck & Associates: Community engagement



Kimley Horn Associates: Infrastructure analysis



Sasaki: Land use modeling, housing



Springsted: Public finance

COMPREHENSIVE PLAN OVERVIEW

What is a Comprehensive Plan?

- Vision and priorities for how the community will look and function through 2040
- Plan for physical development, form, and future land use
- Guidance for property owners/developers, the Planning & Zoning Commission, City Commission and City staff in their decision making
- A resource for civic services organizations, businesses, tourists and prospects
- A set of policies and directions that are carried out through the regulatory provisions contained in the zoning ordinance

What is Included?

- Vision + Guiding Principles
- A “comprehensive” inventory of existing conditions
 - Land use patterns
 - Housing
 - Jobs
 - Transportation
 - Parks, Trail, Open Space
 - Utilities - water, sewer, stormwater
- Future Land Use Plan and Policy recommendations (e.g. zoning + capital improvements program)
- Implementation strategies

Purpose of this Phase of Engagement

Phases of Engagement

Input:
vision,
values,
SWOT

Input:
SWOT,
kickoff
topics

Input:
priorities,
projects,
policies

Feedback:
trends and
implications

Feedback:
alternative
scenarios

Feedback:
draft plan

Feedback:
final plan



Trends: Where We Live

- Millennials shaping demand:
 - Urban / mixed use development
 - Compact, walkable development
 - Access to retail, shops, and services
- Baby boomers returning to urban areas
- Need for lifecycle housing
- Energy efficient buildings



Walkable, mixed use development



Local-serving retail and pedestrian-oriented design



Housing with greater social areas/amenities

Trends: Where We Work

- **Quality of life** is key to attracting new and younger labor force
- Urban environment (mixed use, accessible by transit, walk, bike)
- Employee-serving retail/services
- Live-Work Options



Corporate campus with plaza and outdoor amenities



Walkable, mixed use office development



Live-Work options



Co-work space

Trends: Where We Recreate

- Diversity in retail and food options
- Local/healthy foods, urban agriculture
- Non-traditional sports and flexible recreational facilities
- Placemaking: Public art, gathering spaces, pop-up programming
- Experience economy



Ethnic food stores and markets



Pickleball



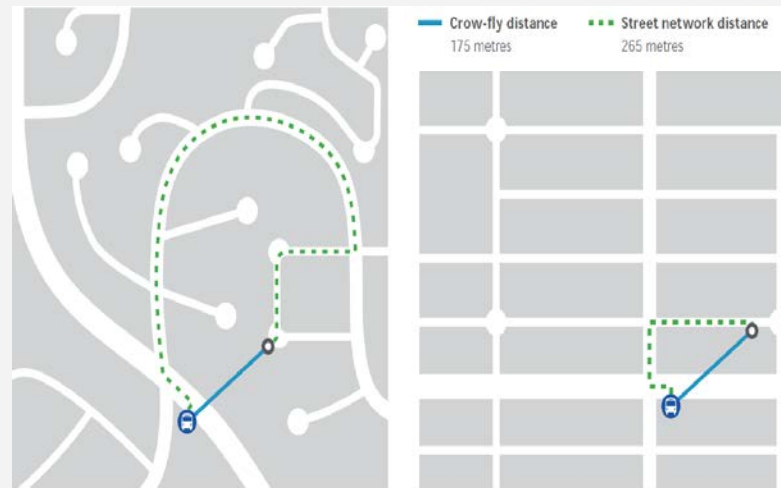
Pop-up public spaces



Farmers market

Trends: How We Build

- Multimodal transportation planning
- Bike and pedestrian facilities
- Compact development /20-minute neighborhood
- Green Infrastructure



Transit-oriented community design guidelines



Bus Rapid Transit



Bicycle and pedestrian facilities



Green stormwater infrastructure

CROWDGAUGE ONLINE ENGAGEMENT



What is CrowdGauge?

- Crowdgaugue is an open-source, online tool developed by Sasaki
- Explores tradeoffs and priorities
- Game-like tool allows users to show their top priorities and choose local projects and policies
- Feedback will be used to create future scenarios and inform the eventual plan content
- Launches today, January 15th!
- Tool will remain online throughout project
- Cut-off for responses to be included in scenarios: March 30th



Intro Screen

PLANNING
P2S
2 SUCCEED

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COMPREHENSIVE PLAN 2040

INTRODUCTION YOUR PRIORITIES YOUR BUDGET RESULTS

How can we improve Rochester?

ZipCode*

Age

Gender

Race

Select a relationship to the Rochester

START

*Indicates Required Field
[I want to learn more about this project!](#)
[Why are we asking?](#)

1. Identify Priorities








- Assign stars to your top priorities
- Each priority receives 0-5 stars; you have 25 stars total

PLANNING
P2S
2 SUCCEED








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Rank your priorities using the stars below: 5 is the highest ranking and you have 25 stars total.








I want to be part of a Rochester where...








There are parks and outdoor recreational opportunities near my home.








I can conveniently get around using public transportation.








I can live in a single-family neighborhood.








We protect our open spaces and natural resources.








We have great arts, culture, dining, and entertainment throughout the community.








My taxes are low.








I can live downtown or in a mixed-use neighborhood nearby.








I can work close to where I live.








Our city is desirable to people of all ages.



My neighborhood stays the way it is today.

It's easy to walk and bicycle.

We support start-ups and other businesses to diversify the economy.


  You have 25 stars left

NEXT

YOUR PRIORITIES

YOUR BUDGET

RESULTS



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PLANNING
P2S
2 SUCCEED

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COMPREHENSIVE PLAN 2040

2. Choose projects & policies

- Spend up to 20 coins on projects & choose policies to enact
- See how spending and policy choices impact your priorities

PLANNING P2S ROCHESTER
2 SUCCEED COMPREHENSIVE PLAN 2040

You have 20 coins to choose projects and policies that support your priorities.
Put your money where your mouse is...

PROJECT

Walking and Bicycling

- Add 42 miles of sidewalk
- Build 65 miles of bicycle lanes and off-street trails
- Build 117 miles of bicycle lanes and off-street trails

Vibrant Public Places

- Invest in public art and expand the community garden program
- Add benches, trees, and lights to improve 8 street corridors
- Incentivize the establishment of new, locally owned restaurants, bars, and cafes

Regional Attraction in Downtown

- Build a regional museum
- Build a major sports and entertainment venue

Street Improvements

- Build a new downtown parking garage with 500 spaces
- Improve existing infrastructure by repaving 250 miles of roads and repairing 3 bridges
- Build 5 miles of new four lane roads to provide new connections and improve travel times

Business Growth

- Subsidize local job creation, by supporting up to 2,000 new jobs
- Build 250 units of affordable, workforce housing
- Subsidize local job creation, by supporting up to 5,000 new jobs

You have 20 coins left

NEXT

YOUR PRIORITIES YOUR BUDGET RESULTS

Color shows how well your budget choices support your priorities

LOW HIGH

How will Crowdgauge results be used?

- View results after submission
- Full results will be compiled, summarized, and made available
- Helps inform the scenario development process
 - Ex. Should new neighborhoods be a mix of uses or primarily residential?
- Will influence plan recommendations
 - Ex. Which policies could help achieve priorities that residents feel are most important?



Example of Crowdgauge priority results in Northeast Ohio

<http://planning2succeed.crowdgauged.org/>