

P378  
.Sm538

PORT OF ROCHESTER



LIBRARY  
Montana State University  
Bozeman





**The Port of Rochester**  
**A Waterfront Redevelopment**

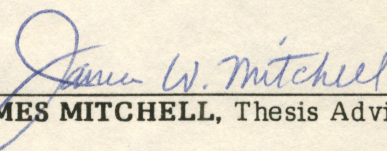
by

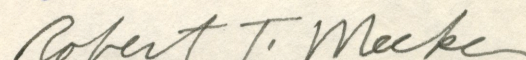
DAVID R. SMITH

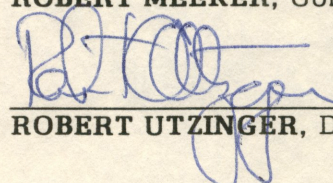
An undergraduate thesis submitted in  
partial fulfillment of the requirement  
for the degree  
of

BACHELOR OF ARCHITECTURE

Approved by:

  
\_\_\_\_\_  
**JAMES MITCHELL**, Thesis Advisor

  
\_\_\_\_\_  
**ROBERT MEEKER**, Committee Member

  
\_\_\_\_\_  
**ROBERT UTZINGER**, Director

Montana State University  
Bozeman, Montana  
June, 1985



7206 NA 2540  
M196  
S255

P378  
.5m 538

In presenting this thesis in partial fulfillment of the requirements for a degree at Montana State University, I agree that the library shall make it freely available for inspection. I further agree that permission for extensive copying of this thesis for scholarly purposes may be granted by my major professor; or, in his absences, by the Director of Libraries. It is understood that any copying or publication of this thesis for financial gain shall not be allowed without my permission.

Signed: David R. Smith

Date: July 3, 1985



I would like to dedicate this book to my parents for the continual and much needed support they have given me through my entire college education. This project would not have been possible without them.

I also would like to thank my advisor, Jim Mitchell, for his enthusiasm and moral support.



---

## INTRODUCTION

---



The City of Rochester, New York, is located in the western part of upstate New York at approximately the midpoint of the southern shore of Lake Ontario. The Genesee River flows north directly through the heart of the central business district, which is located seven miles south of the lake. At the northern most part of the city proper is the community of Charlotte (pronounced chär - lot'), which was annexed by the city in 1916.

Since the annexation of Charlotte by the City of Rochester, the area has gradually declined and lost its identity. What was once a booming beach community with Ontario Beach Park called the 'Coney Island of Western New York', is now an area of unfilled potential.

The Charlotte area has many landmarks, including the oldest carousal in the United States, a history of motorcycle gangs, a broken up commercial district, and housing ranging from lower middle class to upper class. There is no continuity to the area, no 'center' or 'place' to visit and remember. What Charlotte lacks is an identity, an 'image.'

But the City of Rochester wants to change this, and largely as a result of the Riverfront Celebration of Rochester's Sesquicentennial last year, during which the Tall Ships fleet attracted some 200,000 visitors, there is a renewed interest and enthusiasm in redeveloping the Charlotte waterfront area.

One of the largest open spaces in Charlotte is the site of the former Port of Rochester. The site contains 21 acres adjacent to Beach Avenue and the Genesee River. As interest in this particular site has intensified, the City of Rochester is seeking ways to improve it as part of the New York State Waterfront Revitalization Plan. Additionally, the city is presently funding improvements for Ontario Beach Park, including the repair of existing structures and the pier. This port site in conjunction with further improvements to Ontario Beach Park is the perfect place for Charlotte to regain its character and create an image.

I have therefore chosen as a thesis project to redevelop the Port of Rochester site in conjunction with Ontario Beach Park, with the idea that this project will be the turning point for the entire Charlotte area.



HISTORY



In the spring of 1790, twenty years before Rochesterville was first permanently settled, William Hinchey, of Brookfield, Massachusetts, established himself just south of the present Port of Rochester site. Hinchey, like the many people who soon followed him, realized the value of the area where the Genesee River empties into Lake Ontario as a possible location for a Port City.

The Village of Charlotte was incorporated in 1804, and the following year Thomas Jefferson and Congress created the 'Port of the Genesee' on the southern half of the present port site. Even the Federal Government at that time thought that Charlotte would soon be a major port city.

As the area continued to grow, it soon had its first industry, that of schooner building, and in 1822, the U.S. Government commissioned a lighthouse to be built on the site of the original Hinchey residence. Soon work also began on the building of two piers 360 feet apart stretching over 2,500 feet into Lake Ontario. A sandbar at the mouth of the river was dredged, and 157 acres of trees were cut down to improve lighthouse visibility. Lanterns denoting the piers were soon installed and it was then declared that the Port of the Genesee was a "first class port."<sup>1</sup> This 'first class port' was used for trading a variety of commodities including wheat, whiskey, pork, and potash.

By the year 1825, however, the Erie Canal was completed, and Rochesterville was beginning to experience rapid growth. With the new transportation route directly linking Rochesterville with Buffalo and New York City, trade at the Port of the Genesee began to decline. Soon the Federal Government relinquished its control over the port, and it became the 'Charlotte Port.' Soon thereafter, in 1834, Rochesterville became the City of Rochester.

However, a new industry soon began in Charlotte. In 1869, the Rochester Iron Manufacturing Company began operating a blast furnace on its 16 acre site between Broadway (now Lake Avenue) and the Genesee River (most of the present Port of Rochester site). During this time, the Charlotte Port became known as a coal port, and the New York Central Railroad ran a spur to the Charlotte blast furnace enabling



the direct delivery of Pennsylvania coal.

In 1879, the Rochester Iron Manufacturing Company was sold, modernized and expanded to employ over 200 people (from the 30 it formerly employed), and became the 'Charlotte Iron Works.' The Charlotte Port was still primarily a coal port, receiving a majority of its trade from the blast furnace though there were substantial exports of fruit from area farms and flour ground from imported Canadian wheat. Also during this time, Charlotte was being transformed into a summer resort for the ever-expanding City of Rochester. In the 1870s and 80s 'excursion steamers' made regular trips from the Glenn House (located at the lower falls of the Genesee) out into Lake Ontario and to the Thousand Islands.

Then, in 1884, Henry Bartholomay, a brewery owner, leased approximately 20 acres of beach front property across the street from the Charlotte Iron Works and founded the Ontario Beach Improvement Company. The Ontario Beach Improvement Company then sub-leased areas of the site for a hotel, theatre, dining and dancing pavilions, amusement rides (including a famed roller coaster), shooting galleries, exhibits and concessions. The new 'Ontario Beach Park' quickly became a fashionable resort.

Two years later, the Rochester Yacht Club was formed, building its first clubhouse on the present port site. Ferries began operating, allowing people to cross the river for a nickel to the area on the east still known as 'Summerville.' Hotels sprouted up in large numbers at the intersection of Broadway on Beach Avenue, and soon there were three railroad lines and two trolleys carrying people to Charlotte from the south, east and west.

By 1876 the New York Central Railroad was advertising Ontario Beach Park as the 'Coney Island of Western New York' and built a loop of track around Hotel Ontario, delivering passengers directly to the beach. Soon four new resort areas were built along the shores of Lake Ontario, as well as many elegant private residences, and Beach Avenue became dubbed the 'Gold Coast.'

However, as the train brought thousands of people—even tens of thousands on some holiday weekends—Ontario Beach Park gradually



became more of a carnival and less of a fashionable resort. In addition, as the automobile became available, Rochesterians were able to have a wider variety of vacation spots.

The crowds got rougher and rougher each year, and Charlotte Iron Works—still Charlotte's major industry—was suffering from strikes and frequent shutdowns. In 1903 the plant was once again sold and modernized, but was ultimately shut down and razed in 1927.

As Charlotte began to decline, it achieved a reputation as a 'wicked and immoral place' with its saloons, rowdy sailors and one-man police force. Furthermore, Charlotte was hit by a series of fires many believe were arson related.

As a result, by 1914, most of the year-round residents were lobbying hard to close the amusement park, and were willing to make Charlotte part of the City of Rochester to accomplish law and order. The city, of course, was only too willing to oblige, as it would gain the port as well as the increased size and prestige.

So on January 1, 1916, Charlotte was annexed by the City of Rochester, and three years later the city took possession of Ontario Beach Park, razed the old concessions and rides, and converted the former resort into a 25 acre public park. Today, only the park's historic carousel (circa 1876) survives from those dance-hall days of pavilions and penny arcades.<sup>2</sup>

Though Charlotte had now lost its major attraction, it still managed to cling to its 'resort' image a while longer. In 1936, the bathhouse was built and jazz clubs lined Lake Avenue. Today, however, the bathhouse is no longer used, and is said to be "teetering between abandonment and revival."<sup>3</sup> The jazz clubs, too, have largely vanished as a result of the dwindling summer crowds.

Though industry has not flourished in the area since those days, there was a time of hope during the construction of the St. Lawrence Seaway in the 1950s. Rochester, like many Great Lakes cities, pictured itself as becoming a major port where ships from around the world would stop, bringing goods to Rochester and distributing locally made products.



In 1958, the Rochester-Monroe County Port Authority was created to spark such development and prepare the port for shipping. Unfortunately, Rochester, unlike Buffalo or Chicago, never benefitted substantially from the seaway opening. The problems included both a port that lacked a natural harbor and therefore required expensive maintenance, and the fact that ocean-going transport is best for bulk products like coal and steel, and not products such as copiers, cameras, and optical lenses that Rochester was now exporting.

Then, in 1967, state health officials closed Ontario Beach Park to swimming due to the sewage-contaminated water from the Genesee River. It was not until 1976 that the beach was finally opened under the agreement with the state health department whereby the water quality would be monitored on a daily basis and the beach closed when pollution exceeded state regulations. Today, the beach closes an average of 17 days per year due to pollution and algae problems, but is expected to further improve as a new multimillion dollar sewer system is near completion.

As the Port of Rochester began to lose money, several proposals were made to try to improve the facility and make it profitable. These proposals included a coal loading trestle, an oil tank farm and a container terminal.

However, during this same time, a strong new local organization, the Charlotte Community Association (CCA), was formed. The CCA managed to block all of these proposals and even managed to force the Port Authority to remove the highway salt piles it had on the site. Amidst this concern over the development of the site, the Charlotte Community Association began discussing and promoting a plan whereby the Port of Rochester would be redeveloped into a recreational complex which might include a marina, restaurants, retail stores, a nautical museum, and boat rental facilities.

By the early 1970s, the port was only importing three commodities: newsprint for the Gannett Company, tomato paste for Ragu Foods, and highway salt for the county. As Gannett soon turned to the more economical rail delivery, and Ragu Foods began buying more domestic



products, the Port Authority continued to lose more money. Finally, in 1976, after not having seen a ship for over 2 years, the Rochester-Monroe County Port Authority was abolished, and ownership of the site granted to the City of Rochester.

The CCA then pushed hard to redevelop the site into the recreation/retail complex it desired, and finally, in 1979, the City of Rochester contracted the Detroit firm of Johnson, Johnson, and Roy (JJR) to make recommendations as to possible development on the port site. The study resulted in a plan to develop the site into a \$5-10 million tourist center with a marina and retail complex that would be complete by the late 1980s.

Unfortunately, the plan was never acted upon, as the firm of Pittston Inc. still had a 15 year lease on two of the port's three warehouses. The City of Rochester then rezoned the area to prohibit commercial shipping on the site. Pittston sued the city, but upon having financial problems, ultimately gave up the lease in 1982, thus finally giving the City of Rochester full possession of the site. Development was now feasible, and the Rochester newspapers exclaimed in their headlines: "City Regains Waterfront: Former Port of Rochester Land will now be Developed for Public Recreation."<sup>4</sup>

Within one year, the county, under the auspices of the City of Rochester, completed a boat ramp at the southern most part of the site. And in July of 1984, Rochester held its 'Celebrate the Lake Festival' at the port site as part of its sequicentennial celebration, which attracted over 200,000 visitors and drew the largest crowd to Ontario Beach Park in over 20 years.<sup>5</sup>

Other signs that development for the site are at hand are also taking place. The City of Rochester is once again funding a marketability study as part of a grant from the New York State Waterfront Redevelopment Program (see Appendix) whose results promised to be available in June of 1985. Furthermore, the refurbishing of Ontario Beach Park's famed carousel has just been completed, as well as the extensive repair of the west pier with resurfacing, lamp posts and hand rails. There is also serious talk of renovating the bathhouse.



The crowds are improving, too. Not long ago Charlotte was a hangout for rough and ready motorcycle gangs like Hells Angels and The Outlaws, driving away picnickers. Today, except for the occasional weekend high school gangs using Beach Avenue as a 'cruising strip,' the area is primarily used for weekend picnickers.

As interest in the port site is once again at a level where development is probable, some of the major 'images' prevalent in the community must be noted. First of all, the Charlotte Community is extremely nostalgic about its past, and wishes to revive those days as a fashionable resort. The CCA still remains as a strong force in the community and desires to see the recreational complex it has promoted since 1969. And finally, the city and county wish to see the area developed and give the community as a whole more access to the river and lake for boating. With these ideas in mind, and the thorough understanding of site in relation to its size and impact on the area, will force the redevelopment of the Port of Rochester to create a new and reformed image for the Charlotte community.



===== CASE STUDIES =====

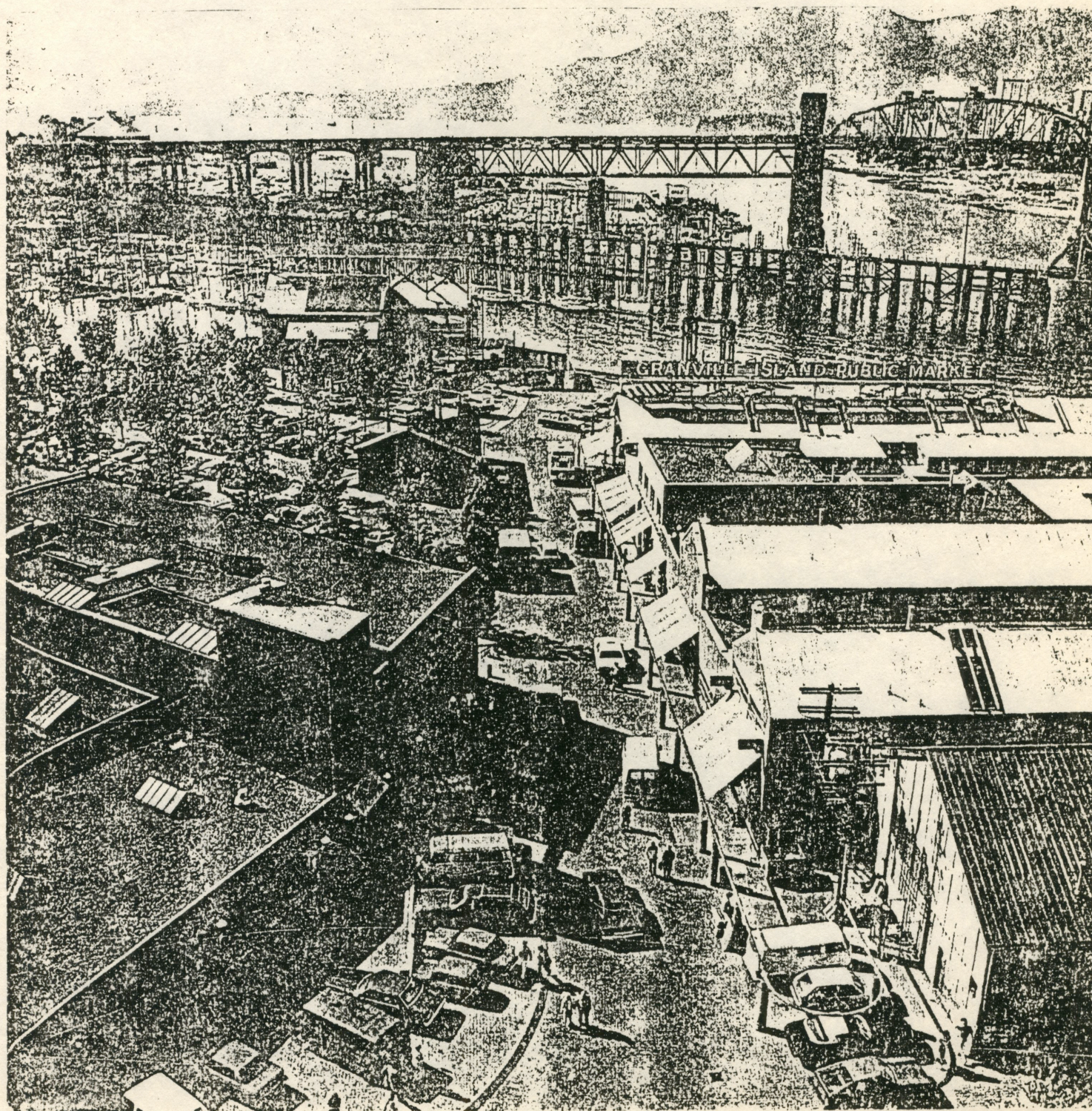


Before addressing the specific issues and proposals for the Port of Rochester/Charlotte area, let us first examine three cases studies of successful waterfront redevelopments in prominent North American cities. The three projects to be discussed are Granville Island in Vancouver, British Columbia, Faneuil Hall Marketplace in Boston, Massachusetts, and Harborplace in Baltimore, Maryland. Each of these projects is an attempt to redevelop the waterfront area of their respective city, and though their solutions differ, each has been successful beyond expectations.

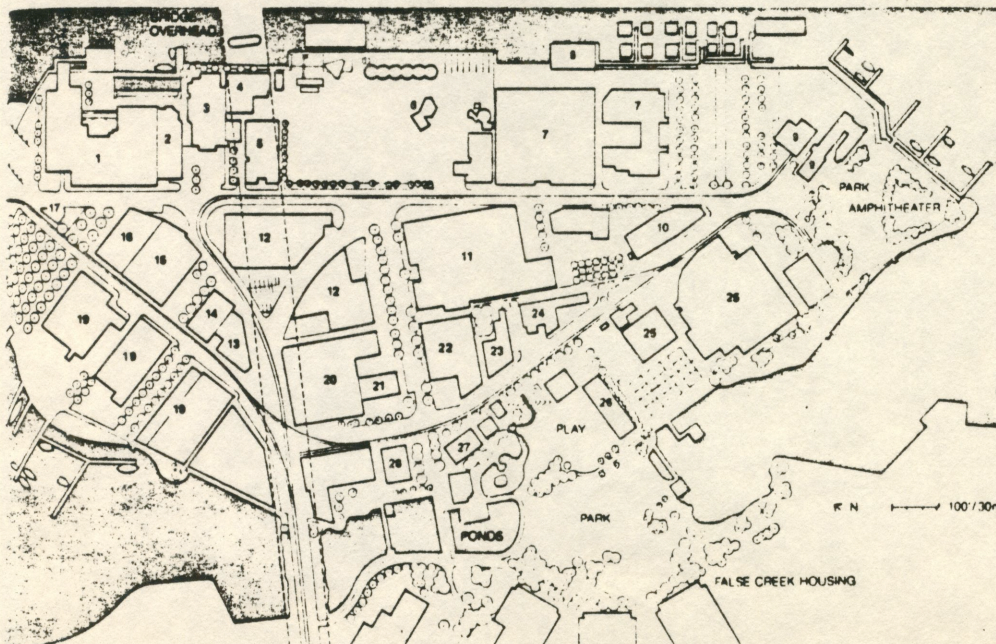
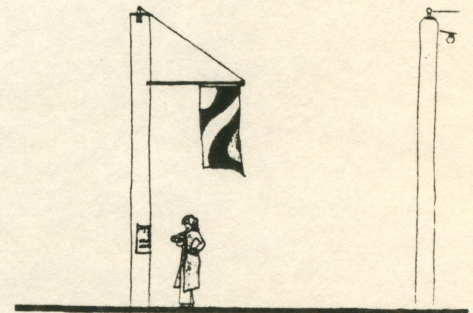
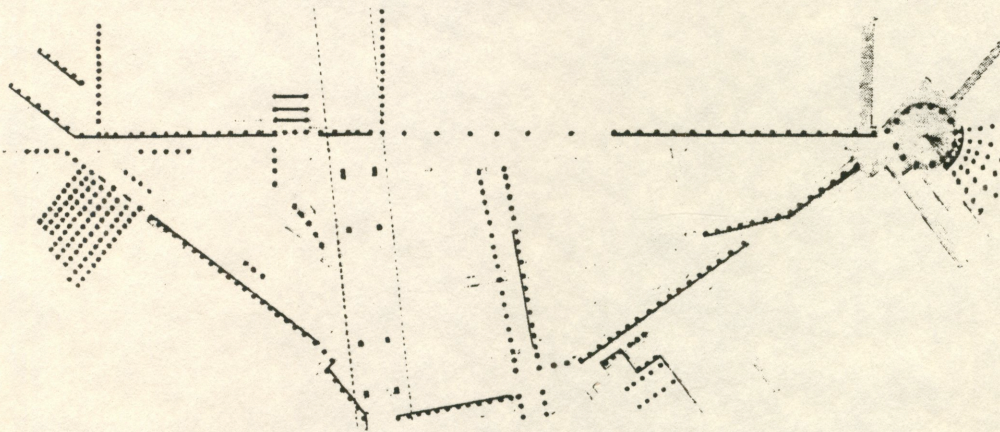
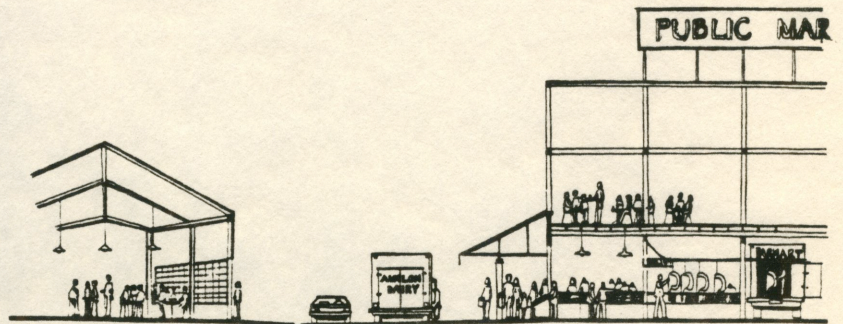
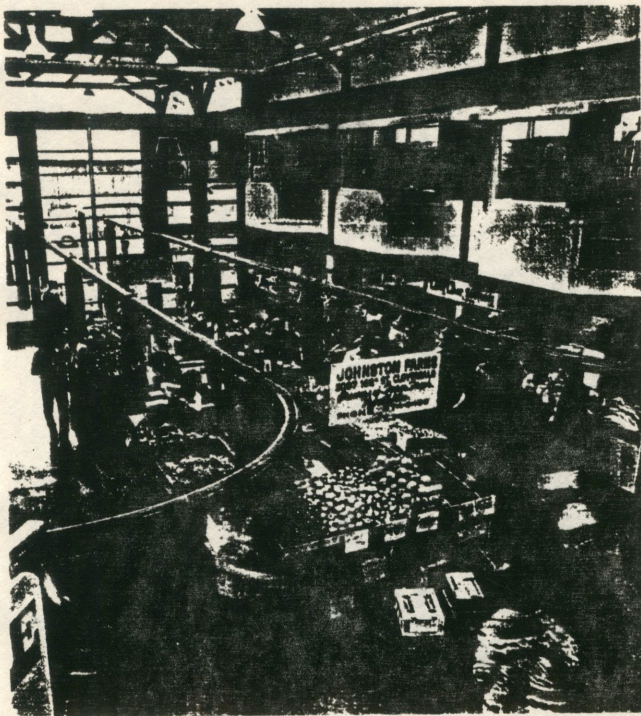


## GRANVILLE ISLAND

LOCATION: Vancouver, British Columbia  
SIZE: 38 Acres, \$25 million  
ARCHITECT: Norman Hotson, Architects  
DATE: 1976  
DESCRIPTION: A mixture of cultural, educational, commercial and industrial uses in a rejuvenated industrial setting.







- |                                              |                                                   |
|----------------------------------------------|---------------------------------------------------|
| 1 Public Market                              | 15 Building 39-40, artists' workshops and offices |
| 2 Arts Club Cabaret                          | 16 Building 41, retail, offices                   |
| 3 Arts Club Theater                          | 17 Gourmet takeout                                |
| 4 Mulvaney's Restaurant                      | 18 Bridges Restaurant                             |
| 5 Creekhous offices                          | 19 Maritime Market                                |
| 6 Ocean Construction Supplies (concrete)     | 20 Lecky Paper                                    |
| 7 Emily Carr College of Art                  | 21 Gallery, studios                               |
| 8 Pier 32, offices and Jonathan's Restaurant | 22 Theater scene shops                            |
| 9 Boatel                                     | 23 Pottery studios                                |
| 10 Industrial                                | 24 Micon Drill Bits                               |
| 11 Artists' workshops and parking            | 25 Morrison Steel & Wire plant                    |
| 12 Canada Chain and Forge                    | 26 False Creek Community Center                   |
| 13 Restaurant                                | 27 Columbia Bitulithic                            |
| 14 Building 38, artists' workshops           | 28 Waterfront Theater                             |



Granville island has been said to be a "place of destination . . . that offers a unique shopping, dining and entertainment experience in a rejuvenated industrial setting."<sup>6</sup> Much like the Port of Rochester site, Granville Island was once a healthy industrial waterfront area whose time had passed. Located on a peninsula in False Creek Basin, the overall aim of the project was to create a public "recreation" place for the residents of the new False Creek project (adjacent to the island) and the community at large.

### **The Reason For Development**

During the 1920s Granville Island was the home of several heavy industries that depended on the waterfront for shipping purposes. However, by the 1960s shipping was no longer economical, and ultimately Granville Island became a classic late twentieth century waterfront area in need of redevelopment.

Two factors made the idea of redevelopment on Granville Island particularly attractive—its location and its ownership. First, the location of Granville Island is superb. Not only is the project adjacent to downtown Vancouver and able to tap the huge urban market, but the 'island' is actually a peninsula, thus enabling easy access and attractive views of False Creek Basin.

Secondly, Granville Island is owned by a single owner: the Canadian Federal Government. As a result, such non-market amenities as parks, playgrounds and cultural uses became possible. It has been said that it is primarily a result of the single ownership by the federal government that has made this project its tremendous success.<sup>7</sup>

In 1973 a study prepared by the Vancouver firm Thompson, Berwick, Pratt and Partners set forth initial objectives and an administrative structure necessary for redevelopment. The three primary initial objectives were stated as follows:

- (1) The creation of a development program by urban designers, defining the public space.
- (2) The design of the public infrastructure for the island.



- (3) The establishment of specific guidelines for building design and tenant section.

By 1976 the Granville Island Trust was created to direct the redevelopment, and the Canadian Federal Government made its \$25 million commitment. The redevelopment of Granville Island began.

### **The Development Program**

As part of the approach of determining the concepts for the public spaces on Granville Island, the urban designers (Normal Hoston, Architects) had to define what constituted a "contemporary urban space." They came up with three main concepts:<sup>8</sup>

- (1) To revive the 'loss of urbanity' a revitalization plan must provide variety and diversity with such key developments as a public market, theatres, and artist studios.
- (2) The creation of an 'opportunity place,' providing for interesting tenants that have trouble finding space to rent elsewhere in Vancouver. This concept also encouraged the idea of a public market, theatres, artists' studios and workshops.
- (3) The promotion of 'active' rather than 'passive recreation.' It was determined that 'very' public places like a public marketplace should be developed, as well as areas where people could get involved, such as artists' studios, theatres and workshops.

### **Public Infrastructure**

Perhaps one of the most successful parts of the Granville Island redevelopment program is the five urban design elements that create the public infrastructure. These are as follows:<sup>9</sup>

- (1) The creation of a 'free circulation zone' paved with brick and concrete, thus breaking the traditional separation of pedestrians and cars and making the pedestrians feel the island is 'theirs.'
- (2) An 'unobstructed periphery' of the island, allowing for walkways to be developed, thereby drawing people to the island for the sole purpose of walking along the waterfront, and not for the commercial



attractions.

- (3) The establishment of a 'unifying element' of a system of colored pipes that run between buildings and through open spaces and also help support canopies that give protection from Vancouver's rainy climate.
- (4) The use of 'traditional cladding' materials (stucco and corrugated steel) which contribute to the unified character of the development.
- (5) The use of 'strong different colors' closely associated with industry to add interest and excitement to the project.

To further maintain the industrial character of the island, guidelines were established as to exactly how the structures were rehabilitated. These included the requirement that the building conform to the original footprint, as well as the mandatory use of heavy-timber and wood-frame structural elements, exposed ductwork, multipaneled windows and doors, and wired glass skylights.

#### **Tenant Selection**

In order to make the project economically successful and maintain the rich mixture of cultural, educational, commercial and industrial uses, all tenant selection was based on the following checklist:<sup>10</sup>

- (1) Is the activity people oriented? Is the ratio of people to space high?
- (2) Will it open to the street, open spaces or pathways?
- (3) Are there views inside and excitement to enter? (i.e. artist's studio with gallery).
- (4) Will activity recognize particular opportunities of location?
- (5) Does the activity have an immediate appeal to a large variety of people?
- (6) Will the owners and directors be present on the island to provide a sense of daily involvement?
- (7) Will the activity extend beyond the typical 9



to 5 day?

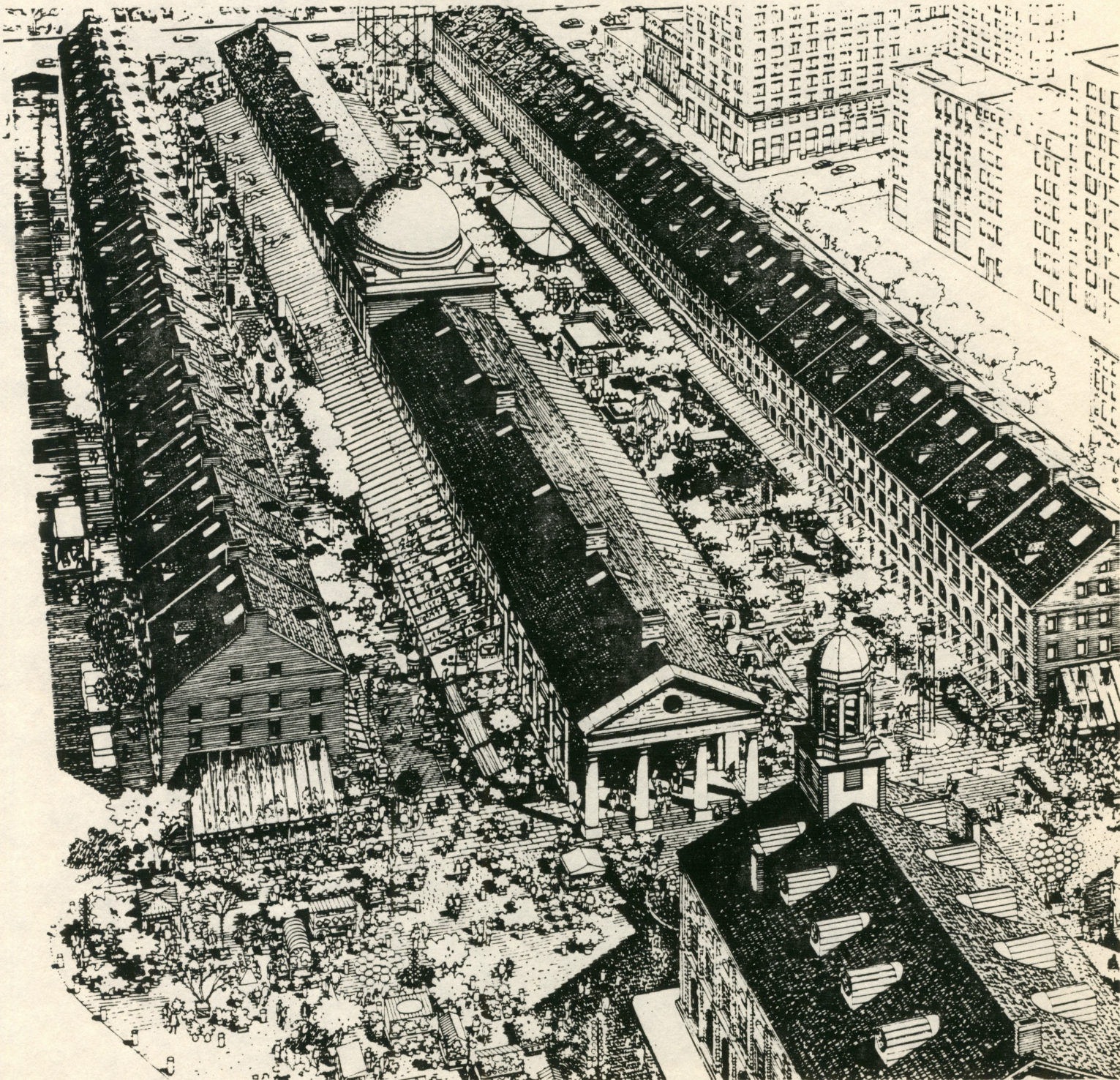
- (8) Does the activity have a high spin-off use for other activities in terms of use and image?
- (9) Are the space needs small, thereby allowing for diversity and opportunity?
- (10) Does the activity allow for direct public participation?

Granville Island has been a tremendous success since the day it opened. Its rich character has been created with the variety established by a public market, shops, restaurants, cultural enrichment and entertainment areas, as well as parks, playgrounds and the retention of some of the original industries (such as a cement plant). And although there are no architectural masterpieces on the island, the overall project concept is considered to be a real architectural accomplishment.<sup>11</sup>

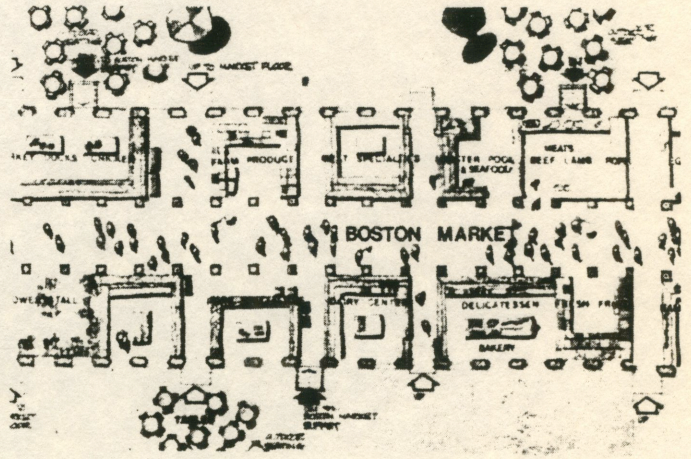
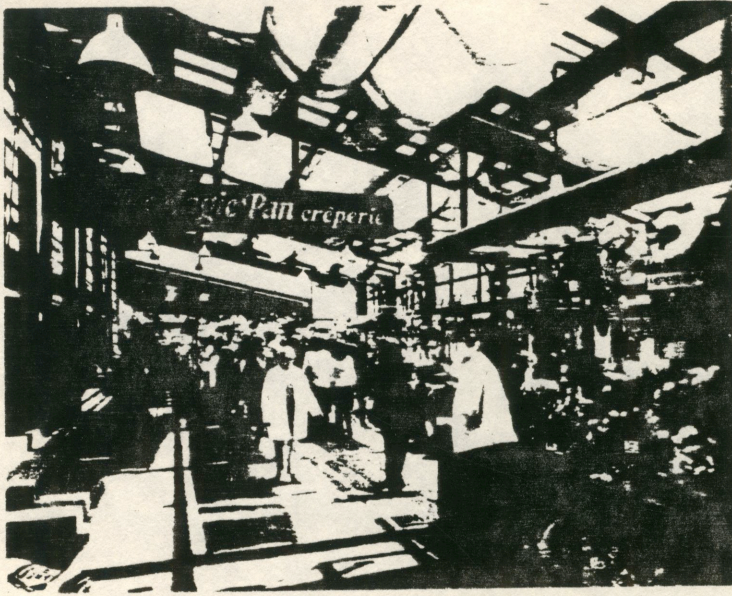


## FANEUIL HALL MARKETPLACE

**LOCATION:** Boston, Massachusetts  
**SIZE:** 6½ Acres, \$21 Million  
**ARCHITECT:** Benjamin Thompson and Associates  
**DATE:** 1975  
**DESCRIPTION:** A retail marketplace in remodeled and modernized 19th century market buildings.









Faneuil Hall Marketplace is significant not only in the fact that it is one of the first of its kind in America, its tremendous success, or that it has been used as a prototype for such later projects (by the same architect/developer team) as Harborplace and South Street Seaport, but foremost, its single greatest achievement is its concept for a 'modern' mixed-use marketplace and its influences on the redevelopment of urban areas throughout the country. For these reasons, Faneuil Hall Marketplace shall be reviewed.

### **A Reason For Development**

The history of Faneuil Hall Marketplace goes back more than 150 years when the three Greek Revival buildings were originally designed by Alexander Parris for the Boston food wholesaling district. In the early 1960s however, after more than 130 years of intensive use, the Marketplace was declared obsolete and was in danger of being torn down. Fortunately, after some encouragement from two local architects, the Boston Redevelopment Authority commissioned a preservation-modernization study in 1968, and after several years of funding complications and difficulties, it was finally determined that the Rouse Company would develop the marketplace with Ben Thompson as the architect. Like Granville Island, Faneuil Hall Marketplace has an excellent location. Not only is it located between a \$230 Government Center and a \$125 Waterfront Redevelopment Project, but it also has the additional feeder surroundings of the central business district, the residential north end, the new Aquarium, and the Marriot Hotel.

### **The Development Program**

The theme behind the Rouse/Thompson redevelopment project was to create "... a setting for festive human interaction."<sup>12</sup> The team attempted to create this atmosphere by providing for an extreme variety of small shops that could not be found elsewhere, thereby making Faneuil Hall Marketplace a 'special' place (eliminating national franchises) and maximizing its income per square foot. Through this retailing scheme originally met with much scepticism because of its lack of having the



conventional 'magnet' store(s), the marketplace has been a phenomenal success—and ironically it has been the larger stores that have failed in the last six years.

Architecturally, Faneuil Hall Marketplace is made up of three remodeled 19th century market buildings divided by two streets. The streets have been closed to automobile traffic, paved with cobblestone and brick, and landscaped with trees and benches. This in itself has helped make the marketplace successful, as it is the stage for a variety of push carts, public speakers, and performers.

To the buildings, Thompson has added bright banners and awnings to further development this festive atmosphere in the street. He also has added glass lean-to sheds to both sides of the Quincy market building, and to the ends of the north and south buildings. These glass lean-tos have also been highly successful as they help create the festive atmosphere within the market buildings, allow the pedestrians to see this activity, and are able to open to the outdoors in good weather. These glass lean-tos also help scale down the street in much the same way the farmers' carts of the past did.<sup>13</sup>

Within the market buildings, the Rouse/Thompson team attempts to give the visitor a feeling of warmth and reassurance with a display of color and food, and at the same time a feeling of self-control by providing variety for personal choice. However, in order to keep some sort of continuity over the variety of displays, each tenant is given a 'volume' of guidelines (entitled "Retail Tenant Design Criteria") that governs the size, placement, material and color of just about everything.<sup>14</sup>

Today, Faneuil Hall Marketplace houses over 150 commercial tenants in the basement, first and second levels, with offices, a 'great hall' (for activities such as dances), and a branch of the Fine Arts Museum on the third level. In addition, there are approximately 20 pushcarts (designed especially for the Marketplace by Rouse and Thompson) and 13 shops that survive from the market's wholesale days. Having now been in operation for six years, the Rouse Co. has been able to come up with the following statistics:



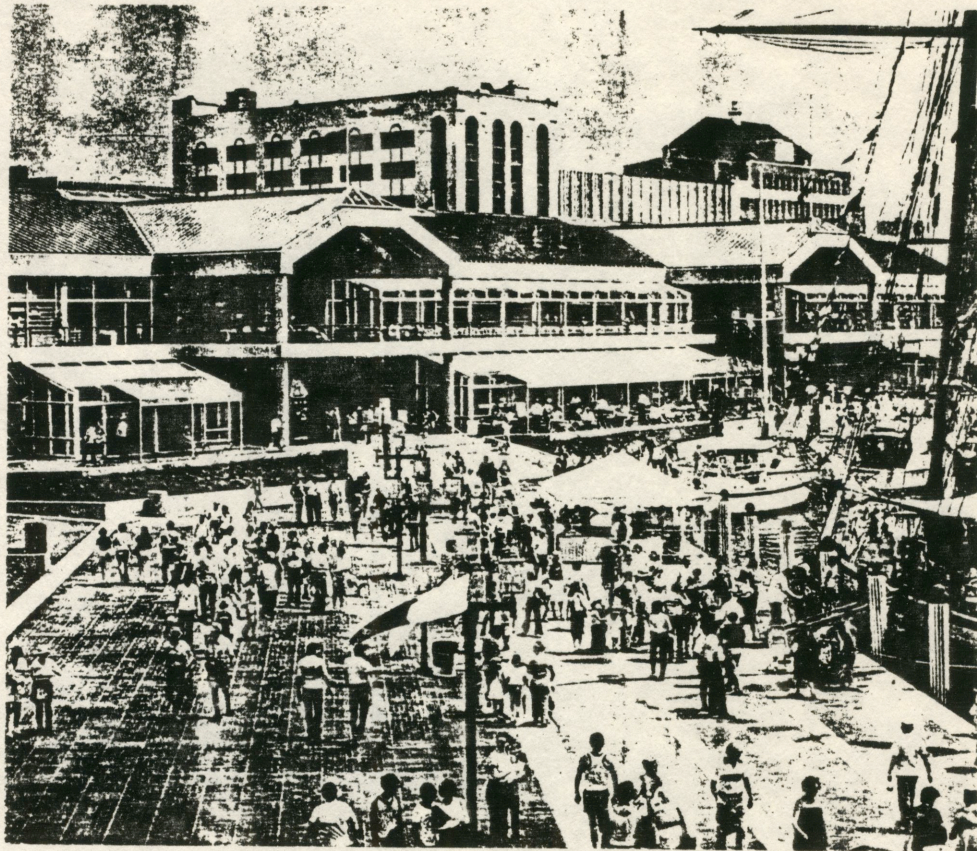
1. Faneuil Hall Marketplace draws approximately 12 million visitors per year.
2. Fifty percent of the visitors are tourists or conventioners, the remainder are from the Boston area.
3. The average visit lasts about an hour and a half, during which an average of \$6.00 is spent.
4. Food does best. The Rouse Company estimates that it receives 60 percent of its revenue from food on 50 percent of the floor area.
5. August is the best month. Unlike shopping malls, business at Faneuil Hall Marketplace reflects the tourist season, with August better than Christmas.

As previously mentioned, Faneuil Hall Marketplace has been a great success. John Zeisel, a sociologist of environmental behavior describes it as "... an event . . . you go for the experience, like a scenic visit . . . it is simply the place to go in Boston, the place to be."<sup>16</sup>

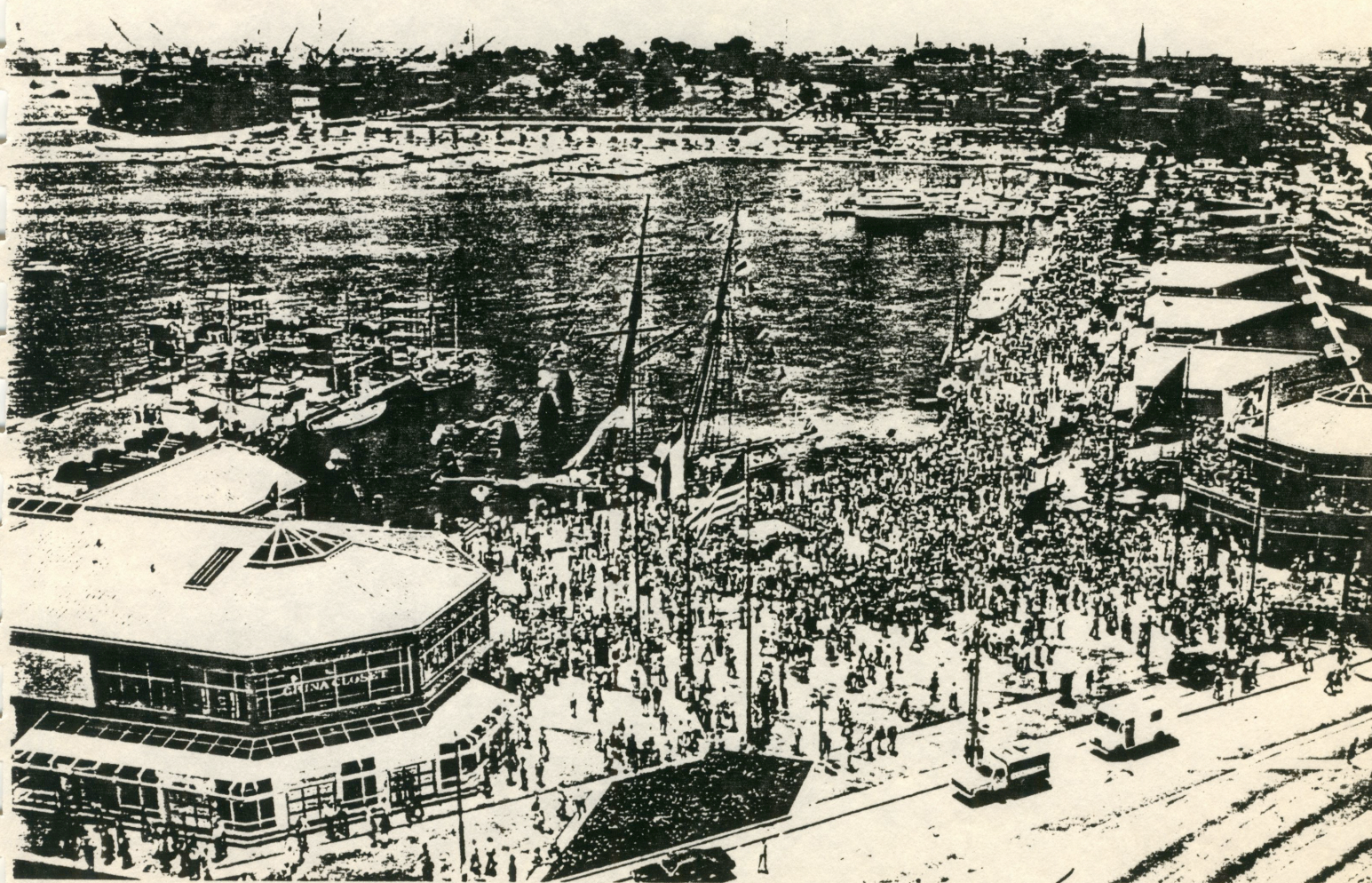
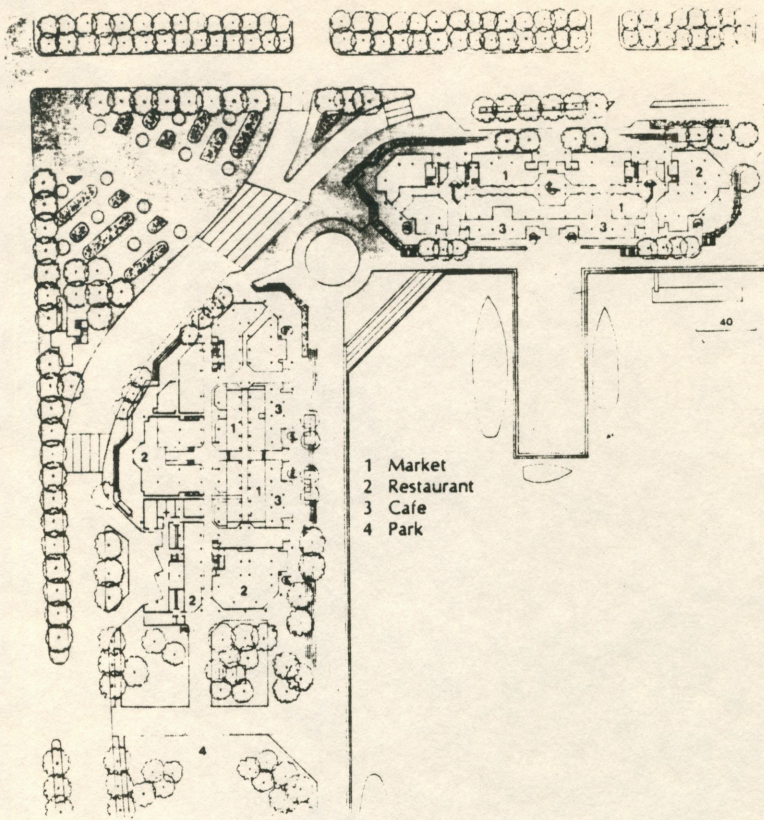


## HARBORPLACE

**LOCATION:** Baltimore, Maryland  
**SIZE:** 3.2 Acres, \$18 Million  
**ARCHITECT:** Benjamin Thompson and Associates  
**DATE:** 1980  
**DESCRIPTION:** A 'festival' urban marketplace primarily for food functions created entirely of new architecture.









Though roughly the same size as Faneuil Hall Marketplace in Boston, and created by the same architect/developer team (Benjamin Thompson and Associates/James C. Rouse Co), Harborplace, one of the most recent and successful projects of Baltimore's Inner Harbor redevelopment plan, has no direct links to the past. Instead of being created of older buildings 'beloved to the public,' Harborplace is made up of two new waterside pavilions and yet still manages to create the image and atmosphere of the traditional marketplace.<sup>17</sup> "Overnight Harborplace has become the major cultural and recreational activity in a downtown that desperately needed one."<sup>18</sup>

### **The Reason For Development**

Since the 1950s, Baltimore has been attempting to redevelop its urban area. Following a huge 33 acre, \$180 million project in the heart of downtown, Baltimore prepared a plan for redevelopment of its Inner Harbor in 1964. The plan called for 'returning the shoreline to the people' by providing a public warf, a marina, a 'ceremonial' boat landing, a shoreline promenade, a park, a science center, an aquarium, apartments, townhouses, hotels and offices. Also part of the redevelopment plan was the feeder surroundings of a convention center. the Charles Center, and more hotels and offices. However, one thing the plan did not include was the highly successful missing ingredient of Harborplace, that has both provided the area with a focus and helped unify downtown Baltimore."<sup>19</sup>

Harborplace evolved much of the same way as Faneuil Hall Marketplace, drawing largely a tourist crowd and based on the idea that the mass of small retail attractions grouped together become the 'magnet.' Also like Faneuil Hall Marketplace, it originally drew much scepticism, not only about this retailing scheme, but also the mere fact of constructing two pavilions on the waterfront. However upon its completion, it was said that "it is clearly not just the architects and developer who won . . . it is the people as well . . . Harborplace has been an instant commercial or well as social success."<sup>20</sup>



### **The Development Program**

The two pavilions at Harborplace have been a successful attempt to create an active town center and vivid street life of the traditional marketplace. One of the major reasons for this success is because Thompson learned what makes historic marketplaces work and was then able to capture this spirit.

In his search for prototypes relating to the dual setting of a harbor and park where land and water meet, Thompson found two options. The first option for a prototype was the traditional commercial waterfront construction. This included shed-like warehouses, covered piers, ferry terminals, yacht clubs, and grandstands for viewing boat races. The second option Thompson saw was to use the traditional 'pleasure pavilions' of American city parks, such as greenhouses, horticulture halls, and exposition buildings. This prototype, rather than addressing the waterfront, addressed the enclosed space with "crystalline prismatic forms, achieving reflection, festivity, and a sense of see-in transparency."<sup>21</sup>

What Thompson has done is to combine these two options into one design. Specifically, it can be readily seen that the overall building forms of the Harborplace pavilions are a derivative of the former wharf buildings of the past with their sloped roofs and use of metal and concrete. Also, the porticos invite visitors to enter and provide vistas of the waterfront and all the activities taking place much like the former yacht clubs, ferry terminals and grandstands.

Thompson's incorporation of the second option includes the fact that the buildings are actually pavilions, providing a sense of transparency, allowing people to enter from both sides, and providing a festive atmosphere with the use of color and display of food.

The two pavilions on the site are actually designed differently for slightly different functions. The west pavilion houses mostly food. Its relatively open floor plan provides everything from quick service stands, kiosks, produce, fish, and meat markets to restaurants and food specialty shops. It also provides a central raised area for less profitable produce and a section devoted to craft sales that can be rented on a



trail basis with a one month lease.

The north pavilion, on the other hand, houses more specialty shops and formal restaurants. It is designed with a narrow central corridor that widens at the verticle circulation—thus bringing people closer together in the 'festive' way, and bring people closer to the merchandise.

Though Harborplace is a different approach to the urban marketplace from Granville Island and Faneuil Hall Marketplace, it has one strong common element that has led to its success—it has a variety. As a Washington Post article stated: 'the one thing that makes it work is the mix . . . you can shop for an eggroll, next week's meat order, antique or Chinese furniture, . . . have a beer or a 6-course dinner . . . or relax indoors or outdoors, in a quiet corner or in the middle of a mob."<sup>22</sup>



Having examined three urban waterfront redevelopment projects, let us now summarize and draw conclusions as to what has made these three projects successful in order to establish what will make future urban redevelopments such as these successful.

First of all, one of the major factors to the success of these projects is their location, in terms of its ability to draw people by providing something unique (such as a view of the waterfront), and its accessibility. This idea of providing a 'special place' is particularly important, as statistics prove that a great percentage of the visitors are tourists. It should also be noted, however, that all these projects are in close proximity to the central business districts, are served by mass transit, and have "feeder projects" which vary from residential in Vancouver to a convention center in Baltimore.

Another factor that was mentioned as to site selection was ownership. Granville Island was funded by the Canadian Federal Government, and as a result was able to incorporate such non-market amenities as artists' studios. On the other hand, Faneuil Hall Marketplace was not created with such funds, yet has created considerable tax revenue to subsidize such amenities.

The second major factor to be considered in these marketplaces is their retailing scheme. Rather than providing 'magnet' stores, the purpose of all of these redevelopments has been to create a 'magnet' out of the whole project by providing an extreme variety. As a result a conscious effort was made (especially in the Thompson projects) to eliminate 'chain' stores, thereby further developing the sense of a unique place. Granville Island has created a very specific tenant selection criteria, which requires, among other things, a high 'people to space' ratio.

Finally, we can see how many of the architectural design elements of these projects also led to their success. Since it has been mentioned that marketplaces (Faneuil Hall, for example) draw their largest crowds during the summertime, it is important that there is a strong connection to the outdoors, and that the outdoor circulation spaces give priority



to the pedestrian with 'warm' paving materials such as brick. The creation of outdoor spaces where visitors may relax and/or watch the 'affair' also add to the success. Furthermore, it was both important to use a variety of colors to enhance the festive atmosphere, yet at the same time provide continuity, giving the project an overall image and enforcing the idea that the entire marketplace becomes the magnet.

Some other considerations that were taken into account relate to the particular site and environment. The use of awnings of Granville Island, for example, enables the successful use of the marketplace even in its predominantly rainy climate. The ability of the architectural design to take advantage of possible views can further enhance its success.

As a prototype for creating new marketplace architecture, pavilions, yacht clubs and ferry terminals were used in the Harborplace project. The result was two linear buildings that don't have a front or back, thus encouraging participation from both sides. The linearity, however, has been the subject of criticism for both Harborplace and Faneuil Hall Marketplace for it has been mentioned that the image of the marketplace is not that of a linear track, but a destination.<sup>23</sup>

Having now established the primary elements necessary for successful 'marketplace' redevelopment, let us now return to Charlotte, and see how we can incorporate these ideas into a redevelopment of the Port of Rochester.



CLIMATIC DATA



The City of Rochester enjoys a mild climate which is largely influenced by Lake Ontario. The area ranges in elevation from 246 feet above sea level at the lakeshore to over 1,000 feet just 20 miles to the south.

Climatological assets of the area include a mild and moist climate combined with a relatively long growing season, thus making the area excellent for fruit growing. Apples, peaches, pears, cantaloupes, plums, cherries and grapes are grown abundantly in this area of New York State—much of it along the Lake Ontario State Parkway.

Poor aspects of the Rochester climate include primarily the fact that the area gets very little sunshine.

For design purposes, the following conclusions have been drawn:

- °the months of June through September are suitable for primarily outdoor activities, while during the remainder of the year, indoor activities would be preferable.
- °Winds desirable for summer cooling are out of the southwest during the overheated season of late June through August.
- °Undesirable winds are primarily out of the northeast and are more prevalent during the spring and fall.
- °Though the amount of precipitation per month is relatively constant, it generally falls during a few 'heavy' downpours during the summer and as a prolonged 'drizzle' during the spring and fall.

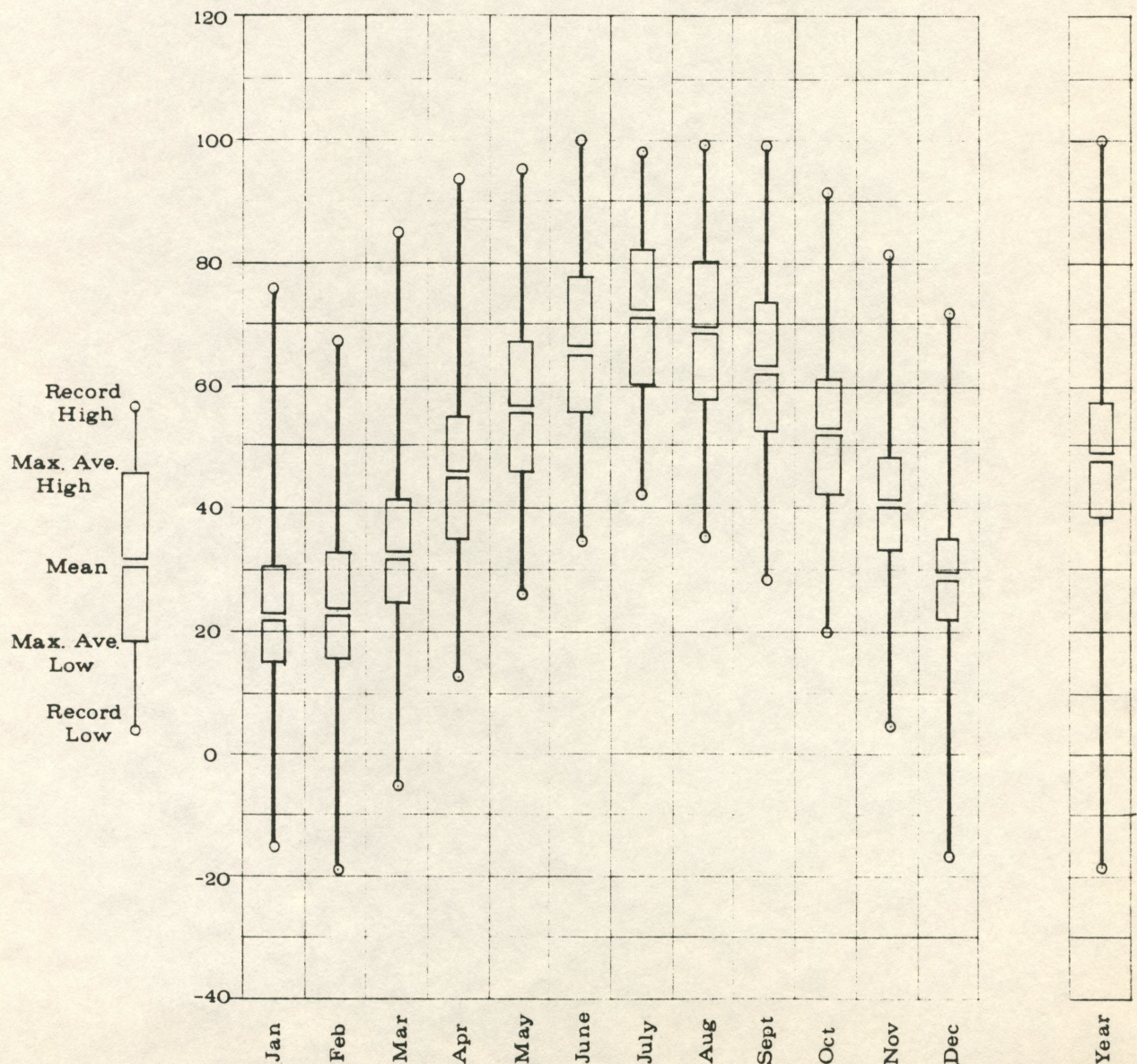


## TEMPERATURE

Considering the latitude, the Rochester area has a very mild climate as a result of its proximity to Lake Ontario. In the summer, the lake's cooling effect inhibits temperatures from rising much above the low to mid 90s, and in the winter, the lake's modifying temperature effect prevents the temperatures from falling much below  $-15^{\circ}$  F.

Average daily high temperatures are above  $65^{\circ}$  from June through September permitting comfortable outdoor activities. January and February are the only two months with average daily high temperatures below  $35^{\circ}$ . The average daily high temperatures range from  $38.7^{\circ}$  to  $57.2^{\circ}$  annually.

The area's growing season averages 150 - 180 days with the year's first frost generally in the late September, and the last first typically in mid-May.



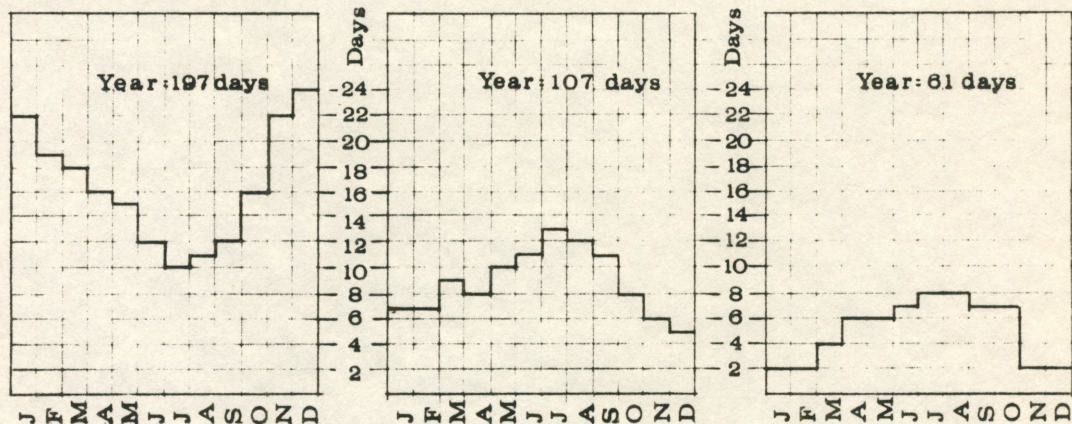


## CLOUD COVER

The cloud cover of the Rochester area is probably one of its least desirable aspects. Often referred to as being second only to Seattle, Rochester can boast of having 'mostly cloudy' skies over half the year, and 'mostly cloudy' or 'partly cloudy' skies over 80 percent of the year. This leaves a whopping 17 percent of the year with 'clear' skies.

The best months are July and August, with an average of 8 clear days each month. June, September, and early October are also often pleasant with an average of 7 clear days. The worst months are November through February when Rochester experiences an average of two clear days each month.

It can therefore be concluded quite readily that Rochester does not have a great solar potential. However, it would be desirable for individuals to be able to have a visual association with the outdoors, for when the sun does come out, it can be enjoyed!

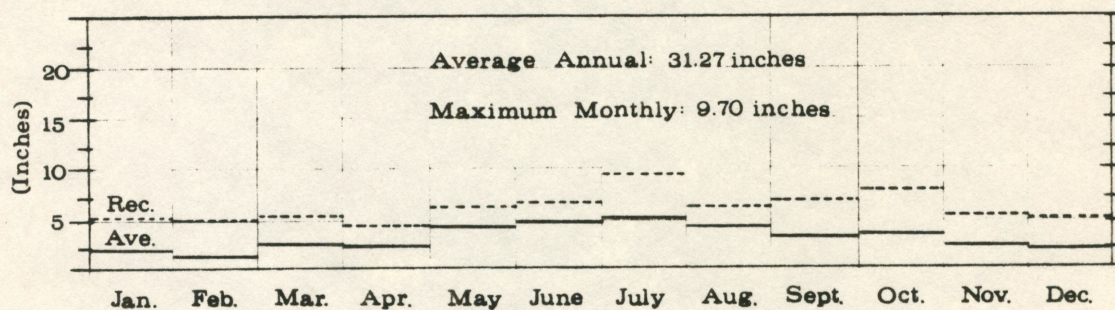




## PRECIPITATION

Precipitation in the Rochester area is rather evenly distributed throughout the year and averages about 2 3/4 inches per month. Though like snowcover, more is often recorded near the lake shore. Greater amounts are received during the summer months, but these are in the form of storms, rather than the more prolonged "drizzle" of the spring.

As a result of Rochester's proximity to the paths of low pressure systems coming up the East Coast, out of the Ohio Valley and occasionally from Alberta, Rochester is considered to have a rainy climate. Outdoor events often must be rescheduled as a result of precipitation. It would therefore be advisable to provide indoor alternatives to outdoor activities.

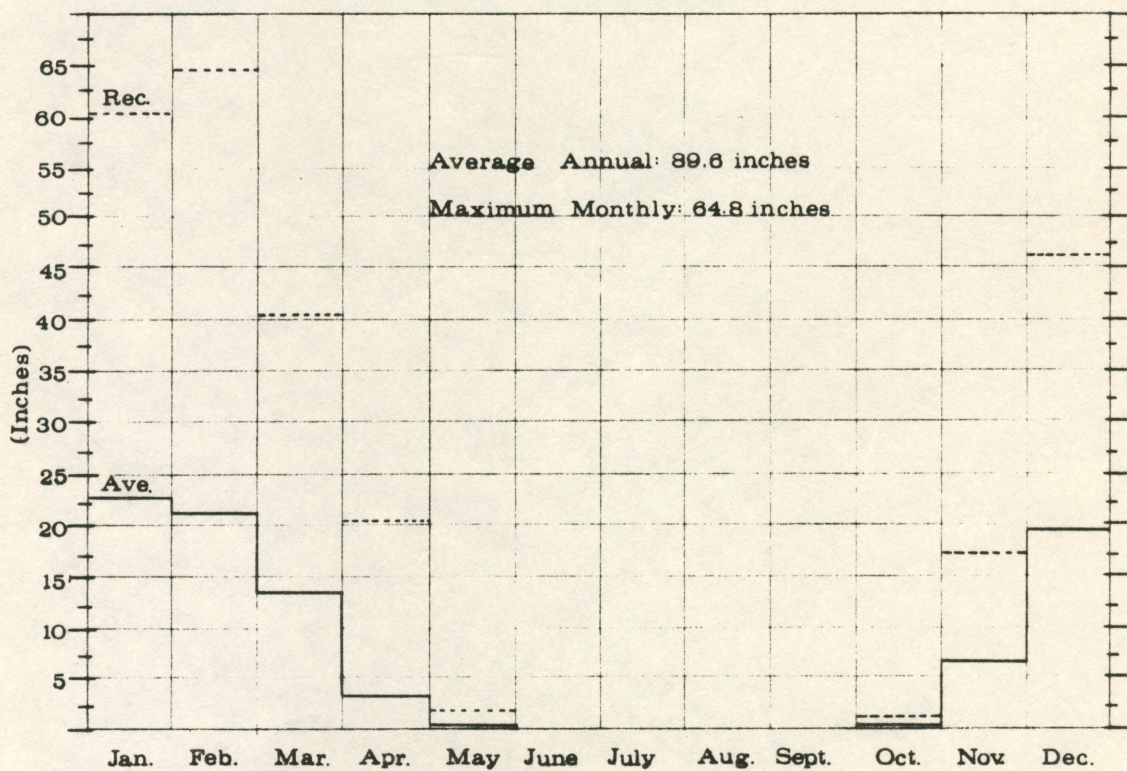




## SNOWFALL

The winter snowfall distribution in Rochester is influenced greatly by Lake Ontario. Though the weather data recorded at the Rochester Monroe County Airport reports the average annual snowfall to be almost 90 inches, it should be noted that it is generally twice this much along the lake shore as a result of "lake effect" snows. These "lake effect" snows are created when very cold Canadian air passes over the relatively warm waters of Lake Ontario, forming clouds that then dump their snow upon reaching the cold lake shore.

Though Rochester generally has continuous snowfall from December to March, it should be realized that there is also a large degree of snow melt during this time, as average monthly temperatures rise above freezing every month except January. Rochester is prone to heavy snowstorms and blizzards with the heaviest recorded in January of 1966 when 60 to over 100 inches was reported along the lake shore.



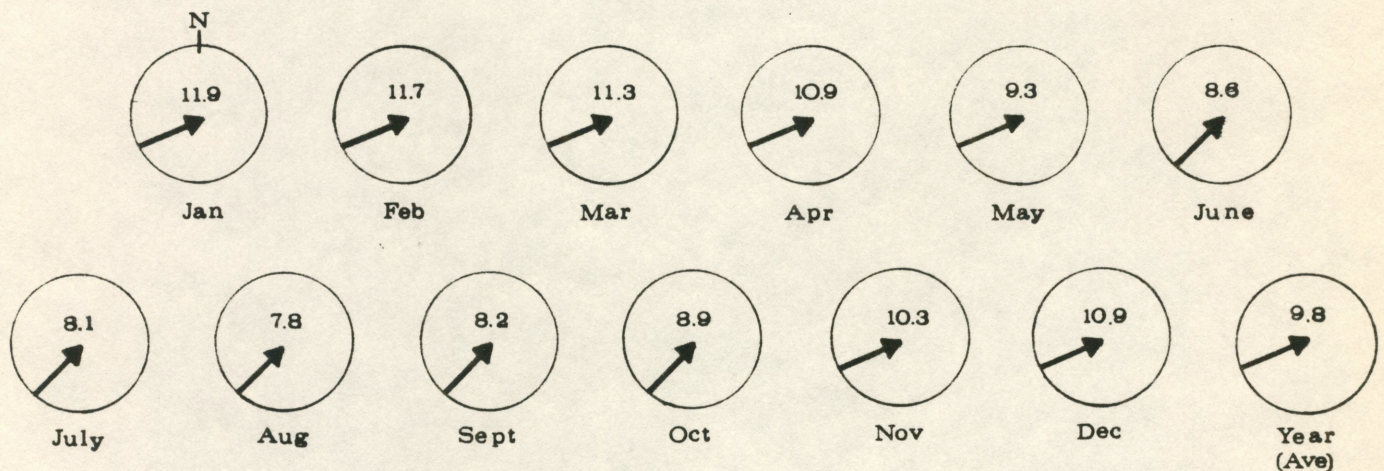


## WINDS

The average wind speed in the Rochester area is about 10 miles per hour out of the west southwest. The windiest months are January, February, and March, with average wind speeds over 11 miles per hour out of the west-southwest. The least windy months are July and August with wind speeds closer to 8 miles per hour out of the southwest.

It should be mentioned, however, that the most unpleasant winds are those out of the northeast. These winds are generally quite strong, and blow predominantly in the spring and fall. They bring cold and damp weather as well as large waves on Lake Ontario prohibiting small pleasure boats from using the lake. Since these northeast winds generally bring unpleasant weather in the form of precipitation, most activities would be forced indoors.

Uniform Building Code recommends that structures along the southern shore be designed for a wind live load of 30 psf.





PROGRAM



As part of this redevelopment, I intend to provide for both short term or day users, as well as long term or overnight guests. By providing for the short term user, recreational activities shall be provided such as boating, bathing, entertainment, picnicing, tennis, and field sports. Additionally, some 'festival retailing' shall be provided, as well as promenading along the waterfront.

In providing for the long term users, hotel accommodations will be provided with conference and ballroom facilities for receptions or 'retreat' business conferences. The hotel facility intends to draw its business from Lake Ontario boat traffic, Lake Ontario State Parkway traffic, wedding receptions and business retreats.

The intent of this redevelopment, then, is to provide a multipurpose facility that will both improve and encourage participation in the waterfront, reinforce existing landmarks of the area, and give Charlotte the image of the 'special' place it once was.



As a result of the goals previously set forth, using 'scaled down' adaptations and interpretations from the case studies, and data from Time Saver Standards, the following program was developed:

# **HOTEL**

| Public Space                                  | Square Feet |
|-----------------------------------------------|-------------|
| Lobby                                         | 1,400       |
| Front Office                                  | 220         |
| Lounge                                        | 900         |
| Coat Room                                     | 150         |
| Corridors adjoining (40%)                     | 1,140       |
| <br>Food and Beverage Service                 |             |
| Main Restaurant, kitchen, and cocktail lounge | 10,500      |
| Private Dining Rooms, Conference Rooms        | 4,800       |
| Banquet-Ballroom                              | 4,500       |
| Banquet Foyer                                 | 2,000       |
| Employees' Dining Room                        | 200         |
| Banquet-Ballroom Serving Pantry               | 1,125       |
| Banquet-Ballroom Storage                      | 450         |
| Stewards' Storeroom                           | 600         |
| Beverage Storeroom                            | 300         |
| Receiving Room                                | 240         |
| Garbage Room                                  | 110         |
| Corridors adjoining (40%)                     | 8,000       |
| <br>Guest Room Space                          |             |
| 110 Guest Rooms (at approx. 400 sq. ft. ea.)  | 40,000      |
| Corridor space (40%)                          | 16,000      |
| <br>General Service Space                     |             |
| Manager's Office                              | 140         |
| Secretaries' Office                           | 160         |
| Accounting Office                             | 200         |
| Administrative Storage                        | 100         |



|                                 |       |
|---------------------------------|-------|
| Linen Room                      | 525   |
| Laundry                         | 1,000 |
| Staff Toilets and Locker Rooms  | 800   |
| Furniture Storage               | 350   |
| Maintenance Shops               | 500   |
| Boiler Room                     | 800   |
| Fan Rooms/Ventilation Equipment | 500   |
| Transformer Vault               | 110   |
| Corridor Space (30 %)           | 2,400 |
| Swimming Pool                   | 7,200 |
| Locker Rooms 2 @ 1,100          | 2,200 |
| Mini Health Club (Saunas, etc.) | 1,200 |
| Day Care                        | 800   |
| Arcade (Game Room)              | 800   |
| Retail                          | 3,600 |

**HOTEL TOTAL: 116,020 sq. ft.**

#### **RETAIL**

|                                                   |               |
|---------------------------------------------------|---------------|
| Cafeteria-style Restaurants (3 at 2,250 sq. ft.)  | 6,750         |
| Specialty Food Service Shops (approx. 20 @ 1,000) | 20,000        |
| Common Eating Area                                | 12,000        |
| Small Retail Shops (approx. 30 @ 1,500)           | 45,000        |
| Large Retail Shops (5 @ 2,500)                    | 12,500        |
| Office Space                                      | 65,000        |
| Corridor Space (40 %)                             | <u>47,800</u> |

**RETAIL TOTAL: 209,050 sq. ft.**

**GRAND TOTAL RETAIL AND HOTEL**

**325,070 sq. ft.**



**°UNIT**

Entry Lobby (Hotel)

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

|                         |                    |
|-------------------------|--------------------|
| @ 10 sq. ft./Guest Room | 1,100 sq. ft.      |
| Rest Rooms @ 150 ea.    | <u>300 sq. ft.</u> |
| TOTAL: 1,400 sq. ft.    |                    |

**°CONSIDERATIONS**

Some seating should be provided, as well as public telephone and Rest Rooms.

**°ACTIVITY**

Waiting for check-in, information, etc.

**°PROXIMITY  
REQUIREMENTS**

Adjacent to Front Office and lounge area.  
Easy access from parking and drop-off area. Easy access to/from guest rooms.



|                                |                                                                                                                                                       |             |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>°UNIT</b>                   | Front Office                                                                                                                                          |             |
| <b>°NUMBER OF USERS</b>        | (Varies)                                                                                                                                              |             |
| <b>°SPACE REQUIREMENTS</b>     | @ 2 sq. ft./Guest Room                                                                                                                                | 220 sq. ft. |
| <b>°CONSIDERATIONS</b>         | A straight line counter is generally preferred, with a length of 15-20' for a 100-150 room hotel. Room for desk and filing should also be provided.   |             |
| <b>°ACTIVITY</b>               | Considered the 'nerve center' of the hotel, contains registry, cashier, information and mail. Ballroom/Conference room registration takes place here. |             |
| <b>°PROXIMITY REQUIREMENTS</b> | Adjacent to Entry Lobby, easily accessible to/from guest rooms and parking.                                                                           |             |



**°UNIT**

Lounge

**°NUMBER OF USERS**

(Varies)

**°SPACE REQUIREMENTS**

@ 8 sq. ft./Guest Room

900 sq. ft.

**°CONSIDERATIONS**

Views desirable, as this is an area that gives the hotel its personal touch. The lounge and entry lobby may be joined with no demarcation between them.

**°ACTIVITY**

Primarily waiting for various reasons.

**°PROXIMITY  
REQUIREMENTS**

Central location and adjacent to entry lobby. May expand to outdoors in good weather. Adjacency to retail spaces desirable.



**°UNIT**

Coat Room

**°NUMBER OF USERS**

(Varies)

**°SPACE REQUIREMENTS**

150 sq. ft.

**°CONSIDERATIONS**

Long counter with coat storage behind.

**°ACTIVITY**

Storage of coats.

**°PROXIMITY  
REQUIREMENTS**Accessible to and from main entrance  
and Ballroom/Banquet facilities.



**°UNIT**

Major Restaurant (1)

**°NUMBER OF USERS**

|                       |     |
|-----------------------|-----|
| Dining                | 260 |
| Bar & Cocktail Lounge | 125 |

**°SPACE REQUIREMENTS**

|                       |               |
|-----------------------|---------------|
| Dining                | 4,500 sq. ft. |
| Bar & Cocktail Lounge | 2,000 sq. ft. |
| Kitchen               | 2,700 sq. ft. |
| Public Rest Rooms     | 300 sq. ft.   |
| Entertainment         | 800 sq. ft.   |
| Foyer                 | 200 sq. ft.   |

TOTAL: 10,500 sq. ft.

**°CONSIDERATIONS**

Restaurant will probably have a seafood emphasis, views are very desirable, and outdoor dining and drinking areas would be nice amenities.

**°ACTIVITY**

Dining, drinking, entertainment, and general socializing and relaxing. Preparation of food, storage, and dishwashing.

**°PROXIMITY  
REQUIREMENTS**

Easy access from parking for visitors, and good visibility for advertising purposes desirable.



|                                |                                                           |               |
|--------------------------------|-----------------------------------------------------------|---------------|
| <b>°UNIT</b>                   | Private Dining Rooms                                      |               |
| <b>°NUMBER OF USERS</b>        | (Varies)                                                  |               |
| <b>°SPACE REQUIREMENTS</b>     | 3 @ 1,000 sq. ft. ea.                                     | 3,000 sq. ft. |
| <b>°CONSIDERATIONS</b>         | Ability for banquets to be served, easy access desirable. |               |
| <b>°ACTIVITY</b>               | Receptions, small banquets.                               |               |
| <b>°PROXIMITY REQUIREMENTS</b> | Incorporation into banquet area/facilities desirable.     |               |



|                                |                                                                    |
|--------------------------------|--------------------------------------------------------------------|
| <b>°UNIT</b>                   | Conference Rooms                                                   |
| <b>°NUMBER OF USERS</b>        | (Varies)                                                           |
| <b>°SPACE REQUIREMENTS</b>     | 2 @ 900 sq. ft. ea. 1,800 sq. ft.                                  |
| <b>°CONSIDERATIONS</b>         | Ability to be served for food to be served desirable. Easy access. |
| <b>°ACTIVITY</b>               | Conferences, up to 40 people comfortably.                          |
| <b>°PROXIMITY REQUIREMENTS</b> | Incorporation into banquet area/facilities desirable.              |



**°UNIT**

Banquet-Ballroom Space

**°NUMBER OF USERS**

(Varies)

**°SPACE REQUIREMENTS**

4,500 sq. ft.

**°CONSIDERATIONS**

Ability to subdivide via movable walls desirable.

**°ACTIVITY**

Banquets, wedding receptions, etc.

**°PROXIMITY  
REQUIREMENTS**

Near Major Restaurant for food service, easily accessible to/from lobby and banquet foyer.



|                                |                                                                                      |
|--------------------------------|--------------------------------------------------------------------------------------|
| <b>°UNIT</b>                   | Banquet Foyer                                                                        |
| <b>°NUMBER OF USERS</b>        | (Varies)                                                                             |
| <b>°SPACE REQUIREMENTS</b>     | @ 1/6 Ballroom area 800 sq. ft.                                                      |
| <b>°CONSIDERATIONS</b>         | Seating, public rest room, telephone, and information board desirable.               |
| <b>°ACTIVITY</b>               | Arrival and departure area for guests to and from banquet activities.                |
| <b>°PROXIMITY REQUIREMENTS</b> | Adjacent to parking and ballrooms, accessible from guest rooms and publicly visible. |



|                            |                        |             |
|----------------------------|------------------------|-------------|
| <b>°UNIT</b>               | Employees' Dining Room |             |
| <b>°NUMBER OF USERS</b>    | (Varies)               |             |
| <b>°SPACE REQUIREMENTS</b> | @ 2 sq. ft./Guest Room | 200 sq. ft. |

|                        |                                   |
|------------------------|-----------------------------------|
| <b>°CONSIDERATIONS</b> | Food service and relaxation area. |
|------------------------|-----------------------------------|

|                  |                                         |
|------------------|-----------------------------------------|
| <b>°ACTIVITY</b> | Break and lunch area for all employees. |
|------------------|-----------------------------------------|

|                                    |                                                                                                               |
|------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>°PROXIMITY<br/>REQUIREMENTS</b> | Near main kitchen and/or banquet facilities<br>desirable. View desirable. Not easily<br>accessible by public. |
|------------------------------------|---------------------------------------------------------------------------------------------------------------|



**°UNIT**

Banquet-Ballroom Serving Pantry

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@  $\frac{1}{4}$  Ballroom area

1,125 sq. ft.

**°CONSIDERATIONS**

Areas must be provided for plate warmers, hot-top serving tables, refrigerators, serving tables, and coffee urns. Also, area for dirty dishes to be sent to kitchen.

**°ACTIVITY**

Food assembly and pick-up area, dirty dishes temporary storage.

**°PROXIMITY  
REQUIREMENTS**

Adjacent to main kitchen if possible.



**°UNIT**

Banquet-Ballroom Storage

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 1/10 Ballroom area

450 sq. ft.

**°CONSIDERATIONS**

Accessible to service corridor.

**°ACTIVITY**

Storage

**°PROXIMITY  
REQUIREMENTS**

Adjacent to ballroom(s), service corridors.

Not publicly visible.



**°UNIT**

Stewards' Storeroom

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 5 sq. ft./Guest Room

600 sq. ft.

**°CONSIDERATIONS**

Space for shelves, refrigerator, freezer required.

**°ACTIVITY**

Storage space for dry food stuffs.

**°PROXIMITY  
REQUIREMENTS**

Adjacency to delivery space.



**°UNIT**

Beverage Storeroom

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 3 sq. ft./Guest Room

300 sq. ft.

**°CONSIDERATIONS**

**°ACTIVITY**

Storage of beverages at room temperature.

**°PROXIMITY  
REQUIREMENTS**

Separate but adjacent to steward's storeroom.



**°UNIT**

Receiving Room

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 2 sq. ft./Guest Room

240 sq. ft.

**°CONSIDERATIONS**

Space for arrival, coat storage, and temporary supply storage.

**°ACTIVITY**

For delivery of all supplies from food to linen which, upon arrival, are checked and checked against delivery slips. Supplies remain until man power is available to take them to appropriate storerooms.

**°PROXIMITY  
REQUIREMENTS**

Adjacency to service corridors and elevators.



**°UNIT**

Garbage Room

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 1 sq. ft./Guest Room

11 sq. ft.

**°CONSIDERATIONS**

**°ACTIVITY**

Required for quantities of garbage, cans, bottles, etc.

**°PROXIMITY  
REQUIREMENTS**

Out of public view, adjacent to delivery area.



**°UNIT**

Guest Rooms

**°NUMBER OF USERS****°SPACE REQUIREMENTS**

|                        |                |
|------------------------|----------------|
| 22 Rooms @ 280 sq. ft. | 6,160 sq. ft.  |
| 80 Rooms @ 360 sq. ft. | 28,800 sq. ft. |
| 8 Rooms @ 410 sq. ft.  | 3,280 sq. ft.  |
| TOTAL: 38,240 sq. ft.  |                |

**°CONSIDERATIONS**

Above areas include guest baths, closets, and entries; the total area the guest rents.

**°ACTIVITY**

Generally relaxation and sleeping. All rooms contain small sitting areas, the 8 large rooms may provide a more generous entertainment space.

**°PROXIMITY  
REQUIREMENTS**

Adjacency to stairs, elevators, and housekeeping closets required. Easy access to lobby and retail desirable. Views also desirable.



**°UNIT**

Manager's Office

**°NUMBER OF USERS****°SPACE REQUIREMENTS**

Office Space

140 sq. ft.

**°CONSIDERATIONS**

Area for desk, file, throw table, manager, and one or two visitors. Views desirable.

**°ACTIVITY**

Hotel managerial duties.

**°PROXIMITY  
REQUIREMENTS**

Adjacent to Front Office and Accountants' Office, not directly visible to general public.



**°UNIT**

Secretaries' Office

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

160 sq. ft.

**°CONSIDERATIONS**

Area for desk, file, table, secretary, and one or two visitors. View desirable.

**°ACTIVITY**

Office work.

**°PROXIMITY  
REQUIREMENTS**

Adjacent to Manager's Office, Accounting Office, and Reservations Office.



**°UNIT**

Accounting Office

**°NUMBER OF USERS****°SPACE REQUIREMENTS**

Office Space

200 sq. ft.

**°CONSIDERATIONS**

Area for desk, file, throw table, accountant,  
and one or two visitors. View desirable.

**°ACTIVITY**

Hotel accounting duties.

**°PROXIMITY  
REQUIREMENTS**

Adjacent to Front Office and Manager's  
Office, not directly visible to general  
public.



**°UNIT**

Administrative Storage

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

100 sq. ft.

**°CONSIDERATIONS**

Room for shelving and storage of boxes.

**°ACTIVITY**

Storage.

**°PROXIMITY  
REQUIREMENTS**

Administrative area—near secretary would  
be convenient.



**°UNIT**

Linen Room

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 4.5 sq. ft./Guest Room

525 sq. ft.

**°CONSIDERATIONS**

Accommodates housekeeper's office and linen. Counter should be incorporated over which maids receive their supplies. Employee uniforms and linen repair also are found here. View for housekeeper desirable.

**°ACTIVITY**

Accounting and distributing linens and uniforms.

**°PROXIMITY  
REQUIREMENTS**

Adjacent to service circulation of all guest rooms.



**°UNIT**

Laundry

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 9 sq. ft./Guest Room

1,000 sq. ft.

**°CONSIDERATIONS**

May have laundry chute.

**°ACTIVITY**

Services only Hotel's linens and uniforms.

**°PROXIMITY  
REQUIREMENTS**

Adjacent to Linen Room and service  
elevators.



**°UNIT**

Staff Toilets and Locker Rooms

**°NUMBER OF USERS****°SPACE REQUIREMENTS**

Men's

@ 3.5 sq. ft./Guest Room 400 sq. ft.

Women's

@ 3.5 sq. ft./Guest Room 400 sq. ft.

TOTAL: 800 sq. ft.

**°CONSIDERATIONS**

Two separate but adjoining room (toilet and locker rooms) generally acceptable, with 35 % for toilets and 65 % for lockers.

**°ACTIVITY**

Changing of clothes into or out of uniforms.

**°PROXIMITY  
REQUIREMENTS**

Not visible from general public.



**°UNIT**

Furniture Storage

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 2.5 sq. ft./Guest Room

300 sq. ft.

**°CONSIDERATIONS**

**°ACTIVITY**

Storage

**°PROXIMITY  
REQUIREMENTS**

Near service elevator, away from public  
view.



**°UNIT**

Maintenance Shops

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 4 sq. ft./Guest Room

450 sq. ft.

**°CONSIDERATIONS**

Generally divided into three areas: (1) plumbing and electric shop, (2) carpentry and upholstering shop, and (3) painting and varnishing room.

**°ACTIVITY**

General repairs in the various areas stated above.

**°PROXIMITY  
REQUIREMENTS**

Can be in the basement or other out-of-the-way area. Not visible to general public.



**°UNIT**

Boiler Room

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 6 sq. ft./Guest Room

700 sq. ft.

**°CONSIDERATIONS**

**°ACTIVITY**

Heating equipment and hot water heater(s).

**°PROXIMITY  
REQUIREMENTS**

Away from public view.



**°UNIT**

Fan Rooms/Ventilation Equipment

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 4 sq. ft./Guest Room

450 sq. ft.

**°CONSIDERATIONS**

**°ACTIVITY**

Ventilation of hotel.

**°PROXIMITY  
REQUIREMENTS**

Away from public view, probably basement.



**°UNIT**

Transformer Vault

**°NUMBER OF USERS**

**°SPACE REQUIREMENTS**

@ 1 sq. ft./Guest Room

110 sq. ft.

**°CONSIDERATIONS**

**°ACTIVITY**

Placement of electric transformers.

**°PROXIMITY  
REQUIREMENTS**

Away from public view, basement.



**°UNIT**

Cafeteria-style Restaurants

**°NUMBER OF USERS**

|           |       |
|-----------|-------|
| Dining    | 75    |
| Employees | 12-18 |

**°SPACE REQUIREMENTS**

|            |               |
|------------|---------------|
| Dining     | 1,200 sq. ft. |
| Kitchen    | 800 sq. ft.   |
| Rest Rooms | 250 sq. ft.   |

TOTAL: 2,250 sq. ft.

**°CONSIDERATIONS**

Long counter for food service.

**°ACTIVITY**

Preparation, serving, and eating of food.

**°PROXIMITY  
REQUIREMENTS**

High visibility and views desirable. Outdoor seating a nice amenity. Adjacent to primary circulation paths.



|                     |                                |             |
|---------------------|--------------------------------|-------------|
| °UNIT               | 'Specialty' Food Service Shops |             |
| °NUMBER OF USERS    | 6 (Employees)                  |             |
| °SPACE REQUIREMENTS | Kitchen and Storage            | 700 sq. ft. |
|                     | Food Service                   | 300 sq. ft. |
|                     | TOTAL: 1,000 sq. ft.           |             |

|                 |                                                     |
|-----------------|-----------------------------------------------------|
| °CONSIDERATIONS | Long service counter desirable, views not necessary |
|-----------------|-----------------------------------------------------|

|           |                                  |
|-----------|----------------------------------|
| °ACTIVITY | Preparation and service of food. |
|-----------|----------------------------------|

|                         |                                                                                                                           |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------|
| °PROXIMITY REQUIREMENTS | Adjacency to common eating area(s) necessary. Some (such as an ice cream shop) may want to have a window to the outdoors. |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------|



**°UNIT**

Common Eating Area

**°NUMBER OF USERS**

Assume a maximum of 30 people per restaurant

**°SPACE REQUIREMENTS**

Actual Eating Area 8,500 sq. ft.

Landscaped Area (35 %) 3,500 sq. ft.

TOTAL: 12,000 sq. ft.

Additional Outdoor Seating 3,600 sq. ft.

**°CONSIDERATIONS**

This should be a gathering spot that gives the visitor pleasant eating area with a view.

**°ACTIVITY**

Eating and conversation.

**°PROXIMITY  
REQUIREMENTS**

Adjacency to major circulation and outdoors encouraging participation. Public Rest Rooms should be in the vicinity.



|                            |                      |               |
|----------------------------|----------------------|---------------|
| <b>°UNIT</b>               | Small Retail Shops   |               |
| <b>°NUMBER OF USERS</b>    | (Varies)             |               |
| <b>°SPACE REQUIREMENTS</b> | Storage              | 500 sq. ft.   |
|                            | Display area         | 1,000 sq. ft. |
|                            | TOTAL: 1,500 sq. ft. |               |

**°CONSIDERATIONS**      Visibility and display areas are important. Some may be divided in half for very small operations such as a travel agency, barber shop, etc.

**°ACTIVITY**      Buying and selling of articles, varying from candy to plants to books and gifts.

**°PROXIMITY REQUIREMENTS**      Adjacent to primary circulation paths for maximum visibility.



|                            |                      |               |
|----------------------------|----------------------|---------------|
| <b>°UNIT</b>               | Large Retail Shops   |               |
| <b>°NUMBER OF USERS</b>    | (Varies)             |               |
| <b>°SPACE REQUIREMENTS</b> | Storage              | 800 sq. ft.   |
|                            | Display Area         | 1,700 sq. ft. |
|                            | TOTAL: 2,500 sq. ft. |               |

**°CONSIDERATIONS**      Visibility and displays are important.

**°ACTIVITY**      Buying and selling of articles, varying from sporting goods to sportswear.

**°PROXIMITY REQUIREMENTS**      Adjacent to primary circulation paths for maximum visibility.



**°UNIT**

Office Space

**°NUMBER OF USERS**

(Varies)

**°SPACE REQUIREMENTS**

Net office space area = approx. 50,000 - 65,000 sq. ft., to fill third or upper level(s).

**°CONSIDERATIONS**

Sizes will vary considerably according to use, provide variety. Views desirable when possible.

**°ACTIVITY**

Spaces used for such purposes as law offices, real estate offices, and insurance offices.

**°PROXIMITY  
REQUIREMENTS**

Not direct access to retail circulation, but a separate 'major circulation zone' for office space only. Security during non-business hours important.



---

---

APPENDIX

---

---



## REQUEST FOR PROPOSALS

### Professional Services Port Land Use Marketability Study

The City of Rochester Economic Development Administration is seeking proposals for consulting services to prepare a marketing and planning study as part of the local Waterfront Revitalization Plan.

#### I. Issues

The Port of Rochester site contains 21 acres of vacant land adjacent to the Genesee River and Ontario Beach Park. The site is improved with three buildings, formerly used for the port activities, two of which have attracted considerable developer interest and appear to have potential for adaptive reuse. The third, a metal warehouse-type structure, may be removed. The site was used in July, 1984, as the site for the River Celebration and Tall Ships' visit to the Rochester Sesquicentennial. The County of Monroe is undertaking significant capital improvements to adjacent streets. Approximately four acres at the southern portion of the site have been developed by the County of Monroe as a public boat launch.

Interest in developing the port site has intensified as a result of the Sesquicentennial Tall Ships Event, and it is the desire of the City of Rochester to identify the specific type of development that is most economically feasible and publicly desirable.

A study by the Real Estate Research Corporation (RERC) and Johnson, Johnson and Roy (JJR) identified six types of development which could be accommodated on the site:

1. Market-rate housing
2. Marina (privately owned)
3. Marina (publicly owned)
4. Commercial/mixed use



5. Housing and private marina
6. Housing and public marina

The JJR/RERC Study recommended "limited," "intermediate," and "ultimate" development scenarios which could be phased to follow on another as funds become available.



FOOTNOTES



- <sup>1</sup>Emma M. Pollard, History of Charlotte, (Rochester: Mohawk Printing Corporation, 1977), p. 10.
- <sup>2</sup>"Greetings from Ontario Beach," The Time Union, 18 August 1984, p. 5.
- <sup>3</sup>Ibid., p. 5.
- <sup>4</sup>"City Regains Waterfront," Democrat and Chronicle, 26 October 1982, p. 1A.
- <sup>5</sup>"Greetings from Ontario Beach," The Times Union, 18 August 1984, p. 5.
- <sup>6</sup>Sally Woodbridge, "New Goods in Old Tins," Progressive Architecture, November 1982, p. 102.
- Michael Seelig and Julie Seelig, "Recycling Vancouver's Granville Island," Architectural Record, September 1980, p. 80.
- <sup>8</sup>Ibid., p. 78.
- <sup>9</sup>Ibid., p. 80.
- <sup>10</sup>Ibid., p. 80.
- <sup>11</sup>Ibid., p. 80.
- <sup>12</sup>Robert Campbell, "Evaluation: Boston's Upper of Urbanity," AIA Journal, June 1981, p. 26.
- <sup>13</sup>Ibid., p. 28.
- <sup>14</sup>Ibid., p. 29.
- <sup>15</sup>Ibid., p. 26.
- <sup>16</sup>Ibid., p. 31.
- <sup>17</sup>Donald Canty, "Baltimore's Lively Downtown Lagoon," AIA Journal, June 1981, p. 34.
- <sup>18</sup>Charles Hoyt, "Planning the Urban Marketplace," Architectural Record, October 1980, p. 104.
- <sup>19</sup>Donald Canty, "Baltimore's Lively Downtown Lagoon," AIA Journal, June 1981, p. 38.
- <sup>20</sup>Charles Hoyt, "Planning the Urban Marketplace," Architectural Record, October 1980, p. 102.
- <sup>21</sup>Donald Canty, "Baltimore's Lively Downtown Lagoon," AIA Journal, June 1981, p. 34.
- <sup>22</sup>Ibid., p. 34.
- <sup>23</sup>Robert Campbell, "Evaluation: Boston's Upper of Urbanity," AIA Journal, June 1981, p. 30.



---

---

## BIBLIOGRAPHY

---

---



- Campbell, Robert. "Evaluation: Boston's Upper of Urbanity." AIA Journal, June 1981, pp. 24-32.
- Canty, Donald. "Baltimore's Lively Downtonw Lagoon." AIA Journal, June 1981, pp. 33-40.
- Catanese, Anthony J. and Snyder, James C. Introduction to Urban Planning. New York: McGraw Hill Book Company, 1979.
- Greer, Emma M. Pollard, History of Charlotte. Rochester: Mohawk Printing Company, 1977.
- Hoyt, Charles. "Planning the Urban Marketplace." Architectural Record, October 1980, pp. 90-104.
- Lynch, Kevin. A Theory of Good City Form. Cambridge: MIT Press, 1981.
- "Roundtable on Rouse." Progressive Architecture, July 1981, pp. 100-106.
- Schmertz, Mildred F. "Boston's Historic Faneuil Hall Marketplace." Architectural Record, December 1977. pp. 116-120.
- Seelig, Michael and Julie. "Recycling Vancouver's Granville Island." Architectural Record, September 1980, pp. 76-81.
- Woodbridge, Sally. "New Goods in Old Tins." Progressive Architecture, November 1982, pp. 102-108.



MONTANA STATE UNIVERSITY LIBRARIES  
stks 720.6.M76Sm535 CA  
The Port of Rochester : a waterfront red



3 1762 00190074 3

~~Handwritten text, possibly "1762 00190074 3", is obscured by black ink marks.~~



