

APPLICATION
Development/Design Grant Program



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Application

Please answer in the spaces provided.

Project Name: East Main Street Revitalization

Organization:

I. Project Description

1. In a few words, what is the project? (100 words)

North Winton Village (NWV) is requesting funding for architectural design drawings and plans for approximately 16 buildings. The plan is to restore the building facades to their 1920's designs along with the North Winton Village design criteria.

2. Where is the project located (neighborhood, address, corridor, etc.)? (100 words)

The buildings are on the East Main Street corridor from Culver Road to Winton Road in the North Winton Village neighborhood.

3. What led your organization to this project? (100 words)

North Winton Village is seriously trying to improve our image on E. Main Street so when we received the email from the Design Center we responded. We are dedicated to maintaining the spirit of the original early 1900s neighborhood design in the city of Rochester. We have already worked successfully with 7 of the business owners on East Main Street to improve the design of the facades of their buildings. We wish to continue the progress that has been accomplished and we feel the RRCDC Development / Design grant will allow us to do this.

4. What services do you want explored by the Design Center funded consultant? (pick 3) To check a box, double click the box and select "checked".

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Architecture | <input checked="" type="checkbox"/> Planning | <input type="checkbox"/> Gateway |
| <input type="checkbox"/> Market study | <input type="checkbox"/> Housing | <input checked="" type="checkbox"/> Business Districts |
| <input type="checkbox"/> Mixed Uses | <input type="checkbox"/> Blight | <input type="checkbox"/> Vacancy |
| <input type="checkbox"/> Foreclosures | <input type="checkbox"/> Transportation | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Green spaces | <input type="checkbox"/> Other | |

5. What area of design concentration do you want explored by the Design Center funded consultant?

(pick 3)

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Architecture | <input checked="" type="checkbox"/> Planning | <input type="checkbox"/> Gateway |
| <input type="checkbox"/> Market study | <input type="checkbox"/> Housing | <input checked="" type="checkbox"/> Business Districts |
| <input type="checkbox"/> Mixed Uses | <input type="checkbox"/> Blight | <input type="checkbox"/> Vacancy |
| <input type="checkbox"/> Foreclosures | <input type="checkbox"/> Transportation | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Green spaces | <input type="checkbox"/> Other | |

6. What work products do you anticipate?

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Cost Estimates | <input checked="" type="checkbox"/> Renderings | <input checked="" type="checkbox"/> Perspectives |
| <input checked="" type="checkbox"/> Plans | <input type="checkbox"/> Phasing Strategies | <input type="checkbox"/> Market Study |
| <input type="checkbox"/> Other | | |

II. Community

1. Has your neighborhood developed a community plan?

- i. ☒ **Yes - What year?** 1999 – 2009 NWV Design Criteria and 4 Step City Process ☐ **No**

- ii. **If so, does this project fit into the broader community revitalization strategy?** (200 words)

North Winton Village has been working for 18 years toward improving our commercial facades to return to the 1920s architectural style and design. We plan to continue our design guidelines as illustrated in our NWV design plan done by RRCD with funding provided to NWV by the city of Rochester.

Also in the late 1990s NWV worked with our zoning department to formulate our design criteria (See attachment). We received the Main Street Grant from New York State which has greatly assisted some of our Main Street business owners to improve their facades. We have more businesses ready to participate in improving their facades to further our endeavor to create and maintain our 1920s architectural design plan for NWV to have an urban village sense of identity.

Not only have we worked with current business owners but through the years we have planned and requested new development design criteria with CVS, Summit, McDonalds and ESL which has been successful. So by receiving funding from RRCD we will be able to continue our enthusiasm of our design criteria by obtaining architectural renderings of approximately 16 E. Main Street buildings.

- iii. **If not, how will this project gain community wide support?** (100 words)

2. How will your organization engage the community during the project? (500 words)

The North Winton Village neighborhood will have group meetings and neighborhood gatherings with residents and businesses to discuss the architectural renderings derived from the designs done by the architects.

We are very fortunate that Neighbor Works Rochester Healthy Neighborhoods is one of our stakeholders. In the past they have worked with neighbors in an area in NWV called the “pocket” which has energized a section of the neighborhood. They recently decided to further their program to another 5 years in NWV. This project of Neighborhood Works Rochester Healthy Neighborhood is partially funded by the Greater Rochester Real Estate Association Charitable Foundation. The real estate community is an important stake holder.

3. Who are your community partners/stakeholders? (200 words)

The community partners are the involved business owners plus the property owners of the buildings. The neighborhood at large is a very important stakeholder as architecturally designed buildings of the period will continue to create an identity for the NWV area. This will improve the quality of life for residents and businesses. The concept will continue the sense of history, place and community. NWV's motto is Live NWV, Shop NWV, Beautify NWV. By enhancing our historic sense of architecture we will become an area of destination for our businesses and their clientele. We will become a more walkable area.

Also by this continuation of our E. Main Street enhancement of a positive image the neighborhood as a whole will increase in value and quality of life. Furthermore, the real estate community will continue to see improvements and support the NWV area.

4. Who are your project partners/stakeholders? (200 words)

The stakeholders are North Winton Village Neighborhood and the real estate community.

1826 East Main Street	1830 East Main Street
1883 East Main Street	1806 – 1866 East Main Street
1899 East Main Street	1945 – 1947 East Main Street
1900 East Main Street	Building to rt. of 1900 East Main Street (to add on bldg.)
1942 – 1944 East Main Street	1886 – 1874 East Main Street
1965 East Main Street	2109 East Main Street
2121 East Main Street	2234 – 2298 East Main Street
2134 – 2142 East Main Street	Shopping Center at Merchants and East Main Street

5. Will you work with other organizations outside of your neighborhood (regional, community based or city wide)? If so, which ones? (200 words)

Yes, we will continue working with the Design Center, Greater Rochester Health Association, City of Rochester, Greater Rochester Association of Realtors (Charitable Foundation) and Neighbor Works.

III. Impact/Implementation

1. What is the visible impact of your project in the short and long term? (100 words)

This project will continue improving the identity and image of E. Main Street. The more improved the business facades become the more positive in terms of a thriving economy climate will develop. All of this benefits the businesses, residents, stakeholders and partners. People will enjoy living, shopping and walking on our E. Main Street. This is our contribution to the gateway to downtown Rochester. As time goes on our vision of our master plan for E. Main Street will expand west of Culver Road. Our plan is for this to become a reality.

2. What is the potential economic development impact of your project in the short and long term? (100 words)

The area will become a higher end real estate market both residentially and commercially. The established businesses will undoubtedly increase their clientele and make more of a profit due to improvement of our neighborhood. There will be more competition and values will rise.

3. What is the potential design, planning, or implementation impact of your project on your neighborhood, nearby neighborhoods and on the city? (100 words)

The neighborhood will improve its identity, its quality of life and value. This continued improvement of our E. Main Street will hopefully spread to the Beachwood and EMMA neighborhoods. EMMA is a new organization (East Main, Mustard and Atlantic Neighborhood and Business association).

In NWV the improvement and vitality of the area will give the area a sense of unity. In turn with more positive activity on the street a sense of security and safety will prevail. We will be giving a more positive image and impression of our city neighborhood as people walk and drive down E. Main Street.

4. Do you have site control or can obtain site control or work with property owners at the project site? If so, please provide evidence. (100 words)

Yes, we have worked with the city permit and zoning officials plus PathStone with the NYS Main Street Grant. We will be working with the project site owners. In the

past NWV has worked successfully with owners of 1933 E. Main Street, 1919 E. Main Street, 1985 E. Main Street, 2012 E. Main Street, 2011 E. Main Street and 1930 E. Main Street.

5. What obstacles do you face in completing the project and how will you overcome them? (100 words)

We will expect funding from the private business owners and property owners. Hopefully the city will also participate in matching funding programs. We will apply for further grants as they become available.

☐ Community issues
☐ Zoning

☐ Difficult Site
☐ Other

☒ Funding

IV. Financial (If you are applying for a planning/pre-development grant, please fill out questions 1-3. If you are applying for an implementation grant, please answer all questions)

1. What will the total project cost be (preliminary estimate)?

\$100,000

2. What amount of funding are you requesting from the Design Center?

\$15,000

3. What other source(s) of funding do you currently have or plan to pursue for this phase of the project (loans, grants, investment, etc.)? (100 words)

Private funding plus the City of Rochester with the 50 / 50 program and any other opportunities that may come available. Also we may apply for a second NYS Main Street Grant.

4. How would you assess the financial feasibility of this project? (100 words)

NWV experienced a high degree of success with our business owners participating in the improvement of E. Main Street. This was proven with our first Main Street Grant and we have more businesses waiting to participate.

5. How will the project sustain itself financially? (100 words)

NWV has high expectations that many of the selected buildings will have owners that will engage in improving their façade with private money, 50 /50 grants from the city or state or other grants as the come along.

We have responsible property owners who definitely care about E. Main Street. Our businesses who have participated in façade improvement are definitely maintaining their buildings. Many of the E. Main Street businesses have a long and stable history of successful operations in the neighborhood. NWV is very serious about code

violations and keeping property in good condition and keeping up property values. We have sustainability.

- 6. When a project involves specific real estate development – as opposed to community planning – assistance is typically provided as a “recoverable grant.” If the development project moves ahead to construction, the Design Center funds are to be repaid (without interest) from construction financing sources. Do you think you will be able to repay the Design Center grant?**

☒ Yes ☐ No

Reason – From Grant Funding

V. Organizational Description

- 1. Please provide a brief history of your organization (within the past five years) and describe its organizational capacity, including: contact information; mission; staff size; current funding sources; budget; major achievements; and development experience. (500 words)**

The mission of North Winton Village Association is to promote, organize and conduct preservation, beautification, cultural and educational activities intended to improve the character and quality of the North Winton Village Neighborhood, located east of Culver Road, north of University Avenue and south of Empire Blvd. and east of the Brighton town line.

The North Winton Village Association (NWVA) is a not-for-profit 501(c) founded in 1995. It is strictly a volunteer neighborhood organization made up of neighborhood residents, businesses and merchants in the North Winton Road area of Rochester, New York working together to make our neighborhood a wonderful place to live, shop and do business.

We have many helpful organizations and programs helping us. We are grateful to City Clean Sweep, United Way, the U of R freshman students, the East High students, a neighborhood church group and others who all help with projects. It takes approximately 200 people each year to maintain, beautify and preserve North Winton Village each year. We have 12 board members and approximately 50 active members continuously working.

The Main Street Grant (which was \$200,000) is completed. Our City of Rochester grant of \$70,000 is almost completed. Also, this week we are completing a \$5,000 grant from the City of Rochester for the pathway and the arch in the Linear Gardens between Mayfield Street and E. Main Street.

Through donations and dues we provide approximately \$3,500 of flowers and plantings for each season. Further we earn approximately \$6,000 from our annual Arts Festival to maintain our Safety Center at 1933 E. Main Street. This center provides our police officers a 24 / 7 location to have a place in our NWV neighborhood to write reports and so forth.

In the past 5 years we have continued to improve our public space with continuing and adding flower pots, maintaining and adding community gardens to a total of 18. We continue to maintain our NWV benches, entrance signs and banners. See latest development of the US flags on E. Main Street and Atlantic Ave. We constantly work on code violations and public safety. We constantly work on code violations, public safety, beautification, zoning, preservation of our historic buildings, etc.

Further we have obtained grants from NYS, City of Rochester, Heath Association and the Rochester Community Foundation. We have completed our E. Main Street Grant and the city is continuing to work with the grant participants in regards to outside landscaping, etc.

Plus over the years we have had a program to add "Turn of the Century" style street lights to our main streets. We have obtained funding and the city has matched this with funds in the areas where no new street construction has occurred.

2. Please specify your organization's role in past development activities. (250 words)

NWV has spent years working with neighborhood businesses. Some examples are: CVS, Summit, ESL, McDonald's, IRR and the East High School and #28 School modernization committees plus the 6 buildings with the Main Street grant.

We have had many experiences with the above various developers. It has been a long haul but we did not give up on insisting on our design criteria of North Winton Village.

We have had many meetings, on- going telephone conversations with architects, planners and engineers for all of these projects. The architect for ESL came from Atlanta, Georgia to see what the commotion was about regarding the design. In other words we were adamant about the design matching our 1920s architecture plus a fence with wrought iron and brick posts, etc.

3. Please explain why you think your organization can successfully complete this project. (250 words)

We have spent 18 years on successfully completing work with developers, architects, engineers, property owners and dealing with the City of Rochester Zoning Board and the Planning Commission to implement business development.

We have very good relationships with our businesses on E. Main Street. They are active members of NWC. There is much enthusiasm from the property owners and tenants to achieve our vision of what an urban walking village on E. Main Street.

4. What is the timeline of the project requesting funding?

Hopefully the building restorations could be completed within a 2 year time frame. Getting estimates and accomplishing work is timely.

5. Has your organization received past funding from the Design Center? If so, where and what was the outcome? (100 words)

No, however, the Design Center has been paid with funding received from the City of Rochester to assist neighbors in developing the Linear Garden. Plus NWV with funding from the City of Rochester had the Design Center conceptualize a rendition of our North Winton Village Main Street buildings and our public spaces.

Also when we had an issue with 1933 E. Main Street the Design Center did the architectural plan. The Design Center assisted ESL in its final rendition of its new building on E. Main Street and Winton Road N.

North Winton Village Association Board of Directors 2013

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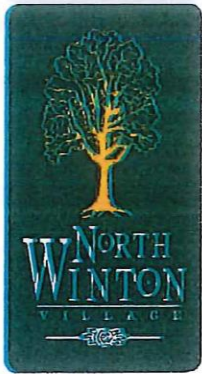
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bthalligan@hotmail.com

Board Letter Support



North Winton Village Association
P.O. Box 10835
Rochester, New York 14610

Dear Design Center:

The North Winton Village Board of Directors is very excited to be applying for the Rochester Regional Community Design Center grant. We wish to continue our E. Main Street corridor improvement of our buildings east of Culver Road.

We strive to make North Winton Village a walkable urban village. We so appreciate our neighborhood history by striving to maintain our early 1900's architecture.

It will be an honor to work with the Rochester Regional Community Design Center to continue our endeavor to make the E. Main Street corridor an historic walkable early 1900's neighborhood.

Sincerely,

Marilyn Schutte

Marilyn Parchus

Peggy Michniewicz

Holly Petsos

IRS 501c3 Determination Letter

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **NOV 02 1996**

NORTH WINTON VILLAGE ASSOCIATION
LTD
C/O MARILYN SCHUTTE
PO BOX 10835
ROCHESTER, NY 14610

Employer Identification Number:
16-1504347
DLN:
17053274814030
Contact Person:
DAVID V SCIAN ID# 31369
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
November 1996
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)

NORTH WINTON VILLAGE ASSOCIATION

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

~~Steven T. Miller~~

Steven T. Miller
Director, Exempt Organizations

Lot / Block Maps



Site Photos





Letters of Support for Project



JOSEPH D. MORELLO
Majority Leader

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

November 7, 2013

Sebastian Baliva
Development/Design Fund Coordinator
Rochester Regional Community Design Center
1115 East Main Street
Rochester, New York 14609

Dear Mr. Baliva:

I am pleased to offer my enthusiastic support for the Development/Design Fund Program grant application recently submitted by the North Winton Village Association (NWVA).

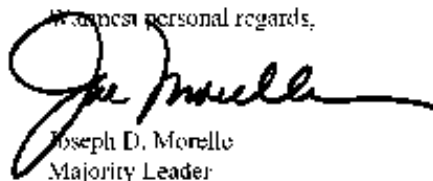
NWVA hopes to use the funds to procure architectural blueprints relating to the refurbishment of as many as 12 buildings as part of a larger, long-standing redevelopment and revitalization effort.

It has been my pleasure to assist NWVA with several projects in past years, and I can give my assurance that any resources provided will be used as promised and for the common benefit of all who live and work in the North Winton Village.

Further testaments to NWVA's good intentions are the repaired sidewalks and street lights, improved storefronts and green spaces that would not exist without this group's tireless efforts. In particular, NWVA Co-Chair Marilyn Schutte has been a strong and reliable partner to me in our joint goal of revitalizing one of the Rochester's most historic neighborhoods.

I urge that you give this request due and serious consideration. If I may be of further assistance to your deliberation or in any way amplify my remarks here, please do not hesitate to contact me at your earliest convenience.

Warmest personal regards,



Joseph D. Morello
Majority Leader

ALBANY OFFICE: 608 Legislative Office Building, Albany, New York 12210 • 518-455-3373, FAX 518-455-5877
DISTRICT OFFICE: 130 East Ridge Road, Rochester, New York 14622 • 585-167-6510 • FAX 585-167-6242
EMAIL: moreldj@assembly.state.ny.us



Monroe County Legislature

CARRIE M. ANDREWS
DEMOCRATIC MINORITY LEADER

CARRIE M. ANDREWS
LEGISLATURE - DISTRICT 21
50 ROSEVIEW AVENUE
ROCHESTER, NEW YORK 14609
OFFICE: (585) 753-1940
E-MAIL: carrie_andrews@hotmail.com

November 4, 2013

Rochester Regional Community Design Center
1115 East Main St
Rochester, NY 14609

To Whom It May Concern:

I am writing to express my support for the North Winton Village Association's grant application to develop ten buildings on East Main Street. The grant is seeking \$15,000 for an architect and consultant for design and development.

Since its creation in 1995, the North Winton Village Association has quickly become one of the hardest working, progressive, and successful neighborhood groups in the City of Rochester. Combining the efforts of residents and merchants, their neighborhood has become a model for using both public and private partnerships to accomplish their mission to provide an early 20th Century village charm with 21st Century amenities.

While the success of the neighborhood has been well documented, the North Winton Village Association's next project is not only crucial to the development of their neighborhood, but also to the city center as a whole. East Main Street is a gateway to downtown, and this project can be a showcase for the possibilities of a redeveloped Main Street, starting in North Winton Village and spanning west to downtown. That is why their grant application should be awarded. The \$15,000 for an architect and a consultant for design and development will ensure that the ten buildings being redeveloped are the crown jewel of the eastern gateway to downtown Rochester.

Again, I cannot think of a more deserving organization or project to receive funding from this grant, and fully support the North Winton Village Association's grant application. I appreciate your full consideration of this important project. If you have any questions or concerns, please do not hesitate to contact me at (585) 753-1940.

Sincerely,

A handwritten signature in cursive script that reads "Carrie M. Andrews".

Carrie M. Andrews
Democratic Leader

CMA/dmo



November 7, 2013

Rochester Regional Community Design Center
C/O: Design Fund Committee
1115 East Main St.
Rochester, NY 14609

Attn: Design Fund Committee,

NeighborWorks® Rochester proudly supports the North Winton Village Association (NWVA) in their request for funding from the Rochester Regional Community Design Center. The NWVA has proven time and again to be a strong city partner through their unwavering commitment to their community and re-investment in their neighborhood.

Previous building façade and beautification efforts have already made a measurable difference for both businesses and residents. Continuing this work, pursuant to your approval of the request, unleashes potential that moves far beyond just appearances. The neighborhood will be lifted upward and encouraged with each renovation; every brick, every board would be another sign that this area is treasured and maturing.

NeighborWorks® Rochester fully stands behind the NWVA with full confidence in their ability to execute projects in the best interest of the community. Their immense pride, determination and vision will continue to revitalize the neighborhood through this development and design grant program.

Best Regards!

A handwritten signature in cursive script that reads "Elijah W. Wade".

Elijah Wade
Program Manager
Neighborhood Revitalization
NeighborWorks® Rochester

NeighborWorks® Rochester • 570 South Ave Rochester, New York • (585) 325-4170 • www.nwrochester.org





City of Rochester

Bureau of Business and Housing Development
Department of Neighborhood & Business Development
City Hall 005A, 30 Church Street
Rochester, New York 14614-1290
www.cityofrochester.gov



Small Market
Development

November 6th, 2013

Rochester Regional Community Design Center
1115 East Main Street
Rochester, New York 14609

Dear Grant Committee:

The City of Rochester Business Development Team supports North Winton Village in their application for a design grant to continue the effort to improve the East Main Street commercial corridor east of Culver Rd. The City worked for many years with North Winton Village in the effort to improve commercial structures in the area. The City provided a Targeted Commercial Exterior Improvement Grant to supplement a grant from NY State that was secured by North Winton Village. The City was able to provide support to five commercial properties on East Main Street as a result. I can attest to the follow-through provided by North Winton Village in securing and implementing this support.

If you have any questions please call me at (585) 428-6920.

Sincerely,

Matthew J. McCarthy
Sr. Economic Development Specialist
Southeast Quadrant
MJM/mm



City of Rochester, NY
Rochester City Council

City Hall Room 301A • 30 Church Street • Rochester, New York 14614-1290

Elaine M. Spaul, Esq. Councilmember East District
42 Westminster Road, Rochester, New York 14607-2224
(585) 271-6665 Email: Elaine.Spaul@cityofrochester.gov

November 5, 2013

Dear North Winton Village Association:

It is my great pleasure to write this letter of support and recommendation as you seek to once again improve the neighborhoods surrounding North Winton Village and its residential and business properties.

Over the past 6 years, it has been my pleasure to work side by side with your organization, and particularly with the leadership to celebrate the many improvements in the neighborhood. As someone who has personally experienced the capacity that your organization has, the strong leadership, the best practices for neighborhood development, and an excellent ability to form and retain partnerships, I am very pleased to hear that you may be able to expand your efforts in partnership with RRCDC as they move forward with community development opportunities.

Perhaps the greatest asset that North Winton Village Association brings to our community is its inclusiveness, its ability to represent diverse interests and to actualize measurable and positive outcomes, whether it is be an Arts Festival, a community garden, or new business development. The NWVA has played a unique role in making plans and dreams come true for so many neighborhood initiatives. The creative and persistent leadership has proven results! The streetscapes are more beautiful and safer; the attendance at events more vibrant, and the positive energy clearly has grown over the years.

I support the application and proposal submitted by the NWVA as I have experienced firsthand the hard work, the deep dedication and the commitment that the leaders and members have for their neighborhood improvement. Without hesitation, I would put my own name on any project or activity that was undertaken by NWVA in cooperation with another outstanding organization, RRCDC.

Please do not hesitate to contact me if you have any questions. You can reach me on my cell phone at 585-752-3307. Thank you very much for your attention to their application.

Sincerely,

Rochester City Councilmember Elaine Spaul, East District

COURT OF ROCHESTER MARSHAL'S OFFICE

Joseph A. Polizzi
1929 East Main Street
Rochester, New York 14609
Phone 585-288-3593 / Fax 288-4287
Rochestermarshal@frontiernet.net

November 6, 2013

To Whom It May Concern:

My name is Joseph A. Polizzi. I am a property owner in the North Winton Village District at 1929-1933 E. Main Street, Rochester, NY 14609. I have owned my building for just over 10 years, and maintain my office at this address. Since purchasing my building I have seen a dramatic and positive transformation take place in this neighborhood. I have watched it go from a drug infested area with hookers walking Main Street, to a quiet neighborhood area where people are not afraid to walk their dog. These factors have lead me to invest a substantial amount of money into my building and I believe incentivized others in the area to do the same.

Since purchasing my building I have become a very active member of the North Winton Village family. The Main Street Grant we received was a very integral part of the revitalization of this neighborhood. I participated in the Main Street Grant which assisted not only me, but numerous business owners in the area to the benefit of the neighborhood and the City of Rochester. I am aware that the Association is currently applying for another grant. I would like to support their efforts in this matter. I would once again be an active participant in this program and am most confident that any new funds would bring this neighborhood one step closer to the beautiful revitalized vision the North Winton Village Association has for this progressing area.

Thank you for your assistance in this matter. Please feel free to contact me with any questions you may have.

Sincerely,

Joseph A. Polizzi



City of Rochester

City Hall, Room 301-A
30 Church Street
Rochester, New York 14614-1265
(585) 428-7538
FAX: (585) 428-6347

Matt Haag
Councilmember
At-Large

951 Park Avenue
Rochester, New York 14610-1541
(585) 244-0109

Thursday November 7, 2013

Mr. Sebastian Baliva
Rochester Regional Community Design Center
Hungerford Complex
1115 East Main St., Door #4
Rochester, NY 14609

Dear Mr. Baliva

I am writing to you on behalf of the neighbors of the North Winton Village Neighborhood Association (NWVNA) in support of their \$15,000 grant request to assist in funding design drawings to restore the façades of 15 buildings along East Main Street.

The NWVNA has an exceptional and well deserved reputation. The neighbors continually launch efforts to improve community identity, neighborhood character, and quality of life. Approval of this grant will continue the legacy of the NWVNA, by adding value to the neighborhood and restoring 15 commercial buildings to their original character.

The efforts to improve the commercial corridor along East Main Street have spanned almost two decades. During this time NWV neighbors have worked with the City and community stake holders to continue to improve the corridor.

I am confident in the leadership, spirit, and abilities of the NWVNA to nurture this project to completion and create an aesthetically pleasing commercial façade, which will have far reaching impacts throughout the neighborhood. I enthusiastically support the proposal and encourage your support for the project.

Thank You,



Matt Haag
Rochester City Council
Member At-Large

Time Schedule

Time estimates are approximate and will depend on availability of architects, partners and stakeholders.

Receive approval of grant.	1 month
Begin search for architects with knowledge of early 1900s architecture.	1 - 2 months
Meet with architect to review NWV Design Overlay.	1 month
Conduct educational meeting to share information with partners and stakeholders to review purpose of grant and historic aspects of our 1900s commercial buildings.	1 month
Onsite visits to review properties with architect and property owners.	2 – 3 months
Get estimates of creating architectural designs for each building.	2 – 3 months
Review design estimates.	1 - 3 months
Architects create designs (minimum of 2 options per property)	1- 3 months
Meet with architects, partners and stakeholders to review and select designs.	2 – 4 months
Finalization of designs.	1 – 2 months

Project Budget

\$15,000 for architectural designs for 16 buildings on the East Main Street Corridor of North Winton Village.

North Winton Village Design Overlay

North Winton Village Design Overlay

Preliminary Concepts

Prepared by the North Winton Village Design Standards Committee
August 3, 1999 Revised September 13, 1999, October 27, 1999

The North Winton Village Design Overlay is intended to influence the appearance of development on the main streets in the neighborhood. The goal is to retain much of the area's character by **regulating**¹ the appearance of new or renovated buildings, streets, sidewalks, parking lots, signs, landscaping, etc. The desire of the Design Standards Committee is to ensure that new development is harmonious with the scale, materials, details and site organization prevalent in the existing context.

The design overlay is meant to retain the underlying zoning districts. The overlay is intended to extend along both sides of portions of the following streets: North Winton Rd., North Merchants Rd., East Main St., Culver Rd., Humboldt St., Blossom Rd., Browncroft Blvd. and Atlantic Avenue. See the attached map for boundaries.

Some general characteristics the Committee seeks to maintain:

- The urban village character, where commercial, institutional and residential buildings on the main avenues are unified into the residential neighborhoods. The scale of the non-residential buildings, the distances between them, and their materials are equivalent to that of the neighboring houses. Most buildings are set back from the street a similar distance, creating a continuous street wall. Parking for most buildings is on the street or in small lots or driveways. Walking is encouraged through the proximity of commercial, educational and residential activity, and sidewalks and tree-lined streets.
- The classic brown or dark red brick buildings that dot the neighborhoods.
- The focus on pedestrians rather than vehicles, and the vibrant activity on sidewalks.

Some characteristics and uses the Committee seeks to limit on commercial and residential streets:

- High-speed, intense vehicular traffic. To encourage walking, traffic calming techniques should be employed.
- Encroachment of big-box retail buildings set back from the street behind large parking lots.
- Large, garish, disparate signage.
- Billboards and pole-mounted signs.
- Vinyl or plastic signs, and signs with interior lighting.
- Imitation stone, grooved plywood, galvanized steel, sheet aluminum, sheet plastic, vinyl siding (from South Wedge standards)
- Clear aluminum bus shelters
- Covering or removing existing architectural detail
- Blank walls or glass curtain walls facing streets
- Bright, garish colors
- Asphalted tree lawns (other than driveways)
- Enclosed front porches on commercial and residential buildings

¹ Design standards may be regulatory (mandatory) or advisory (suggestive). If the guidelines are regulatory, the Director of Zoning would review proposed development for adherence to the guidelines and then issue a Certificate of Design Compliance. If the guidelines are advisory, a neighborhood design committee would encourage adherence. Gaining public acceptance of regulatory standards is much more difficult than gaining acceptance of advisory standards. However, once accepted, regulatory standards are enforceable, while advisory standards are not.

Some specific design features the Committee wants to encourage:

- Buildings built to the sidewalk rather than set back behind parking lots.
- Commercial buildings of classic brick design
- Commercial signage that is coordinated to define the boundaries of the design district, and that relates more to the pedestrian level than the vehicular.
- Primary entrances to buildings should be on the street front rather than the back or side.
- Composition of building mass, windows, doors and roofs should reflect the character of the turn-of-the-century buildings.
- Building materials in residential and commercial areas should reflect the character of the turn-of-the-century buildings. The use of vinyl or aluminum siding, stucco or synthetic stucco should be carefully reviewed.
- Alterations to storefronts in residential and commercial areas should complement the appearance of the original structure.
- Screen walls around parking lots adjacent to a street
- Landscaped tree lawns (the strip between the sidewalk and the street)
- Street furnishings like benches, trash receptacles and bollards, where appropriate
- Traditional lighting
- Awnings

Some general procedures the Committee wants to establish:

- Demolition proposals should include a redevelopment plan, as required in preservation districts.
- Design review should be required for the Browncroft neighborhood.

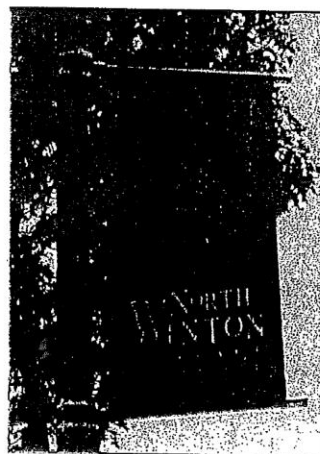
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North Winton Village Commercial District Revitalization

Community Vision / Discovery Workshop Summary July 21, 2009

The North Winton Village Neighborhood Association and the City of Rochester Economic Development Department, in conjunction with several community partners, have initiated a collaborative planning process to revitalize the commercial district in the East Main Street area. As part of that effort, a Vision and Discovery Session was held with the North Winton Village Stakeholders on May 28th, 2009. The objective of the session was to build on the vision that the North Winton Village Neighborhood Association started several years ago. The information recorded will be used to help develop general design guidelines and a conceptual streetscape plan.



The workshop started with an overview of the planning process and was followed by an image preference survey. The majority of the workshop was spent identifying and discussing the specific issues, opportunities, and assets for the East Main Street area.

The Association and the City were very pleased with the turn-out and the information collected at the workshop. Building a community-based vision is a critical step in the planning process and the ideas generated at the workshop will be instrumental in building that vision.

The following pages summarize the information recorded during the visioning exercises.

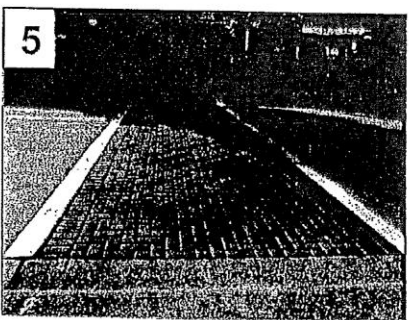
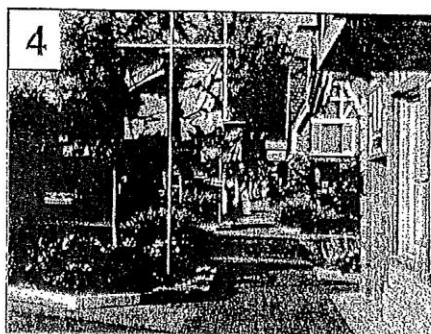
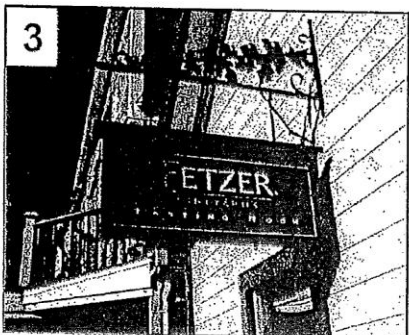
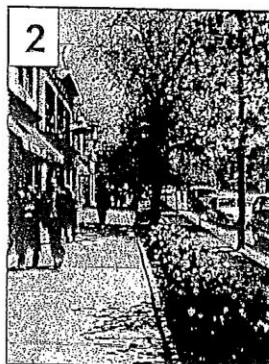
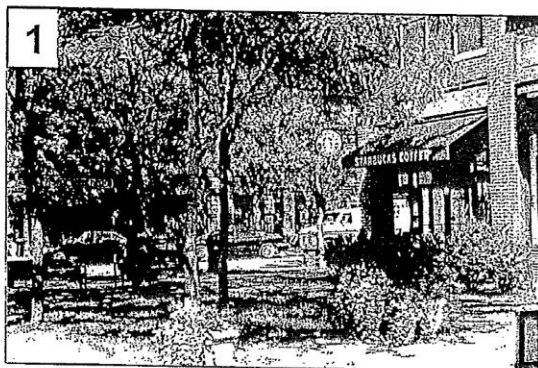


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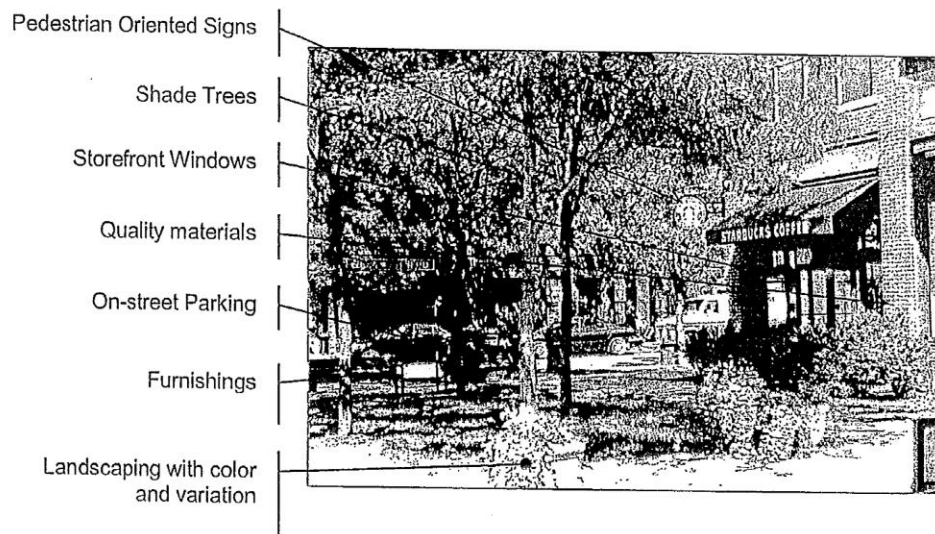
Top Five Rated Images

The images below are the top scoring images from the image preference survey. These images represent the visual and spatial characteristics desired for the East Main Street area and provide a strong indication of the vision community members have for the public realm. The images will influence the design guidelines and conceptual streetscape plan.



Design Components

It takes several characteristics working together to make a place feel special. The same applies when people rank images high. The image below ranked number 1 overall because it has several place-making characteristics. These characteristics can and should be used in developing façade and streetscape improvements in the East Main Street commercial area.



Recorded Issues, Opportunities, and Assets

Below are the questions asked to workshop attendees followed by their responses.

1. What are the most significant issues you feel must be addressed for Winton Village to move forward?

- Front yard parking
- Parking for businesses
- Lighting – consistent illumination and design
- Speeding – it's a straight shot
- Trash receptacles – not enough, City standard can
- Dog waste
- Uniformity – consistent design
- Tree canopy vs. public safety
- Loitering
- Keeping businesses here
- Perception of East Main Street and its proximity to Irondequoit Mall
- Litter
- Over signage

2. What are one or two opportunities you think Winton Village must capitalize on to make the area a unique place to live and visit?

- Street furniture
- Name change (from East Main Street to something else)
- Demolish 'crappy' buildings
- Bump-outs
- Beautify parking lots
- Right turn lane is needed at Winton/Browncroft intersection northbound
- Light at Main Street and Akron Street
- Traffic calming
- Pedestrian signs
- Speed bumps
- Faced improvements
- Color palette for buildings
- Seasonal decorations
- More banners

North Winton Village Commercial District Revitalization

- Unique street signs
- Family oriented
- Green space
 - Planters and planting beds
- Patio homes, apartments and condos
- Public art
- Empty nesters

3. What are the specific assets that should be preserved and strengthened to help achieve your vision for the Winton Village area?

- Art community
- Architecture
- Active community that is aware of public safety issues (no tolerance)
- Walking neighborhood
- Sense of community
- Very walkable community
- Few vacancies
- New home buyers
- Apartment buildings (e.g. Sibley)
- Housing diversity
- Main Street Grant
- City EDD funds

