

The Neighborhood of Play Frequently Asked Questions July 20, 2017

1. What is The Neighborhood of Play?

The Neighborhood of Play is an urban infill, downtown revitalization project that will create a new and vibrant neighborhood on the land formerly occupied by the Inner Loop, The Strong National Museum of Play's existing surface parking lot, and the tennis bubble in Rochester, New York. The project includes an expansion of The Strong National Museum of Play; a new parking structure; expansion of Manhattan Square Drive through what is currently the museum parking lot to create a city street called Adventure Place (between Chestnut Street and South Union Street); and new residential, retail, and hotel development. The Neighborhood is being advanced by a collaborative partnership consisting of The Strong National Museum of Play, Konar Properties, and Indus Hospitality Group.

2. What will the Neighborhood look like?

The Neighborhood of Play project will become a world-class destination—an inclusive, connected, fun, walkable, green place to live, work, and play—that appeals to all ages, and that intersects with the energy and creativity of Rochester's growing Downtown Innovation Zone. The development is still under design, but the proposed Master Plan concept is included below.





3. What is the development schedule?

There will be several building phases, beginning in mid-2018 with completion by 2020. The parking garage will be built first, followed by the museum expansion, mixed-use retail, residential and hotel space.

4. How will this development be financed?

The Neighborhood is in the conceptual planning phase. During this phase, The Strong is seeking financial support from the State and Federal governments to help fund the parking structure and museum expansion. The museum will also conduct a fundraising campaign to provide the remaining funds for its portion of the project. Konar Properties and Indus Hospitality Group will seek private financing for the construction of their buildings.

5. How much retail space will be available?

There will be approximately 18,000 square feet of commercial space.

6. How much green space will be included in the Neighborhood?

During planning for the project, the museum sought input from a wide range of neighborhood and community stakeholders. The proposed Neighborhood of Play incorporates stakeholder feedback, which included a desire for green spaces and a playfully walkable design. The proposed design provides a green neighborhood and allows for greater pedestrian and bicycle access to the museum, to its green spaces, and to Martin Luther King Jr. Memorial Park. As such, the development will serve as an attractive connector for the East Avenue, Union Street, Monroe Avenue, and center City neighborhoods.

7. How will the project appear from Howell Street?

Views from Howell Street will include the new hotel, new parking garage and museum expansion, and the existing museum building.

8. Will there be a ferris wheel or water park?

Most likely not; the ferris wheel was a concept submitted with the initial proposal to the City of Rochester. The hotel will have a pool.

9. How many parking spaces will there be in the parking garage?

The proposed parking garage will contain approximately 1,200 spaces, which would almost double The Strong's current parking capacity. The intent is to build the parking structure no higher than the proposed museum expansion, and to locate it away from the street but in an easily accessible location. The parking garage design will include aesthetically pleasing and playful elements consistent with the museum's mission and architecture and the overall feel of the neighborhood.

10. How much will it cost to park? Will the fee push museum guests to on-street parking?

Parking garage rates are still being determined, but we believe the convenience of parking inside of a covered, attached parking garage for a modest fee will minimize the likelihood of museum guests parking on the street.

11. Where will residents park?

Parking will be available for residents of The Neighborhood of Play through a mixture of private

garages, surface lots behind the buildings, on-street spaces, and a single-level garage under one of the buildings.

12. Where will the hotel and retail parking be located?

There will be a surface parking lot behind the hotel, surrounded by landscaping. Retail customers will park on street. Additional spaces in the parking garage will also be available for hotel and retail guests.

13. How will traffic into the parking garage impact the area?

Queuing will be incorporated into the design. A parking garage consultant from Michigan has been hired to design the garage, including the entry and exit features, to mitigate this issue.

14. Where will school and charter bus drop off be located?

The museum and design team are evaluating the best location for the bus drop off.

15. Will there be traffic on Adventure Place? Will it be potentially dangerous for pedestrians?

Vehicular traffic is desired on Adventure Place to create a healthy urban environment. The street will be designed to slow down vehicles using traffic calming elements such as plantings, colored crosswalks, and on-street parking.

16. Where will the residential units be located?

The new residential units will be located on Union Street and Adventure Place.

17. How many residential units will be available?

There will be approximately 220–250 residential units. Each building will include a combination of studios, one- and two- bedroom apartments, and some two-story townhomes. The parking ratio will be one-bedroom to one parking spot.

18. Do we need more residential housing here?

Yes. Housing creates a 24-hour community, which supports and attracts more local businesses. Daytime activities will include museum visits and retail use. Evening activities will include residential and retail use, including new restaurants.

19. Will there be an affordable housing component?

Yes, affordable housing will be included in the development. The details will be determined in the coming months.

20. Where will the hotel be located?

Like the apartments, the hotel will also be located at Union Street and Adventure Place.

21. What type of hotel will be located in the neighborhood? How many hotel rooms will be included?

The hotel will be a national brand with a combination of large studio and one- and two-bedroom suites with separate living areas and kitchen. The hotel will have no more than 175 rooms.

22. Have adjacent property owners and neighborhood stakeholders provided input to the development design?

Yes, and there will be additional opportunities for input as development progresses. Over a period of three days in December of 2015, with the assistance of Urban Design Associates—an internationally recognized urban planning firm headquartered in Pittsburgh, Pennsylvania—the museum and its development partners met with more than 75 individuals representing a variety of neighboring stakeholders—residents, business owners, members of neighborhood and business associations, and representatives of key groups with particular interest in design, transportation, recreation, parking, and other aspects of urban development and living. In May 2017, neighborhood leaders reviewed the draft site plan. Today, the project both reflects thoughts and ideas shared by those participants and takes into consideration concerns presented by other stakeholders who attended a series of public meetings conducted by the City over the past year.

23. What is the expected economic impact of this project?

With a projected economic impact of more than \$130 million per year, and indirect job creation benefiting thousands, The Strong Neighborhood of Play will be a vibrant place to live, work, play, and learn.

24. How can I learn more?

Visit the development website at <http://www.neighborhoodofplay.com> or email info@neighborhoodofplay.org.