



WEST MAIN GATEWAY COMMUNITY KICK-OFF

May 13, 2025

AGENDA

- Introductions
- Program Overview
- Project Area
- Next Steps



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INTRODUCTIONS



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WHO WE ARE: PROJECT TEAM & FUNDERS



*Susan B.
Anthony
Neighborhood
Association*

**Regional
Revitalization
Partnership**



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PROGRAM OVERVIEW



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“BIG PICTURE”

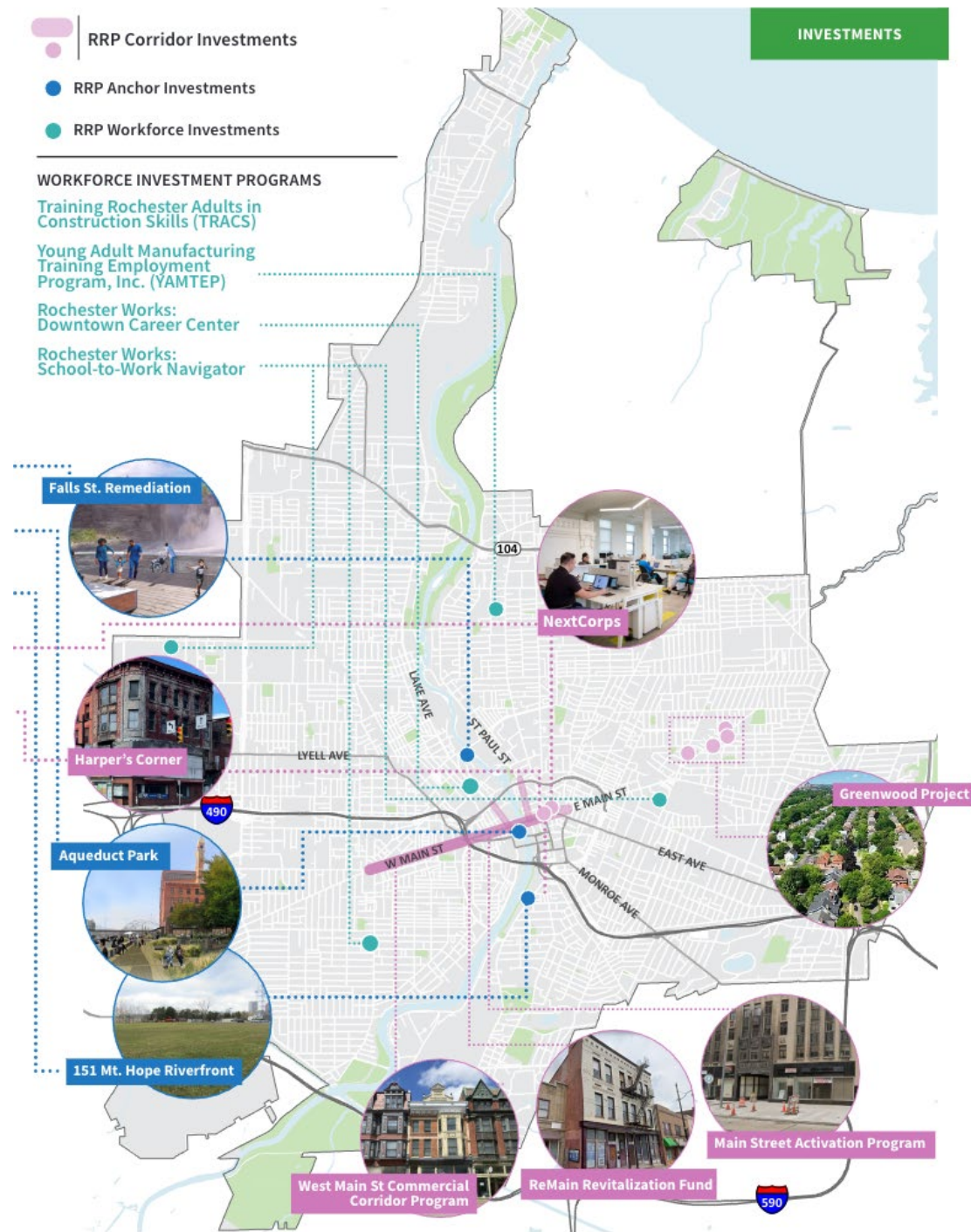
Regional Revitalization Partnership (RRP)

RRP is a \$300M comprehensive economic development strategy and public-private partnership that maximizes impact and leverages additional investment for Buffalo's East Side, Niagara Falls and Rochester.

- Collaboration with Community Stakeholders, Partners, Supporters
- Investments

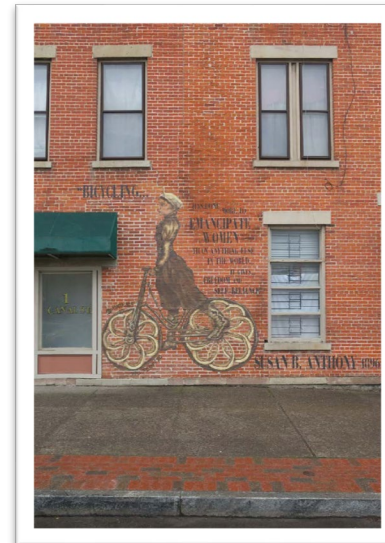


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ZOOM IN: WEST MAIN STREET

- Fall 2022 : \$80M allocated to Rochester with emphasis on placemaking, small business & commercial corridors, workforce
- Community input gathered for project ideas
 - Received proposals from West Main property owners
- West Main Gateway identified early on as a priority
 - Alignment with City of Rochester's Bull's Head Revitalization investments and targeted development
- Largest RRP project in portfolio with \$10M allocation



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WEST MAIN GATEWAY

Goals

1. Provide funding for building renovations to expand neighborhood-serving businesses including retail, restaurants, and other services
2. Increase mixed-use opportunities along commercial districts on West Main Street between Broad Street and Genesee Street
3. Build the capacity of stakeholders to advance the development and growth of the commercial corridor

Community involvement

- Stakeholder meetings in West Main corridor
- Guided by input from neighborhood residents and business owners
- NY Empire State Development leadership with program development



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PROJECT AREA



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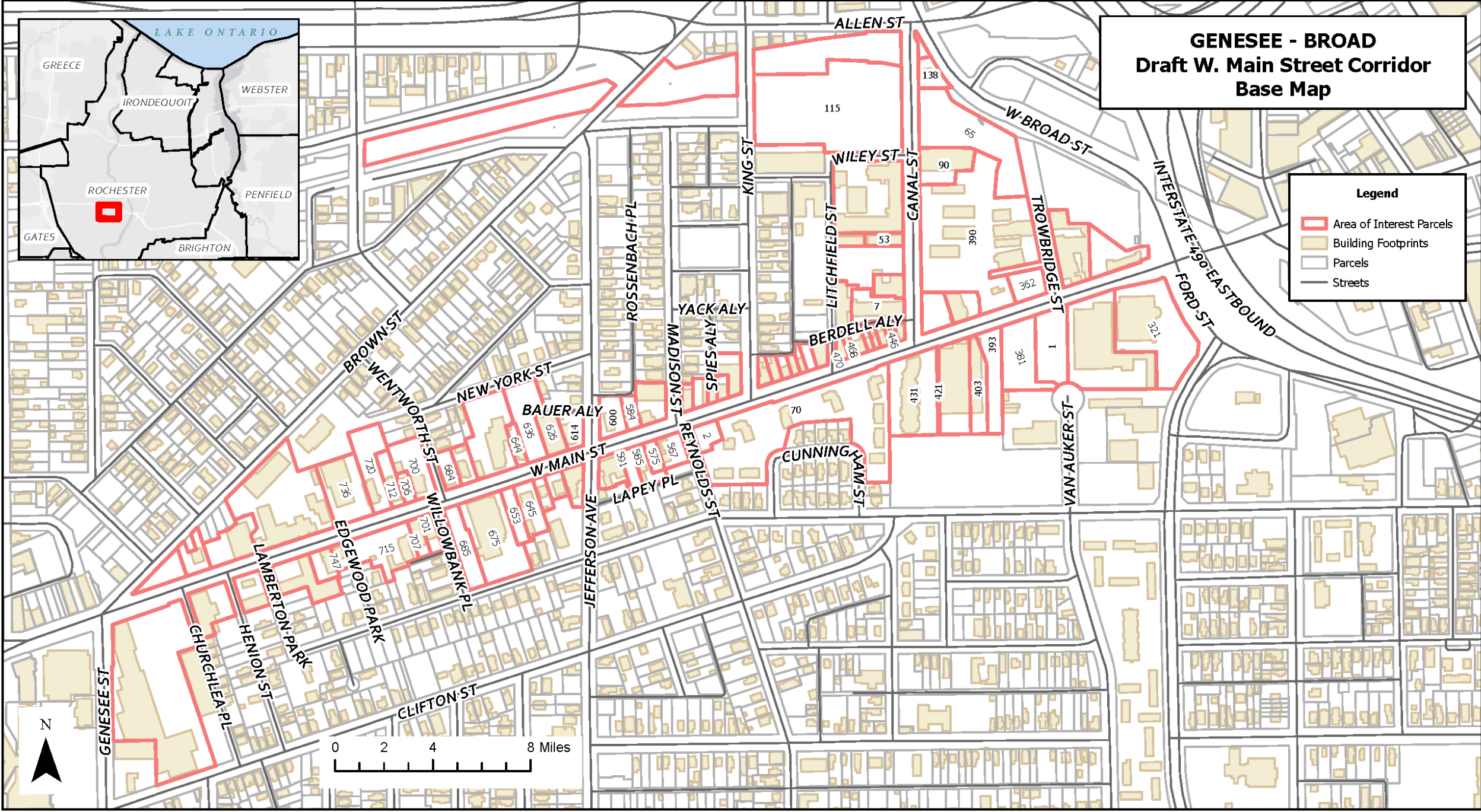
GENESEE - BROAD

Draft W. Main Street Corridor

Base Map

Legend

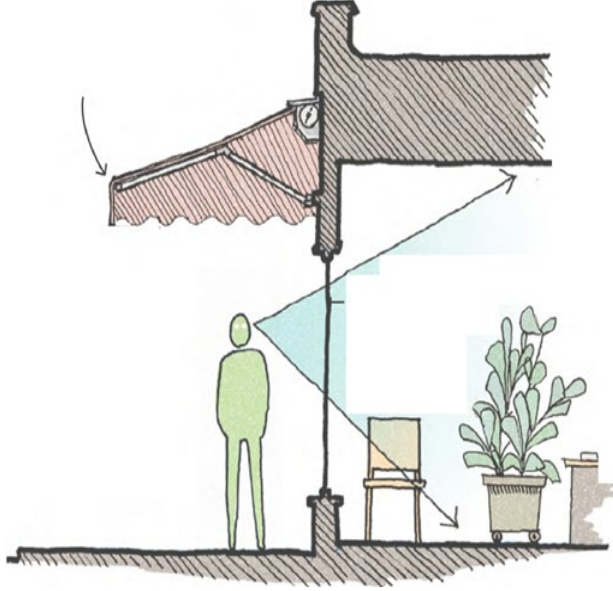
- Area of Interest Parcels
- Building Footprints
- Parcels
- Streets



NEXT STEPS



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NEIGHBORHOOD ENGAGEMENT

Susan B. Anthony Neighborhood Association

- Project Selection Committee
- Public Realm input
- Design Guidelines input
- Community Liaisons
 - Dawn Noto & Bill Price
 - Community Design Rochester



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POTENTIAL APPLICANTS: WHAT TO EXPECT

PROJECT OBJECTIVES

1. Accessibility, Health & Efficiency
2. Economic Impact
3. Visual Impact
4. Small Business Development
5. Readiness

More details on specific criteria will be available during the application period.



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Who is eligible?

Small businesses and property owners along West Main Street between Broad Street and Genesee Street.

What type of projects?

Mixed-use and commercial properties
Site acquisition, Demolition, Renovations,
Remediation, New construction and build-out, New
equipment purchases

How much money is available?

\$6 million TOTAL for West Main Gateway projects
Up to 90% of total project costs or \$250,000 per
property

APPLICATION PERIOD

Tentative Project Schedule	
Application Info Session	July 2025
Application Period	July – September 2025
Projects Selected	September 2025
Project Development	Begins October 2025



Program website:
www.westmaingateway.com

Check regularly for updates, information, application materials



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THANK YOU!

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