

Join with Wegmans and the City of Rochester to bicycle and hike your way to a healthier future.

The City of Rochester is fortunate to have many diverse and interesting neighborhoods you can explore. All along the Genesee River from Genesee Valley Park to the Port of Rochester at Charlotte on Lake Ontario you will find trails or sidewalks where you will see the beauty of our community and neighborhoods. Bring a friend, neighbor or members of your family with you to share the wonderful views. Try repeating the same route during the four seasons of the year for a completely difference experience!

Visit the City of Rochester web site for guided hikes, bicycle rides and other activities in the Flower City Looking Good program: <http://www.cityofrochester.gov/fclg/>




City of Rochester, NY
Thomas S. Richards, Mayor



Wegmans
eat well live well™

Passport
to family wellness


City of Rochester, NY

*Exploring the outdoors
of Rochester, NY!*

Welcome to the East Avenue Wegmans Passport to Family Wellness!

This booklet describes hiking routes and bicycle rides within the City of Rochester. The City offers a surprising variety of locations for outdoor exercising: City Center (downtown), lovely parks, historic neighborhoods and the Genesee Riverway Trail. Have fun sampling the suggested routes in the passport and join the millions who have made outdoor hiking and bicycling a part of their healthy lifestyles.

As you hike or bicycle each route, record your visit in your Wegmans Passport by using a pencil or crayon to make a rubbing of the designated marker. Complete four hikes or four bicycle rides to receive a coupon redeemable for a Wegmans product. Complete all seven hikes or all seven bicycle rides and be entered to win the Grand Prize: \$100.00 Wegmans gift card and a free lodge rental at Cobbs Hill Park in the City of Rochester for a picnic with your friends. You do not have to complete all seven walks or all seven bicycle rides in one year to be eligible.

Incentives for completed trails can be picked up at the City of Rochester Department of Recreation and Youth Services, 400 Dewey Avenue, Rochester, (585) 428-6755. We hope this encourages you to get moving more and to enjoy all the area has to offer.



Marcie Bartolotta, MS, Manager,
Eat Well, Live Well Community Initiatives
at Wegmans

Become a City of Rochester Trailblazer!

The City of Rochester has a wealth of trails that bring cyclists and hikers close to nature and to history. The bicycle routes and hiking routes were prepared by members of the Rochester Bicycling Club, the Rochester Cycling Alliance and the Adirondack Mountain Club – Genesee Valley Chapter. Each of these organizations offers activities you and your family can enjoy.



Richard DeSarra Board Member of the Rochester Bicycling Club and Co-Founder of the Rochester Cycling Alliance designed the bicycle routes to showcase the scenic beauty along the Genesee River and highlight some of the historic treasures within the City. The creator of the maps was Rochester Bicycling Club member Bary Siegel.



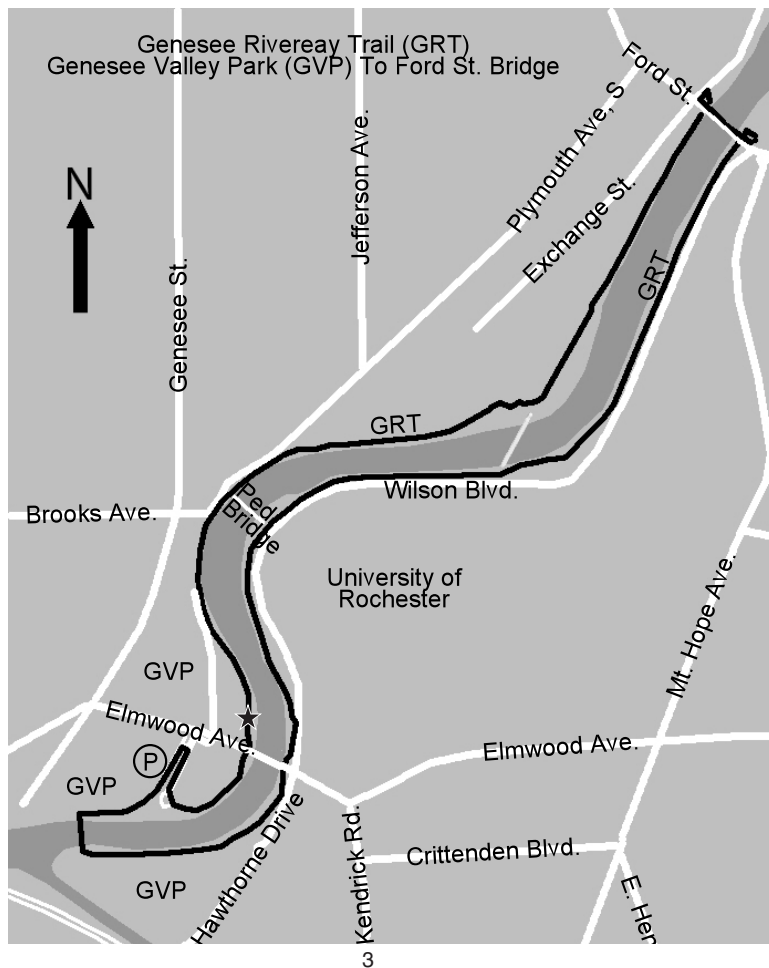
The hikes were designed by members of the Adirondack Mountain Club – Genesee Valley Chapter. The hikes feature a few of the many scenic and historic locations in the City of Rochester. It is important to encourage people of all ages to spend more time outdoors in nature so make it a family event or recruit friends and neighbors to discover new areas within the City of Rochester.

For additional information about the organizations and their activities visit their web sites:

www.rochesterbicyclingclub.org

www.rochestercyclingalliance.org

www.gvc-adk.org/



Genesee Riverway Trail (GRT) Genesee Valley Park (GVP) to Ford Street Bridge

Location: Parking and trail access at the City Recreational Center at Genesee Valley Park (GVP).

Distance: 5 miles

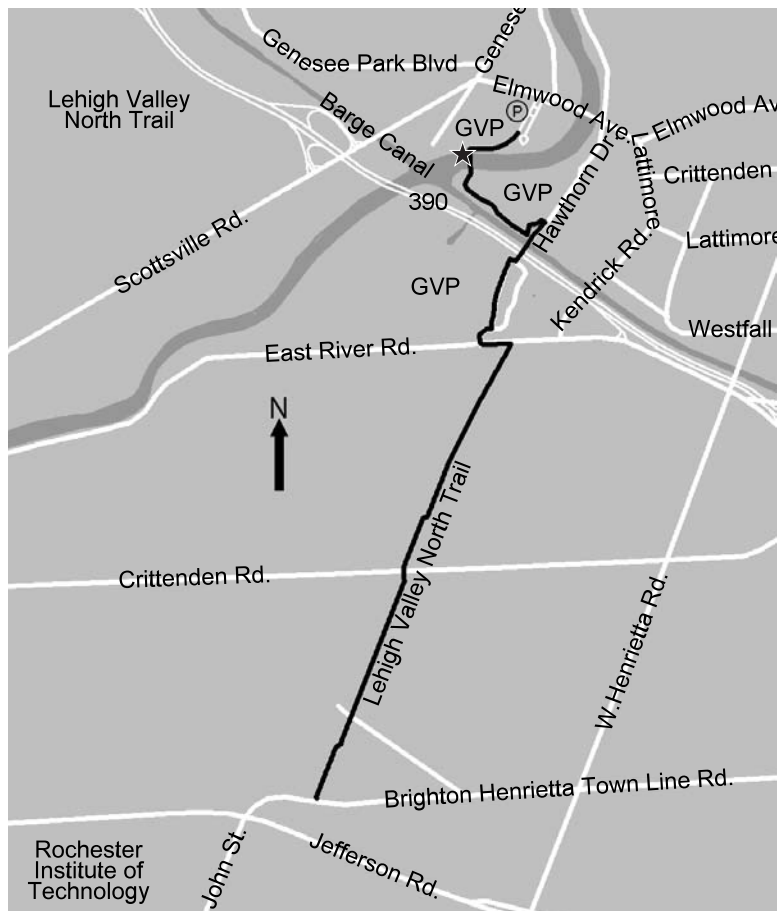
Difficulty: Easy on paved trail

Features: The trail is along both sides of the Genesee River with many great views of the river, the Genesee Waterways Center, the University of Rochester, historic Ford Street Bridge, five bridges that cross the river and the skyline of downtown Rochester. Don't forget to bring your camera. The pathway on the Ford Street Bridge is on the north side and is the sidewalk of the bridge.

GPS Coordinates: 43.125028 N, 77.633400 W (GRT sign)

★ Trail Marker

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Lehigh Valley North Trail

Location: Parking and trail access at City Recreational Center at the Genesee Valley Park (GVP).

Distance: 5.5 miles

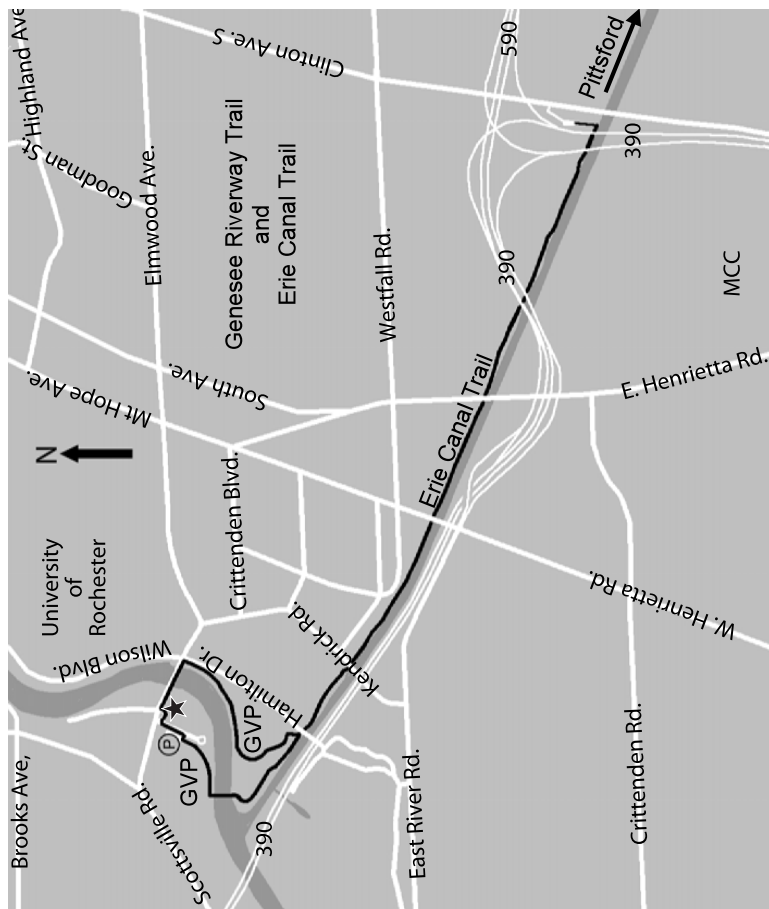
Difficulty: Easy on paved & stone-dust trails and paved road.

Featured: After crossing the Genesee River you will ride on two connector bridges over the Erie Canal & Route 390 to the Lehigh Valley North Trail which connects the University of Rochester to Rochester Institute of Technology (RIT). Hawthorn Drive connects Elmwood Avenue to East River Road through GVP. The Lehigh Valley North Trail ends one block from Jefferson Road and RIT.

GPS Coordinates: 43.122610 N, 77.639745 W (Wooden City sign on GRT)

★ **Trail Marker**

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Genesee Riverway Trail (GRT) and Erie Canal Trail

Location: Parking and trail access at the City Recreational Center at Genesee Valley Park (GVP).

Distance: 6 miles

Difficulty: Easy on paved trail

Featured: The GRT is in Genesee Valley Park (GVP). The GRT, GVP and the Erie Canal Trail are very good places for viewing birds and waterfowl. The turnaround point is at the South Clinton Avenue exit. If you are ready for a longer ride continue east to the Village of Pittsford which adds a ten mile loop back to South Clinton Avenue.

GPS Coordinates: 43.124832 N, 77.635067 W (GVP sign in city lot)

★ **Trail Marker**

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Genesee Riverway Trail and RG&E Middle Falls Dam

Location: Parking at Seneca Park Zoo. Trail access on Seneca Park Zoo Road across from the playground.

Distance: 4.5 miles

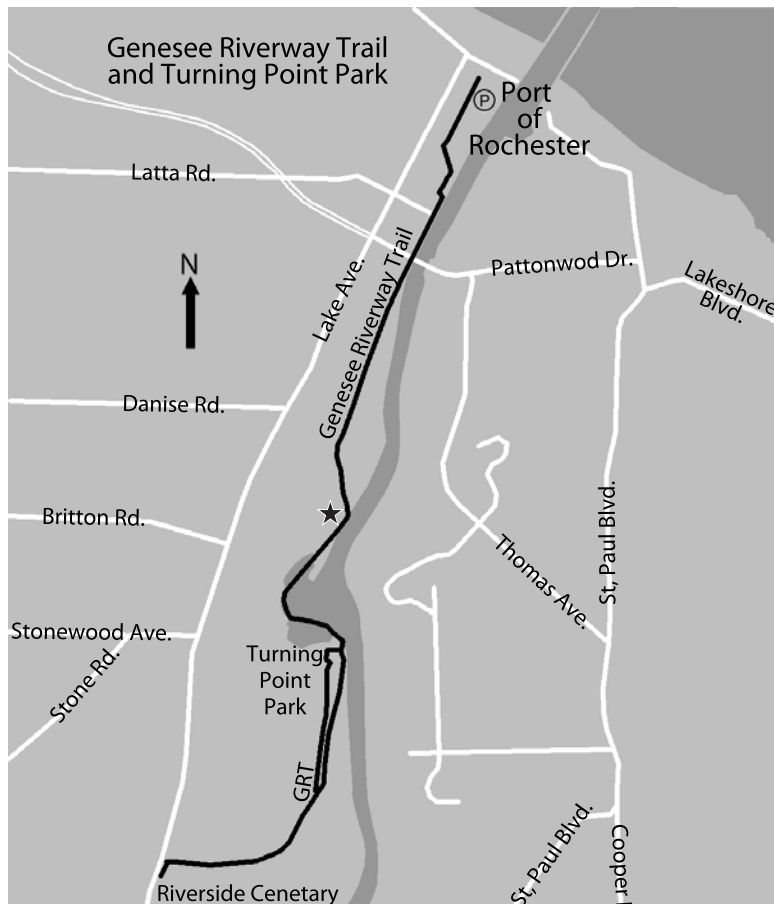
Difficulty: Moderate on paved trail with three hills to climb

Featured: There are spectacular views of the Genesee River gorge, the middle & lower falls and the Rochester Gas & Electric dam. After the ride visit the Seneca Park Zoo, a great place for kids of all ages.

GPS Coordinates: 43.195345 N, 77.621520 W (GRT sign between Seneca and Maplewood Park)

★ **Trail Marker**

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Genesee Riverway Trail and Turning Point Park

Location: Parking and trail access at Charlotte Beach, Port of Rochester.

Distance: 6.7 miles

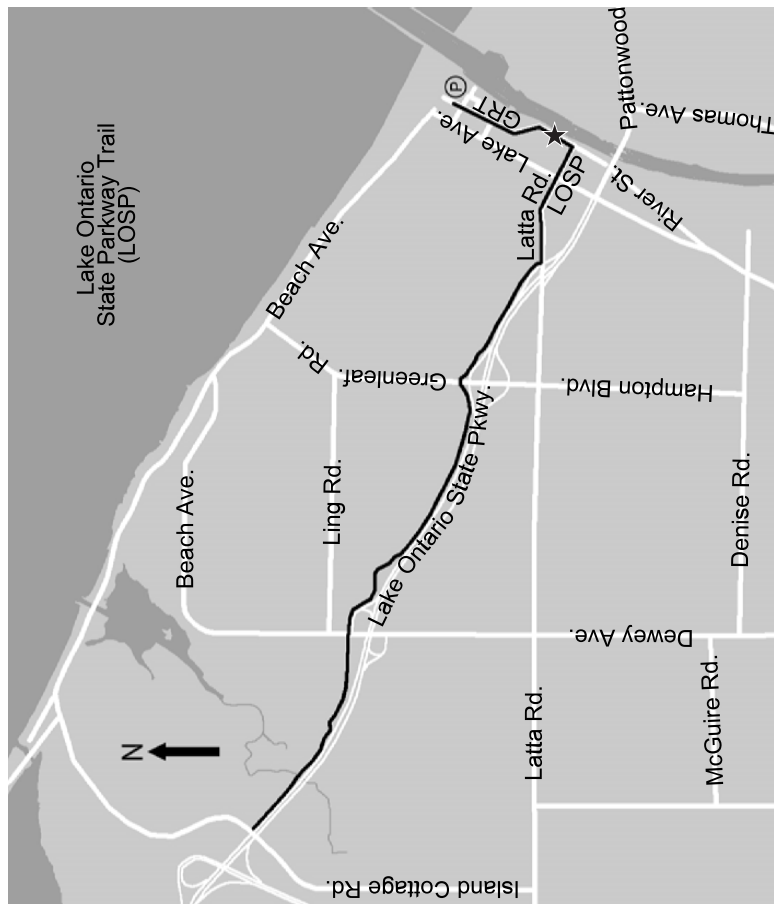
Difficulty: Moderate on paved trail with two hills to climb

Featured: Ride on the 4,000 foot boardwalk in Turning Point Park. See many varieties of waterfowl all along the route. You will ride under the O'Rourke Lift Bridge. See the remnants of ship tie-ups (the round concrete pods) and several marinas with a large variety of boats anchored.

GPS Coordinates: 43.227522 N, 77.617757 W (Turning Point GRT sign)

★ **Trail Marker**

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Lake Ontario State Parkway Trail (LOSP)

Location: Parking and trail access at Charlotte Beach, Port of Rochester.

Distance: 7 miles

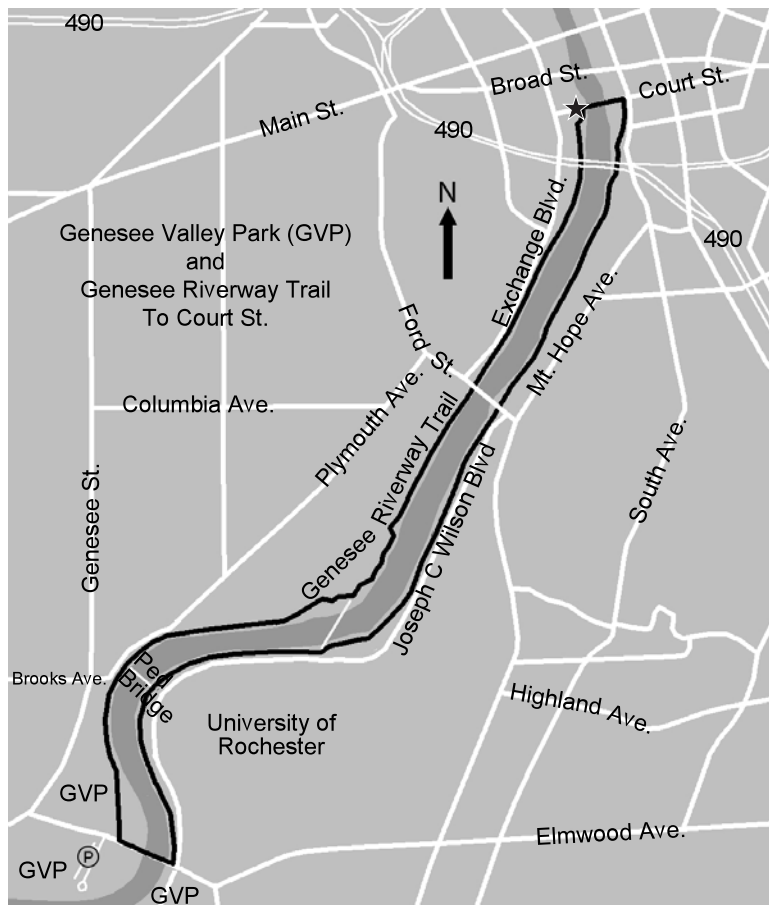
Difficulty: Easy on paved trail

Featured: Ride under the O'Rourke Lift Bridge. See old and new Genesee River marinas, marshland waterfowl in the wetlands and along the LOSP. From the GRT at River Street and Latta Road follow the LOSP signs with a turn around at Island Cottage Road.

GPS Coordinates: 43.251996 N, 77.609967 W (GRT sign)

★ **Trail Marker**

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Genesee Valley Park and Genesee Riverway Trail (GRT) to Court Street

Location: Parking and trail access at the City Recreational Center at Genesee Valley Park (GVP).

Distance: 5.5 miles

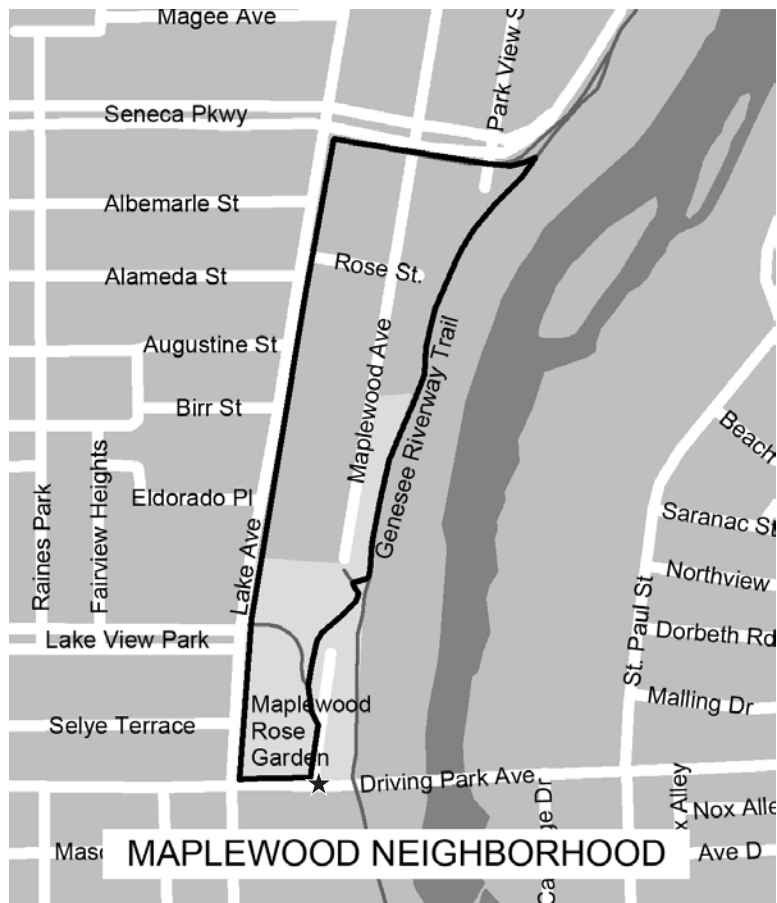
Difficulty: Easy on paved trail

Featured: The trail is along both sides of the Genesee River with many great views of the river. Wonderful views of the Rochester downtown skyline, the Ford Street Bridge and the old Erie Canal aqueduct under the Broad St. Bridge. During the ride you will cross six bridges over the Genesee River. The GRT is on the south side and sidewalk of the Court Street Bridge.

GPS Coordinates: 43.153201 N, 77.609927 W (GRT sign at Court St.)

★ **Trail Marker**

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Maplewood Neighborhood

Location: Parking at Maplewood Rose Garden, Lake Ave. and Driving Park.

Distance: 1.5 miles

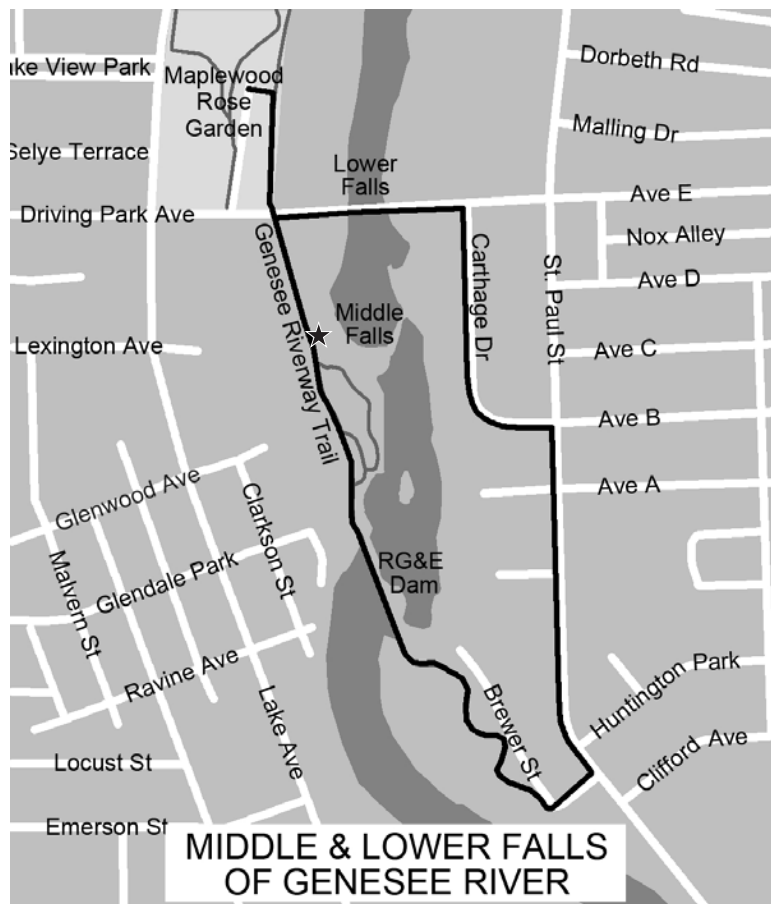
Difficulty: Easy paved trail

Featured: There are great views of the Genesee River gorge and interesting architecture in this neighborhood. The roses in the Rose Garden will be in bloom for several months in early and late summer.

GPS Coordinates: 43.181030 N, 77.630110 W (Rose garden sign)

★ **Trail Marker**

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Middle/Lower Falls of Genesee River

Location: Parking at Maplewood Rose Garden, Lake Ave. and Driving Park.

Distance: 1.5 miles

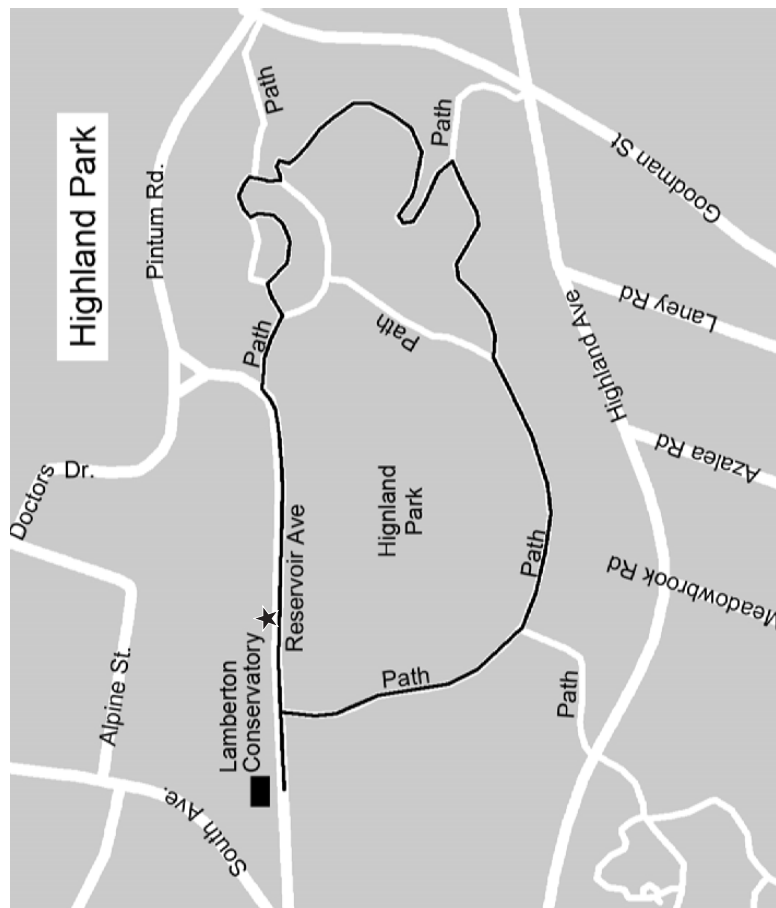
Difficulty: Moderate, paved trail with one hill

Featured: This route offers wonderful views of the Genesee River gorge and the Middle & Lower Falls. The route crosses over the river on the Rochester Gas & Electric dam bridge. The roses in the Rose Garden will be in bloom for several months in early and late summer.

GPS Coordinates: 43.179655 N, 77.629266 W (Lower Falls Park GRT sign)

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Highland Park

Location: Highland Park Reservoir street parking.

Distance: 1 mile

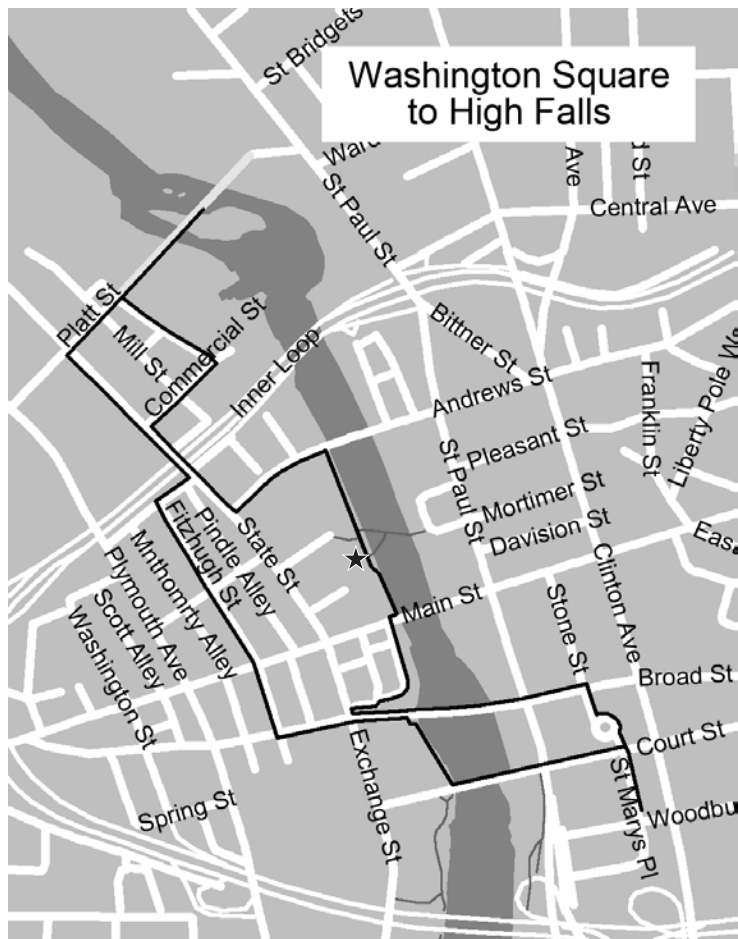
Difficulty: Moderate, paved paths and sidewalks, hilly

Featured: There is more to Highland Park than lilacs. There are magnolias, daffodils, Japanese maples, Japanese Irises and many other beautiful and rare trees. Don't forget to stop at the Lambertton Conservatory.

GPS Coordinates: 43.131987 N, 77.608239 W (ballards next to conservatory)

★ **Trail Marker**

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Washington Square to High Falls

Location: Downtown Rochester parking garages on Woodbury Blvd. at South Clinton Avenue and next to the Rundel Public Library on South Avenue. There are many street parking spots in Downtown Rochester and around Washington Square Park by the Geva Theatre.

Distance: 2.8 miles

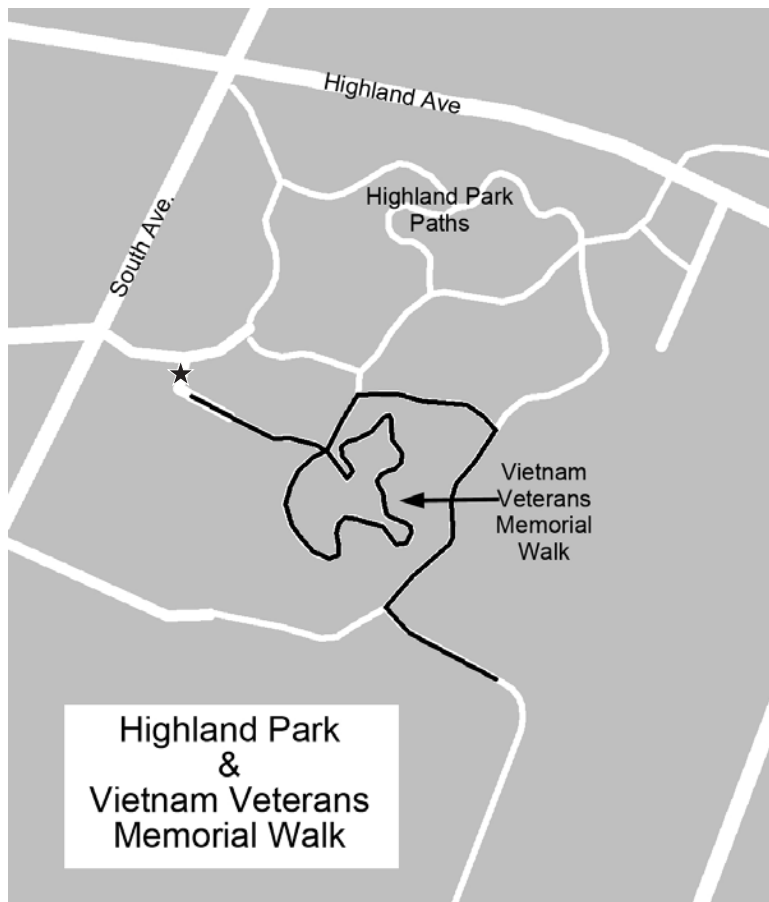
Difficulty: Easy on paved sidewalks

Featured: Stop to view the Rochester Gas & Electric dam on the Genesee River at Court St. The former Erie Canal aqueduct is under the Broad St. Bridge. At High Falls there is the Pont de Rennes Bridge with a great view of the High Falls. Don't miss the historic architecture as you hike the route. Look up for unique features on many of the historic buildings including City Hall on North Fitzhugh Street.

GPS Coordinates: 43.157588 N, 77.611894 W (GRT sign along river)

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Highland Park and Vietnam Vets Memorial

Location: There is a parking lot at the Vietnam Veterans Memorial on South Avenue or ample street parking.

Distance: 0.65 miles

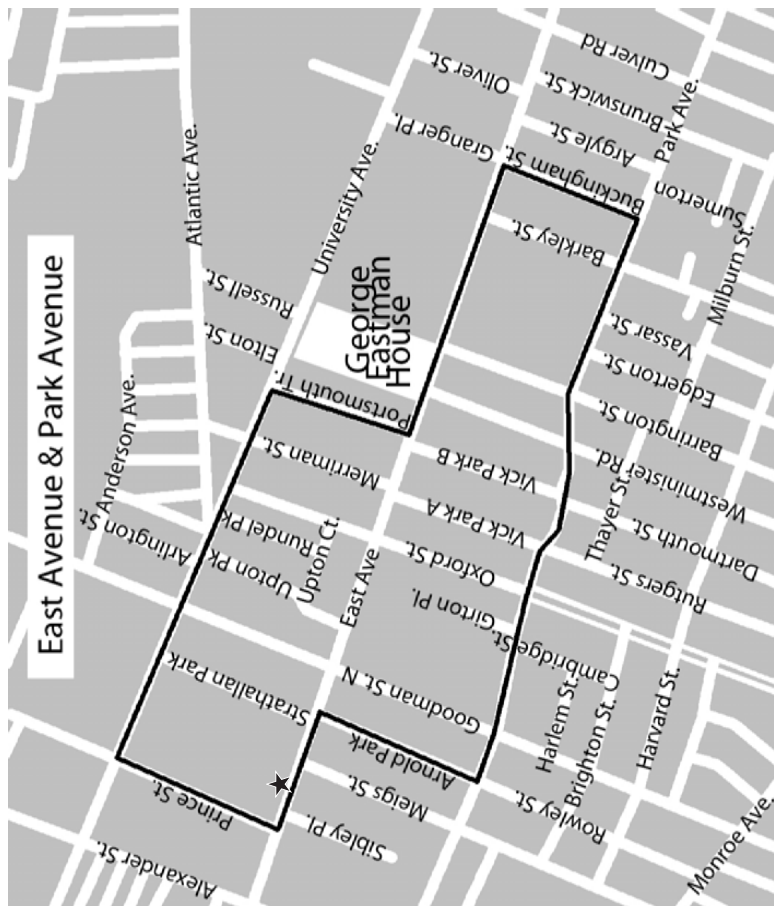
Difficulty: Easy on paved path

Featured: Slowly walk around the Vietnam Veterans Memorial for a sobering reminder of the human cost of this period in our history. Stop to see the nearby AIDS Remembrance Garden and the Victims' Rights Memorial. If you have more energy and time wander around the hills of Highland Park. Don't forget to stop to smell the flowers in the Lamberton Conservatory.

GPS Coordinates: 43.128594 N, 77.611166 W (wood post with parking sign)

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East Avenue

Location: Park on City streets near the George Eastman House. Start the circular route wherever you are closest to it.

Distance: 2.7 miles

Difficulty: Easy on paved sidewalks

Featured: There is a lot of interesting architecture on this route. The two major cultural attractions are the Memorial Art Gallery and the George Eastman House. On Park Avenue you will find many unusual shops and restaurants.

GPS Coordinates: 43.154483 N, 77.591683 W (Boy Scout sign)

★ Trail Marker

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This Passport belongs to:

Name _____

Age _____

Address _____

Phone _____

Email _____

Field Notes: _____

Healthy Hiking and Bicycling Tips

Please be courteous to other users of the trails and sidewalks. Hike and bicycle to the right side of the trail or sidewalk. Please do not litter.



Hiking Tours

For the hiking routes, wear comfortable shoes and appropriate clothing for the weather conditions. Use sun protection and bring water. Tell someone where you are going. Not all routes will have bathroom facilities available so plan accordingly.



Bicycling Tours

For the bicycle rides bring water, first aid equipment, wear appropriate clothing and footwear for the weather conditions. Tell someone where you are going. Not all routes will have bathroom facilities available so plan accordingly. We suggest wearing a bicycle helmet. Children under 14 years of age are required by New York State Law to wear a bicycle helmet.