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# For More Information

**ADROC**  
**Advocates for the Development of Rochester's Canal**  
[www.rochestercanal.com](http://www.rochestercanal.com)

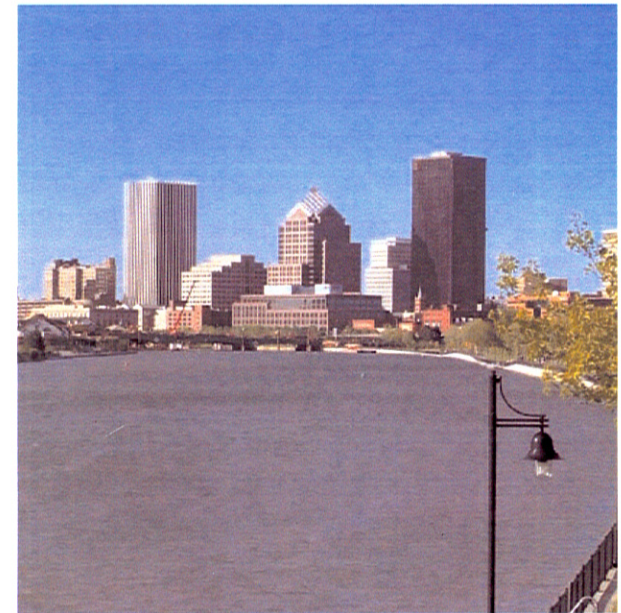
## Other Links of Interest

[www.nyscanals.gov](http://www.nyscanals.gov)  
[www.nycanal.com](http://www.nycanal.com)



# Reshaping Rochester

## Spreading the Word about the Grasso-Zimmer Plan



Prepared by the Sixth Grade Class  
from the Genesee Community  
Charter School  
2006-2007

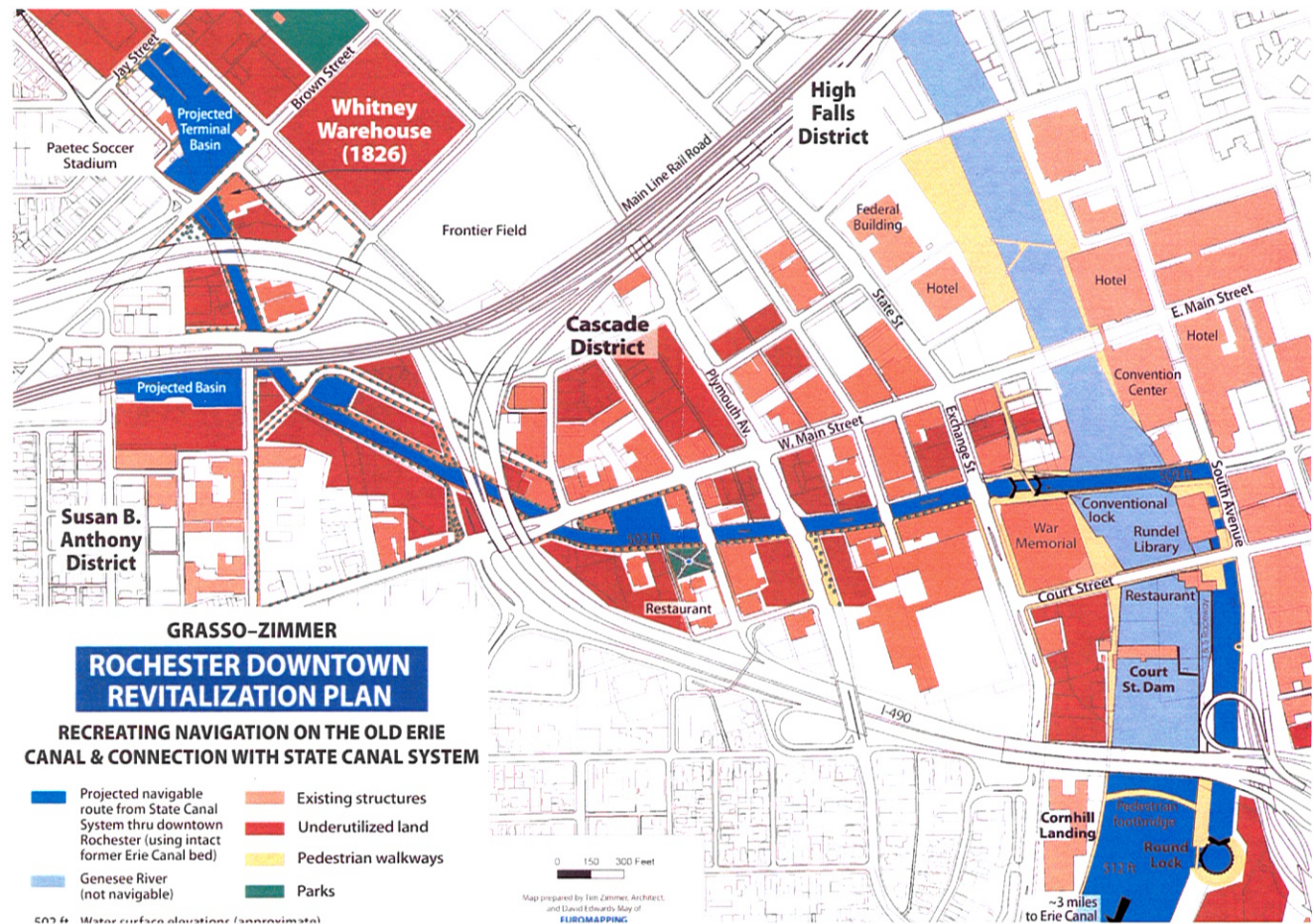


## About the Grasso-Zimmer Plan

The Grasso – Zimmer Plan is a proposal to re-water the old Erie Canal bed that lies under Broad Street. The tunnel under Broad Street is structurally unsafe and something needs to be done.

The plan involves tearing off Broad Street and filling the existing tunnel with water from the Genesee River. The revitalized portion of the canal would start at Genesee Valley Park and extend across the original aqueduct, go west through downtown Rochester, and end in a terminal basin close to Paetec Park. The terminal basin would function as an inner harbor. This project would connect downtown Rochester to the entire canal system across New York State.

The existing underutilized space along Broad Street could be used for shopping, dining establishments, parks, and hotels. This proposal has the potential to completely revitalize the downtown area's economy.



## Frequently Asked Questions

Why does anything need to be done?

*The Broad Street tunnel is currently unsafe and is slowly breaking down. Our city needs a stronger economy which could be helped by increased tourism.*

What happens to the existing Erie Canal?

*It will still be an exciting recreation area and will connect to the re-watered canal.*

How long will the re-watered canal be?

*The re-watered canal will be about 1.5 miles and will extend from just south of I-490, across the original Broad Street aqueduct, to a terminal basin east of Paetec Park.*

Where will all the traffic go?

*Many streets run next to Broad Street, and people could use Main Street, Court Street, and other side streets.*

How much money will the plan cost?

*About 200 million dollars.*

Who will pay for the project?

*There are many possibilities such as federal transportation funding, private investors, and historic tax credits.*

How long will it take to build?

*Right now, the City of Rochester is doing a feasibility study to see if the plan will work. Then it will take about ten years to build in phases.*



# The History of the Erie Canal

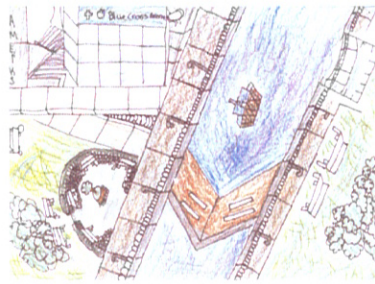
In 1808, a proposal was made for a canal to cross New York State. On July 4th, 1817, Governor Dewitt Clinton broke ground for a canal in the middle of the state. The canal was completed in 1825 and was celebrated with a ceremony called The Wedding of the Waters. It was 363 miles long with 77 locks. It made Rochester America's first boomtown by opening up transportation and trade from New York City to all areas in the west. The Erie Canal was enlarged twice between 1836 and 1862. In 1900, the Erie Canal was rerouted to bypass downtown Rochester.

The downtown portion of the canal was abandoned in 1919 and the now empty canal leg was turned into a subway bed. The subway route ran from Charlotte to the Rochester airport and Pittsford areas. Broad Street was built over the tunnel. The tunnel is now empty and structurally unsafe.

In 2006, the City of Rochester started a feasibility study see if it was possible to tear off Broad St. and re-water the old downtown leg of the Erie Canal.



# Ideas for the Future



## Broad Street Between Aqueduct and Exchange Street

The Blue Cross Arena is a popular sport and concert venue. Imagine

taking a water taxi to see an Amerks or Knighthawks game, the circus, or to experience Rochester's own Teddy Geiger in a waterfront setting!

## Broad Street Aqueduct

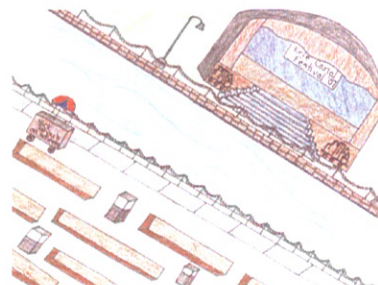
The original 1823 aqueduct is currently covered by Broad Street.

This futuristic drawing shows the aqueduct returned to its original state. Imagine a fun and exciting place to visit to learn about Rochester's history as America's first boomtown!



## Nick Tahou's Intersection of Broad and Main Streets

This area is currently the old Rochester railroad station, complete with tracks! It is occupied by the Nick Tahou's restaurant. An amphitheatre could recreate the underutilized space into a major tourist attraction - with lots of restaurant carts to serve the hungry audience!



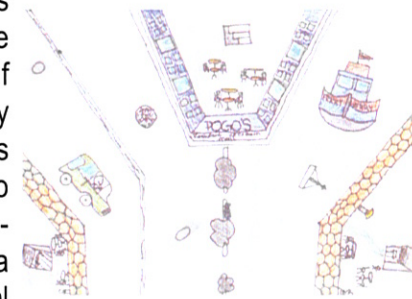
## Broad Street Between Exchange and Fitzhugh Streets

This is currently a downtown area

that has little pedestrian appeal. It could be an inviting place that highlights historical buildings such as the Gannett Building and Old City Hall.

## Intersection of Broad and Main Streets

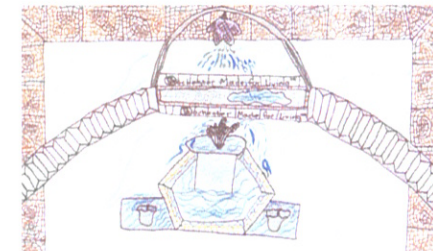
This location is currently the intersection of two busy streets. It has the potential to be the confluence of a navigable canal



and the alternative to Broad Street traffic.

## Block Between Brown and Jay Streets, Future Terminal Basin

This area is now a vacant lot filled with trash and graffiti. This is the future site of the Terminal Basin, a place where boaters will be able to turn around or dock their boats. Beautiful, colorful mosaic tilework in reds and browns could be a striking contrast to the cool blue of the water. Spectacular fountains



would add interest and even cool pedestrians on the walkway.



## Four American Success Stories

### San Antonio, Texas: Riverwalk

San Antonio used to be an economically challenged city with just a trickle of water running through it. But that was in the early 1920's.



Now it is a thriving community with a gorgeous riverwalk that attracts many tourists and millions of tourist dollars each year. Their canalized river holds many activities such as Annual Fiesta that both residents and

tourists can enjoy. The Riverwalk generates over 7 billion dollars in revenue each year and a lot of this money goes back to local businesses.

### Ottawa, Canada: Rideau Canal

The Rideau Canal was dug to transport military goods for the War of 1812. By the time it was completed, the war was over.

Ottawa is known for its historic preservation, and the Rideau Canal is a National Historic Site. The canal will soon be named a World Heritage Site because the canal still uses unique features that are original to the canal's design. Winterlude, a popular winter festival on the canal, brings in more than 1.5 million visitors to Ottawa each year.



### Providence, Rhode Island: Woonasquatucket and Moshassuck Rivers

Providence is one of the oldest cities in the United States. However, in the 1930's Providence became a ghost town. Providence's revitalization included re-routing a major highway, changing the confluence of the rivers, and moving railroad tracks outside the city limits. This opened up land for much needed park space. Waterplace Park is now the gem of downtown. The projects are now complete after 20 years of efforts.



### Oklahoma City, Oklahoma: Bricktown Canal

Oklahoma City is very proud of its past. It celebrates its rich history, such as the 1889 land rush. However, in the 1990's Oklahoma City was in a slump. City residents voted to begin a plan for nine major projects to revitalize their city. One of these projects was a downtown canal which rejuvenated the Bricktown neighborhood and increased property values by 235%. The economy of Oklahoma City continues to prosper from the residents' investment in revitalization. The Bricktown area is now a lively entertainment attraction.



## Canals in the United Kingdom

The sixth grade class studied canals in Great Britain and learned how and why the canals were revitalized. Europeans are very proud of their history, much of which is associated with waterways. We learned about the revitalization of canals such as the Forth and Clyde Canals, which now incorporates a futuristic lock called the Falkirk Wheel, and attracts more than half a million tourists to Scotland.



The city of Birmingham, England has seen a huge revival due to the revitalization of its canals. Fifty years ago, Birmingham was a run-down city with empty warehouses and stagnant canals. Now Birmingham is an economic powerhouse, with beautifully landscaped canals and thriving shopping areas.

London's Regents Canal is getting a facelift for the 2012 Summer Olympics. They have revitalized most of their bridges over the canal and have created unique architectural designs. These new additions attract thousands of visitors each year.

What can Rochester learn from these successes? Perhaps we can also benefit from a downtown canal attraction in our own city.



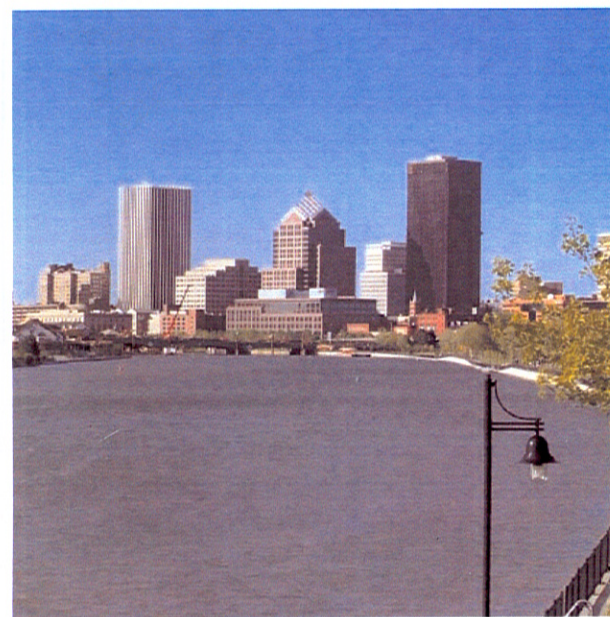


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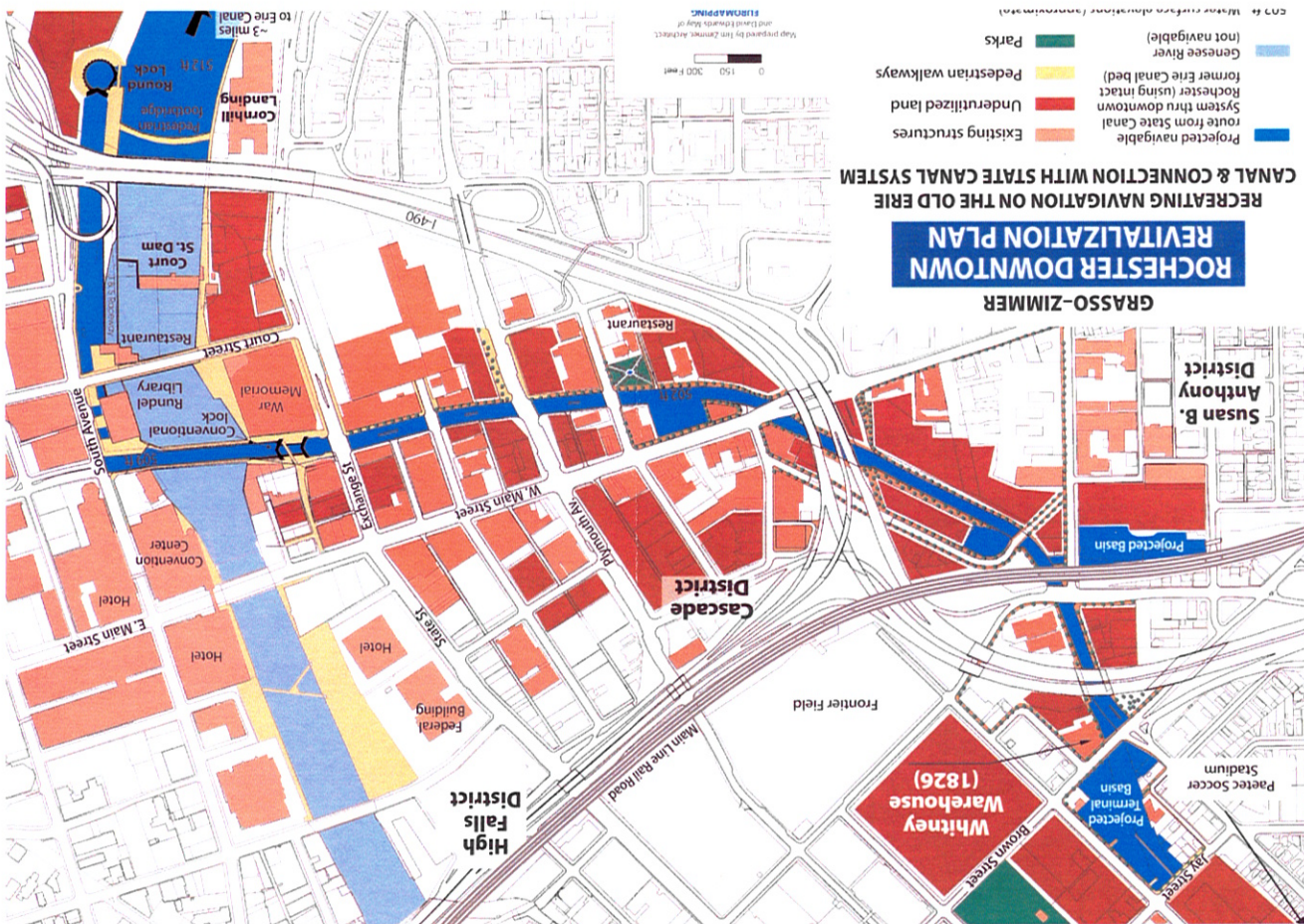


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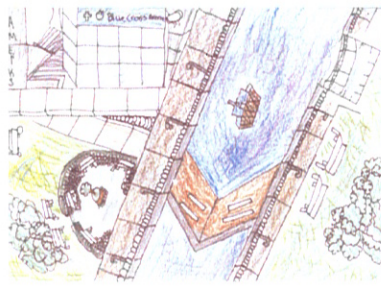
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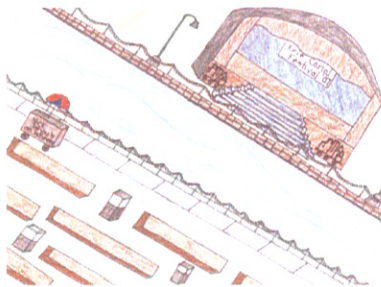
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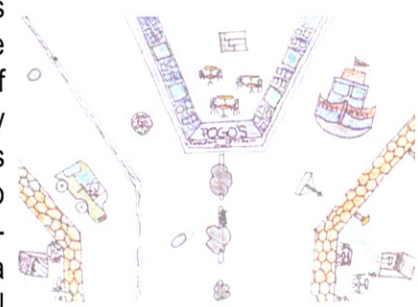


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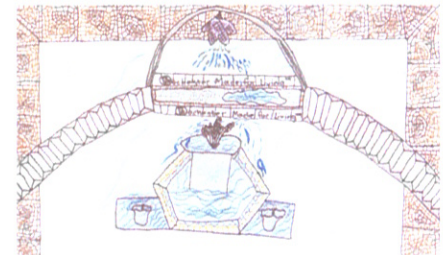
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