

SUMMARY OF LWRP INVENTORY / ANALYSIS: STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) BY FOCUS AREA

	Current		Future	
	Strengths	Weaknesses	Opportunities	Threats
Boundary Wide	Proximity to Toronto / other cities Proximity to Finger Lakes Many tourist attractions Confluence of 3 great waterways Genesee River Trail Natural river habitats / resources Historic sites / river history Olmstead parks Diversity / character of waterfront Unique, inter-connected history of waterfronts	Lack of promotion and marketing Lack of public awareness of assets River trail gaps Lack of adequate signage/wayfinding Lack of trail connections to nghbhds Water quality / pollution Lack of management/coordination Siltation / erosion Definition of “navigation channel” Accumulation of brush/debris/driftwood Overlapping / unclear agency responsibilities	Rapid Transit – Bus Connections – Light Rail? Improvements to water quality Preserve/enhance view sheds Contiguous river trail: canal to lake Harbor management / coordination Seaway Trail connections Abandoned rail lines Utilize assets to improve health Coordinated wayfinding system Upgrades to Olmsted parks Historic interpretation	Lack of adequate access to water Lack of funding for projects Perception of crime / lack of safety Pollution Poor development practices Lack of development design controls Stagnant population and economy RGE project impacts Environmental remediation costs Demographic shifts
Focus Area 1 – Lakefront	Scenic views and vistas of lake/river Historic resources / Lighthouse Public beach and swimming areas Unique parks and open space Wetlands / habitats Passive recreation Marinas / docks / boat slips “Front door” to city Charlotte village “sense of place”	Traffic congestion Lack of adequate parking Poor beach water quality Lack of amenities at Durand Too much parking near waterfront Water surface use conflicts Lack of transient boat slips Wave surge problems Lack of boater amenities Coastal / beach / bluff erosion	Port development Phase I and II West side - Lake Avenue redeveloped Relocation of boat launch Ferry service at Port Harbor use controls and oversight Water taxi Development of off-site / remote parking Bus shuttle / trolley / jitney Reuse of CSX rail line	Continued traffic / parking issues Lack of market for redevelopment Loss of village character Development densities Destruction of view sheds Reduced dredging? Northeast storms / wave surge Gentrification? Business failures from competition
Focus Area 2 – Riverfront (natural)	Scenic views and vistas of gorge Historic parklands Almost continuous public ownership Fishing access Lower and Middle Falls Wetlands / habitats	Lake Avenue as a physical barrier St. Paul Street as a physical barrier Topography / steep gorge Vacant industrial land	New public access to gorge RGE / St. Paul development site Lake Avenue plateau area Trail connections across river New amenities in public parks Zip line possibilities Educational tours / activities	Limited access to natural gorge Habitat encroachment / destruction Runoff / pollution Degradation of water quality
Focus Area 2 – Riverfront (urban)	Adjacent to downtown Historic Aqueduct / other resources High Falls / Pont de Rennes Views / panoramas of river Heritage Trail / Genesee River Trail	Lack of physical access to water Obstructed view sheds Lack of trail connections along river Lack of trail connections to river Lack of riverfront festivals/events Lack of river lighting Lack of bridge/trail lighting Lack of fountains / water elements Tree/ice/trash removal from river	GardenAerial Project High Falls as tourist attraction Waterfront Eco-District in High Falls Festival site opportunities Aqueduct redevelopment potential Public access to gorge area Zip line possibilities Tie new MCC Campus to High Falls Water taxi Beebee Station redevelopment site LYLAKS BOA redevelopment Public art / wall therapy along river Educational tours / activities	Poor design aesthetics along river Lack of water-oriented land uses Lack of water-dependent land uses Lack of funding for major projects Environmental remediation costs
Focus Area 3 – Canal	Boat/bike/ped connections to E+W Confluence of river and canal Genesee Valley Park Near expressways for vehicle access Easy bike/pedestrian access Existing canal trail Crew/canoe/kayak access “Front door” to city U of R riverfront park / trail	No physical access to water in many locations Topography along canal Lack of neighborhood connections to canal/river Industrialization of canal land Lack of river overlooks Condition of Genesee river wall Potential flooding Debris/siltation in river	New canal landings for access Expand canal as “front door” to city New kayak/canoe/crew opportunities GVP redevelopment U of R master plan BOA redevelopment plan / west river Canal tour boats River wall upgrade with open space Trail enhancements	Encroachment of commercial uses Encroachment of industrial uses Lack of water-oriented uses Poor design of adjacent land uses Convolutted access patterns on canal Lack of open space near canal Underutilized land Environmental remediation costs Siltation / erosion