

# Genesee and Canal

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## City sets 2002 goal to develop Corn Hill

■ \$15 million plan includes apartments, shops, a promenade and office building.

BY STAFF WRITER  
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The most ambitious development along the historic Erie Canal system of waterways will be completed in Corn Hill by July 2002, according to city officials.

Mayor William A. Johnson Jr., with the Erie Harbor Partnership and Mark IV Construction Co. Inc., yesterday announced plans for the development of a \$15 million residential and retail waterfront community along the Genesee River.

Funding for the project will be provided by the city of Rochester, the New York State Canal Corporation and private investors.

"We are certain that no other community along the 500-plus miles of the Erie has ever taken on anything quite this ambitious," Johnson said.

Developers are trying to offer a self-contained European-style community that offers shops, apartments and offices, including a harbor-master headquarters.

"We think it completes and

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## Corn Hill Landing



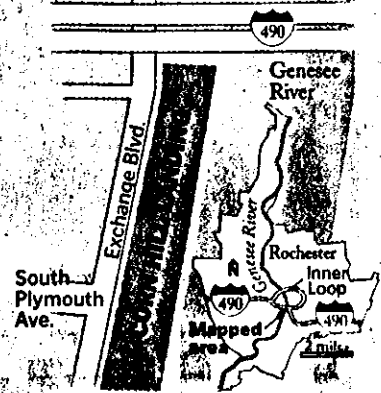
The development of a \$15 million mixed-use waterfront community along the Genesee River are scheduled to be completed by July 2002.

Corn Hill Landing would include:

- 120 luxury apartments.
- 12,000 square feet of retail shops.
- Harbor-master headquarters.
- Small office building.

Illustration by Barkstrom and Labois Architects

SOURCE: Mark IV Construction Co. Inc.



HERM AUCH staff artist

## Corn Hill

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complements the Corn Hill neighborhood with lots of pedestrian access," said Timothy Poley, a consultant with Mark IV.

The plan calls for the lowering and reconstruction of 1,700 feet of concrete wall to make the Genesee River more accessible to the public.

Residents can look forward to a riverside promenade of more than a quarter-mile, public gathering areas, docks, boat slips and launch areas for hand-carried boats.

"We are actually excited about it. The neighborhood is, as a whole, looking forward to having the riverfront developed and bringing some life from the river into the city," said Linda Speer, a member of the Corn Hill Neighborhood Association.

The project adds another piece to the city's downtown and neighborhood revitalization plans.

"Anything that we can do to get more people to come into the downtown area will add significance to our overall strategy and it will, I

think, generate more private investment in this area," Johnson said.

Mixing retail with housing is unusual, city officials said.

"In Rochester, there are some mixed-use buildings in Park Avenue, but this will be right next to the river," said Fashun Ku, city director of economic development.

Tentatively, rent for the one- and two-bedroom apartments would be around \$800 to \$1,000 a month, Ku said.

Exchange Boulevard would change from a four-lane road into a two-lane street north of Plymouth Avenue. Poley said designers are trying to make the street more pedestrian-friendly.

The exact look of the project won't be decided for 30 to 45 days, Poley said.

"We're going through a lot of sketches right now that people are recommending that we might want to change a lot of the traffic patterns. It's still fluid," he said.

City officials have another reason to look forward to the project. Rochester will be the site of the World Canals Conference next year. □