

1. How does the program envision addressing potential barriers to participation among small business and property owners, especially those owned by women and people of color?

The WMSBPIP is designed to address historical barriers to participation by offering a flexible framework and enhanced support for small businesses and property owners. The program should include targeted outreach and marketing efforts to ensure that businesses owned by women and people of color are aware of and encouraged to participate. These efforts may include informational meetings, professionally designed materials, and one-on-one application support to build confidence and capacity among historically underrepresented groups.

2. Are there existing templates or preferred methodologies for the development of the West Main Street District Marketing & Governance Plan?

No, however there are other active and successful business associations in the City of Rochester that could potentially be models for West Main Street.

3. Can the City provide additional context or data related to previous successful projects within similar programs like the Better Buffalo Fund?

Empire State Development or the UB Regional Institute would be the best organization to provide content and data related to the Better Buffalo Fund.

4. What are the expectations for public engagement in terms of frequency, format, and stakeholder representation?

Public engagement will support the development and advancement of each aspect of this project. The expectation is that all business owners are invited to participate in the West Main Street District Marketing & Governance Plan, that all property and business owners are aware of the property improvement grant opportunity, and that the residents, property owners and business owners alike are invited into the process to develop the design guidelines and placemaking element of this project.

5. How will the input from the West Main Street Multimodal Transportation and Placemaking Study be incorporated into the design and implementation phases of the program?

The input from the Multimodal Transportation and Placemaking Study will guide the design and implementation of public realm improvements, such as benches, street amenities, gateway treatments, and public art. The LPA, in partnership with the City and stakeholders, will use these insights to develop concepts, advance designs, and oversee construction, ensuring alignment with community priorities.

6. Are there specific zoning code updates or building safety standards currently under consideration that should influence the development of urban design standards?

The development of urban design standards will align with existing zoning codes, building safety standards, and allowable uses for the area. These standards will also reflect current market conditions and aim to preserve the corridor's historic character.

7. Can the City share any existing data or previous studies that would support the demographic and market analyses required for the program?

The Multimodal Transportation and Placemaking Study
[The 2019 City of Rochester Commercial Corridor Study](#)
[Rochester 2034](#)

8. What metrics or criteria will be prioritized during project evaluation and selection to ensure alignment with the program's revitalization goals?

Project evaluation should prioritize factors such as job creation or retention, promotion of economic reuse, tourism impact, and alignment with local plans. Other key considerations include the financial viability of the project, the applicant's capacity to execute the project within the proposed timeline, and its potential to stimulate economic activity in the area. Projects that address accessibility, code compliance, and energy efficiency should also score higher during evaluation.

9. Are there mechanisms in place to track and report on the economic impact of the program during and after its implementation?

Metrics such as the number of projects completed, private investment leveraged, jobs created or retained, and improvements in commercial vacancy rates will be used to assess the program's economic impact.

10. How does the City view the role of the Local Program Administrator (LPA) in fostering collaboration among the involved entities, such as Empire State Development, philanthropic partners, and community stakeholders?

The LPA serves as the central coordinator and facilitator of the program, bridging gaps between Empire State Development, philanthropic partners, and community stakeholders.