

Main Street helps define the character of the Rochester community. Its historical buildings, downtown commercial district, and connection to the Paint Creek and Clinton River make Rochester a vibrant community.

In recent years, regional commercial development has attracted business away from Downtown Rochester. These developments threaten the long-term viability of Main Street as a significant commercial area. The goal of the East Area Plan is to strengthen and enhance Main Street to create a vibrant, pedestrian-oriented downtown throughout the East Area. The Johnson Hill Land Ethics Studio, with collaborators Lorri Sipes, FAIA, and Urban Innovations, worked to develop recommendations for a new Town Square park as well as guidelines for new development, redevelopment, streetscape design, and accessibility.

The East Area Plan shifts the emphasis from the car to the pedestrian, and develops strategies designed to enhance the pedestrian experience throughout downtown Rochester.



Downtown Rochester East Area Plan

Rochester, Michigan

Rochester Downtown
Development Authority

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