



Representative Louise M. Slaughter
Chairwoman, House Committee on Rules
Representing New York's 28th District

P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

Saturday, March 14, 2009

□

Rep. Slaughter Joins City Officials and Community Leaders to Unveil

Jefferson Avenue Revitalization Plan

□

Slaughter Secured Federal Funding to Begin Implementing Plan This Year

□

Rochester, NY - Congresswoman Louise M. Slaughter (D-Fairport), Chairwoman of the House Committee on Rules, along with community stakeholders today unveiled the Jefferson Avenue Revitalization Master Plan at the Trinity Emmanuel Presbyterian Church in Rochester. Rep. Slaughter gave opening remarks, along with Monroe County Legislator Willie Lightfoot, Jefferson Avenue Business Association (JABA) Representative James Muhammad, and City Council members, before presenting the investment plan to residents and business leaders for feedback.

In March 2008, the Rochester community formally kicked off the Jefferson Avenue revitalization effort, taking input from all members of the community in a series of meetings to create an implementable plan within one year. Today, that master plan was presented.

Over the last year, Rep. Slaughter has secured over \$1 million in federal funding that will be used for the redevelopment of Jefferson Avenue and for the Urban League Business

Assistance Division to continue their one-on-one work with current and prospective Jefferson Avenue business owners.

"The Jefferson Avenue Master Plan is a direct result of hard work and input from residents, business owners, community groups, the University of Rochester, and many others," Rep. Slaughter said. **"Our collaborative effort has produced a comprehensive solution that will create business and promote economic development in our community."**

□

At the meeting, city leaders gave an overview of the plan, which includes an **"investment map"** that shows where millions in public investment will be targeted along the avenue.

"We all have so much pride and hope invested in this community, and now the physical appearance of the neighborhood will reflect it," Slaughter continued. **"I am proud to have secured federal funding to support existing and new small businesses that are an important component of our local economy."**

BACKGROUND

On March 29, 2008, the Rochester community formally kicked off the Jefferson Avenue Revitalization effort during a Visioning and Design Community Session. At that meeting, participants promised to produce an implementable Master Plan for the Jefferson Avenue Corridor within one year. That meeting was the first step in a 4-step process to produce an implementable Master Plan for the Jefferson Avenue Corridor. After coming together with residents, business owners, community leaders, and city officials, University of Rochester graduate students conducted an economic analysis, City-hired consultants created street and infrastructure concepts, and the master revitalization plan was created. The plan includes funding that will go toward housing, road and streetscape work, business facades, and entrepreneurship training.

In the fiscal year 2009 appropriations bill enacted this week, Congresswoman Slaughter secured \$950,000 to be used by the City of Rochester to begin road and streetscape improvements along Jefferson Ave. She also secured \$98,000 for the Urban League of Rochester's Business Development Division to provide guidance and assistance to Jefferson Avenue business owners. Last year, Rep. Slaughter secured \$100,000 for the Urban League's program, which began last September. Planning work on these projects could begin this year and construction could start in the spring of 2010.

###