



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

City of Rochester, NY
Submission to the Downtown Revitalization Initiative

June 14, 2017

EXECUTIVE SUMMARY

The revitalization of Rochester must engage and retain young adults as residents who want to live and work in cities. A recent Urban Land Institute and League of Cities study of downtown Rochester identified an immediate need to re-activate historic neighborhoods by targeting diverse young adults and bringing vibrancy to the fronts of downtown buildings.

While downtown Rochester and the Center City District shows visible signs of an economic resurgence in Rochester, there are other areas just as worthy of improvement, chief among them being the Lyell Avenue corridor, herein identified as Lyell Avenue from State Street to Dewey Avenue, and more specifically, the proposed Little Italy Historic District. This area is considered the most vital west side “gateway” to the City. It is an area of both commercial and residential use; there are industrial structures, small to medium commercial structures, multi-family buildings and single family residences within the area under consideration. The corridor suffers from a lack of modern transportation (roadways, sidewalks, lighting, signage), lack of public/community events and an urgent need for overall infrastructure improvements, right-sizing of surface parking, traffic calming elements, as well as a lack of unified public realm elements – such as engaging storefronts, ample sidewalks for outside activities, improvements to encourage walkability and safe lighting.

This area of the city has a rich, strong and lengthy ethnic history as one of its main underpinnings. It had not only been the nexus of Italian immigration in the Rochester area – the first Italian immigrant came to this area in the late 1860’s. Other ethnic groups as well, later established themselves on the Lyell corridor. To this day it is a mix of many cultures: Italian / Hispanic / Middle Eastern / African-American. Based on the area’s extensive history, the Little Italy Neighborhood Association developed the concept of a renaissance, and to commemorate the history of Rochester’s “Little Italy Historic District”; to bring focus to and form a framework for rebuilding, rebranding and a re-birth of this well-defined neighborhood area and vital gateway of Rochester, which has been neglected for decades, but presents a great opportunity for the injection of revitalization funding and development.

The Little Italy Neighborhood Association is partnering with the City of Rochester, the Landmark Society of Western NY, and the Community Design Center of Rochester, to create an historic district, which will utilize the parties experience and the district's historic past, to build a better future for the Lyell corridor, and create a sustainable neighborhood for the City of Rochester, which will benefit the entire community and region.

While Rochester's downtown Center City District (CCD) is experiencing dramatic Live / Work / Play growth, by contrast, the Lyell Avenue corridor has languished for years. Laying just outside and to the west of the CCD, it has been a repository of chronic crime; from petty theft to robbery, assault and prostitution, even with various City efforts to install satellite police stations and direct access City offices within the neighborhood.

One of the main reasons that the neighborhood area is impoverished, is that it is missing a true economic driver that would generate a more sustainable and attractive urban neighborhood, and a pilot structure that would create a sense of optimism and opportunity for area residents.

Other factors that negatively affect this area are a significant percentage of absentee landlord rental properties and dilapidated, vacant and/or abandoned commercial structures. Many area residents struggle with dysfunctional families and elements of society. Young citizens who grow up in the area, find little to retain them in the neighborhood, after completing local education, and find themselves wanting / needing to leave their community for better futures elsewhere. One of the most basic tenants in the creation of a viable and sustainable neighborhood and district, is the retention of its residents, by creating a renewal of regional and cultural pride, a sense of place, and personal investment in their community.

Although developers are partnering with government to create new living spaces within iconic buildings in the adjacent CCD, and despite the 1.7 million people visiting that district annually, with record investments in downtown growing high tech firms, there remain minimal retail establishments to serve basic goods and service needs.

The City's goal is to increase population density and foot traffic, and encourage residents to live and work in walkable and bike-able neighborhoods. This will create demand for first-floor retail that help support jobs and stabilize neighborhoods. The City also understands the importance of creating a branded and easily-identifiable district as a backdrop for a strong, inclusive and local community.

This concept, based in a community-wide vision for sensitive development, is in opposition to the more traditional method of providing funds to select private entities, which may exclusively benefit from their development efforts. The Little Italy Historic District vision presents a unique opportunity to diversify, and not only fund wealthy developers, but also true bottom-up, community-driven efforts that directly enhance the lives of area residents.

Although the image portrayed in this application appear to represent a distressed future, there is a core of longtime residents who want something better for their neighborhood. They are from many backgrounds: Business owners, long-time residents, first time tenant occupants, in-home businesses as well as developers who see the potential for this area to thrive once again.

Drawing from the long history of the area, residents, property owners and business owners are now expressing their desire for a better vision for their community. They clearly understand the importance of a community-based vision for their neighborhood, based on local history and future opportunity. Using the rich history of this area, coupled with the desire to provide development incentives for property owners through private / public investment, public infrastructure improvements and historic tax-credit possibilities, has led to the idea of creating a designated district as a vehicle for community-based improvement.

It is for this reason that the Little Italy Historic District on Lyell Ave was envisioned.

Regional Economic Development Council (REDC) Region: Finger Lakes.

Municipality: City of Rochester

Name: Hon. Mayor Lovely A. Warren, Alex Yudelson (Chief of Staff)

Downtown Name: Lyell Ave Corridor / Little Italy Historic District

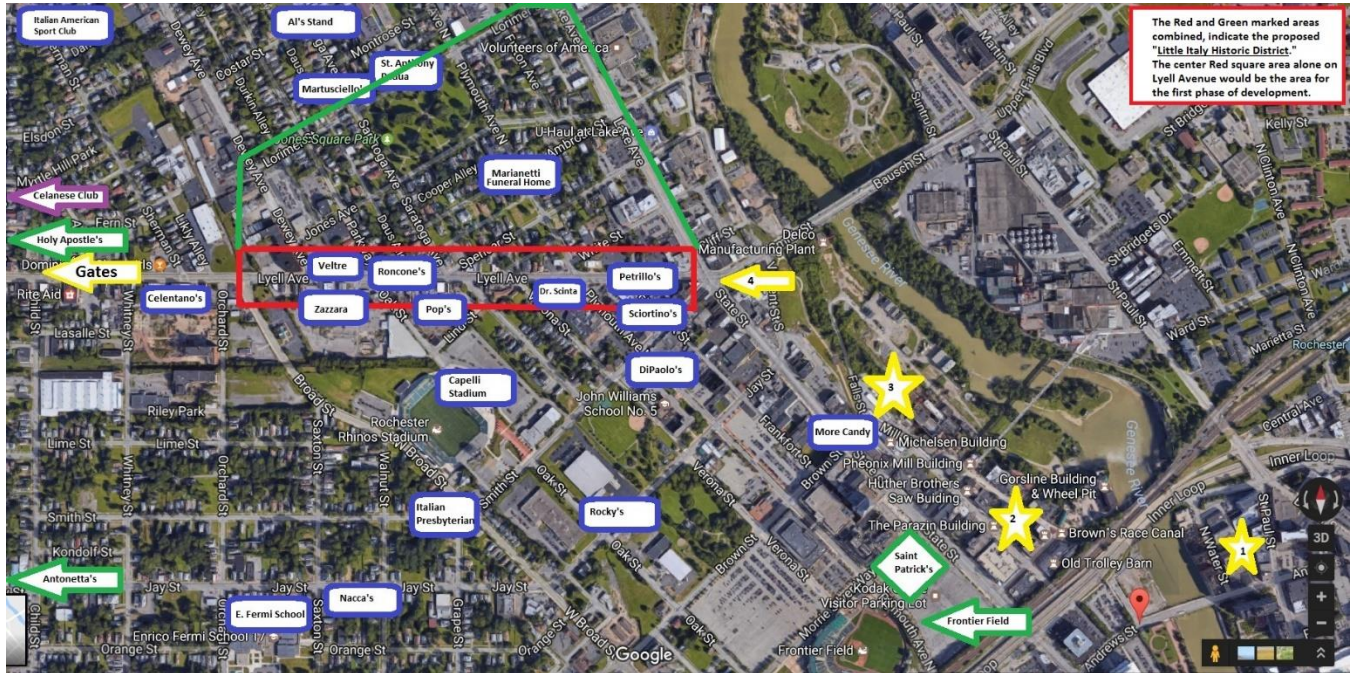
County: Monroe

Downtown Description - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):

(Please see Executive Summary Above).

1. Boundaries of the Downtown Neighborhood. Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be compact and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment.

The Lyell Avenue / Little Italy Historic District is a discrete, well-defined and continuous, **2.5 square mile** area, encompassing the oldest portion of the Lyell Avenue commercial corridor and the adjacent Jones Square Park residential neighborhood to the north. A map of its proposed boundaries is included below and as an attachment:



2. Size. Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing, or increasing, population within easy reach for whom this would be the primary downtown.

The population within the LIHD is 1,044 people according to ESRI 2016 estimates. A little Italy Historic District that is safe, clean and well maintained will attract both resident population and the adjacent Center City District (CCD) population as they are all within easy walking or biking distance. As one example, the district, through the local Little Italy Association will sponsor the already well-established and inclusive Little Italy Festival, an inclusive neighborhood celebration – and an annual multi-day event which draws thousands of attendees and major sponsorships from international corporations and food companies, such as De Cecco Pasta, Galbani Cheese and Fratelli Beretta, as well as major local companies such as Wegmans Food Markets, LiDestri Foods, Casa Larga Vineyards and Zweigle’s, as well as important media such as i-Heart Media, 13 WHAM, FOX, D&C Digital among many others. Please see festival website for reference and more info: www.LittleItalyFest.com

Nearly 20,000 vehicles travel through the corridor each day. Presently, traffic speeds are too fast-paced, and roads do not encourage shopping, nor does the present public realm welcome effective public use. The Urban Land Institute has reported that up to \$100,000 a year in revenue is generated for every parking space in a retail district. Public realm improvements to streets, green spaces and lighting are critical to support an enlivened social interaction within the public realm. None of this now exists in the Little Italy Historic District that is currently under consideration in this submission.

Despite the small population of the LIHD, the adjacent Center City District (CCD) is home to an estimated 7,687 people (ESRI 2015 Forecast on U.S. 2010 Census). Young adults (ages 20 to 39) make up an estimated 44 percent of the area's population. The City of Rochester has an estimated population of 209,983 (2014 Census American Community Survey) and the greater metropolitan region's estimated population is 1,083,124 (ESRI 2015 Forecast on U.S. 2010 Census). The city and metropolitan area populations are expected to remain stable over the next 5 years.

An additional 48,000 people commute to jobs within the CCD (URI FLREDC Plan). Seventeen percent of those daily commuters (6,223) are younger than 30 years old (Census LEHD LODES 2014).

The CCD district's special events attracted 1.7 million visits in 2015. The largest contributors of visits were The Strong Museum of Play, the Blue Cross Arena, Frontier Field, and Jazz Festival. Within walking distance of the proposed Little Italy Historic District are both the local minor league baseball franchise stadium and a regional soccer stadium that present huge opportunities for entertainment and retail at all levels of participation.

3. Past Investments & Future Investment Potential. Describe how this downtown area will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood under consideration and its surrounding areas.

Public funding for the Lyell Avenue corridor has amounted to limited street and minor infrastructure improvements in the recent past. The fundamental purpose of the Little Italy Historic District (LIHD) is to become the catalyst for bringing critical private and public funding to the district. Private development projects such as the Tent City proposal (see attachment at end of document) are just waiting for public investments in safety and infrastructure that will lay the groundwork for the success of their proposed projects. New commercial / entrepreneurial establishments will harness purchasing dollars, which will create a huge economic advantage for the district, city and region that will continuously be returned to and drive the neighborhood's economy.

High on the list for the district is a “Community Welcome Center”. It would act as a resource for information on the benefits of being part of the Historic District, and serve as a mechanism for acclimating residents to the local community. It would provide a venue for community events and provide space for a district management entity that would coordinate services and programs for the ongoing rebirth of the district.

Infrastructure within the public realm will be critical to a unified perception of a safe and exciting district. Efficient LED lighting, coordinated way-finding and signage, bike lanes and pedestrian safe circulation all play a part in this. Green spaces, pocket parks, communal plaza spaces and public fountains will bring life to the streetscape.

Retail Attraction

- Strategic and geographically focused attraction of restaurants, retail, or other similar first floor activity generators in partnership with developers, using new data sources to demonstrate spending power of new downtown residents and workforce
- Secure anchor tenant with national / regional reputation (i.e. – attached former business “Tent City”)

4. Job Growth. Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

The plan envisions the attraction of new retail, housing and business investment, to fill vacant properties and plaza space, in addition to public seed funding, and also presents a truly unique idea for the creation of district-based “Credit Union”, contemplated as a way to provide easier access to home and business financing for residents and small business entrepreneurs, to encourage investment and re-investment into the local community.

This not for profit entity can become the basis for economic growth within the Little Italy Historic District. Reinvestment from the Credit Union will lead to job growth that supports the District, which in turn leads to supporting connections to other parts of the City for both increased economic prosperity and job growth. Connections to other businesses will bring additional dollars back to the community, in the form of wages for services and indirectly through the increase in tax base from improved property values that will result.

The district will require better access to transportation, a big boost for potential employees looking for work and new employers. With regional bus, train and interstate bus travel centers in the nearby CCD district, alongside a multimodal approach to transportation, the district will be connected to the main CCD hub and access to employers by employees.

The adjacent CCD is expected to add more than 1000 jobs over the next two years, which could benefit the LIHD as an affordable place for new workers to live within walking distance

of work. A revitalized Lyell Ave commercial corridor will go a long way to attract these residents.

5. Attractiveness of the Downtown. Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces, housing at different levels of affordability and type, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

The Lyell Avenue corridor is under-developed and should be leveraged to develop a vibrant street life that will reactivate first-floor retail and foot traffic. There are signature structures such as the old Tent City Complex, the historic Lyell Avenue Firehouse, and the former National Trust Bank building, part of the Brown Square Health Center that could be rehabilitated using historic criteria to qualify for tax credits to offset part of their renovation costs. These structures would serve as visible “anchors” to enliven the streetscapes and provide connections to potential street-level commercial activities within each building.

Historic tax credits, both commercial and residential, are one of the fundamental tools that can be employed to help offset property improvement costs. Guidelines established within the district will create a framework for renovations and exterior appearances to help solidify street views and enliven the quality of public life for residents.

Decent, modern housing for low to middle-income singles, couples and families is scarce. However, if this is improved they could add significantly to the culture and economic sustainability that this district is fostering among young adults already living there. As the area continues to become more attractive to young adult professionals and millennials, more housing for them must be provided.

It is important to note here, that Little Italy San Diego, was recently named by FORBES, as one of the top 10 neighborhoods for millennials to live and work in -- in the nation. *(Please see the attachments below on Little Italy San Diego, a potential model of sustainability and for our proposed efforts, including their 2016 Annual Report, which conveys the significant opportunity that our historic district effort would present for Upstate NY, and the greater Rochester area’s prosperity.)*

Currently, there are few entertainment options in the proposed district. There are significant gaps that need to be filled to leverage and increase the attractiveness of the proposed district to appeal to not only young adults, but to all age groups. Significant progress needs to be made to increase the core population of the district that will support cultural venues. Young adults want walkable, diverse and complete streets, diverse with access to fresh food and retail, and ethnic restaurants that stay open after 5pm.

By increasing the attractiveness of the area, beautifying it, and developing multi-modal transportation, including better transportation to adjacent venues found in the CCD, young adults will be attracted to living and engaging in the district. Young adults who work downtown want varied forms of transportation that allows them to engage with the neighborhood, especially when commuting.

6. Policies to Enhance Quality of Life. Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, complete streets plans, or transit-oriented development. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The newly updated Rochester Master Plan implements a form-based code. This is not use-driven which helps focus development to fit the look and feel of downtown instead of addressing just functional needs. It suggests mixed-use mixed-income development. It prioritizes pedestrians over cars as long as safety is ensured.

The City has a Complete Streets Policy that is codified in City Code. A Bicycle Master Plan was completed in 2011. The City also has planned to conduct a more comprehensive transportation plan as part of the Comprehensive Plan Update. Kick-off is for end of 2016.

10 accepted principles of sound downtown economic development planning could be incorporated in the Little Italy Historic District that define smart growth within the district are as follows:

1. Mixed land uses
 - a. Mixed income/mixed used projects are the standard
2. Take advantage of compact building design
 - a. Existing and redevelopment of high density residential and commercial towers
3. Create a range of housing opportunities and choices
 - a. Rent range, all units: \$400 - \$3,268
 - b. 25 percent of rental units are subsidized
4. Create walkable neighborhoods
 - a. Amenities for proposed streetscape projects include:
 - i. Fully reconstructed sidewalks
 - ii. Enhanced landscaping (trees, planters)
 - iii. New street lighting
 - iv. Bike racks, benches
 - v. Recessed parking areas with space for up to 50 vehicles
 - vi. Bike lanes

5. Foster distinctive, attractive communities with a strong sense of place
 - a. Enhanced landscaping (trees, planters)
 - b. High Falls is a community by a water fall with rich ties to the industrial history of Rochester; East End
6. Preserve open space, farmland, natural beauty, and critical environmental areas
 - a. High Falls beauty, river trail access with parks - some trails are disconnected
 - b. Urban forest master plan
7. Provide a variety of transportation choices
 - a. Sidewalks, bike lanes, local and regional bus services, train
8. Make development decisions predictable, fair, and cost effective
 - a. Engage with the Citywide Comprehensive Plan Update process
 - b. Strategies are informed by data driven geographic and social impact based measurements
9. Encourage community and stakeholder collaboration in development decisions
 - a. A public call for proposal ideas was made prior to this submission and partners will be engaged in any follow-up work
 - b. Expand and target Business Grant and Loan Programs
 - c. To spur investment in downtown market-rate residential development, the City adopted property tax exemption programs for both rental and owner-occupied units

7. Poverty Reduction. The FLREDC has identified reduction of poverty as a primary goal of its regional economic development strategy. Please identify if and how the proposed revitalization efforts would provide an opportunity to support this strategy.

According to Census American Community Survey 2014 data, 65.6% of households in the Lyell Ave Corridor / Little Italy Historic District are living in poverty. If DRI funding is focused on the Lyell Avenue corridor, it would create accessible entry level jobs, primarily in first-floor retail, restaurants, entertainment, parks, maintenance, cleaning, landscaping and construction. It will also create opportunities for urban entrepreneurs who employ the difficult to employ. The envisioned Welcome Center and Credit Union, will also act as catalysts to reduce unemployment and poverty, by being sources of information for financial awareness, promoting entrepreneurship and easier access to small business loans, and also help develop re-education programs that promote connections with BOCES, local schools, trades and apprenticeship programs (partnering with unions to support proper training and fair wages). The historic district will promote a sense of dignity and pride, not typically associated with economically disadvantaged individuals, and this will empower individuals to realize their full potential and not believe that being poor is an excuse for not taking-on new challenges. Thus, we will provide these new challenges, and the initiative will help create a mindset that is positive and productive, and lead to a new generation of individuals that would build upon the work of previous generations – and promote renewed

motivation to pursue and realize the American Dream, just as our forefathers did 150 years ago. This effort will also embrace faith-based community groups who are now working alone, and with limited resources, to educate and encourage their followers, leading to a reduction in poverty and violence, and promoting greater respect within their communities.

8. Local Support. Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

The Little Italy Neighborhood Association, in cooperation with the City of Rochester, the Landmark Society of Western NY and the Community Design Center of Rochester, reached out to the community and asked them to share their thoughts on the proposed district revitalization effort. The Little Italy Association held two public “neighborhood input meetings” with neighborhood residents and business owners providing input. Both meetings were well attended. The overwhelming response was full and unconditional 100% support by all attendees, for the creation of the proposed district as the model with which to advance economic development in the Lyell Avenue Corridor. Additionally, the Lyell Business Association and the Lyell – Otis Neighborhood Association both fully support the formation of the Little Italy Historic District and will assist and support the realization of this vision.

The local lead for the program will be Baye Muhammad, Commissioner of Neighborhood & Business Development at the City of Rochester’s Neighborhood & Business Development Department: (baye.muhammad@CityOfRochester.gov). He will assist in the convening and assembling of outside experts and a local DRI Planning Committee to oversee the plan, with the other primary contact for the Little Italy Historic District project, Mr. Silvano Orsi, Chairman and President of the Little Italy Neighborhood Association, Inc. *(a 501[c][3] Non-profit Organization and District Management Corporation.)*

9. Other. Provide any other information that informed the nomination of this downtown for a DRI award.

Attached is a detailed historic narrative of the district; a summary of survey results of the two neighborhood input meetings; various photos representing the current state of affairs of the proposed district; a potential development proposal for the old Tent City Complex on Lyell Ave; a detailed proposal from New City America; information on Little Italy San Diego (Annual Report 2016 and related news articles).

- b. Main Street “street-scaping” program is finalized and should begin soon
- 8. Provide a variety of transportation choices
 - a. Sidewalks, bike lanes, local and regional bus services, train
- 9. Make development decisions predictable, fair, and cost effective
 - a. Master plan was updated in 2014
 - b. Strategies are informed by data driven geographic and social impact based measurements
- 10. Encourage community and stakeholder collaboration in development decisions
 - a. A public call for proposal ideas was made prior to this submission and partners will be engaged in any follow-up work
 - b. Main Street Assistance Program allows the City to provide financial assistance in the Center City through an array of flexible terms including low interest loans, grants, interest rate subsidies and job growth credits.
 - c. To spur investment in downtown market-rate residential development, the City adopted property tax exemption programs for both rental and owner-occupied units

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[Revised May 17, 2017 by Silvano D. Orsi]

HISTORICAL NARRATIVE

ITALIAN SETTLEMENT AND MIGRATION

CITY OF ROCHESTER, NY – LYELL AVENUE CORRIDOR

The purpose of this paper is to present evidence to be used by the Landmark Society of Western New York and the Little Italy Neighborhood Association, Inc., of Rochester, NY, in their collaborative effort to seek and obtain “Little Italy Historic District” designation for a specific area located along the Lyell Avenue corridor in the City of Rochester, N.Y. More specifically, the area located on the west side of the city, which saw the bulk of Italian settlement over the past 150 years, known as the Lyell Avenue corridor.

In 1815, (before the City of Rochester was founded in 1817), Lyell Avenue was named after Phillip Lyell, a Gates Commissioner at the time, known for his service to the community. The initial boundaries for the proposed Little Italy Historic District would be from the corner of Lake and Lyell Avenues (to the East) to the corner of Broad Street, Dewey Avenue and Lyell (to the West), and primarily one building or property deep, to the North and South of that proposed area. *(Please see the historic district map below.)*

One of the principal causes of Italian immigration to the United States was the “Risorgimento” (Unification of Italy), during the period of 1860 to 1870, and the subsequent two World Wars. The unification (and wars) caused many economic difficulties for the people of Italy, especially Southern Italy.

The first Italian immigrant arrived to Rochester, NY, in 1860, but his name is unknown and not recorded. Many Italian immigrants initially came to Rochester and the Upstate NY area for very short periods, during the 1800’s, to work on the railroads, or to help dig the enlargement of the Erie Canal (the Barge Canal), and they lived and worked under extremely harsh conditions, often times discriminated against and treated poorly, as simple uneducated “Day-laborers” *(a term for Italians who didn’t understand English and who came to the U.S. as laborers, earning a meager daily wage, and which later morphed into the ugly racial slur “Daygo”, a term which is still used – unfortunately – even to this day).*

The first Italian immigrant to be listed in the City of Rochester's directories was Domenico Sturla (1868), an organ grinder, who resided in Carthage Alley, an area known as "Sleepy Hollow", located north of Andrews Street and between St Paul Street and the Genesee River, now known as "Old Rochesterville".

In 1868, two other Italians, Isaac and John Verspelle, also resided just north of the train tracks near what is now the Inner Loop area, and near the area of Front and Mill Street, at the mouth of the Lyell Avenue corridor. In 1878, an Italian settlement existed in an area near North Street and St Paul St., called "Poison Row". Eventually, the Poison Row settlement was demolished in 1887, by Board of Health order, for its squalor, and its residents moved to another crowded tenement on North Water Street, Platt Street and near State Street, again near the mouth of the Lyell Avenue corridor, where in 1889, an "Italian Mission" was set up by several prominent matrons, near the area of Lake Avenue and State Street, headed by C.R. Cutler and her associates. The Italian Mission served to educate Italian immigrants who were turned away from night school, due to their inability to understand English at that time. In 1896, the Italian colony's first non-political men's club was formed, called "La Societa Italiana", made up of primarily west-siders from Front St., Mill St, Lyell Avenue and the Jay Street area neighborhoods. Also in 1896, the "West End Italian Political Club" was formed by west-side homeowners, who hailed primarily from the Jay Street and the Lyell Avenue corridor area. In 1896, Bishop McQuaid (*Rochester's first Bishop, who strongly believed in integrating Italian and Irish immigrants into the local Catholic Church and Diocese*), helped establish "Holy Apostles Church" on the corner of Lyell Avenue and Austin St, as a Parish to welcome the Italians and all new immigrants who populated the area.

In 1898, the Italians further confirmed the initial organization of their little "colony" on the Lyell Avenue corridor (*"colony" was the term used by City of Rochester Historian Blake McKelvey in his historical recount listed below in the bibliography*), establishing the first Italian-built Catholic Church in the City of Rochester, known as St. Anthony of Padua Church, which was originally located close to Lyell and Lake Avenue, on the corner of Jay Street and State Street, near the historic DiPaolo Bakery, which still operates there to this day. Later, St. Anthony's Church was moved north along the Lyell Avenue corridor, a few blocks away, to the area now known as Jones Square Park, on Lorimer Street.

In the late 1880's, as the number of Italian families and newcomers in Rochester overflowed the original tenements located in the St. Paul Street and North Street area, the Italian "colony" began its more dense migration to the area near the mouth of the Lyell Avenue corridor, (*near Front and Mill Streets, as depicted by the yellow stars in the map below*), headed West towards Broad Street and Sherman Street.

In 1901, the Baden Street Settlement was started, first to help Jewish immigrants, and later the Italian immigrants. The first “Italian Democratic Committee” was established in the 5th ward, near the Jewish community, and near what is now the Town of Brighton, and it was led by Michael Cariola. In 1906, there was a location actually referred to as “**Little Italy**” in Rochester, *(as mentioned by City of Rochester Historian Blake McKelvey in his historical recount listed below in the bibliography section)*, indicating that the Italian colony had better-organized itself at that time, and that it extended from the mouth of the Lyell corridor, near Front Street and Mill Street, into the area of Lake Avenue, Lyell Avenue, Lorimer Street and Jay Street, where the Italians had primarily settled and built their church, and where they set up many shops, businesses, saloons, bakeries and other commercial activities. *(See map below for business names.)*

The flourishing Italian community, however, quickly out-grew their St. Anthony of Padua Parish, which numbered around 14,000 people in 1907. Bishop McQuaid entrusted Father Gefell to organize and build “Our Lady of Mount Carmel”, which opened in 1909, located at 53 Ontario Street, *(near the areas of Central Park, North Street, Scio Street, Avenue D and the North Clinton Avenue area, which was known as another Italian neighborhood called “Mount Allegro”, as described in Jerre Mangione’s famous book, entitled, “Mount Allegro”. Our Lady of Mount Carmel was in close proximity to the Rochester Public Market area, East of the Genesee River and High Falls, where many Italians had also settled in the early 1900’s. Many Italians immigrated to Rochester as tailors, and wanted to be closer to Rochester’s budding clothing industry and factories, near Clinton Avenue, such as Hickey Freeman, Bonds and Timely Clothes.)*

In 1910, the “DiPaolo Baking Co.” was established, originally located on Ontario Street. *(Note: In 1920, DiPaolo purchased an old church at 598 N. Plymouth Ave, previously called Frank St., near Lyell Ave, to expand operations. At that time, there were 10 Italian bakeries in the Lyell Ave neighborhood alone.)* The “Gioia Pasta Company”, also founded in 1910, operated a pasta and packaging plant on the corner of Cameron Street and Parkway, less than one block north of Lyell Avenue and near Dewey Avenue.

While most Italian immigrants and their families were Catholics, it is important to note that a few were Protestants, *(actually known as “Waldensians” at the time, hailing from a congregation founded in the Middle Ages)*. These immigrants settled near the Broad, Lyell, Jay and Smith Street areas *(near the area that is currently known as the Josanna neighborhood area)*, and their church was built at 766 Broad Street, off of Lyell Avenue, and it opened in 1915. It was called the “Italian Presbyterian Church” and its parishioners were often pelted with stones by those who opposed the Italians and their protestant faith.

The “More Candy Company” was started in 1916 by an Italian father and son, David and Ray Cassaretti, at 31 Mill Street, near the Lyell corridor, where it had made its home for over 50 years. *(Note: In 1966, More Candy moved to 54 Brown Street, and in 1970, Douglas Lee Rook Sr. bought the company. In 1983, the land and building were sold back to Eastman Kodak. In 1993, the company dissolved.)*

The Charles Settlement House was founded in 1917 at 445 Jay Street, by Miss Harriet Barry and a group of Catholic lay women as an affiliate of the Catholic Charities. These women assisted Italian, and later German, immigrants to settle in the community. *(Note: Later in the 1990’s a Community Center was also established by the United Neighborhood Centers of Greater Rochester Foundation, which the Charles Settlement House is part of, to provide more coordinated, comprehensive services to neighborhood residents right in the Lyell Avenue neighborhood area. Many sites were examined as possible locations for the Community Center. Finally a property was acquired in 1995, north of Lyell Avenue, on Parkway Avenue, [originally the Gioia Macaroni plant mentioned above] and the Community Center was opened in 1997.)*

Workers at Rochester’s “Bond Bakery”, which was part of the “General Baking Co.”, helped found “Petrillo’s Bakery”, which was established in 1920 on Lyell Avenue, where it still operates today. *(It is important to note here that during the period of the 1920’s to the 1940’s, Italian immigrants were banned from entry to the United States, and were considered “enemy aliens”, during World War II, along with the Japanese and Germans. Yet during that time, the Italians that had made it to Rochester, were very resourceful, and began to form many businesses, all along the Lyell and Jay corridor.)* In the early 1920’s, the City of Rochester established a Police Station, with a mini-jailhouse behind it, on the north side of Lyell Avenue, between Myrtle Street and Cameron Street. It is now an historic apartment building.

In 1929, the “Congrega dei Santi Martiri di Celano” *(a Catholic Women’s Society formed by Italian immigrants from the City of Celano, L’Aquila, in the Abruzzi region of Italy)* formed at Saint Anthony of Padua Church, where it regularly held its meetings, and planned annual dinners and exciting cultural festivities, to celebrate St. Anthony of Padua and the three Martyred Saints of Celano *(the S.S. Santi Martiri di Celano)*, also holding lavish Grand Processions around the surrounding area of Jones Square Park.

At approximately the same time (late 1920’s), Italian immigrants of primarily Neapolitan (Pignataro) and Sicilian origins, held their annual celebration of St. Giorgio (St. George), in the area of Smith Street and Lyell Avenue, utilizing the old St. Patrick’s Church (later becoming St. Patrick’s Cathedral). *(Note: St. Patrick’s was Rochester’s first Catholic Church, founded more than a decade before the City of Rochester. St. Patrick’s was also the area’s first Cathedral, and it served that role for decades before*

Eastman Kodak Co. bought it and then demolished the property in 1937, to expand its growing industrial empire. As the center of what later became the Catholic Diocese of Rochester, four bishops were consecrated at St. Patrick's, highlighting the strong faith and presence of Italian and Irish immigrants on the west-side, near the Lyell corridor, and more specifically, near Platt St. and North Plymouth Avenue.)

When the Bausch Street Bridge was built in 1931, it facilitated easier access to the “Little Italy” that had formed on the west side, along the Lyell Avenue and Jay Street corridor, and many east side Italian residents moved across the river to the more bustling Lyell Avenue and Jay Street areas.

By that time, the population of Italian immigrants increased twenty-fold in Rochester, primarily in the Lyell Avenue area, where skilled laborers were employed as masons, carpenters and in other trades, or later as assembly line workers in the Lyell Avenue area’s many industrial factories. In 1932, John Veltre opened the “Veltre’s Bakery” on Parkway Street, just off of Lyell Avenue, and right next door to Roncone’s Restaurant, the Rochester area’s oldest Italian restaurant, which was established in 1937. John Veltre also bought “Zazzara Bakery”, on the opposite corner from Roncone’s, and later on Otis St. A year before that, in 1936, “Al’s Stand”, a Rochester institution, opened its doors for business at 249 Saratoga Street.

In 1949, the Mastrella family opened the famous “Rocky’s Restaurant” on Jay Street. In the early 1950’s, the Italian-owned and former “Marianetti Funeral Home” was established on Plymouth Avenue, near Jones Square Park, and near the St. Anthony of Padua Church. At approximately the same time, Dr. Scinta, MD, who spoke fluent Italian, opened his practice at the corner of Plymouth Avenue and Lyell Avenue, to primarily serve the area’s many Italian residents at that time. The early 1950’s also saw the establishment of noteworthy Italian businesses, such as “Shortino’s Meat Market” on Jay Street, the well-frequented “Pop’s Pub” on Lyell Avenue near Saratoga Street (where many Italian men went to play cards and have a few drinks with their friends), and “Celentano’s Market” on Lyell Ave, north of Whitney Street, where the Italians went to purchase their imported Italian music records and housewares. In 1953, the “Italian American Sports Club” was established near the corner of Sherman Street and Lexington Avenue. In 1959, “Martusciello’s Bakery” opened at 229 Saratoga Street, and now operates on Lyell Ave in Gates. In 1966, the historic “Nacca’s Bakery” was established at 463 Jay Street, where it still operates today.

The "Celanese Sports Club" was formed in the early 1970's, in a building the Celanese men purchased on Lyell Avenue, near Murray Street, close to Holy Apostle’s Church. It was a well-frequented club for many years, by Italians from every region of Italy. The Celanese also held a yearly "Celanese Picnic" at Seneca Park, which was well-frequented by Italians and non-Italians alike, from across the city.

“Little Italy” on the Lyell Avenue and Jay Street corridor strengthened in numbers, and continued to expand westward, down Lyell Avenue in the late 1970’s and early 1980’s, into the Town of Gates, which to this day, still features a very prosperous Italian culture and family presence, primarily on Lyell Avenue and Spencerport Road, where many Italian businesses still exist, such as bakeries, restaurants, shops, dentists, insurance agencies, travel agencies and other noteworthy commercial activities. In the mid-1990’s the Italian American Community Center board met at a location on Lyell Avenue owned by C&C Imports, directly across from Wegman’s on Lyell Ave, and later built a building in the Town of Gates.

In 2016, the Little Italy Neighborhood Association, Inc., (“LINA”) formed in Rochester, NY, as a 501(c)(3) non-profit corporation and public charity, seeking the formal commemoration of the over 150 year history of the Italian culture’s settlement and migration along the famous Lyell Avenue corridor, with the hope of attaining “Little Italy Historic District” status for an initial, small, and well-defined area on Lyell Avenue, where Rochester, NY’s “Little Italy” began, and later expanded, in its historic heyday.

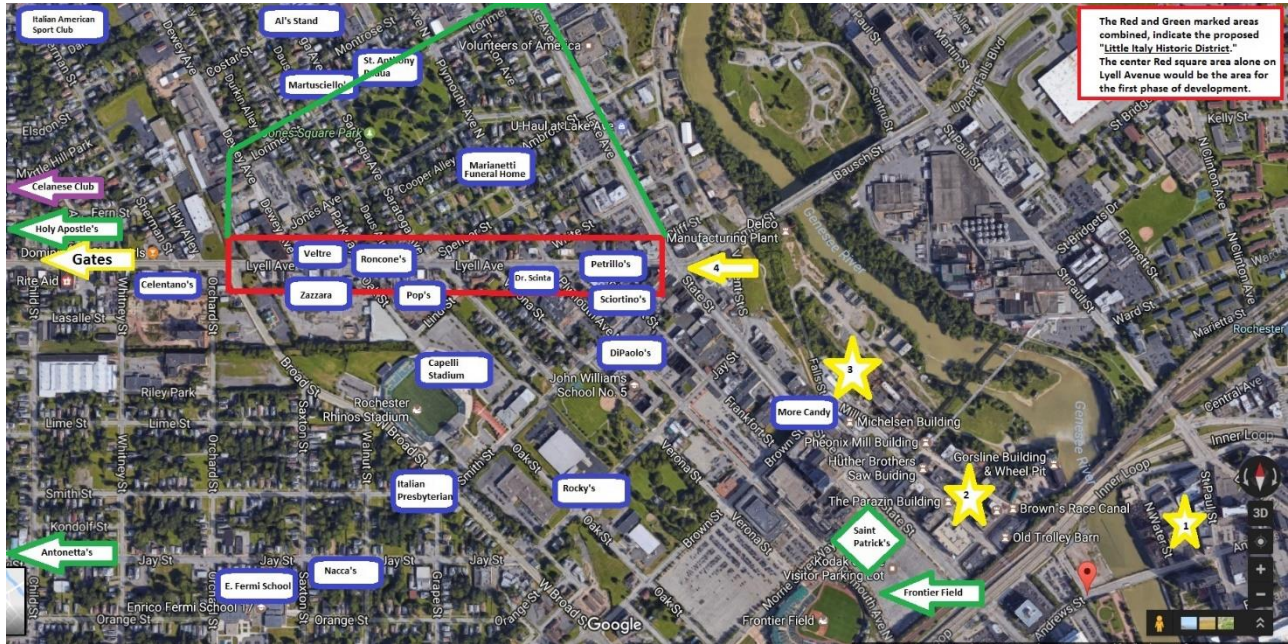
LINA’s mission is to commemorate that splendid 150 year history, and then potentially utilize the historic district designation, in an effort to secure funding for potential development and revitalization of the area. LINA is intent on attracting new retail, housing and business investment to the Lyell corridor; and is determined turn the area around, into a safe, prosperous and vibrant “destination place”, and new economic driver for the Rochester area and the greater Upstate NY region. LINA aspires to create not only an attractive historic district and an exciting meeting place for all cultures, but also a very inclusive “Little Italy Cultural Welcome Center” and “Community Benefit District”, which could welcome all cultures and new immigrants to the area, helping them acclimate to Rochester, as they settle in the area and seek the American Dream; just as the Italians did – and still do – to this day, and for the past 150 years. LINA’s goal is to initiate a rebirth of the area, and create a truly magical place for our city, which the entire community could celebrate and enjoy together, and which conveys the warmth, friendship and diversity of Rochester, re-establishing “Little Italy” as a vital gateway and true historical treasure of our city.

(This historical narrative was authored by: Dr. Luigi Velocci, OD and Silvano D. Orsi, LL.M., in April 2017.)

BIBLIOGRAPHY

- *The Italians of Rochester an Historical Review* (1960) by Blake McKelvey, City of Rochester Historian
- *Italians in Rochester, NY* (1900-1940) by Frank A. Salamone
- *What Ever Happened to St. Patrick’s Church* by Alan Morelle (2015), Democrat & Chronicle Newspaper
- *Mount Allegro* by Jerre Mangione (1943)

PROPOSED "LITTLE ITALY HISTORIC DISTRICT" MAP



The red and green areas combined indicate the proposed Little Italy Historic District area along the Lyell Avenue corridor. Red area alone indicates the area targeted for the first phase of potential development.

Some businesses (shown in blue) are no longer there but many still remain along the Lyell Avenue corridor.

The yellow stars indicate the areas where the first few Italian families settled in the late 1860's, later migrating towards the mouth of the Lyell corridor, and then to the Lyell Avenue and Jay Street area, which subsequently developed as Rochester, New York's original "Little Italy" neighborhood and historic district.



www.LittleItalyROC.com

SURVEY SUMMARY

MARCH 23RD, 2017 NEIGHBORHOOD MEETING

There was 100% support for the establishment of the Little Italy Historical Neighborhood.

There was a 6 to 5 split between residents vs nonresidents.

Regarding investments: Private: 1 Government: 0 Both: 9

Time frame for developments: 1 yr – 6 ; 2 yrs – 4; 3 yrs – 3; 4yrs- 1; 5yrs - 1

Size of business: Small - 8; Big Box Stores - 0 ; Both – 3

Majors concerns: Safety:	8
Property values:	4
Taxes:	3
Social activities:	7
Shopping:	5
Green spaces	3
Public transportation:	5
Beautification:	8
Maintenance	4

General comments:

Enlarge the district from the current map borders.
Could be a great model for other neighborhoods.
Need a lot of seed money.

Conclusion:

It appears that people are more concerned with quality of life rather than economic gains !!
They would like to promote and support more local small businesses, overwhelmingly !!
People would like to see changes within 3 years. This is indicative of the angst that prevails .
People would like to see government involvement in improving the lives of individuals.



NEIGHBORHOOD INPUT MEETING

THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: Own or Rent a Home Business Both near Lyell/Jay area? YES NO

2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:

Support Oppose (circle one)

3. Do you prefer to see: Private Government Both investment in the area? (circle one)

4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)

5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)

6. What are your major concerns? (please circle all that apply)

Safety Property Values Taxes Social Activities Shopping (food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance

Other (please tell us):

7. In which Zip Code do you live? 14580

8. Comments:

Marketing Coordinator for Gaetano Abbate Contracting & Consulting 532 N. Plymouth Ave.

9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle one)

10. Your contact details (Email, Tel, Address):

Georgiana Zicari
ggzicari@gmail.com - 585 217-3282

THANK YOU!



NEIGHBORHOOD INPUT MEETING

THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: **Own** or **Rent** a **Home Business Both** near Lyell/Jay area? **YES NO**
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
Support Oppose (circle one)
3. Do you prefer to see: **Private Government Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 **(2)** 3 4 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses Big Box Stores Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety Property Values Taxes Social Activities Shopping (food, clothing, housewares) **Green Spaces Public Transportation Beautification Maintenance**
Other (please tell us):

7. In which **Zip Code** do you live? 14608

8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle one)

10. Your contact details (Email, Tel, Address): Marye.Mateo@gmail.com

THANK YOU!



NEIGHBORHOOD INPUT MEETING
THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: **Own** or **Rent** a **Home Business** **Both** near Lyell/Jay area? **YES** **NO**
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
Support **Oppose** (circle one)
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 **3** 4 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

7. In which **Zip Code** do you live? 14624
8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle one)
10. Your contact details (Email, Tel, Address): marcoceltrara@yahoo.com
2 Sun Grove La Roch NY 14624 585-520-3703

THANK YOU!



NEIGHBORHOOD INPUT MEETING
THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: **Own** or **Rent** a **Home Business** **Both** near Lyell/Jay area? **YES** **NO**
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
Support **Oppose** (circle one)
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? **1** 2 3 4 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

7. In which **Zip Code** do you live? 14450
8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle one)
10. Your contact details (Email, Tel, Address): Burgose359@gmail.com

THANK YOU!



NEIGHBORHOOD INPUT MEETING

THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: Own or Rent a Home Business Both near Lyell/Jay area? YES NO
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
Support Oppose (circle one)
3. Do you prefer to see: Private Government Both investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
steady steps
5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
6. What are your major concerns? (please circle all that apply)

Safety **Property Values** **Taxes** **Social Activities** **Shopping** (food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**

Other (please tell us):

All of above

7. In which Zip Code do you live? own 14608 14611
8. **Comments:** _____
9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle one)
10. Your contact details (Email, Tel, Address): Scott Benjamin

CHARLES SETTLEMENT HOUSE, 71 PARKWAY 14608

SCOTT.BENJAMIN@CSHROC.ORG

THANK YOU!

445-3900



NEIGHBORHOOD INPUT MEETING
THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: Own or Rent a Home Business Both near Lyell/Jay area? YES NO
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
Support Oppose (circle one)
3. Do you prefer to see: Private Government Both investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
6. What are your major concerns? (please circle all that apply)
Safety Property Values Taxes Social Activities Shopping (food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance
Other (please tell us):

7. In which **Zip Code** do you live? 108
8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle one)
10. Your contact details (Email, Tel, Address): _____

THANK YOU!



NEIGHBORHOOD INPUT MEETING

THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: **Own** or **Rent** a **Home Business Both** near Lyell/Jay area? YES NO
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
 Support **Oppose** (circle one)
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

7. In which **Zip Code** do you live? _____
8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle one)
10. Your contact details (Email, Tel, Address): JFORNATI@ROCHESTER.NY.COM

THANK YOU!



NEIGHBORHOOD INPUT MEETING

THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: **Own** or **Rent** a **Home Business Both** near Lyell/Jay area? **YES NO**
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
Support Oppose (circle one)
3. Do you prefer to see: **Private Government Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? **1 2 3 4 5** years. (circle one)
5. Would you prefer to see more: **Small Businesses Big Box Stores Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety Property Values Taxes Social Activities Shopping (food, clothing, housewares) **Green Spaces Public Transportation Beautification Maintenance**
Other (please tell us):

7. In which **Zip Code** do you live? 14534

8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle one)

10. Your contact details (Email, Tel, Address): BOB FORNATAZZO@GMAIL.COM

THANK YOU!



NEIGHBORHOOD INPUT MEETING

THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: Own or Rent a Home Business Both near Lyell/Jay area? YES NO

2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:

Support Oppose (circle one)

3. Do you prefer to see: Private Government Both investment in the area? (circle one)

4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)

5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)

6. What are your major concerns? (please circle all that apply)

Safety Property Values Taxes Social Activities Shopping (food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance

Other (please tell us):

including other cultures into district

7. In which Zip Code do you live? 14620 - South Wedge

8. Comments: I think the District should be much Phelps bigger - from Lyell to Dewey to Bloss ~~to~~ to take back to Lyell. There are more large Commercial Bldgs (40 and TC homes for

9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle one)

10. Your contact details (Email, Tel, Address): pbarrelli@barrelliyots.com
490-1835

THANK YOU!



NEIGHBORHOOD INPUT MEETING

THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: **Own** or **Rent** a **Home Business** **Both** near Lyell/Jay area? **YES** **NO**
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
Support **Oppose** (circle one)
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 **3** 4 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):
I worry about displacing low income people who live there. Will there be mixed age/economic levels there? There should be.
7. In which **Zip Code** do you live? 14624
8. **Comments:** We live in Gates near Lyell and I believe Lyell would make a great model neighborhood.
9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle one)
10. Your contact details (Email, Tel, Address): sande2000@live.com
247-3707; 2557 Buffalo Rochester, NY 14624

THANK YOU!



NEIGHBORHOOD INPUT MEETING
THURSDAY, MARCH 23rd 7:00-9:00 PM

SURVEY QUESTIONS

1. (Circle) Do you: **Own** or **Rent** a **Home Business Both** near Lyell/Jay area? **YES NO**
2. With regard to our efforts to revitalize the area and commemorate the defined area (see map) with historic district designation as Rochester's "Little Italy Historic District" do you:
Support **Oppose** (circle one)
3. Do you prefer to see: **Private Government Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? **1 2 3 4 5** years. (circle one)
5. Would you prefer to see more: **Small Businesses Big Box Stores Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety Property Values Taxes Social Activities Shopping (food, clothing, housewares) **Green Spaces Public Transportation Beautification Maintenance**
Other (please tell us):

7. In which **Zip Code** do you live? 14624

8. **Comments:** you need huge seed money.

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle one)

10. Your contact details (Email, Tel, Address): niles@redhotmail.com
585-247-3707 2987 Buffalo Road - Roch. NY 14624

THANK YOU!

SURVEY SUMMARY

Neighborhood Input Meeting

Tuesday May 23rd, 2017

There was 100% support by attendees. The ratio of residents to non-residents was 8:7.

Home owners: 6 Business owners: 5

Renters: 1 Business renters: 2

Type of investments desired: Private: 1 Government only: 0 both: 15

Time for implementation: 1-2 yrs: 11 3-4 yrs: 4 5 +yrs: 1

Size of Businesses: Small: 8 Big Boxes only: 0 Both: 8

Major Concerns:

Safety: 19

Property values: 5

Taxes: 5

Social activities: 10

Shopping: 11

Green spaces: 10

Public transportation: 4

Beautification: 19

Maintenance: 13

Other: Building rehabilitation and promoting small business establishment.

Conclusions:

As in the last survey, taxes and property values are not a major concerns, but quality of life is much more important. Establishing small businesses vs big box store are split 50:50. Preservation and rehabilitation of current buildings is also important.

Finally, all but one resident would like equal partnership between private individuals and government. These appear to be more realistic expectations than the last survey.



PRESENTATION

NEIGHBORHOOD INPUT MEETING

TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you Own or Rent -- a Home **Business** or **Both** -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:

(please circle one) Support **Oppose**

3. Do you prefer to see: **Private** **Government** Both investment in the area? (circle one)

4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one) TOMORROW

5. Would you prefer to see more: Small Businesses **Big Box Stores** **Both** (circle one)

6. What are your major concerns? (please circle all that apply)

Safety **Property Values** **Taxes** Social Activities Shopping (for food, clothing, housewares) **Green Spaces** Public Transportation Beautification **Maintenance**
Other (please tell us):

7. Which **Zip Code** do you live in? 14606 since 1987

8. **Comments:** I am overboard 110% !!

14601
since 1975
→ 1987

9. May we contact you and include you on our U.S. mail and email list? Yes or **No** (circle)

10. Your contact details (Name, Business Name, Email, Tel, Address):

PAMELA DAVIS 134 CAMERON ST 14606

NICENRG@AOL.COM 773-5170

THANK YOU!



PRESENTATION

NEIGHBORHOOD INPUT MEETING

TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you: Own or Rent -- a Home Business or Both -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) Support Oppose
3. Do you prefer to see: Private Government Both investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
6. What are your major concerns? (please circle all that apply)

Safety Property Values Taxes Social Activities Shopping (for food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance
Other (please tell us):

Home owner & occupy

7. Which Zip Code do you live in? 14608
8. Comments: _____

9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address):

GARY Goldstein 210 SPENCER ST 14608
458-5796 g.goldstema4@400.com

THANK YOU!



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am
SURVEY QUESTIONS

1. (Circle choices) Do you Own or Rent -- a Home Business or Both -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) Support Oppose
3. Do you prefer to see: Private Government Both investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
6. What are your major concerns? (please circle all that apply)

Safety Property Values Taxes Social Activities Shopping (for food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance

Other (please tell us):

Has to be attractive and safe - great potential

7. Which Zip Code do you live in? 14611
8. Comments: _____
9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address):
ROSHAN T, SARATOGA PHARMACY
SARATOGA PHARMACY 585-458-2326

THANK YOU!



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am
SURVEY QUESTIONS

1. (Circle choices) Do you: **Own** or **Rent** -- a **Home Business** or **Both** -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) **Support** **Oppose**
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 **5** years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (for food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

7. Which **Zip Code** do you live in? 14608
8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address): _____
Saratogax@gmail.com

THANK YOU!



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you: **Own** or **Rent** a **Home Business** or **Both** -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) **Support** **Oppose**
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 **3** **4** 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (for food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

7. Which **Zip Code** do you live in? 14608
8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address): _____

THANK YOU!



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

- (Circle choices) Do you: **Own** or **Rent** -- a **Home Business** or **Both** -- near Lyell?
- With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) **Support** **Oppose**
- Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
- How soon would you like to see the changes to the area? **1 2 3 4 5** years. (circle one)
as soon as possible, but I know it will take time
- Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
- What are your major concerns? (please circle all that apply)
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (for food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):
Rehabilitation of existing buildings
- Which **Zip Code** do you live in? 14612
- Comments:** I do not live in the neighborhood, but am very interested in the historic ~~aspect~~ and reuse aspect of the proposed district.
- May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle)
- Your contact details (Name, Business Name, Email, Tel, Address):
Gina DiBella, Historic Preservation Consultant
ginamclibella@gmail.com

THANK YOU!



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you: **Own** or **Rent** -- a **Home** **Business** or **Both** -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) **Support** **Oppose**
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 **3** 4 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)

Safety **Property Values** **Taxes** **Social Activities** **Shopping** (for food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

-
-
7. Which **Zip Code** do you live in? 14613
 8. **Comments:** _____

 9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle)
 10. Your contact details (Name, Business Name, Email, Tel, Address):
MMA X55C peoplepc.com

THANK YOU!



PRESENTATION

NEIGHBORHOOD INPUT MEETING

TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you: Own or Rent -- a Home Business or Both -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) Support Oppose
3. Do you prefer to see: Private Government Both investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
6. What are your major concerns? (please circle all that apply)

Safety Property Values Taxes Social Activities Shopping (for food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance
Other (please tell us):

7. Which Zip Code do you live in? 14611
8. Comments: Worked for 2 previous Business Associations on Lyell. Still try to be involved.
9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address):
Mary Wallace 33 Barker St. 14611
633-2409 (H) 285-6556 (C)

THANK YOU!



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am
SURVEY QUESTIONS

1. (Circle choices) Do you: **Own** or **Rent** -- a **Home Business** or **Both** -- near Lyell? **NO**
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) **Support** **Oppose**
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 **3** 4 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (for food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):
ENCOURAGING ENTREPRENEURSHIP
7. Which **Zip Code** do you live in? 14620
8. **Comments:** _____
9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address): _____

PAUL D. MINOR, ARCHITECT MINORARCH@aol.com 585-209-0054
& PRESIDENT ROCHESTER NORTHWEST ROTARY CLUB
THANK YOU! (MEETS @ CHARLES SETTLEMENT HOUSE)
111 AVERILL AVE
ROCHESTER, 14620



PRESENTATION

NEIGHBORHOOD INPUT MEETING

TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you: **Own** or **Rent** -- a **Home Business** or **Both** -- near Lyell? *Neither*

2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:

(please circle one) **Support** **Oppose**

3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)

4. How soon would you like to see the changes to the area? 1 2 **3** 4 5 years. (circle one)

5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)

6. What are your major concerns? (please circle all that apply)

Safety **Property Values** **Taxes** **Social Activities** **Shopping** (for food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

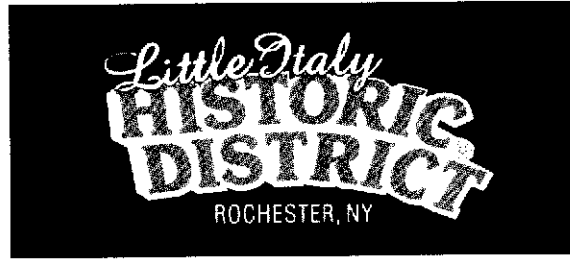
7. Which **Zip Code** do you live in? *14613*

8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle)

10. Your contact details (Name, Business Name, Email, Tel, Address): *Shaguavia Williams, Ameri Corps member, shaguavia.williams@libraryweb.org*
(585) 428-8218, 619 Clay Avenue Rochester NY 14613

THANK YOU!



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you: Own or Rent -- a Home Business or Both-- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) Support Oppose
3. Do you prefer to see: Private Government Both investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
6. What are your major concerns? (please circle all that apply)
Safety Property Values Taxes Social Activities Shopping (for food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance
Other (please tell us):

7. Which Zip Code do you live in? 14608
8. Comments: _____

9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address): _____

Steve Kimb, HIPHOPWORM, HIPHOPWORMONLINE@YAHOO.COM
585,214-9828, 222 LYELL AVE

THANK YOU!



PRESENTATION

NEIGHBORHOOD INPUT MEETING

TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

Librarian at Lyell Library

1. (Circle choices) Do you: **Own** or **Rent** -- a **Home Business** or **Both** -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) **Support** **Oppose**
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? **1** **2** **3** **4** **5** years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply)

Safety **Property Values** **Taxes** **Social Activities** **Shopping** (for food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

7. Which **Zip Code** do you live in? 14620
8. **Comments:** _____
9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address): _____

Jennifer Cherelin Adult Librarian, Lyell Branch Library
jennifer.cherelin@libraryweb.org, 428-8218

THANK YOU!



PRESENTATION

NEIGHBORHOOD INPUT MEETING

TUESDAY, MAY 23rd 10:00 - 11:00am

SURVEY QUESTIONS

- 1. (Circle choices) Do you: Own or Rent -- a Home Business or Both -- near Lyell?
- 2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) Support Oppose
- 3. Do you prefer to see: Private Government Both investment in the area? (circle one)
- 4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
- 5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
- 6. What are your major concerns? (please circle all that apply)

Safety Property Values Taxes Social Activities Shopping (for food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance
Other (please tell us):

7. Which Zip Code do you live in? 14606

8. Comments: _____

9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle)

10. Your contact details (Name, Business Name, Email, Tel, Address): _____

Miriam Rivera mmriva14@
farmers Insurance farmersagent.com

THANK YOU!

585-360-0094
1038 Lyell Ave



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you: Own or Rent -- a Home Business or Both -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) Support Oppose
3. Do you prefer to see: Private Government Both investment in the area? (circle one)
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
6. What are your major concerns? (please circle all that apply)

Safety Property Values Taxes Social Activities Shopping (for food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance
Other (please tell us):

-
-
7. Which Zip Code do you live in? 14608
 8. Comments: _____

 9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle)
 10. Your contact details (Name, Business Name, Email, Tel, Address): _____
98 Lyell Ave Rochester NY 14608

THANK YOU!



PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 – 11:00am
SURVEY QUESTIONS

1. (Circle choices) Do you: **Own** or **Rent** -- a **Home Business** or **Both** -- near Lyell?
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) **Support** **Oppose**
3. Do you prefer to see: **Private** **Government** **Both** investment in the area? (circle one)
4. How soon would you like to see the changes to the area? **1** 2 3 4 5 years. (circle one)
5. Would you prefer to see more: **Small Businesses** **Big Box Stores** **Both** (circle one)
6. What are your major concerns? (please circle all that apply) *All of them*
Safety **Property Values** **Taxes** **Social Activities** **Shopping** (for food, clothing, housewares) **Green Spaces** **Public Transportation** **Beautification** **Maintenance**
Other (please tell us):

7. Which **Zip Code** do you live in? 14624 business in 14606
8. **Comments:** _____

9. May we contact you and include you on our U.S. mail and email list? **Yes** or **No** (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address): _____

Char Hacker Psychics Therapy 1460 Lyell Ave
ps:kie101@aol.com 473-4230

THANK YOU!

* My properties on Lyell Ave
* 461, 468, 470, 474, 476, 480

* The council and Mayor know me very well



* These houses were built circa 1900

* Hope to use and develop these properties into museum and Italian coffee shops and shops

PRESENTATION
NEIGHBORHOOD INPUT MEETING
TUESDAY, MAY 23rd 10:00 - 11:00am

SURVEY QUESTIONS

1. (Circle choices) Do you: Own or Rent -- a Home Business or Both -- near Lyell? ART Gallery shops Italian themes
2. With regard to our efforts to revitalize the area, and commemorate it's 150 year history, with the Landmark Society of WNY, as Rochester's "Little Italy Historic District", do you:
(please circle one) Support Oppose Big supporter we need everybody's help
3. Do you prefer to see: Private Government Both investment in the area? (circle one) Help
4. How soon would you like to see the changes to the area? 1 2 3 4 5 years. (circle one)
5. Would you prefer to see more: Small Businesses Big Box Stores Both (circle one)
6. What are your major concerns? (please circle all that apply)
Safety Property Values Taxes Social Activities Shopping (for food, clothing, housewares) Green Spaces Public Transportation Beautification Maintenance
Other (please tell us):
Public Safety is a Big Big issue city Hall City Council most help
7. Which Zip Code do you live in? 14606
8. Comments: Great presentation Today at Ren Cmes Tues May 23, 17
9. May we contact you and include you on our U.S. mail and email list? Yes or No (circle)
10. Your contact details (Name, Business Name, Email, Tel, Address):
JOHN LIPPA
JNLIPPA@NAHOJ.COM

* LIPPA/Bianchi Families
130 Year History since 1888 on STATE STREET and Lyell Ave

THANK YOU!

Current Photos of Proposed Little Italy Historic District

Tent City Building on Lyell Avenue



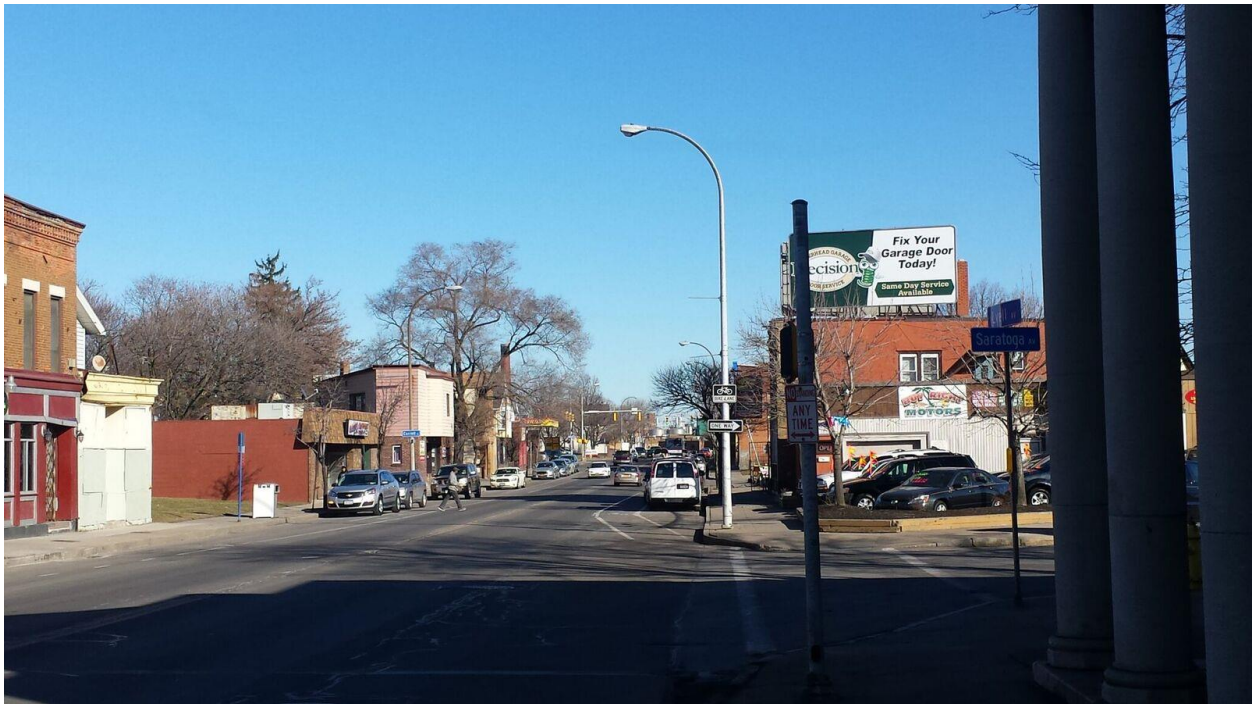
Historic Lyell Ave Firehouse



District View 1 – Facing West



District View 2



District View 3



District View 4



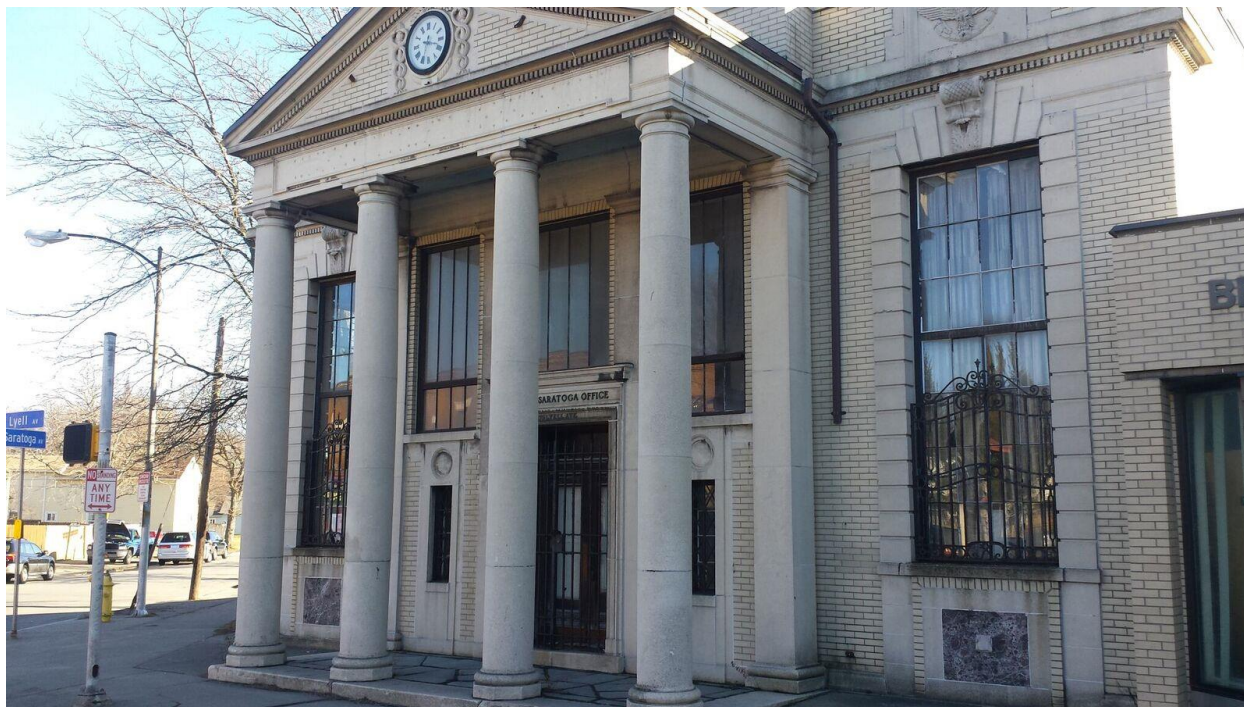
District View 5



Roncone's Restaurant – Established 1938



Historic National Trust Bank Bldg.



Rochester's Italian population increased twentyfold between 1891 and 1920. Most were Roman Catholics, but there were a few Protestants in the bunch. The Waldensians, a congregation with Protestant ties founded during a dispute with the medieval church, settled in the area of Jay and Smith Streets. They held street-corner services with Salvation Army zeal and were sometimes pelted with stones. Noted architect Claude Bragdon designed their church, which opened in 1915 at 766 Broad Street. This 1967 photograph of the Italian Presbyterian Church, taken by George Lodder, shows it shortly before it was converted to a Pentecostal church.



As found in "Rochester's Doughttown" by Micael Leavy, Glenn Leavy

53



The Landmark Society @LandmarkSociety · 3h

#ROC 3rd US city in % Italian-born in 1920; @LittleItalyROC proposing histdistrict to honor 🇮🇹 heritage. Info mtg Thurs facebook.com/events/1268973... pic.twitter.com/diA2OMeiG7



June 13, 2017

Mr. Silvano Orsi
President and Founder
Little Italy Association, Rochester

SUBJECT: Scope of Services for Creation of the First Upstate New York Little Italy District

Dear Silvano:

I am writing this letter today to fully support your effort to receive grant funds based upon the criteria outlined in the Governor's proposal for Downtown Revitalization projects in upstate New York. In a state that is filled with great Italian American leaders as well as an immigrant group that did so much to build the state, it is very troubling that there are no functioning Italian business enclaves or "Little Italy Districts" in the upstate New York region.

We all know of the troubles that Mulberry Street has had in maintaining its status as the principle Little Italy in the country. We also know that nearly all of the Little Italys that used to be in every borough of New York City have disappeared, except for the small district in Arthur Avenue in the Bronx. Today, it is interesting to see that the most vibrant Little Italys nationwide are to be found in San Diego and Boston.

The key elements in the revitalization of any community is based upon three principles:

1. *An identifiable place that has either a history or can be reinvented to create that new history;*
2. *Independent and adequate sustainable revenues that are not subject to government control;*
3. *An entrepreneurial district management corporation, funded under a public benefit corporation that is dedicated to the "place" and uses those independent revenues to create a dynamic and growing district;*

New City America and its staff, have formed 77 BID's, CBD's and Tourism Improvement Districts nationwide over the past 20 years. In addition, we have built the Little Italy District of San Diego into one of the premier districts, of any urban neighborhood, in the US today. We have done this through our adherence to the three principles listed above. We would like to partner with you, the Governor and the Mayor's office, on creating or re-inventing the Little Italy in Rochester into one of the premier business district and urban neighborhoods in upstate New York in the next ten years. To achieve that goal, we would request a 2-year agreement funded through your grant from the Governor's office to do the following things:



Corporate Office ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ 888-356-2726 ■ 619-233-5009 ■ Fax 619-239-7105

San Francisco Bay Area Office ■ 954 Lee Avenue, ■ San Leandro, CA 94577

New England Office: 42 Pearl Street, ■ New Bedford, MA ■ 02745

mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

1. Work with the Governor's office and state legislators on creating a new "Community Benefit District" act for New York that would allow for the easier establishment of these new Business Improvement Districts, based upon the New York City model. The current state legislation is too restrictive and actually creates disincentive for the formation of these districts – which explains why so few exist outside of New York City. New City America would work with the state legislators to craft this new legislation and use the Rochester Little Italy as a pilot project. Once adopted by the legislature and signed by the Governor, this would serve as a new legislative tool to rebuild upstate New York.
2. Work with the new Little Italy Association of Rochester and guide them in the formation of their new Community Benefit District. Once adopted, this new Little Italy CBD would become the financing mechanism for improvements to the district and act as a new recruiting mechanism for new housing, mixed use development and business attraction to the Rochester Little Italy. Finally, the tens of thousands of Italian Americans in and around Rochester would have a place to all their own;
3. Work with the Little Italy Association CBD, once formed to create a sustainable revenue program that leverages the assessments generated by the property owners, with non-assessment district revenues to accelerate the improvements to the area. The Rochester Little Italy could become the model for how to create a "bottom up" method for attracting young and old people back to the cities of upstate New York.
4. Most importantly, the Little Italy of Rochester, could become not only a beacon of pride for Italian Americans, but also other ethnic groups and immigrant businesses who seek to share the wisdom and talent of their entrepreneurs and convert upstate New York into an example of combining the old and the new, taking the form of historic buildings and repopulating that form with new content. This would not only increase property taxes, but sales and hotel taxes and become an engine for job creation and creative entrepreneurial genius.

The cost of this to New City America, could be miniscule relative to the overall grant application. We would seek \$225,000, over a two-year period to be regularly be on site in Rochester and Albany to make all of these things happen.

I would look forward to being part of the team that brings this aggressive and functional plan to fruition in the great area of upstate New York. Governor Cuomo, as one of the most influential Italian American elected leaders in the nation today, should embrace this strategy to achieve the goals articulated in this proposal, as well as pay tribute to the wonderful contributions of Italian American and other immigrant groups to the building of the Empire State.

Sincerely,

A handwritten signature in black ink, appearing to read "Marco Li Mandri", with a long horizontal flourish extending to the right.

Marco Li Mandri
New City America
www.newcityamerica.com
ATTACHMENTS



ANNUAL REPORT 2016

LETTER FROM THE PRESIDENT – STEVEN J. GALASSO

Although this event didn't occur in 2016, we had to include it in this year's Annual report because we didn't want a year to go by to feature the story. I thought I would give everyone the background on this wonderful photo under our Landmark Sign.

What we believe to be one of the best communities in the region (our Little Italy), recently partnered with the largest university in the state of California to create a symbolic event accentuating the great assets of each party. The only remaining major football team in San Diego just visited our Little Italy.

The idea started when SDSU Head Football Coach Rocky Long found out that Coach Jim Harbaugh of Michigan State, whom he has had an ongoing rivalry with, was taking his entire football team to Rome to experience Italian culture and food. Long stated that SDSU did not have resources to fly

the whole team to Rome so he "looked for the next best thing that I might be able to do that would coincide with their idea"...."We're lucky enough in San Diego that we're a multi-cultural community that has specific things unique to us that are really cool. And one of them is Little Italy".

On March 21st, the SDSU football team traveled 15-minutes by bus to Little Italy to experience the afternoon in this historic neighborhood. The team broke into five groups and began their tour of Little Italy. Each group participated in the five events planned for the afternoon.

The first group started with a walking tour led by Anthony Davi of Little Italy Tours to learn the background and history of the neighborhood. Another group gathered around the famous Piazza Basilone and listened to Pietro Rizzi sing classic Italian songs.

The third group experienced a new challenge to their athleticism by learning the game the game of Bocce Ball, taught by the Amici Park Bocce Club. The players used their competitive spirit to demonstrate their skills at this new game.

The next group went to, what we consider Little Italy's, "Sistine Chapel," Our Lady of the Rosary Catholic Church, where the players viewed frescoes on the ceiling, stained glass, and Father Joe Tabigue explained the history of the church built by immigrants in 1925. Father Joe then said a prayer in Italian and blessed the players.

The last group worked with the kids at Washington Elementary School to show them how to tackle, throw and catch. All of the kids received SDSU t-shirts.

The team and staff then indulged in Italian cuisine, complements of the restaurants, Filippi's Pizza Grotto, Mona Lisa Restaurant, Cafe Zuccheri and Sorrento Ristorante before board the buses back to campus.

Coach Long stated "I hope they appreciate the kind of community we live in and realize there are a lot of people who came before them to make this country what it is."

This is really what the Little Italy Association is all about. After 20 years

of being president of the Association, I am so proud of our staff who puts events like this on to have been able to provide an educational experience for the Aztecs to see our community as their place to enjoy and be a part of.

We also do tremendous work with the Wounded Warriors Special Olympic games annually in Camp Pendleton, host USO dinners for families who loved ones are serving overseas organized by Joe Scaglione, partner with Washington Elementary School with their STEAM program, host and

Trick or Treat on India Street, and provide the weekly Mercato/Farmers Market for thousands of residents in the Downtown Community.

That is what we are supposed to do and I want to thank everyone involved in our work who demonstrate what our Little Italy was, what it is, and what it will evolve to in the coming decades.

(Thanks to San Diego Union Tribune writer Kirk Kenney for the quotes and background)

THE ECONOMIC IMPACT OF LITTLE ITALY IN THE CITY - MARCO LI MANDRI, CHIEF EXECUTIVE ADMINISTRATOR

Growing districts as our Little Italy contribute not just culturally and historically to the fabric of the city, but also have a major impact on the economy of the City. The employment of hundreds of construction workers who built thousands of housing units over the past 15 years, the public improvements that have occurred in water and sewer upgrades in our streets, the rapidly rising sales taxes, hotel taxes and property taxes generated from the vertical development of Little Italy, the parking meter revenues and unfortunately the parking tickets that are levied here – all contribute to the City's general fund.

But there is another economic impact – the number of employees that work here on a daily basis. Data is not easy to come by to calculate this however for the first time, we have been able to quantify this number and are surprised by the size. Little Italy has around 70 acres of land to accommodate all of this new growth.

Little Italy has office buildings, restaurants/bars/pubs, retail outlets, service providers, hotels, major apartments and condo developments, major manufacturing, parking structures, a wonderful church and school and new co-work space that is altering the make-up of the neighborhood. But now we now know how many people actually work here on a daily basis.

Last summer, we brought in an intern to call every business in the community to ask how many employees or sub-contractors work in their space. We were surprised to learn that over 6,000 employees now call Little Italy their workplace.

This is important to know because based upon the annual hourly rate or salary, this might equal between \$180 – 400 million in annual payroll to the City. Again, this is not insignificant.

Little Italy's economic history was always tied to the Bay and the fishing industry. Today, the community is an eclectic mix of traditional food and beverage, tourism, technology and manufacturing. The best communities are ones that can reinvent themselves and areas such as Little Italy, Gaslamp, East Village and more recently Liberty Station have demonstrated that they can do this effectively.

The key elements to the success of this reinvention are the prioritization of place, having sustainable revenues to promote that place and an entrepreneurial district management corporation to manage all aspects of that place.

Little Italy has hit all of these priorities and has become a national model for reinvention, and the growth of employment is testimony to this. With this growth brings new challenges such

as, development and management of new public spaces, cleanliness and beautification of the public rights of way, encouraging outdoor dining, parking management, branding and communication at the street level, marketing and promotion, sponsoring events that strengthen the image of the neighborhood, security related services, and the challenges facing homeless and the chronically mentally ill, etc.

Managing this community for the past 20 years has been tremendously fulfilling and rewarding for me and my staff. Knowing that this community has grown so quickly and is now providing over 6,000 people with their livelihoods makes it all the more satisfying.



ILLUMINATING GREATNESS BY LITTLE ITALY'S PUBLIC RELATIONS TEAM

MEDIA RELATIONS

In 2016, nearly 400 media hits were published putting San Diego's Little Italy on the map regionally, nationally and internationally for its marquee events, as a top travel destination, and the best Little Italy neighborhood in the nation. San Diego's Little Italy is consistently recognized nationally in reputable publications including Cooking Light, Travel + Leisure, The Wall Street Journal, USA today, Alaska Air and more. Little Italy's popularity is crossing oceans and getting exposure outside of the United States as well, being recognized globally on Italian TV documentaries and in Italy Magazine, Volaris Magazine, and Huffington Post Australia.

Little Italy is a household name, coming though the television in San Diego County. The neighborhood has had

over 50 TV segments in 2016 on CBS 8, FOX 5, CW, KUSI, ABC 10, KPBS, and NBC 7. The community has been on the cover of the San Diego Union Tribune and featured multiple times in San Diego Magazine, Pacific San Diego, San Diego Union Tribune's Night + Day, Thrillist and other regional publications this year.

SOCIAL MEDIA

The Little Italy Association leverages social media to connect and engage with residents, visitors, businesses, restaurants, media, social media

influencers and more. These efforts have resulted in a strong and continuously growing online presence, as well as an online community in which people are excited to be a part of.

Social Media Statistics

In the last year, these communities grew by 27% on Facebook, 313% on Instagram and 10% on Twitter. With the consistent flow of media exposure and a social media presence, San Diego's Little Italy is seen as one of the top Little Italy neighborhoods in the nation.



OUR NEXT STAGE OF GROWTH – FIVE YEAR PIAZZA PLAN FOR LITTLE ITALY

Since 2013, the Little Italy Association has worked on an aggressive plan for creating new public spaces, mostly in the streets of the community. Keep in mind, streets are also considered “public spaces”; they are just predominantly used by cars.

Colorful chairs, tables, and umbrellas will define each space as a unique destination, and each piazza named and dedicated to either the history of this community, a famous Italian American, or significant contributors to the growth of Little Italy.

Our vision has always been to create areas of rest and relaxation, encouraging social interaction in America’s Finest City. Our micro-climate in Little Italy is outstanding with the winds from the Bay acting as an ongoing air conditioner for our outdoor spaces.

We have spent a tremendous amount of time and millions of dollars creating and upgrading these new piazzas. In the table below, you will see our current, planned, and future public

spaces that support our commitment to placemaking in the neighborhood. While we have learned much from the public space development of other cities, ours are unique in that they are part of the fabric of our sidewalks, not separate entities entirely.

This chart will show you the status of our existing and planned public spaces. The map under the chart will show you the location of each Piazza.



PROJECT	LOCATION	STORY	STATUS/FUNDRAISING
Piazza Basilone	India & W. Fir	Dedicated to the “boys that never came home”, veterans of Little Italy from WWII and the Korean War. The well-landscaped Piazza is the center of our community and is constantly used by the Marine Corp. Completed in 2004 and upgraded in 2014.	Yes, fundraising for the Piazza Basilone will occur indefinitely
Piazza Picola Italia	Under the Little Italy Sign	Central piazza which includes the Little Italy sign, the new “big red chair”, tables chairs and umbrellas and beautiful landscaping.	Piazza sign to be installed in 2017
Piazza della Famiglia	W. Date St. between India and Columbia	This new Piazza will be opened and dedicated around Labor Day, 2017. A joint project of the Association and the Fenton Company, this new 10,000 square foot Piazza will be the new Town Center and will be dedicated to the families, past/present/future of this historic community. Major endowment tiles, thus far have included the Fenton Company, the Lusardi family, the Paterno family, and commitments pending from others.	Yes, see Legacy Committee on website for legacy tiles
Piazza Pescatore	Corner of Kettner and W. Fir	This Piazza has been 4 years in the making and is dedicated to the fishing families of Little Italy. A joint project of Broadstone Alliance and the Association, major contributions have come in recently by Bumble Bee Tuna and the Fishmongers group. The Piazza Pescatore is schedule to be completed late this summer.	Yes, see Legacy Committee on our website for family tiles for this Piazza.

Little Italy Dog Park	Amici Park near Union and Front	Amici Park (friends park), was named by Tommy Battaglia, a long-time resident and business owner in Little Italy. The park was taken over by the Association in a 66 year lease arrangement with the Unified School District. It includes a playground for the Washington Elementary School kids, the Amici Bocce Ball courts, basketball courts, restrooms, and now Downtown's only permanent dog park. The restrooms were generously donated by the Fenton Company and the dog park was funded by a very generous contribution by Gina Champion-Cain, a local restaurateur, Supervisor Ron Roberts, Frank Subaru and hundreds of others who contributed. The new turf has now been installed for dogs to enjoy.	Yes, ongoing fundraising to expand the turf area and cover the ongoing maintenance costs of the dog park on a daily basis. Any and all contributions are welcome through the website.
Piazza Giannini	Corner of India and W. Cedar Streets	This Piazza will be dedicated to Amadeo Giannini, the father of modern American banking. A joint project of the Bank of America foundation, the Douglas Hamm family, and the Association, this small Piazza will serve as an entry point coming up from the Trolley. Scheduled for completion in the Fall of 2017.	Yes, see Legacy Committee on our website for family tiles for this Piazza.
Piazza Frankie Laine	Corner of India and W. Beech St.	Franco Lo Vecchio, or Frankie Laine, was one of the truly great vocalists of the 20th century. Frankie spent his final few decades in San Diego and loved our community. This effort will be a joint project from Frankie's band members and the Association. Planned dedication in late 2017.	Yes, but not fundraising at this point. Check back in the fall of 2017
Piazza Costanza	Corner of Kettner and W. Beech	This Piazza will be completed and dedicated by early 2018. Midge Costanza as a great political leader and strong advocate for women who spent her final two decades in San Diego. Midge loved Little Italy and served on the old SD National Bank board.	Yes, but not fundraising at this point. Check back in the fall of 2017
Piazza Kalmia	Corner of India and W. Kalmia	This new, small piazza was created by the initiative of the Little Italy ornamental crew to provide an area of seating for the fast growing North Little Italy area. It has seating and excellent landscaping. Was completed in late 2016.	
Others		Other projects in the coming years will include the Piazza Tomaso (Tom Fat), the Piazza Grancini (Father Steven Grancini), the Piazza Natale (next to Our Lady of the Rosary) and the redevelopment of Amici park	

DID YOU KNOW?

Little Italy has...

48 Square Blocks
67 Acres
7 1/2 Miles of Frontage
2,123 Parcels
1,858 Property Owners
1,753 Condos
1,113 Apartment Units
Approx. 5,000 Residents

476 Business Licenses
944,969 SqFt of Commercial Office Space
1,092 Hotel Rooms
166 Motel Rooms
27 B&B Rooms
Approx. 6,300 Employees

18 Maintenance Employees
4 Landscaping Employees
2 Pressure Washing Employees
14 Parking Employees
1,300 Trees
250 Trashcans
100 Recycling Receptacles

THE LITTLE ITALY MERCATO CONTINUES TO BRING FRESHNESS



San Diego County's largest farmers' market, the Little Italy Mercato brings locally grown fruits and vegetables, eggs, meats and just-caught fish and sea urchins to five blocks of West Cedar Street every Saturday morning,

year-round, rain or shine. Filling five full blocks from Kettner Boulevard to Front Street, the event enhances the community by providing downtown residents with a place to buy fresh food and meet their neighbors, while bolstering the local economy and raising funds on an ongoing basis for the new and recurring neighborhood improvements that the Little Italy Association plans and implements each year.

Since its debut in 2008, the Saturday Mercato has also become a well-known destination for residents in other areas of San Diego and travelers

from around the country and throughout the world. After shopping for produce and other artisan groceries at the farmers' market, those visitors explore the neighborhood and relax at local restaurants.

Later this year, the Little Italy Mercato will return to its original location on West Date Street. Its five-block footprint will include the new Piazza della Famiglia and, like central marketplaces the world over, it will continue to be part of the heart of the community in which it thrives.

NEW LITTLE ITALY PIAZZA WITH AN OLD WORLD FEEL - THE PIAZZA DELLA FAMIGLIA

The new Piazza della Famiglia, a 10,000 square-foot open air plaza located on W. Date street between India and Columbia Streets, is nearing completion with an estimated opening date of mid-August.

The Piazza will feature movable tables and chairs, a large fountain near Columbia Street as well as a permanent evergreen tree to be used for the annual Christmas tree lighting. It also features 16,000 square feet of new restaurant space as well as 125 apartments above. The Piazza della Famiglia will be the main Piazza in Little Italy and will be marketed as an

international attraction.

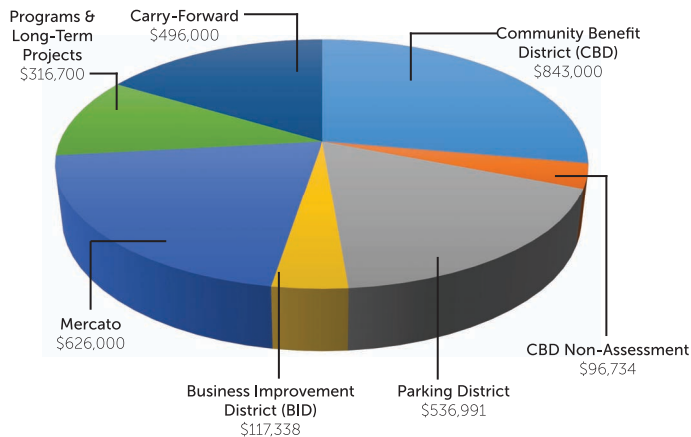
The main focus will be the activation of the Piazza with multiple events each day at varying times including exercise (yoga, tai chi), non-musical acts (jugglers, magicians, story time, professional learning events, Washington Elementary school outings) and musical entertainment. There will also be chalk art canvases (concrete pads in the Piazza) available on a more frequent basis as well as the Little Italy Mercato moving back to India street after the Piazza's completion.

A full-time event manager has been hired to oversee the sales, marketing and activation of the Piazza and will work with Olive PR to advertise to visitors (cruise ship, info center at Waterfront, conventions, vacationers) so the Piazza is a "must see" in San Diego. The event manager will also market the Piazza as a possible event venue on various websites and to local Destination Management Companies (DMC's), wedding planners and event specialists to utilize the Piazza for various private paying events.

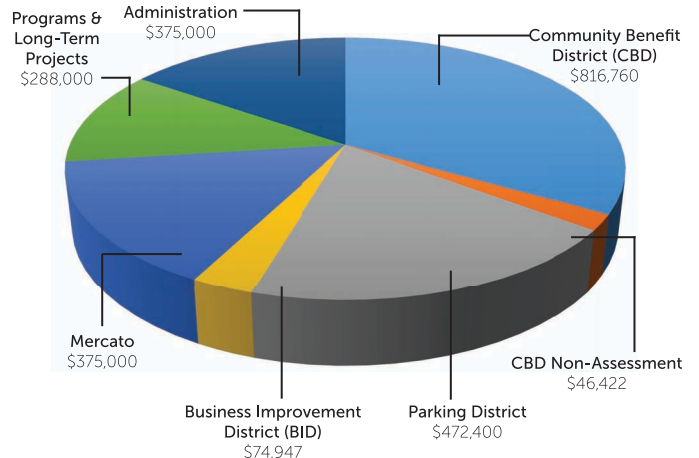
The Piazza della Famiglia will be managed by the Little Italy Association.

LITTLE ITALY ASSOCIATION FINANCIALS - FY2016

Income / \$3,032,764



Expense / \$2,448,529



LITTLE ITALY FREE UNDERPASSES LIT UP FOR PUBLIC SAFETY

Over the past several years, the Little Italy Association has received hundreds of complaints regarding the concern for pedestrian safety and security of vehicles parked under the three Little Italy freeway underpasses.

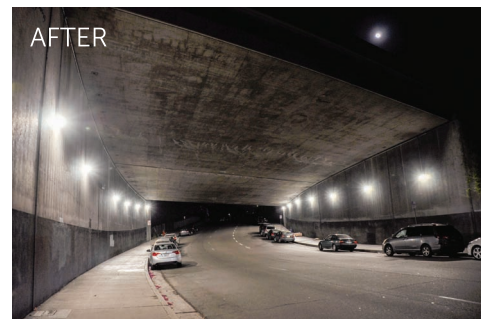
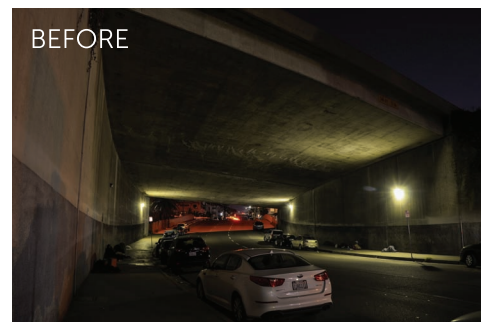
During FY16, the Little Italy Association secured funds through the Little Italy Parking District to hire Nasland Engineering to do a feasibility study and draft Request for Proposal (RFP) documents for this fiscal year's lighting initiative of those three bridges. After a rigorous RFP review and selection project, the contract was awarded to Ace Electric.

In the FY17 Little Italy Parking District budget, the Little Italy Association

allocated \$150,000 to convert the minimal number of high-pressure sodium lights to bright-white LED lights with an increased frequency of through each one of the three underpasses.

Since the conversion, we have seen a decrease of vandalism, break-ins and a better connection between Little Italy and the Uptown communities while giving pedestrians a visible path.

The Little Italy Association is planning for many more traffic calming and pedestrian safety projects in the upcoming years.



THE NEW AND IMPROVED LITTLE ITALY DOG PARK



San Diego's Little Italy is a premier neighborhood for all things food, shopping, culture and a hip place for our four-legged friends! Our Little Italy resident pooches are getting some love and being upgraded to a new and improved Little Italy Dog Park at Amici Park. The new development will be open for play on Monday, May 1. As a result of the successful fundraising campaign, over 2,000 dogs that call Little Italy home will now have a new and improved place to come and play in the neighborhood.

The many dogs that stroll the streets of Little Italy everyday watch us enjoy our café lattes and bowls of pasta al fresco in the neighborhood and now a man's best amici (friend) will have a place to enjoy in the heart of Little Italy too. The Little Italy Association of San Diego has been working to fundraise for park improvements for the last year. The park creates a place for the pups of the

neighborhood to run off leash separate from the children's playgrounds, giving pets and owners a safe place to socialize and exercise with other dogs in the park throughout the day.

The renovated Little Italy Dog Park at Amici Park is equipped with secure fencing, water features, shaded seating, two beautiful mimosa trees, improved landscaping and 6,100 square feet of K9 grass for the pups to play. Thanks to the Little Italy Association's fundraising campaign and support from the community, the Little Italy Association

is able to implement these improvement and also maintain the park—keeping the area clean.

Community members that supported the fundraising campaign are being honored at the Little Italy Dog Park in multiple ways including Paw Pavers and Medallions that will be installed in the park. The Paw Pavers are engraved bricks on the Paw Path that include the names of donors and their beloved dog's name, sharing the bond with their pet with the neighborhood. The medallions are engraved charms that will be displayed at the entrance of the dog corral!

One of our most generous donors, American National Investments, Inc., donated funds in honor of the CEO & Chair of the Board, Gina Champion-Cain's late dog Gordie Howe to install a permanent water feature and also funded the first 2/3 of the new K9Grass by ForeverLawn. The Gordie's water station allows dogs and their owners to drink from and cool off on hot days. Other notable donors include County Supervisor Ron Roberts and Frank Subaru.

LITTLE ITALY ASSOCIATION

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Daniel Mocerì

Vice President

Luke Vinci

Secretary

Louis Palestini

Treasurer

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Jenn Borba Von Stauffenberg

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Paula Kwast

John Li Mandri

OPERATIONS SUPERVISOR

Jasen Nichols



Little Italy Association of San Diego

2210 Columbia Street

San Diego, CA 92101

Phone: 619.233.3898

Fax: 619.233.4866

mail@littleitalysd.com

www.littleitalysd.com

#littleitalysd

This Annual Report was formatted by New City America, Inc. staff on behalf of the Little Italy Association of San Diego.

SPECIAL REPORT: DOWNTOWN



A 37-story building rises in Ballpark Village south of Petco Park.

Jamie Scott Lytle

In East Village, Good Ideas Will Need Help Changing the Landscape

DEVELOPMENT: Businesses, Education and Transportation Just Part of Needed Pieces for Success

BY BRAD GRAVES

The development of East Village might best be described by one of its residents, a man who approached me at Park Boulevard and Market Street and asked for 10 cents. “10 cents?” I said, incredulously. “Do it 10 times and you get a dollar,” said the man.

That seems to be the story of East Village redevelopment. San Diegans are still piecing it together, trying to get it to add up to something.

In 2017, East Village is very much a work in progress, a pastiche of finished projects, asphalt-topped parking lots and nondescript warehouse buildings. Here and there are a few wood or brick structures, some with historical value. East Village has small apartments that rent for \$2,000 a month, condominiums at a wide range of prices, and big charities that serve the homeless. The homeless, in fact, are everywhere.

East Village has a fairly new baseball stadium and a new central library — and it might have been the home of the Chargers football club if voters had not derailed the plan.

To get a better sense of East Village, some planners mentally carve the sprawling area into four quadrants, cen-

tered on the humble intersection of Park Boulevard and Market Street. That’s the site of a trolley stop and the Quartyard, a temporary social and entertainment venue built from shipping containers.

The four quadrants have different characters, and offer different opportunities.

This tour runs counterclockwise mostly, though it takes a few detours. It begins at the place that kick-started East Village’s renaissance, Petco Park.

Southwest to Southeast

Petco Park, home of the San Diego Padres baseball club, was dedicated in 2004. It was actually the centerpiece of a larger commercial, residential and hotel development push in the early part of the century. More recently, a new central library opened in 2013. That seemed to encourage more developers to find opportunities farther east, notably on J Street.

South of Petco Park and the library, squeezed into a triangular plot of land, is Ballpark Village — now raising its profile with the construction of a 37-story high-rise that towers over the stadium lights. Plans call for 634 residences and 52,000 square feet of retail and other commercial space.

♦ East Village page 15

Factors That Formed Little Italy Hard To Duplicate

East Village ‘Bones’ Make It ‘Whole Different Animal’

By BRAD GRAVES

Phenomenal growth. Gentrification. A line of tourists riding Segway scooters. Those are three things that show how Little Italy has become a runaway redevelopment success story.

The San Diego neighborhood — which was small houses, auto shops and industrial buildings during the 1980s — has turned into a district of little restaurants, high-end retailers and scarce parking. Plenty of older structures remain, but empty lots have become multistory apartment buildings and condominiums that command high prices.

The district has seen more growth in the last 10 years than in its 100-year history, said Little Italy native Marco Li Mandri. The Kensington resident is manager of the Little Italy Association, which represents local businesses, and president of New City America Inc., a consulting firm specializing in business district revitalization.

Li Mandri said neighborhood control and managing neighborhood services “at ground level” have contributed much to Little Italy’s success.

The district takes care to welcome shoppers by providing mall-like amenities such as plenty of seating outside, Li Mandri said. And it keeps things clean. “We have more trash cans than the rest of downtown combined.”

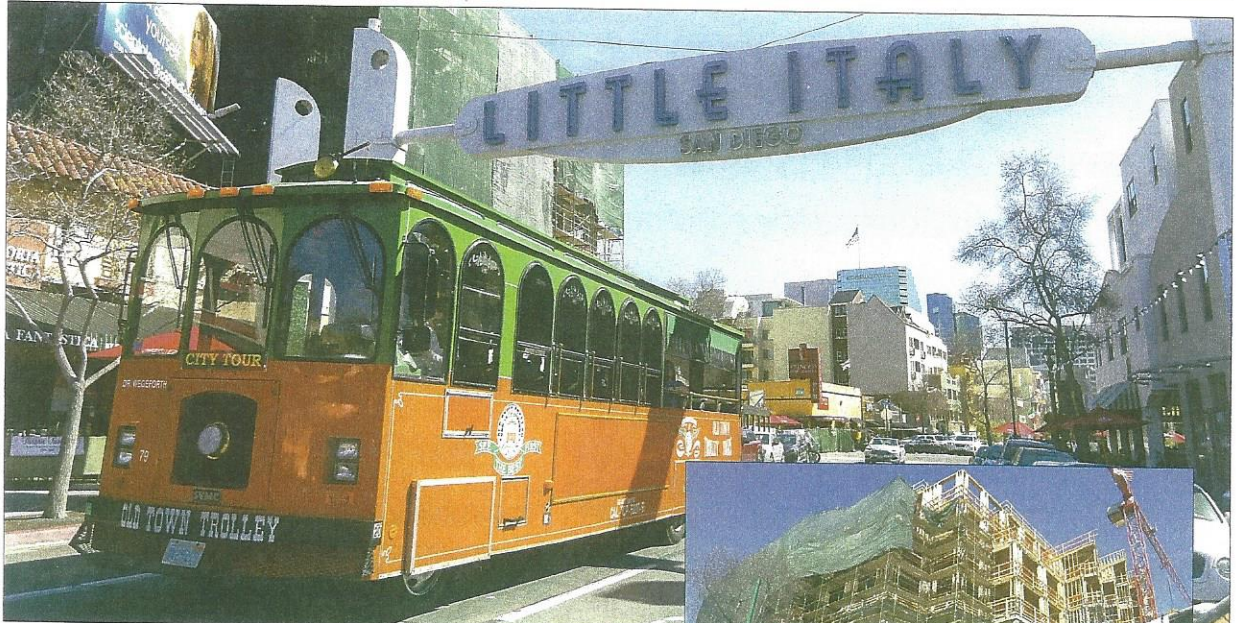
♦ Little Italy page 24

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THE LIST

- 19** Downtown Commercial Office Buildings



Jamie Scott Lytle

Little Italy has become the poster child of redevelopment success over the last decade and continues to build on that momentum with the Piazza della Famiglia pedestrian plaza.

Little Italy:

from page 13

Little Italy has benefited from good leadership (including Li Mandri's) and "thoughtful place making," said David Malmuth, who is developing buildings

in East Village's IDEA District. "They kept the scale comfortable" and stressed quality in their infill projects, he said.

Rooted in History

Little Italy wasn't always the trendy place to live and shop. In the 1980s and 1990s, "we were the parking lot for

downtown San Diego," said Li Mandri. "No one necessarily wanted to live in Little Italy," said Luke Vinci, secretary to the Little Italy Association, recalling the three-lane streets that ran through the neighborhood.

Prior to its makeover, the neighborhood and city hall had to lay a foundation for something new. Little Italy had 100-year-old sidewalks, no streetlights and "huge problems" with its water supply in the 1990s, Li Mandri recalled. The city tore up streets to repair utilities as that decade progressed.

All the while, the neighborhood clung to its roots. For decades, San Diego's Italian community worked in San Diego's tuna fishing industry. Vinci credits the longtime pastor of Our Lady of the Rosary Catholic Church, the Rev. Steven Grancini, for his help founding a neighborhood association and bringing in culture. A 2011 obituary from The San Diego Union-Tribune noted Grancini was active in Little Italy's civic life as well as religious activities. Left unsaid is whether the Milan native felt homesick. The parish continues to be "a pivot of the community," said Vinci.

Little Italy has benefited from an established culture as well as a great location, close to the Embarcadero, the airport and the downtown core, said Bastiaan Bouma, CEO of the local American Institute of Architects chapter and a relative newcomer.

The district is remarkable for the diversity of its buildings, which are "far from being cookie-cutter" copies of the others, Bouma said. In the days of redevelopment agencies, the old Centre City Development Corp. overhauled properties. Creative redevelopment turned heads, particularly a late-1990s effort that divvied up one city block and asked multiple architects to each design something special. Contributions from architects such as Rob Quigley were not exactly conventional.

Over time, districts in the vicinity of

a few India Street restaurants, the Catholic church and Washington Elementary School started to rebuild. Soon Little Italy had "an unbelievable ability to attract capital," Li Mandri recalled.

Development continues today. H.G. Fenton Co. of Mission Valley is building 125 apartments and ground-floor retail spaces in two buildings on either side of Date Street at India Street. A short section of Date, which was closed periodically to accommodate a farmers market, has been permanently closed to create Piazza della Famiglia, billed as a 10,000-square-foot, Europe-inspired pedestrian plaza, complete with a fountain. A developer representative said the projects should be finished by summer.

Perhaps a Template?

Could architects, planners and people with political power use Little Italy as a model to develop other neighborhoods, such as East Village? The answer is yes and no.

Li Mandri makes a living helping communities gain more local control from their city governments and form small assessment districts to fund neighborhood services. He said he sees the Little Italy model working in other places such as San Leandro, in the East San Francisco Bay region, and Glendale.

Mark Steele, who has an architecture and planning practice in Barrio Logan, stressed that when it comes to the built environment, it comes down to what's already in the neighborhood. Little Italy has an authenticity; narrow, walkable streets such as India and Kettner; charm and a certain funky quality, Steele said. It is welcoming, cozy and small-scale.

East Village's streets, blocks, buildings and planned developments are larger, he said — more akin to downtown's Marina District, on the waterfront south of F Street. East Village is "a whole different animal because of the bones."

Submission Deadline: May 1, 2017



Wednesday, July 13, 2017
4:00-7:00 p.m.

Paradise Point Resort & Spa
1404 Vacation Road, San Diego, CA 92109

4:00 - 5:00 p.m. Networking • 5:00 - 6:00 p.m. Awards Program
6:00 - 7:00 p.m. Networking
Special Awards Reception
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Each year, the San Diego Business Journal researches and publishes the list of the 100 Fastest-Growing Private Companies in San Diego County. This research uncovers our region's top emerging growth companies. The San Diego Business Journal honors these companies by publishing the list and hosting an exclusive invitation-only reception and awards program to honor the winners and guests. Honor your company by submitting for the 100 Fastest Growing Private Companies list. Don't miss this opportunity to let your company shine!

CRITERIA:

- Be an independent, privately held company (not a subsidiary or division of another company) headquartered in San Diego
- Have been established with recorded revenue in January 2014 and still be in business
- Have reported gross revenues of at least \$350,000 in 2014
- Have demonstrated revenue growth
- Applicants who operated in bankruptcy at any point during the contest period to the time of winner selection are ineligible

Deadline for Submissions: May 1, 2017

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PLACE MANAGEMENT IN DOWNTOWNS & TRANSIT-ORIENTED DEVELOPMENTS

Efforts around the country to revitalize downtowns and create economically vital and aesthetically pleasing communities, often centered on transit hubs, have created a greater need for a private-public entity that can manage these areas to ensure their long-term sustainability. While most states have laws on the books to enable these special districts, some experts say they are still too difficult to establish and that some of the decades-old laws may need to evolve to reflect the expanding mission of these districts and the changing nature of the communities they serve.

Business Improvement Districts

Urban district management organizations come in a variety of different forms and go by a variety of different names. One of the most common is the business improvement district. A business improvement district, or BID, is an entity that allows business owners in an area to approve a tax or fee to fund increased services, promotion of the district and economic development services.¹

Most states adopted legislation allowing for the creation of BIDs or other special districts in the 1970s, 1980s or 1990s. Today there are more than 1,000 BIDs around the country. New York City has the largest number of any city at 72.² Among states, California leads the way with 232, according to a 2011 BID census by the Institute of Business District Management and others.³

BIDs can vary widely in size, scope and budget. Some have almost complete autonomy to finance, construct and manage special projects independent of local government. Others are created only to raise revenue for special projects and are dependent on local government. While many simply focus on providing services (maintenance, sanitation, landscaping) beyond what local government can offer, others extend their reach into economic and community development.⁴

The International Downtown Association, a Washington, D.C.-based group representing urban place management organizations, reports that the top 10 cities in the United States receive direct private sector investment of \$400 million a year through BID



assessments. More than 439 BIDs or similar organizations exist in just those top 10 cities.⁵

The association's 2015 salary and staffing survey found that the median operating budget for an urban district management organization in the United States and Canada is \$1.2 million. Twenty-seven percent of these organizations have operating budgets of more than \$2.5 million, 35 percent have budgets less than \$750,000 and 39 percent have budgets somewhere in between.⁶

In New York City, BID budgets, which are tied directly to property values, range in size from \$49,740 to fund the 180th Street BID in Queens to the Alliance for Downtown New York's \$17.1 million in Manhattan's Financial District.⁷

The aforementioned 2011 BID census found that 56 percent of BIDs rely on the assessed value for real estate as the basis for calculating the assessments that make BID budgets possible. Others base their assessments on square footage (12 percent), linear front footage (4.5 percent), sales tax (2 percent) or "other" (26 percent).⁸



Evolution of BIDs

In many ways, the primary duty of many BIDs has become not business improvement or even providing an extension of city services, but place management.

“We’re in the middle of this evolution of place management,” said Christopher Leinberger, president of the real estate developer coalition LOCUS and a professor at George Washington University in Washington, D.C. “It’s a missing level of governance in our society. ... [Transit-oriented developments] average in size anywhere from roughly three to four hundred acres... and they could be as low as a hundred, they could be as high as 600—but [those] acres must be 24-7 managed to really optimize what they are and generally speaking that takes the form of a business improvement district.”

Leinberger said this evolution of place management has played out in the way individual BIDs tend to evolve.

“It tends to start with clean and safe—making the place cleaner and safer than it was on its own,” he said. “Then it tends to move into managing festivals. ... It moves into economic development—creating an economic development strategy to attract certain product segments that you want to get in to the place. ... It gets into parking management. ... It involves building the streetscape up to a level that the city generally can’t afford. That investment is done many times by the business improvement district. It also includes parks—taking over parks.”

BIDs can also help shape transit options, Leinberger said, getting circulator bus systems up and running or building streetcar lines.

“There are all sorts of new things that place management is taking on,” he said. “[A BID tends] to move from a cost center—where they have a budget to do a certain scope of work—to a profit center—where they make a buck by doing certain revenue-generating, profit-generating things—to investment centers. We’re talking about a brave new world of how we manage our society. ... Build it and they will come; manage it and they will stay.”⁹

BIDs Building Communities

Case in point is the BID serving Crystal City, Va., a close-in D.C. suburb near Reagan National Airport and the Pentagon once known for its urban sterility and “concrete canyon” appearance that has been transformed in recent years into a more active, innovative place.

The Crystal City BID hosts a 5K race for 1,500 runners every Friday in April. A local parking garage is the venue for weekly bicycle races in March, when the snowy remnants of winter can make biking the streets of the region a challenge. The BID has nurtured incubator spaces for business startups as well. Free yoga classes, volleyball and hockey leagues, movie nights, numerous festivals, a farmers market and a space for food trucks one day a week are all

the work of the BID.

“Our budget is about \$2.5 million annually and that is based on an assessment of commercial property of 4.3 cents per \$100 of assessed value,” said Angela Fox, president and CEO of the Crystal City BID. “It is all private, commercial property owners that pay that tax through the county. The county takes a 1 percent fee and a 5 percent [penalty] for delinquency and the rest is what we use to program. Staff-wise there are only five of us at the Crystal City BID that do all the stuff that we do.”

Fox said all of those BID activities help when it comes to trying to make the case to new employers who may want to come to the area.

“People are an asset,” she said. “To attract people you have to think about what’s their livelihood, what’s their life like, what’s their commute like. ... That’s what I’m going to offer your employees. I will come to your company. I will talk to them about what they’re going to experience when they come to Crystal City and how interesting and exciting [it is] in addition to the great restaurants and ... all these other cool things we have going on.”

But Fox said the key is to have a BID with a 24-7 approach like hers to ensure the future of the district.

“You certainly need an organization that is thinking about Crystal City all the time and not from the perspective of a real estate developer,” she said. “They look at buildings and they see a building that [they] need to lease up. I look at a building or the space around it and see maybe that’s a place where I could host a festival. ... I’m actually looking at those assets in a very different way. If you have a community, you need [an entity] that is literally thinking about those spaces.”¹⁰

Changing BID Laws

Some believe BIDs in some cases have become an outdated tool that no longer adequately serves the communities our downtowns and transit-oriented hubs have become.

“If you look at the philosophy of business improvement districts when they really came around in the 70s and the 80s and the 90s, our downtowns were predominantly retail, commercial, parking lots, office buildings and they were really Monday through Friday, 9 to 5,” said Marco LiMandri, president of New City America, a California-based group that aids in the establishment of BIDs. “Downtowns aren’t like that anymore. ... People are moving back to cities because of the density, because of the concentration of cultural activities, the concentration of transportation infrastructure.”

Downtowns are no longer about business improvement anymore, said LiMandri, but rather about community benefit.

But LiMandri said in many cases that expanded diversity in downtowns and transit-oriented developments is not reflected in who pays the tax or fee to

fund BID services. Despite being able to take full advantage of neighborhood enhancements as others do, certain types of property owners in many states are exempted from paying the assessments based on their tax status.

“We say that any property owner, regardless of ownership, should pay into a district and that affects hospitals, universities, churches, cities, counties,” said LiMandri. “If you derive benefit, you pay. It doesn’t matter who you are.”

LiMandri gave the examples of New Bedford, Mass., where the city owns 25 percent of the downtown buildings and pays the BID assessment along with commercial and residential property owners, and Newark, N.J., where a BID convinced a hospital to contribute \$100,000 a year despite the fact that they don’t pay property taxes.

LiMandri said many BIDs in California currently limit exemptions from such assessments.

“In the state of California, cities have great leeway, unlike places in New York and New Jersey or Massachusetts, where in many ways the cities are simply appendages of the state,” he said.¹¹

Under the California Constitution, cities have the power to become charter cities, which have supreme authority or “home rule” over municipal affairs. Laws passed in a charter city concerning a municipal matter will trump a state law on the same topic. Of the 478 cities in California, 108 of them are charter cities. The rest are general-law cities and bound by state laws.¹²

“So you have a situation here where charter cities can go over and above what’s in the state legislative code,” LiMandri said. “I work in a number of charter cities and in 20 different charter cities starting with San Francisco, we created much better legislation. ... So in terms of the best model, I think the best models are actually in the charter cities of the state of California.”¹³

BIDs have helped the state fill a void since a 2011 California Supreme Court decision that resulted in the dissolution of 400 redevelopment agencies, which had given local governments the ability to capture a greater share of property taxes in order to fund efforts to combat urban blight.¹⁴

“It created a huge crisis in terms of the funding mechanism for improvements in downtowns,” said LiMandri. “A lot of redevelopment agencies used to fund operational activities in downtowns. That all went away with the court decision. ... We’ve got all these people. We’ve got all this density. We’ve got all this growth. But the city cannot keep up with it because it has a general obligation for dealing with pensions, dealing with infrastructure needs and dealing with the city as a whole. So the [easier] you create the legislative tools to fix these things and to accommodate these densities in these urban areas,

the easier it’s going to be for the cities to allow them to grow and facilitate that growth.”

Massachusetts on the Horizon

LiMandri said another state could be poised to pick up where California left off. Proposed legislation in Massachusetts called the Community Benefit District Act of 2016 builds on the laws in California’s charter cities.¹⁵

As drafted, the Massachusetts legislation (S. 2065) allows for the creation of community benefit districts, or CBDs, and lays out the rights and powers of a CBD corporation. The expanded portfolio of these districts is long and diverse:

“Retaining or recruiting business; administering and managing central and neighborhood business districts; promoting economic development; managing parking; designing, engineering, constructing, maintaining, or operating buildings, facilities, urban streetscapes or infrastructures to further economic development and public purposes; conducting historic preservation activities; leasing, owning, acquiring, or optioning real property; owning and managing parks, public spaces and community facilities; supplementing maintenance, security, or sanitation; planning and designing services; formulating a fee structure; accumulating interest; incurring costs or indebtedness; entering into contracts; suing and being sued; employing legal and accounting services; undertaking planning, feasibility and market analyses; developing common marketing and promotional activities; engaging in placemaking, programming, and event management within the district; soliciting donations, sponsorships, and grants; operating transit services; and supporting public art and human and environmental services as related to the enhancement of the district or other supplemental services or programs.”¹⁶

In addition to laying out the scope of CBD activities, the legislation also would address two other important things LiMandri believes have held BIDs back.

“Massachusetts has had BID legislation for 20 years,” he said. “They have five districts in the entire state. Five. Which to me immediately told me there’s something wrong with [their] legislation, otherwise there would be a lot more. ... They should be easy to set up and easy to take apart. Under the current Massachusetts legislation, it’s highly difficult.”

LiMandri said New York state’s legislation makes district creation difficult as well because a petition to create one requires not only the signatures of 50 percent of the people by assessed property valuation but 50 percent of property owners numerically as well.

“In most states it’s just the assessed valuation,” he said. “But when you get a [parcel property] owner that pays \$1000 a year versus someone paying \$100,000 a year from the numerical standpoint, that person has as much weight as the person paying

\$100,000 a year. ... Ultimately it's the people who are paying the most in the district who [should] make the decision on whether the district is formed or not."

An exception was made in the state law for New York City, which has allowed for the creation of 72 BIDs there but only 43 in the entire rest of the state.

"It says that all these rules—the assessed valuation, as well as the numerical—apply unless you're a city of over a million people," he said. "So they made that caveat for New York City. But it's very difficult to form districts outside of New York City because of that requirement of dual support in the petition phase."

Efforts to sustain communities long term require that another central tenet of many state BID laws be addressed, LiMandri said.

"[A district] should exist in perpetuity," he said. "In many states they have five-year terms, seven-year terms, 10-year terms."

According to the 2011 BID census, 68 percent of BIDs require periodic renewal by government and in 64 percent of BIDs, the organization's fee or assessment expires after a certain period of time. Of the BIDs that require periodic renewal, 49 percent must be renewed every five years and 23 percent every 10 years.¹⁷

In New Jersey and New York, districts exist in perpetuity, according to LiMandri. The Community Benefit District Act of 2016, if passed, would allow districts in Massachusetts to exist in perpetuity as well.

From Business Improvement to Community Benefit

LiMandri believes the changes in downtowns and transit-centered hubs ultimately require a rethink in the positioning of these districts.

"If I'm a hospital or a university, I'm not a business," he said. "So if you change the name of the vehicle and say, 'Look, it's a special benefits district that everybody pays into and everybody benefits from.' ...

it resonates so much better because it's a much more user-friendly name and people get it much more. ... So that's why we're changing the name in Massachusetts and changing the whole orientation. And every district that I do now in the state of California, I do a community benefit district to acknowledge the fact that our downtowns are becoming far more cultural and residential and, in some senses, ecumenical."

Developing community benefit districts can help communities take a more comprehensive approach and move beyond an emphasis on 'clean and safe,' LiMandri said.

"You can have the cleanest district in the country and the safest district but it doesn't mean it's going to be dynamic," he said. "So the community benefit district says, 'No, our downtowns are different animals than they were 20 years ago when this legislation was adopted nationwide ... and now we really need to make a 21st century business improvement district piece of legislation that accommodates our new land uses and our new functions and the densities in our downtowns.'"

Moreover, LiMandri contends, repositioning BIDs for modern needs should be a cause state legislators around the country should be able to get behind, regardless of where they live.

"Business improvement districts are antiquated forms of legislation that really don't acknowledge what our downtowns are evolving into," he said. "I think a CBD is a far more comprehensive approach to the financing of improvements in a downtown or an urban area. ... And I think that would resonate with every legislator because they know that their downtowns are becoming a focal point and what people remember about a state really in many ways are the cities. ... If we can create a financing mechanism that really enhances those urban core areas of downtowns that are over and above what the cities are providing, I think it's something that people could embrace."¹⁸



Sean Slone, Director of Transportation & Infrastructure Policy,
sslone@csg.org

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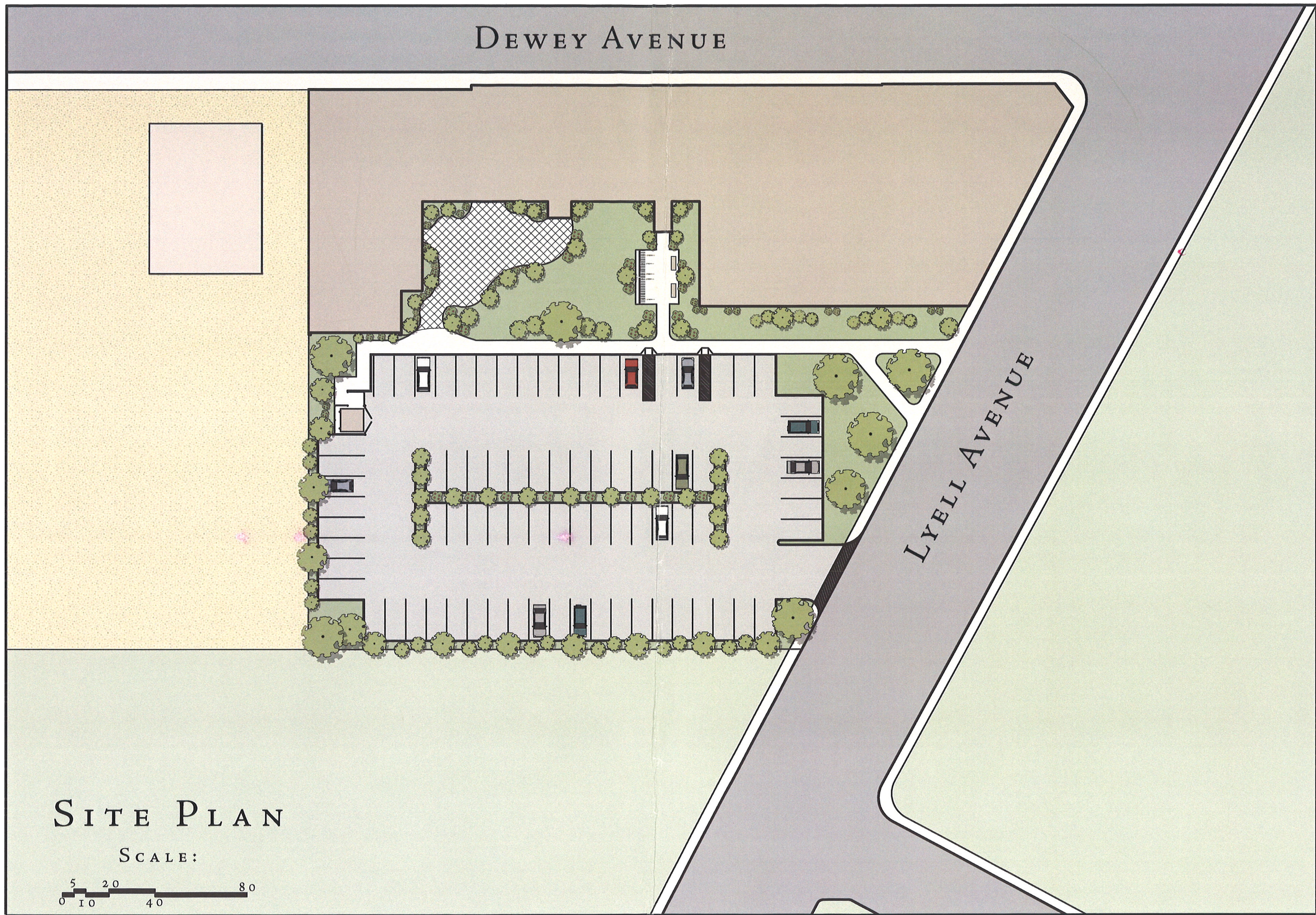
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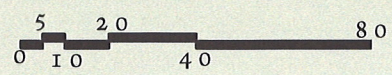
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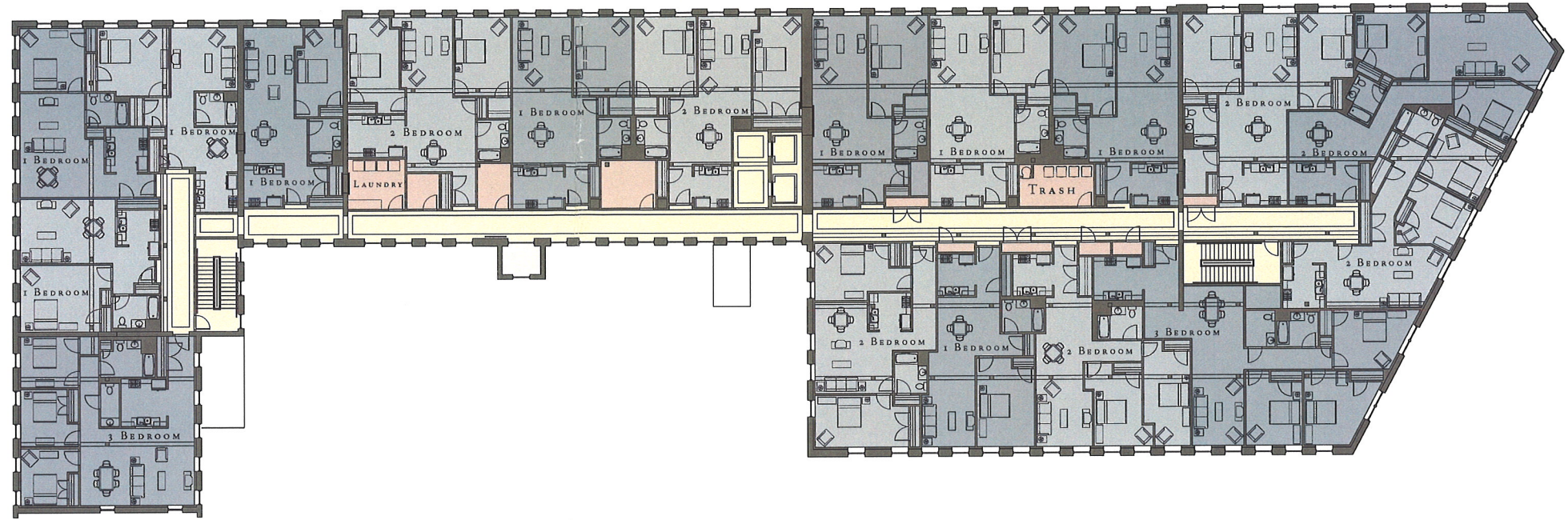
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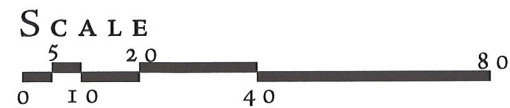
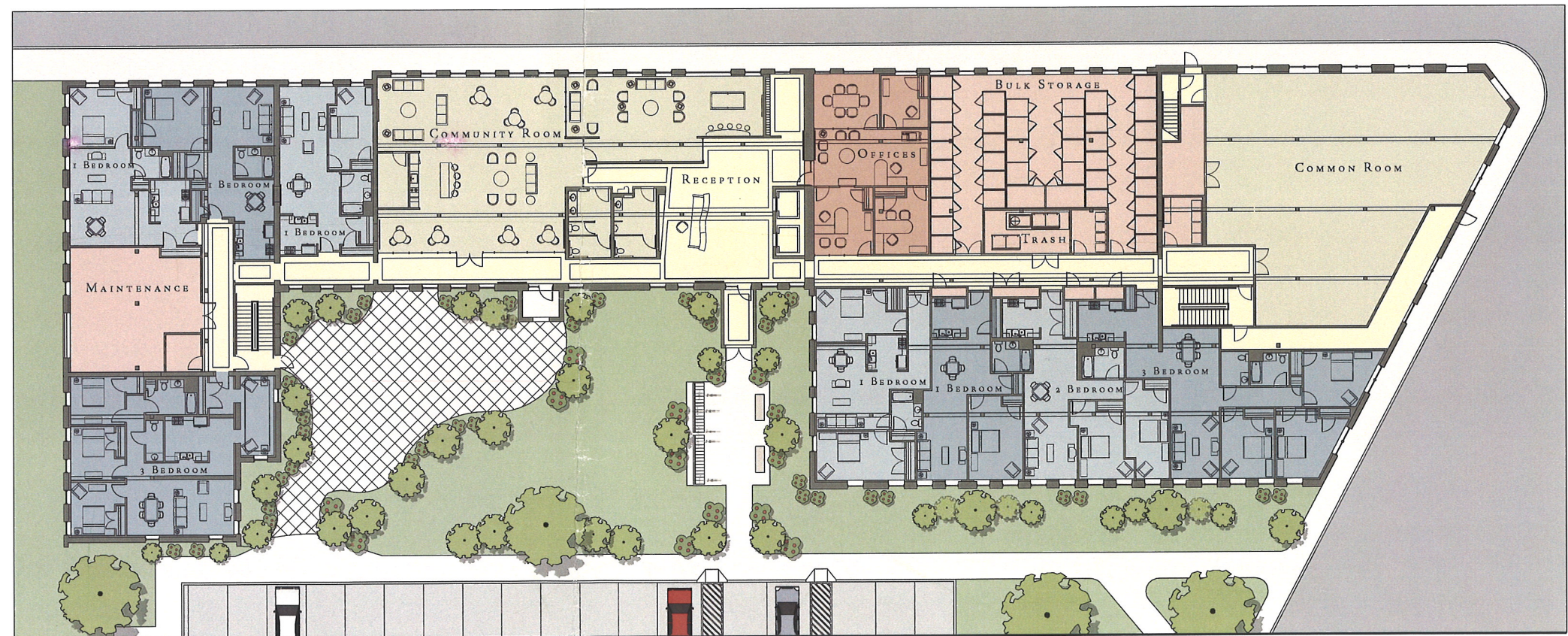
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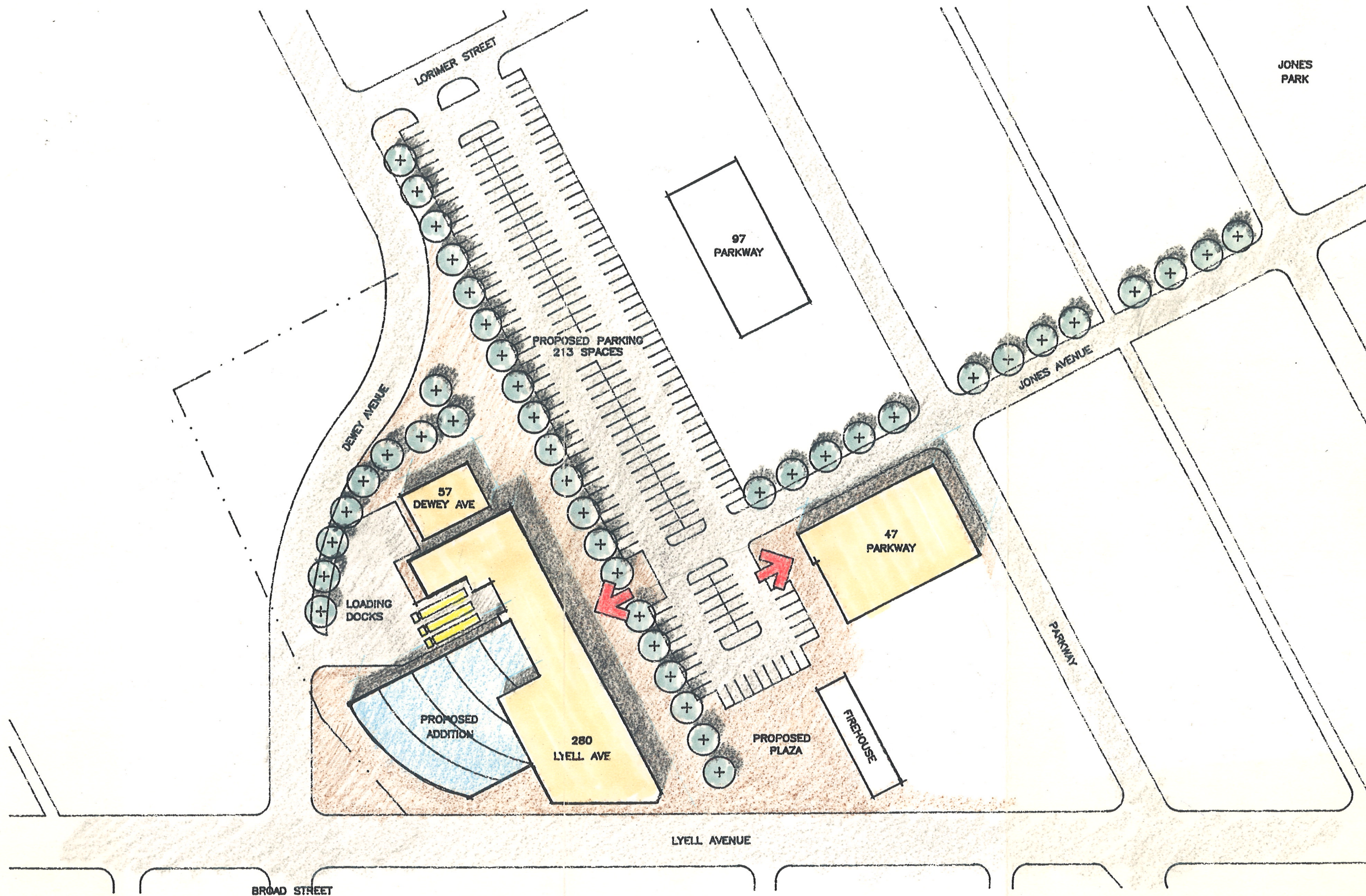
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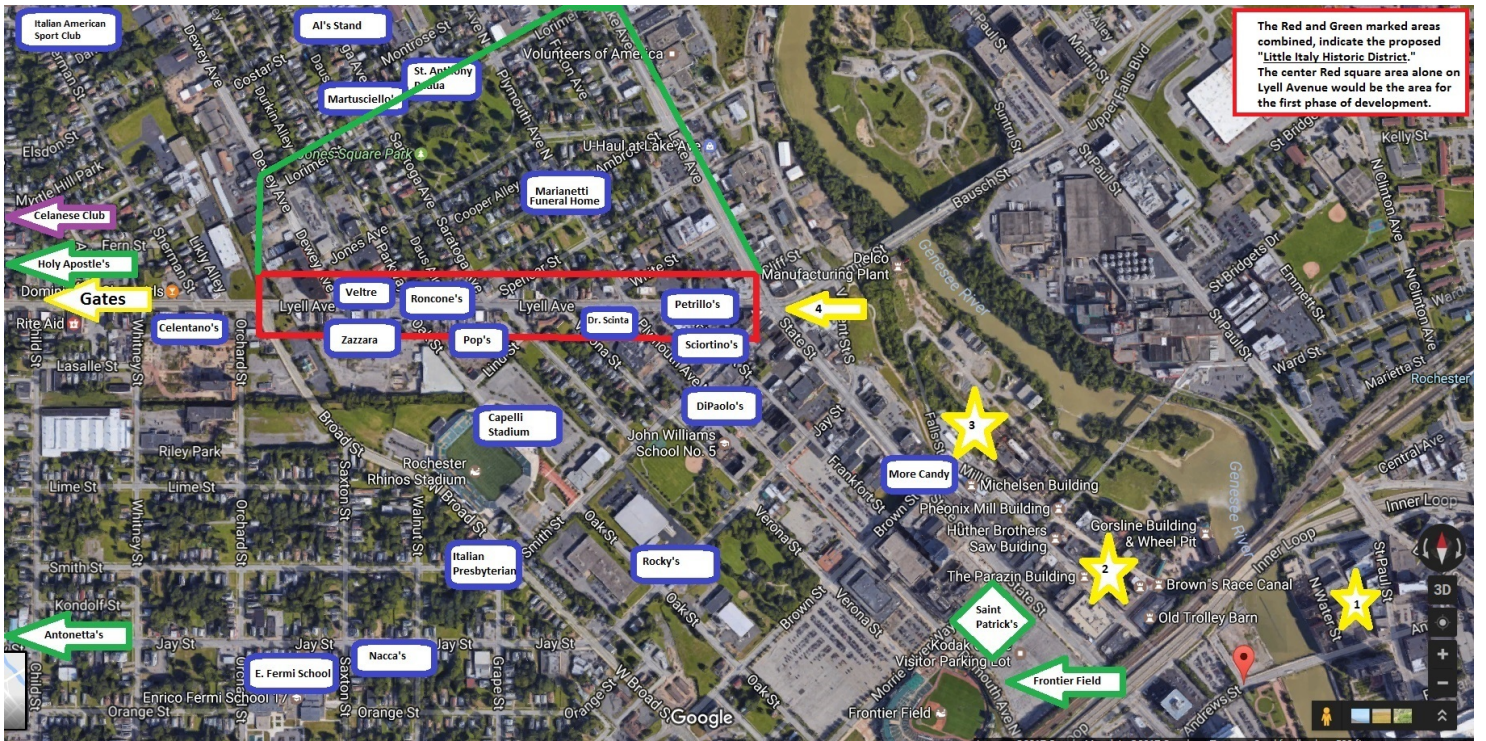


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