



Master Plan for the Port of Rochester

April 26, 2006

Meeting Agenda

- Development of Refined Master Plan
- Review of Ferry Terminal Reuse Options
- Questions

Market Analysis - 5 Year Outlook

- Residential:
 - Anticipates 1,100 new units in Rochester
 - Target markets: Empty nesters, retirees, young professional singles and couples
- Office:
 - Growth of 500,000 SF in Rochester market
 - Anticipate 50,000 – 75,000 SF could be at Port of Rochester
 - Lease rates highly competitive
 - Retrofit of ferry terminal could accommodate

Market Analysis - 5 Year Outlook

- Retail:
 - Competes with existing retail and entertainment centers and with neighborhood retail and restaurants
 - Primary support will come from new residents and office space, summer beach goers
 - Total support for 70,000 SF split evenly between retail and eating/drinking
- Hotel and Hospitality
 - City-wide occupancy rate is low
 - Trends are positive for future growth
 - Could support boutique hotel five years out

Market Analysis - 5 Year Outlook

- Boating:
 - Rochester metro area has more than 2,900 registered boats over 25' in length
 - Represents 10% of total registered boats in the state
 - Registrations have increased 20% in last fifteen years
 - Rochester Metro Area slips account for ¼ of the slips on the NY side of Lake Ontario
 - Of the slips on the NY side of Lake Ontario 10% are designated for transients
 - Few marinas with landside shopping/dining/entertainment/housing

Market Analysis - 5 Year Outlook

- Boating - Conclusions:
 - Strong occupancy indicates market demand
 - Genesee River an advantageous location if depth allows sailboats
 - Landside amenities should support transient slips
 - Opportunities for empty nesters to live near boat

Proposed Master Plan

- Introduce marina as thematic element for residential development
- Provide residential community centered on waterfront lifestyle
- Include ground floor retail in key locations
- Integrate parking into structures wherever possible
- Maintain pedestrian access to waterfront and around marina

Master Plan Options - February 2006



February 2006 Alternatives

- Community response:
 - Improve parking access for beach users
 - Increase open space
 - Develop destination/attraction
 - Connections to trail systems/open space network

Master Plan Options - April 2006





Refined Master Plan - Overall Plan

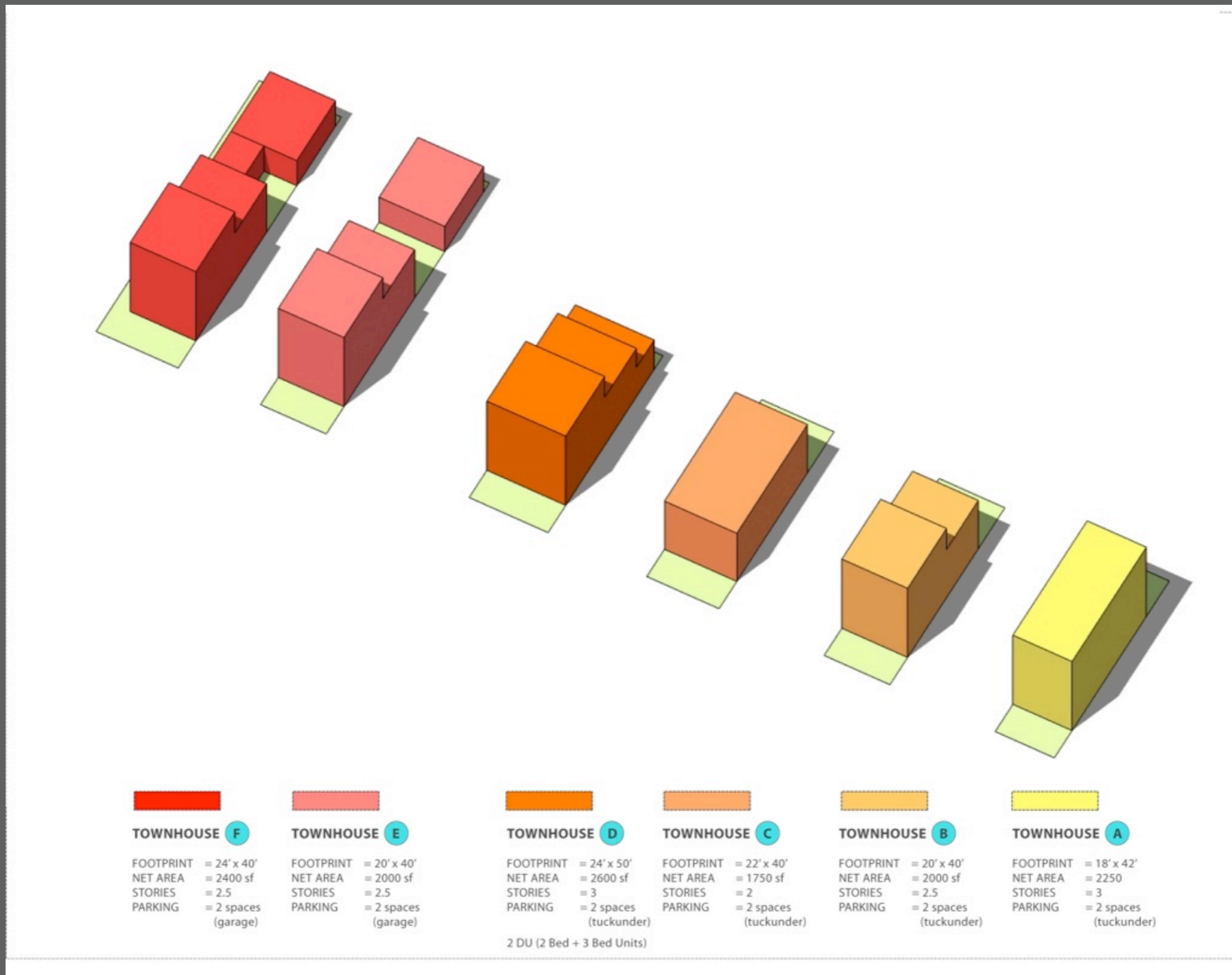


Refined Master Plan

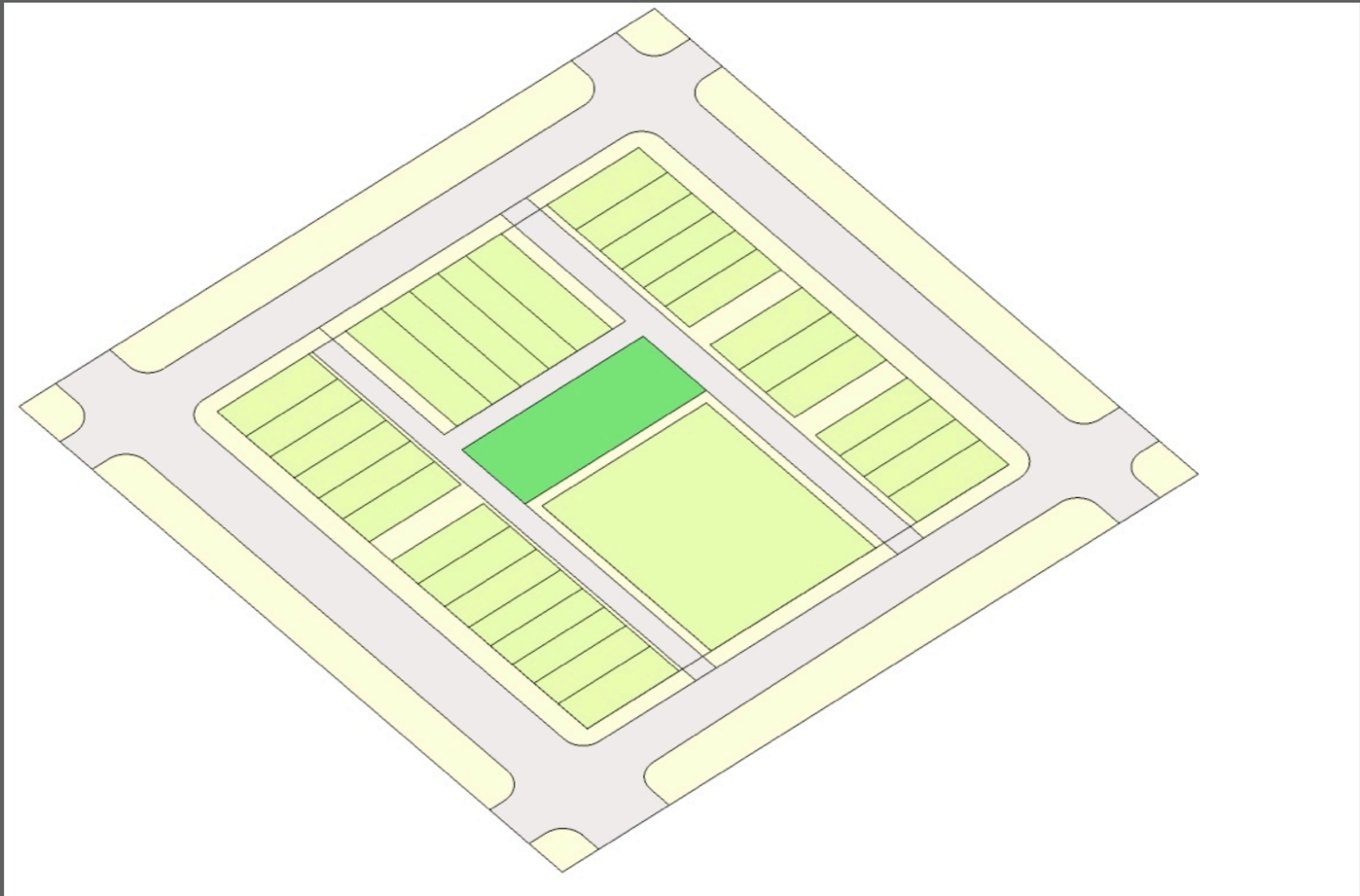


Refined Master Plan

Refined Master Plan - Townhouse Types



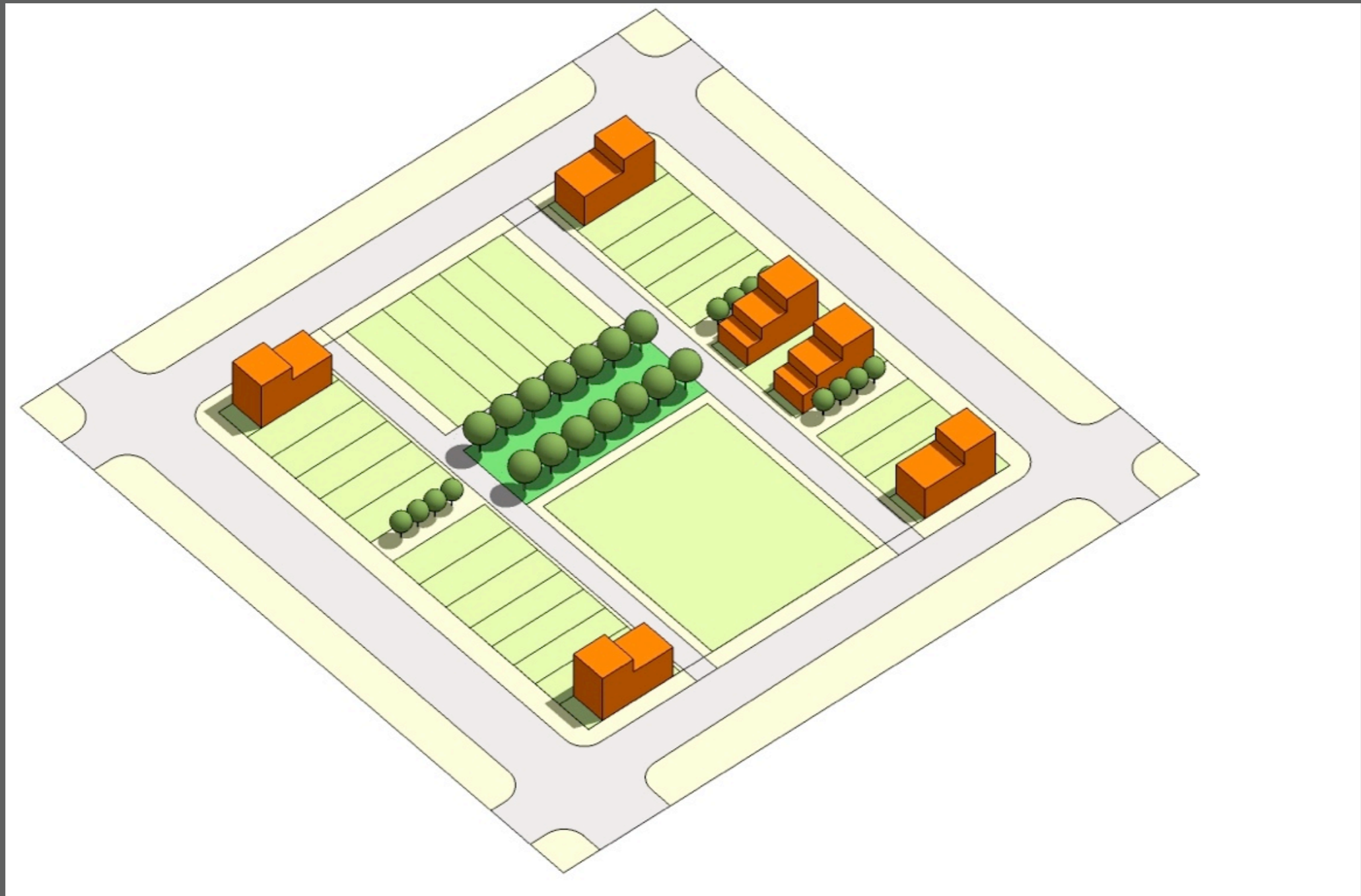
Refined Master Plan - Typical Residential Block



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Refined Master Plan - Typical Residential Block



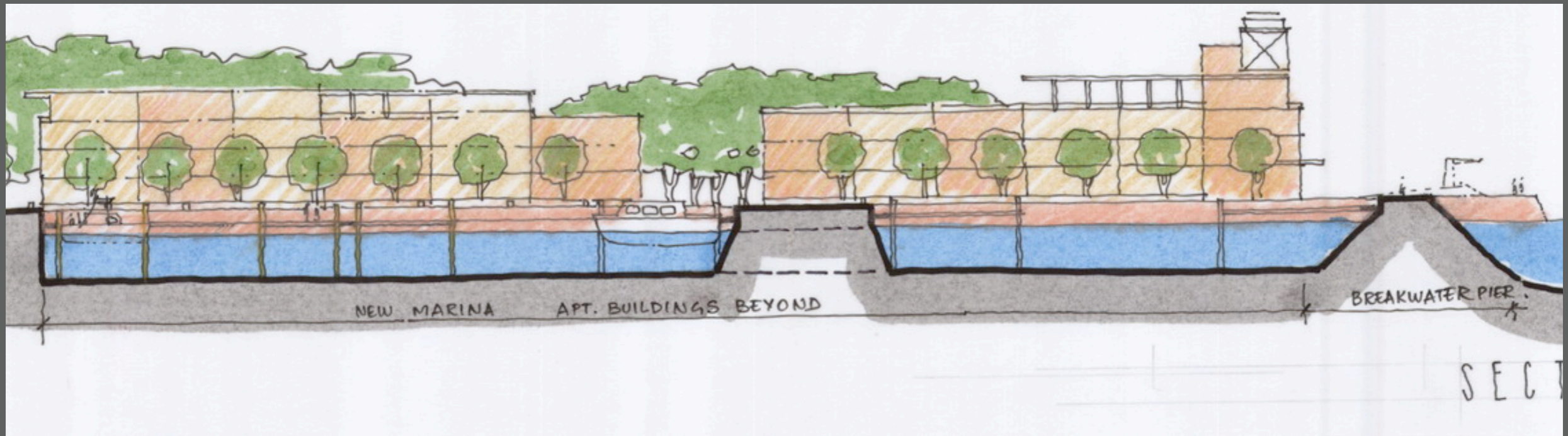
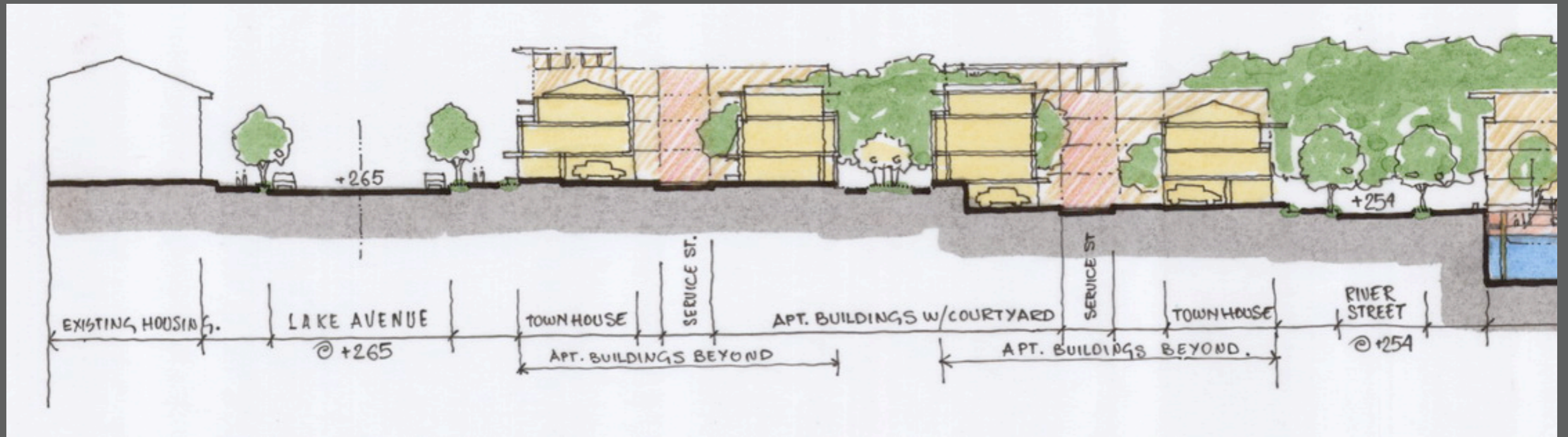
Refined Master Plan - Typical Residential Block



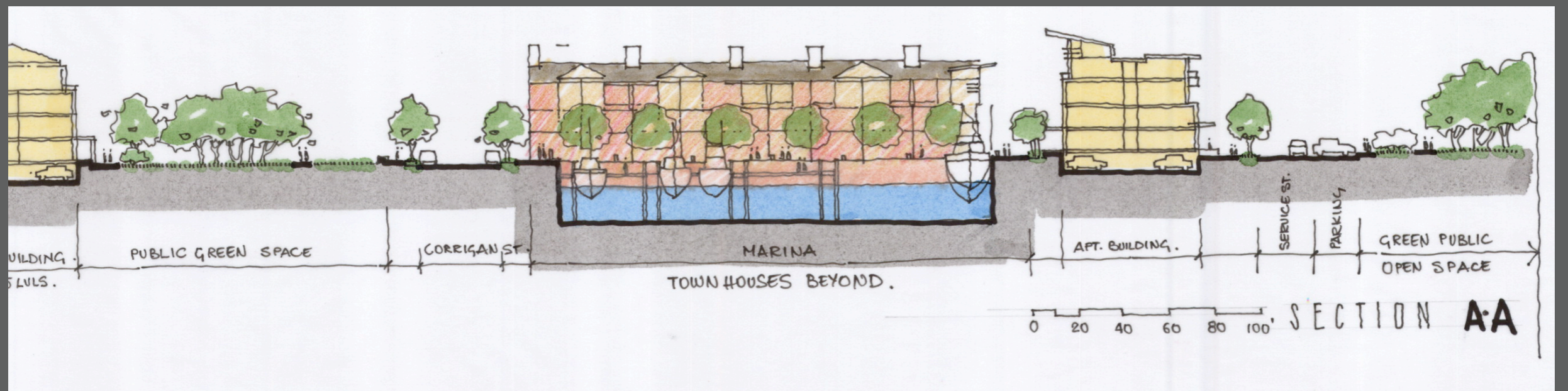
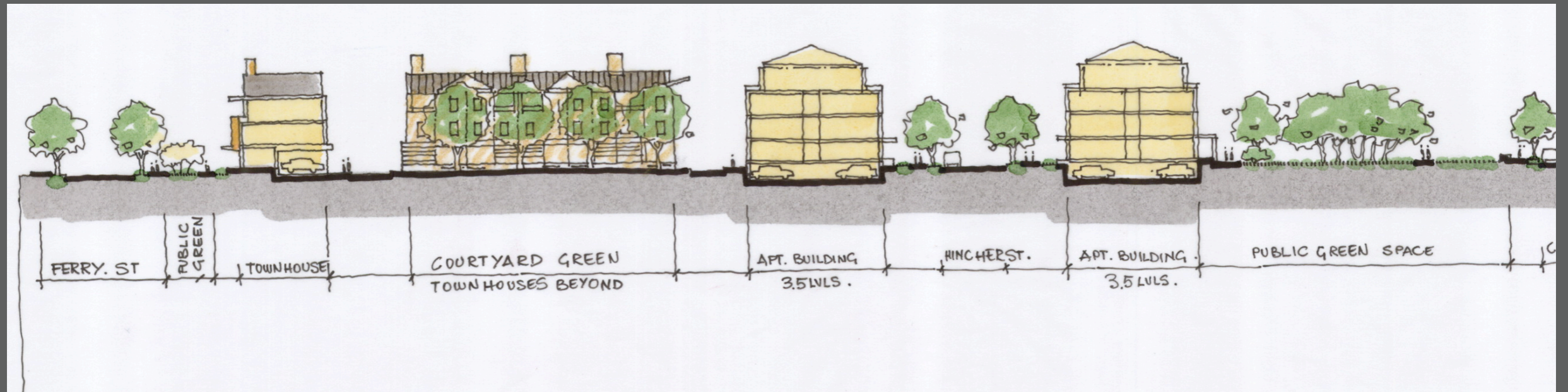
Refined Master Plan - Typical Residential Block



Refined Master Plan - East/West Section



Refined Master Plan - North/South Section



Refined Master Plan - Aerial View



Refined Master Plan - Typical Block



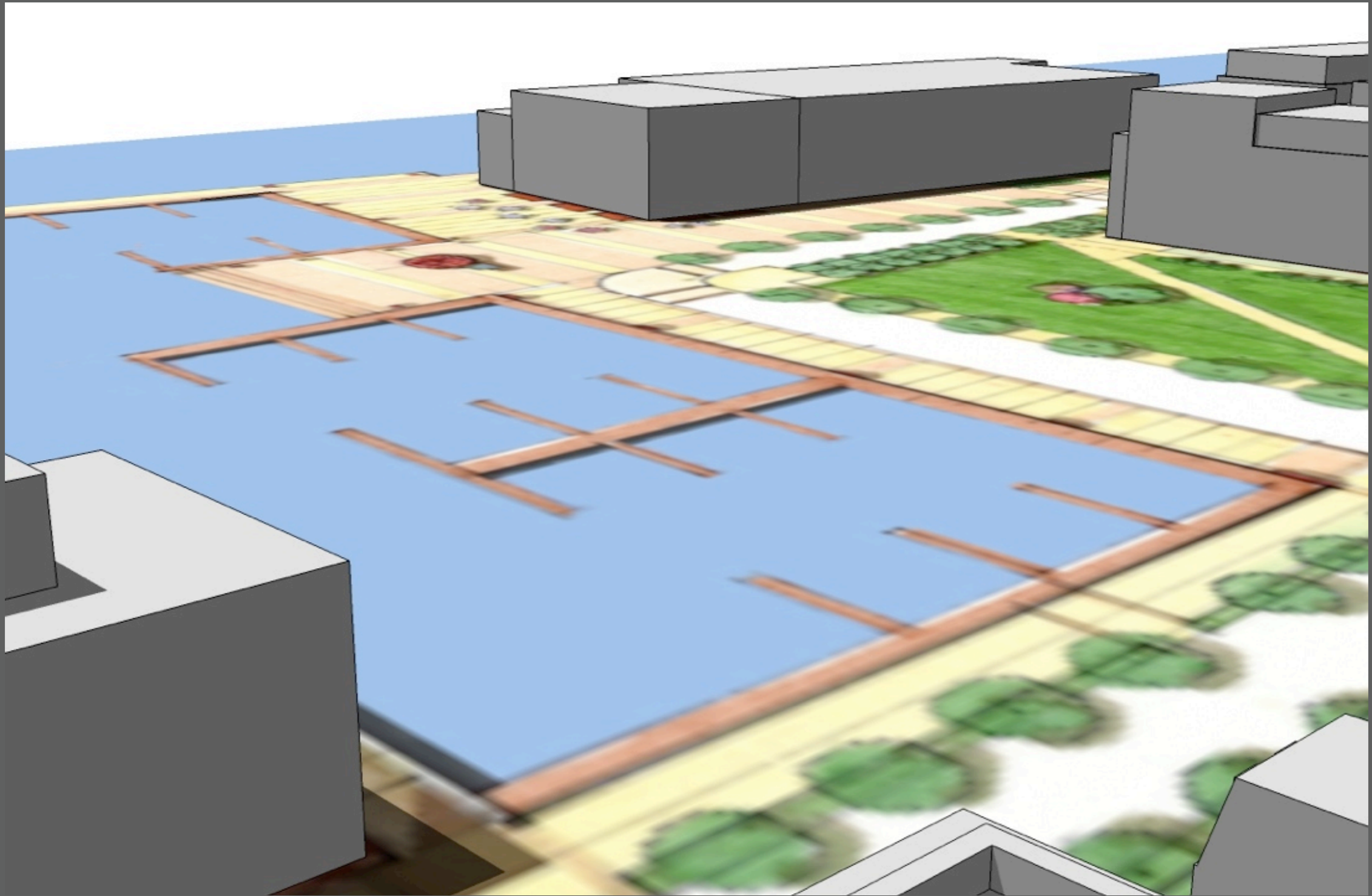
Refined Master Plan - View to River



Refined Master Plan - View Down River Street



Refined Master Plan - View Across Marina



Refined Master Plan

Residential:

Townhouse Units: 170

Apartment Units: 375

Total Units: 545

Retail: 30,000 SF

Floor Area Ratio: 0.9

Building Coverage: +/- 30%

Refined Master Plan

Parking:

Residential:	903 spaces
On-Street:	210 spaces
Structured (4 levels):	360 spaces
Existing (Lake Ave. and Park Drive):	100 spaces
Total Parking:	1,573 spaces

Marina: 55-60 slips

Ferry Terminal Reuse Scenarios

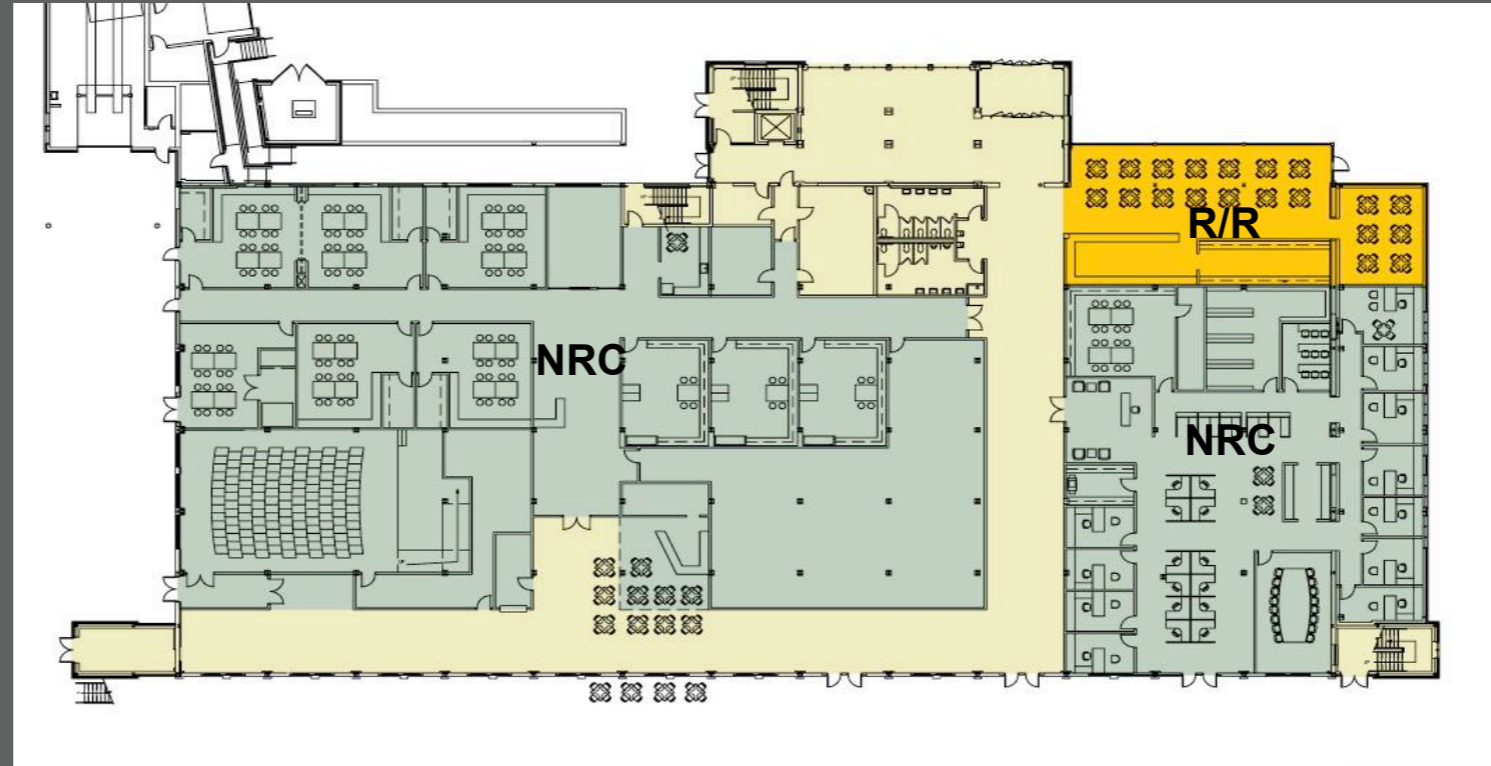


Natural Resource Center Scenario A

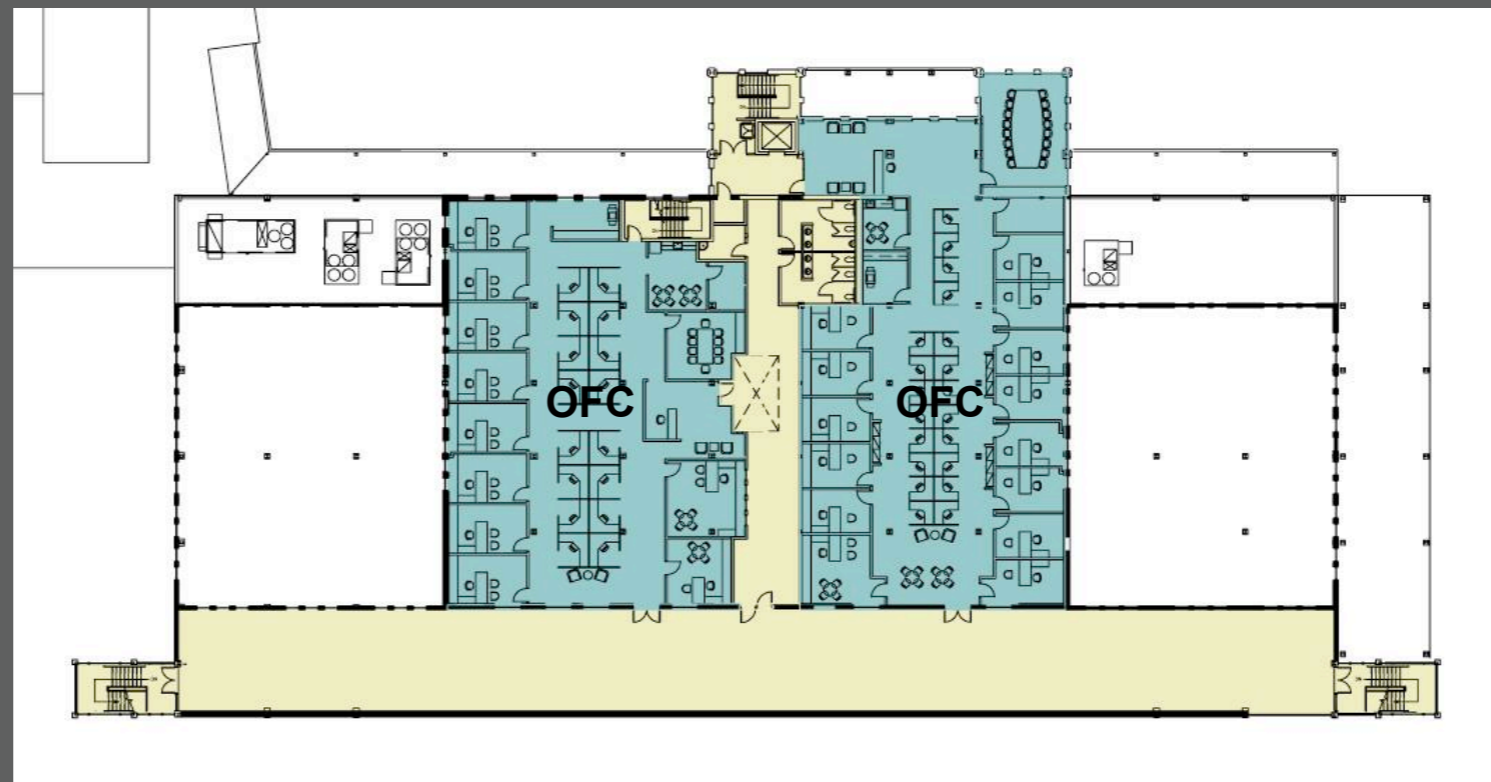
Natural Resource Center all on 1st floor

Restaurant/Retail on 1st floor

Office on 2nd floor



First Floor

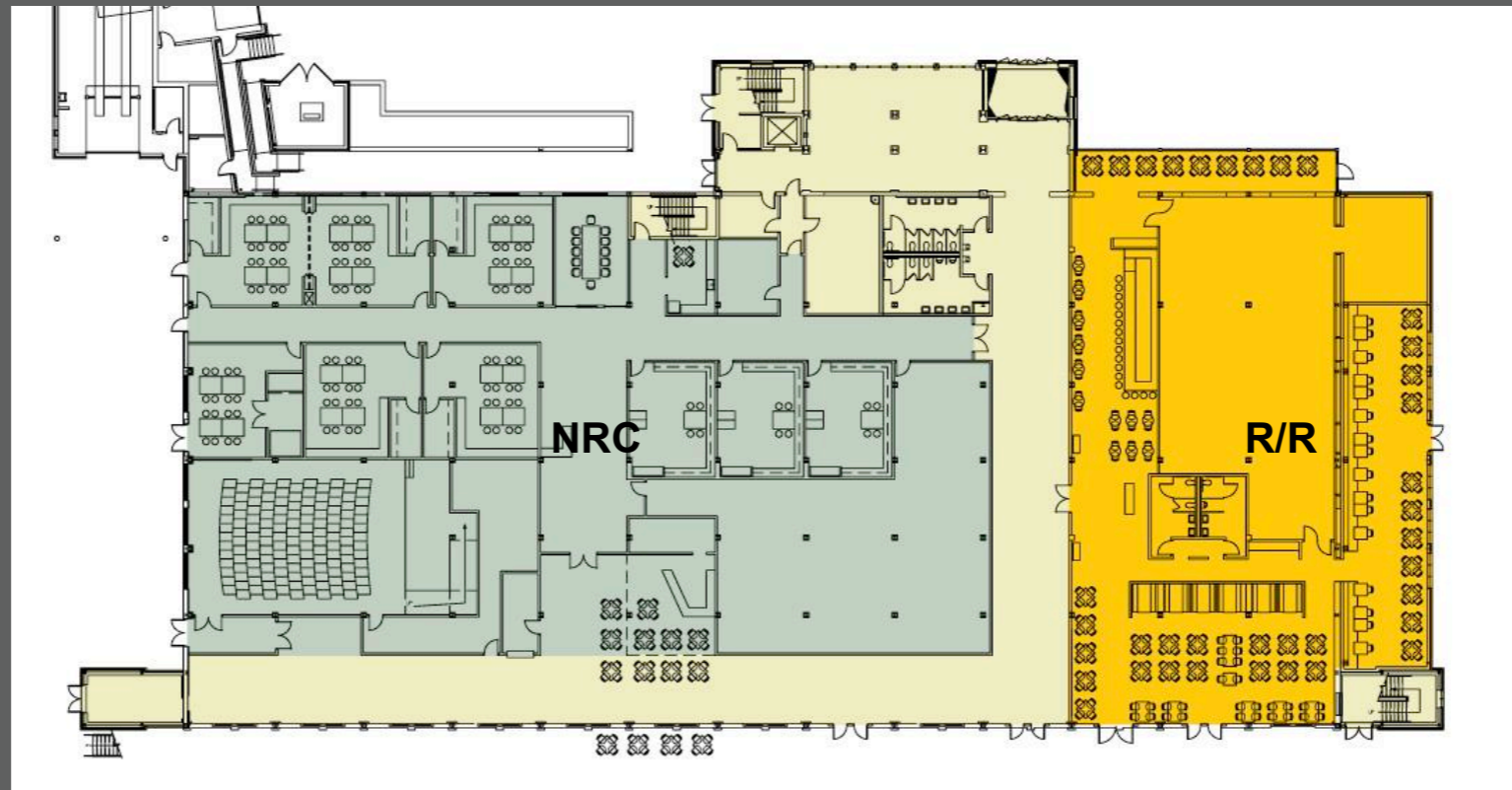


Second Floor

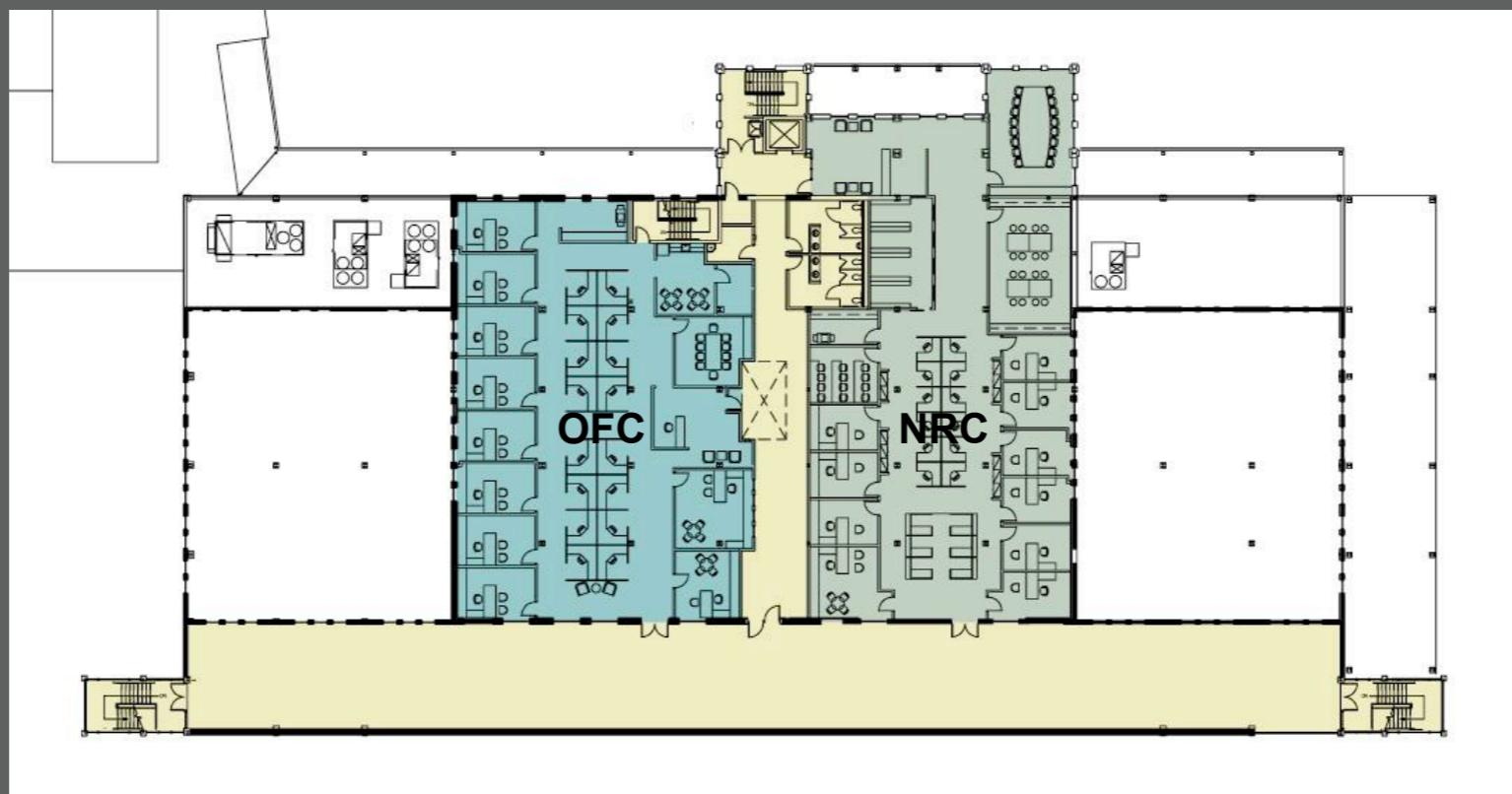
Natural Resource Center Scenario B

Natural Resource Center on 1st and 2nd floor

Restaurant/Retail on 1st floor @ North
Office on 2nd floor



First Floor



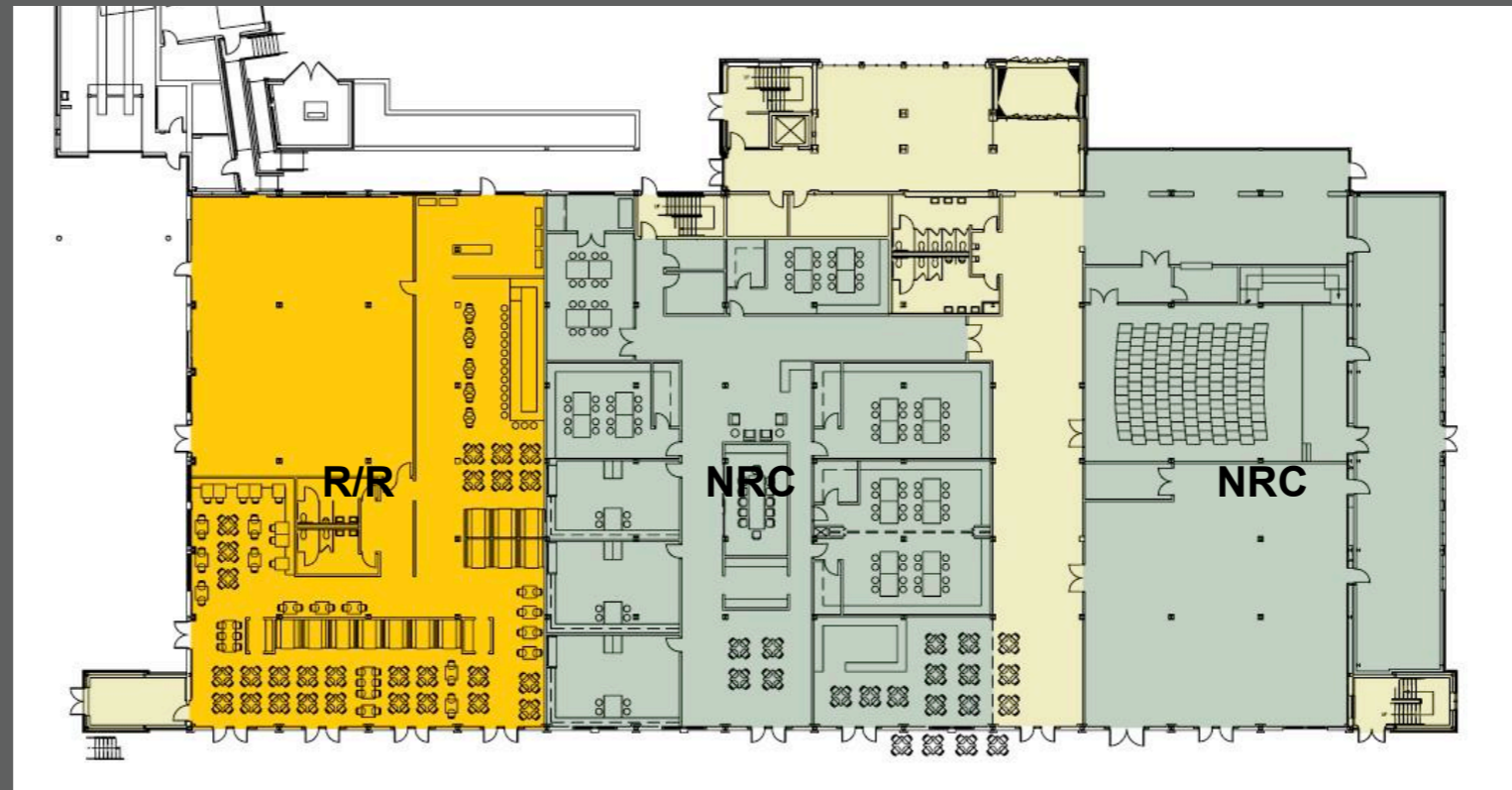
Second Floor

Natural Resource Center Scenario C

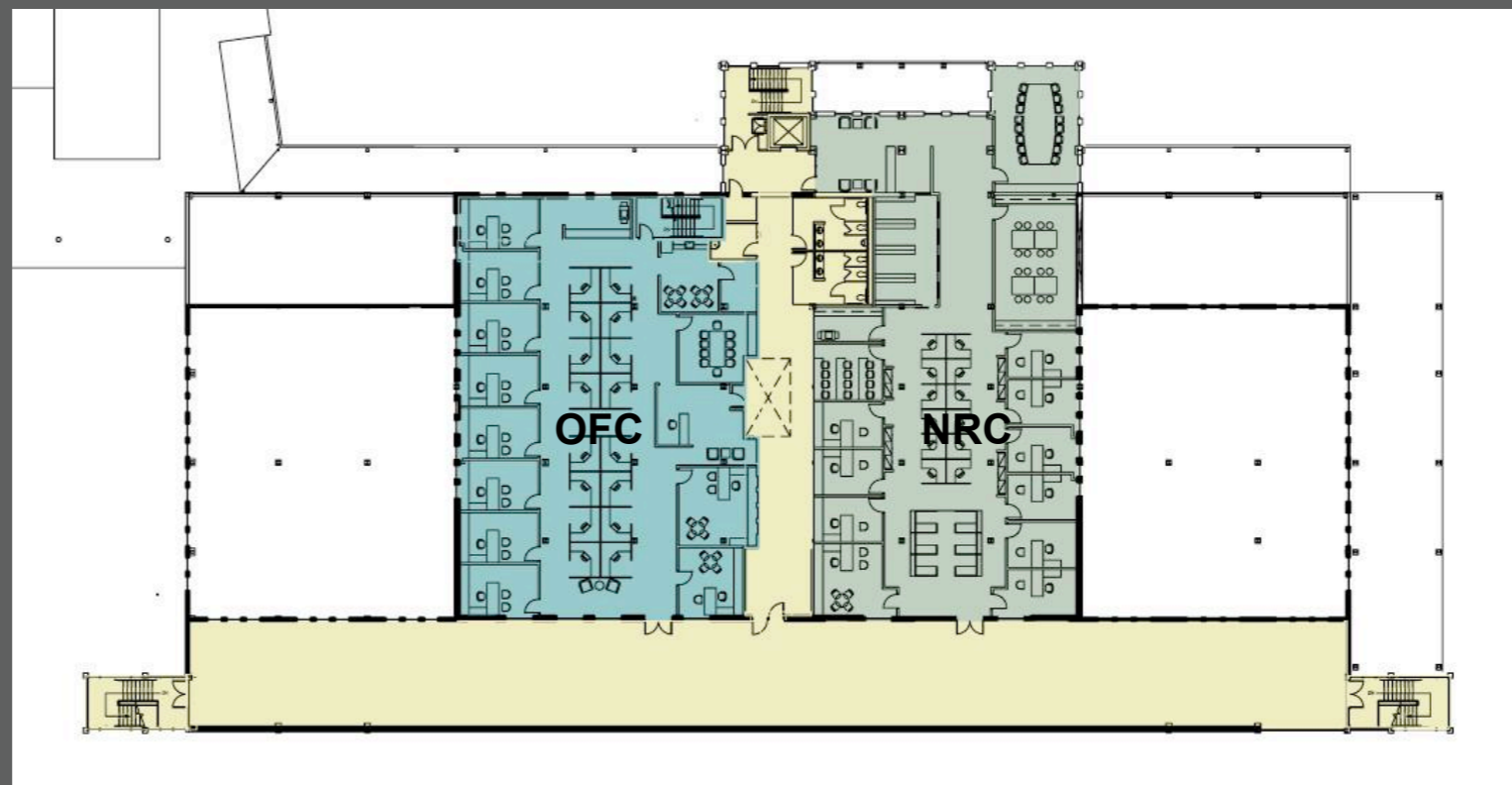
Natural Resource Center on 1st floor and 2nd

Restaurant/Retail on 1st @ south

Office on 2nd



First Floor



Second Floor



Master Plan for the Port of Rochester

Questions