



Public Participation Summary

City of Rochester, New York

April 15, 2014



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Public Participation

Citizen participation in the Rochester LWRP update included public meetings, Waterfront Advisory Committee (WAC) meetings, focus group meetings, and web-based input.

Focus Group meetings included community and neighborhood groups representing areas within the Rochester waterfront. Leaders discussed the LWRP process with the Charlotte Community Association (CCA), Team Charlotte, a planning sub-committee of CCA, and Sector 4. Other meetings included Focus Area 2, (which includes the High Falls area) hosted by Friends of the GardenAerial. Also, a meeting regarding the southern Genesee River and the Erie Canal.

Understanding the power of the web, project leaders broadened public participation in the LWRP Update with three web-based tools. The tools included a web survey, a collaborative map, and a general comments form. Each tool offered participants unique ways to contribute to the project.

This document summarizes the public participation process and the input collected throughout the planing process.

Waterfront Advisory Committee



▲ Respondants value the preservation of scenic views



▲ The future of the Terminal Building is a major opportunity for the Port of Rochester.



▲ View of the Genesee River near at the Turning Point Park trailhead.

The Waterfront Advisory Committee (WAC), a volunteer group of stakeholders, met with project leaders to offer input regarding the waterfront area. Meeting five times between March and November 2013, WAC offered diverse waterfront issues, opportunities, and assets. Further, WAC members helped determine the scope of the study area.

Figure 1: Comments from project kick-off meeting with WAC

	A	B	C	D
Row	Issues	Opportunities	Assets	Catalyst Projects
1	less than healthy water quality of Lake Ontario and watershed	Scenic waterfront views should be documented.	historic significance of waterfront (e.g. Seneca Nation, Seth Green, Glen House, Sam Patch, Olmstead)	Historic Erie Canal Aqueduct and Broad Street Master Plan (i.e. re-watering of Broad Street)
2	property encroachment between public and private owners	Industrial land can be reclaimed for residential or open space.	diverse neighborhoods with unique character	Install Genesee River access infrastructure (e.g. stairs, elevators) between Corn Hill and Turning Point Park.
3	real and perceived dangers on land and water	Small waterfront destinations should be better linked.	Genesee Riverway Trail between Genesee Valley Park and Ford St.	Improve the Genesee Riverway Trail, especially the downtown section.
4	marketing	Opportunity to document & analyze Red Creek.	Lehigh Valley Trail	Offer alternative modes of transportation (i.e. connect Port of Rochester to regional destinations, water taxi etc.)
5	gaps between destinations		recreation, exercise, hiking	Install and operate a zip line in High Falls.
6	dredging		food for kitchen	
7	wayfinding		signage	
8			formalized views	

An Open House Event

On June 26, 2013 stakeholders gathered in Rochester City Hall Council Chambers for the first community meeting for the Local Waterfront Revitalization Program (LWRP) Update. Approximately 50 residents, business-owners, and leaders shared ideas and comments for the waterfront. The meeting focused on informing and engaging participants using a casual 'open-house' format. Participants browsed exhibits, adding comments, and engaging project leaders throughout. Moreover, the meeting provided attendees a forum to express their community values in a stimulating, respectful environment. A slideshow of waterfront images from around the world and a gallery of local waterfront plans and projects encouraged participants to think big and then share their vision.

Exhibits and Key Findings

The open house included five exhibits. These displays were intended to both inform attendees and collect public comments. Most

exhibits were interactive and encouraged attendees to share their vision, identify issues, opportunities, and assets or comment on the proposed waterfront boundary. A description and key findings from each exhibit are included below.

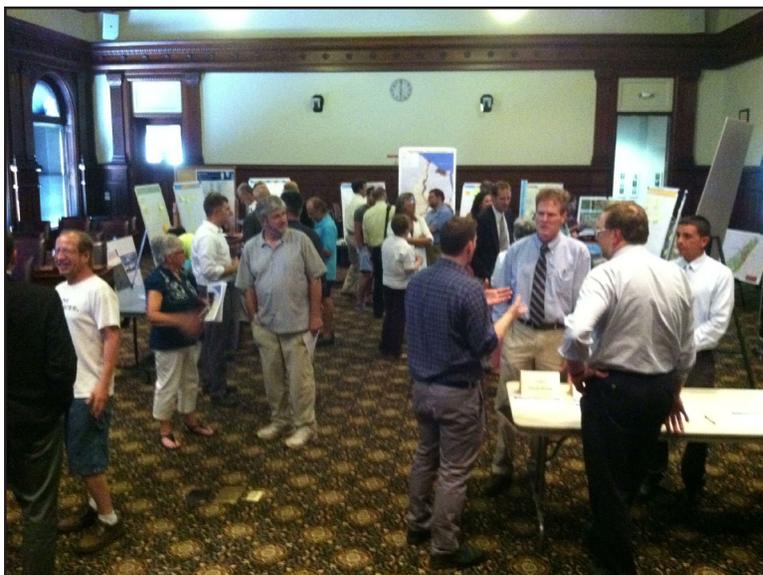
Welcome

Meeting participants began the meeting by greeting project leaders, signing-in, and collecting information on the project and understanding meeting format. Participants could also volunteer to join a focus group.

History and Background

Attendees viewed a slideshow covering the history of the LWRP in Rochester. Previous waterfront planning documents and other background information was on display and available for review.





Vision

The “vision” exhibit was an important component of the meeting. Participants were asked to answer two open-ended questions:

- *What makes a great waterfront?*
- *What words, phrases or ideas should be part of our waterfront vision?*

In addition, participants were asked to imagine that a fictitious relative (E.g. Aunt Sally) moved away from the area and ten years had passed. They then penned postcards telling her how much the waterfront in Rochester has changed over the years. The objective was to think about and write down what they would like the waterfront to be in the future; to share their vision! This information will be very valuable when preparing the vision statement.

Key Findings

- *Participants stressed that great waterfronts feature public access to the water and active transportation through multi-use trails.*
- *The word cloud (on the following page) represents answers to the question, “What words, phrases or ideas should be part of our waterfront vision? The larger text represent frequent responses, while smaller text represent unique ideas.*
- *In addition to walking, biking, and boating, postcard writers see waterfront restaurants and dining as important components of their vision.*

Issues

A large aerial map depicting the LWRP boundary along with identified subareas helped attendees focus their thoughts. Here, participants identified strengths, weaknesses, opportunities, and threats for specific waterfront areas.

Key Findings

- *Strengths—public access to beautiful natural resources*
- *Weaknesses—Inconsistent Genesee Riverway Trail and waterfront access*
- *Opportunities—Enhanced transit, economic development*
- *Threats—Lack of funding, insensitive development*

Priorities

The priorities exhibit included a list of current and proposed City of Rochester waterfront projects. Participants were asked to place sticker dots in specific project columns while considering the following questions:

- *What is your one 'big idea' or 'catalyst project' for our waterfront?*
- *Which waterfront projects or priorities are important to you?*



Key Findings

- *Participants offered diverse, creative ideas for waterfront projects. A few identified the realization of the Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan as their priority. Others expressed interest in extending and connecting multi-use trails.*
- *Participants 'voted' on specific waterfront priorities. Below are a few of the responses:*
- *Highest Votes –Develop Downtown Riverfront , Improve Access to Waterfront Neighborhoods*
- *Lowest Votes—Develop more boat docks/slips/marinas, Improve Fishing Access*



Open House Key Findings

- *People want a waterfront offering both sensitive development and conservation of nature. The waterfront should be well-maintained and well-used.*
- *Attendees shared many opportunities for the Downtown /High Falls and Charlotte neighborhoods and less opportunities for the southern riverfront, Durand Eastman, and Tryon Park.*
- *Participants consistently identified the Genesee Riverway Trail as an integral part of the waterfront. Connecting the trail through downtown is a major priority for many participants.*

During the Rochester LWRP Open House, much community data was collected. This data is organized into the following eight tables.

Figure 2: What makes a great waterfront?

#	Comment	#	Comment
1	accessibility waterfronts should be open to the public	9	sparkling clean water moving at different speeds at different areas (e.g. FDR Memorial in DC)
2	views & natural habitat Maintain scenic resources & ecological health of land, water, air	10	keep out high-rises from waterfront - they put up a barrier between the water & public views
3	active transportation multi-use trails for biking, walking, access to water from canoe\kayak rentals, launches	11	a comfortable waterfront that feels safe by design
4	story of water quality, habitat & history of canal & harbor	12	people
5	whitewater kayaking at Upper Falls (good water, bad land; we are used to this)	13	festivals & events
6	bring back floating dock to the new park you just built on Mt. Hope; it is paid for	14	well used & maintained
7	interactive urban edge	15	picnic & sitting areas
8	vibrant, commercial (restaurant) establishments	16	birding wildlife viewing & education

Figure 3: What words/phrases/ideas should be part of our waterfront vision?

#	Comment	#	Comment	#	Comment
1	access	15	families	29	pulsating water fountain for kids
2	active	16	for all	30	residents
3	activity	17	fresh air	31	respect
4	bars, restaurants, coffee shops, hotels	18	fun	32	safe
5	beauty	19	generations to come	33	share
6	bike-friendly	20	health	34	sustainable
7	clean	21	high grounds	35	thrive
8	community asset	22	kids	36	utility
9	concert stage on water	23	linkage	37	visibility
10	connectivity	24	lively	38	waterfront: meeting of sky\land\water
11	destinations	25	magnificent	39	welcoming
12	diversity	26	nature's edible vegetation	40	well used & peaceful
13	elegant	27	open	41	wetland restoration
14	engagement	28	perchings to see the surroundings	42	wildlife

Figure 4: What are the most important waterfront projects or goals to you?

Votes	Waterfront Projects\Goals
16	develop Downtown riverfront
15	improve access to waterfront neighborhoods
14	improve water quality
13	develop more trails
12	develop canoe\kayak access
12	protect sensitive environmental areas
9	develop waterfront tourist attractions\ festivals
5	improve\enhance existing parks
4	develop more boat slips, docks, & marinas
4	improve fishing access

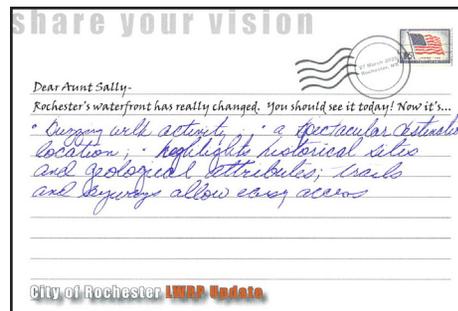
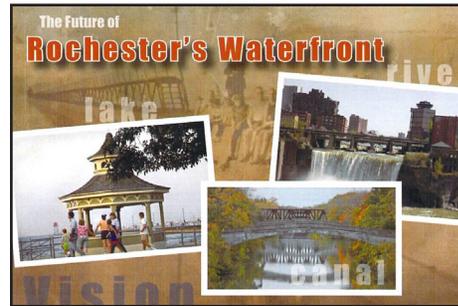


Figure 5: 'Rochester's waterfront has really changed. You should see it today! Now it's'

#	Postcard Statements
1	...become a dominant feature of the City. It is so nice to be able to walk down to the riverfront & get your feet wet. We caught a couple of fish & watched kayakers, rowers, & sailors all over the river. We walked across the pedestrian bridge from the South Wedge to Corn Hill for dinner & took in the city lights over the river.
2	...filled with the people, shops, places to eat, & you can watch the boats travel right down the original canal bed! It's so neat to imagine our little city part of history & this same canal responsible for what we are today. Love, Joe P.S. The restaurant we just ate at is making a lot of money, & gives free drinks for boaters!
3	I was able to ride my bike from the canal all the way to Lake Ontario - we were exhausted but it is down hill! The river side had so many picnic tables - filled with families fishing & having a great time.
4	Rochester is a puzzle with the wrong picture on the box.
5	I went to the beach today & the air smelled like water & sky. Such an improvement from the days of algae.
6	There are dozens of kayaks & canoes on the river now that there are more put-ins & docks.
7	...a great craft beer town!
8	There's a Zip line over the gorge!

Figure 6: What is your one “big idea” or “catalyst project” for our waterfront?

#	Comment	#	Comment
1	Historic Erie Canal Aqueduct & Broad Street Corridor Master Plan create a vibrant, walkable mixed-use neighborhood as an international destination grounded in Rochester’s history connecting to greater city assets & neighborhoods & promoting flexible mass transit alternatives	10	pedestrian bridge between Court St & Ford St connecting Corn Hill & South Wedge neighborhoods
2	GardenAerial a vision to connect High Falls to Center City through the creation of a three-quarter mile loop trail, & a connection underneath the Inner Loop, creating unprecedented access to High Falls & the Middle Gorge	11	continuous Genessee Riverway Trail add connections in Downtown & northern areas, including trestle bridge connection to El Camino Trail
3	edible, public food forest trail for walk\bike with car access at limited places	12	enhance riverfront park at PLEX
4	build an outdoor concert venue near Corn Hill Landing (500-1500 seats) & relocate “Party in the Park” there	13	snowplow selected trails in winter for bikes, just as we do sidewalks for pedestrians
5	an active transportation center on waterfront near FD-SBA bridge bike repair, pay showers, café, parking, restrooms	14	develop a trail along Densmore Creek to Bay
6	a) more direct river access in Lower Gorge, Seth Green Drive is not enough b) need access at Maplewood Park for fishing, kayaking, hiking	15	a) warm & dry - no more wet & cold places b) light the re-watering project
7	remove river wall (partial) from Exchange Blvd near Ford Street (Cornhill) & add small craft access point	16	water quality improvements at Charlotte Beach
8	keep waterfront areas more park-like, less commercial development	17	complete the 1993-1996 Erie Canal Corridor Plan
9	create Genessee River app (i.e. mobile application) to digitally tell stories of all the points along the river	18	trail lighting

Figure 7: Identify the strengths, weaknesses, opportunities, and threats to the waterfront.

	A	B	C	D	E
Row	Strengths	Weaknesses		Opportunities	Threats
1	beautiful scenic quality	gaps in the trail network can discourage some users, especially Downtown	lack of access to the River for Westside residents north of Downtown	public food forests	lack of creativity to adopt a bold, just vision & find ways to implement it
2	great growth potential	promotion & signage to the beautiful waterfront is low	water quality due to agriculture up river	zip line over the gorge	crowding public space or blank walls & parking on the waterside
3	Rochester's proximity & relationship to Toronto, High Falls, beautiful river, and a Wine District	neighborhood groups not well connected (yet) with a single vision	High Falls connection between Center City via the Inner Loop	bus rapid transit (along Lake Ave) connecting Port, Eastman Business Park, Downtown, UR, (or Airport) Maybe RIT or Marketplace Mall area as another terminus	scale & proportion of new development
4	historic designed parkland	poor design (good design doesn't mean expensive, just appropriate)	gang-related crime & perceptions of unsafe neighborhoods	light rail connecting High Falls, Charlotte, & the rest of the city	same old process results in same old outcome
5	proximity to affordable residences, key employment hubs, (Eastman Business Park, Downtown, UR) cultural & natural assets	too much parking on waterfront	too little public access to waterfront	active, urban lifestyle as a tool to entice millennials	lack of necessary funds to implement vision
6	almost continuous public ownership & access	blighted open spaces in Charles Carroll Park	need more picnicking leisure opportunities (also sports games, etc) along river trail on west side North of Downtown	Eastman Business Park as solar energy hub, build-up employment, incentivize folks to live close by, redevelop Kodak parking lots & bring Bus rapid transit to Lake Ave & complete bike trails to Downtown & beyond	insensitive development
7	land is mostly public	need to put bike-friendly ramps on Sister Cities Bridge	need more physical access to the river	underutilized	parochialism, reluctance to change & grow
8	nearby destinations, inspiring & historical	poor schools	income inequity/concentrated poverty	welcoming spaces for all folks, not just tourists or wealthy	fear of crime (not actual crime)
9		lack of jobs for 'unskilled workers'	mismanagement of riparian buffers	GardenAerial project	

Figure 8: Share your comments on waterfront zones 1–4.

	A	B	C	D	E	F
Row	Zone 1: Beachfront\Durand	Zone 2: Port Site	Zone 3: River St	Zone 4: River Gorge (natural)		
1	a) Durand playground b) connect Beach Ave lake sidewalk to beach c) Signage d) bathrooms	a) keep new structures in scale & style with existing neighborhood b) no 10-story apartment\condo c) no build-up of parking lots along beach\lake d) make it Beautiful	human-scale, historic ambience & authenticity	bring back the old beer garden at the bottom of the gorge in Maplewood	install Cable Car, Zip line, Tram, or Funicular for gorge access	connect the gaps in the Genesee River Trail for one clear, continuous trail
2	a) allow cyclists to use the beach-side sidewalk West of Ontario Beach b) upgrade to shared use path	a smaller, faster ferry to make over \$100 million port facility relevant	a) more bike parking b) stop closing off river trail in front of port	complete all gaps along the river from Lake Ontario to the Erie Canal for a complete bike trail, walking\ running space all along the gorge	West side direct access to river at Maplewood Park	a) make river trail by the cemeteries actually on the river, not Lake Ave b) install bike lanes on Lake Ave
3	a) keep boats in smaller area so people can have a safer place to play b) public beach is critical to local residents	a) many boats to & from Toronto hotel b) reuse beach cafes c) cruises		a) family hiking\ biking trail on East side of river (Zoo to Lake)	a) create some scenic vistas from west side b) cut back dense wooded tree cover & insert picnicking areas (tables, grills) & leisure activity areas (like near the Maplewood Tennis Courts)	provide safe fishing, kayaking canoeing, and hiking access down into the gorge
4	connect the lakeshore trail with the Genesee Riverway Trail to provide an off-road bike trail all the way to the beach from the city	a) cafes b) more year-round activities for residents & visitors c) sea kayaking, canoe rental d) other destinations that welcome people to the waterfront		public access to land at bottom of gorge under Pontes De Rennes	a) waterfront\river access from Maplewood\west side b) install steps & trail down to the river from the new rose garden	provide 'lightly' developed trail to Lower Falls gorge from Maplewood Rose Garden area
5	a) safe swimming for all, all summer long b) offer swimming lessons in the lake c) keep water clean	a) winter festivals b) ice sculpture		GardenAerial plan for pedestrian bridge at brink of falls	a) lower access to High Falls Gorge B) preservation of BeeBee Station	cross country skiing & snowshoe rental to encourage winter trail use
6	a) allow fires on the beach b) create an area for camping on the beach c) lean-tuos for picnicking in the rain or camping	a) more bike parking b) stop closing off river trail in front of port		Lower Falls Park is isolated & under-utilized	continuous access lake to canal East & West	

Figure 9: Share your comments on waterfront zones 5–8*.

	A	B	C	D	E
Row	Zone 5: Upland Areas	Zone 6: High Falls\Downtown		Zone 7: South River Corridor	Zone 8: Erie Canal (East\West)
1	recognition of the civic value of the historic path system, the green space of the community	the Broad St Aqueduct should become the heart & center for all aspects of Rochester history & future vision, a place where Hollywood, wine, arts, music, & culture are celebrated, including our sister cities	connect the gaps in the Genesee River Trail for one clear, continuous trail	a) remove major bumps in pavement from the roots (dangerous for bikes) b) Lighting for safe bike riding/ walking home at night c) picnic area with tables, grills by Camp John Porter	a) celebrate major street crossings (Lyell, Chili, Mt Hope, E Henrietta etc) of Canal Gateways b) bridges should look more like Ford St bridge & less like standard highway department bridges, bridges would also serve as landmarks for boaters
2	safe, inviting river access (via steps, trail, or cable car\ski lift) down to bottom of the river gorge from Maplewood (perhaps near the rose garden)	ensure that pedestrians & bicyclists can, without conflict, navigate the river trail on the east side if a skatepark is built, many people of color & low income people use this relatively safe	leave Broad St Bridge as aqueduct for street of shops from Convention Center to Blue Cross Arena walkway, enclosed use, all-year round	Sharrows, bike lanes, or shared-use paths connecting neighborhoods to canal & river trails	a) exercise park with equipment along the canal b) signage with directions of key destinations by bike along the trail in the city
3	redevelop old Kodak Park parking lots between lake and Maplewood Dr into mixed-use with affordable units & incentivize Eastman Business Park employees to live near where they work	consider preserving the canal bed and aqueduct for the future, even if not feasible right now	pedestrian bridge from South Wedge to Cornhill	need at least one small boat launch (ramp) in this section (Black Creek is closed) maybe across from UR near pedestrian\ railroad bridge)	a) bike repair stand b) make picnic areas & benches\grills c) maps of how to bike whole Erie Canal corridor with history & interpretive information
4	better signage to guide folks in neighborhoods to the trail & river gorge	keep River Trail on West side of river near festival site open to bikers\walkers during events, don't drive them away from the river during events	keep the land between Hamilton Tower & YNN\TW open to the public	take down the old walls on the West Side of the river South of the Ford St Bridge	a) storm drain & septic issues with Red Creek b) restore creek bed
5	a) calm traffic\road diet for Maplewood Drive b) install bike lanes & safer, more inviting pedestrian crossings to the Maplewood Park Playground	keep Dinosaur Barbeque funky, don't upscale the surroundings in a manner that destroys its success	GardenAerial: bridge connection system linking High Falls under the Inner Loop into Downtown	retain old walls on West side of River, flood waters will return if removed	plow canal trails once per week during winter, but leave strip for cross-country skiers
6	lower Inner Loop by High Falls to create a boulevard, create connections to High Falls from Front St	same rules that apply to closing streets should apply to trails	clean, safe, inviting walk\bike connections all through Downtown (from Corn Hill to Maplewood)	make river trail on west side safer for walkers\bikers so residents can make better & safer use of trail for walking\biking	green & organic management of Genesee Valley golf course

Figure 10: Share your comments on waterfront zones 5–8.

	A	B	C	D	E
Row	Zone 5: Upland Areas	Zone 6: High Falls\ Downtown		Zone 7: South River Corridor	Zone 8: Erie Canal (East\West)
7	Bus rapid transit along Lake Ave from the Port/Marina (or Eastman Business Park) to Downtown and beyond- through city core than to UR along Mt. Hope or along Exchange, Plymouth, Brooks, to the Airport	a bridge crossing under High Falls, similar to Cave of the Falls in Niagara Falls	a) modify the Inner Loop so as not to be so much of a barrier b) widen Lake Ave	signage to river on Mt. Hope Ave or even South Ave	a) Red Creek water quality b) watershed addressed
8	maximize the potential & leverage UR capital here	get rid of the Inner Loop	make Inner Loop\Central Ave Bridge a pleasant pedestrian crossing route	a) bring back the paid for dock to Mt. Hope, install by Averill Ave park	west side trail with neighborhood connectedness
9	install or improve wayfinding signage to the river	trail for daily exercise	better bike trails	small water taxi connecting Corn Hill Landing, UR, RIT	restoration of the three-arch bridges in Genesee Valley Park, a scenic highlight of the Heritage Trail
10		park in High Falls gorge through BeeBee Station along waterfront towards the old incinerator	running track	improve directing & informative signage on the Genesee River Trail	signage to & from Erie Canal
11				public water center for rowing, canoes	
12				develop PLEX	

Online Collaborative Map

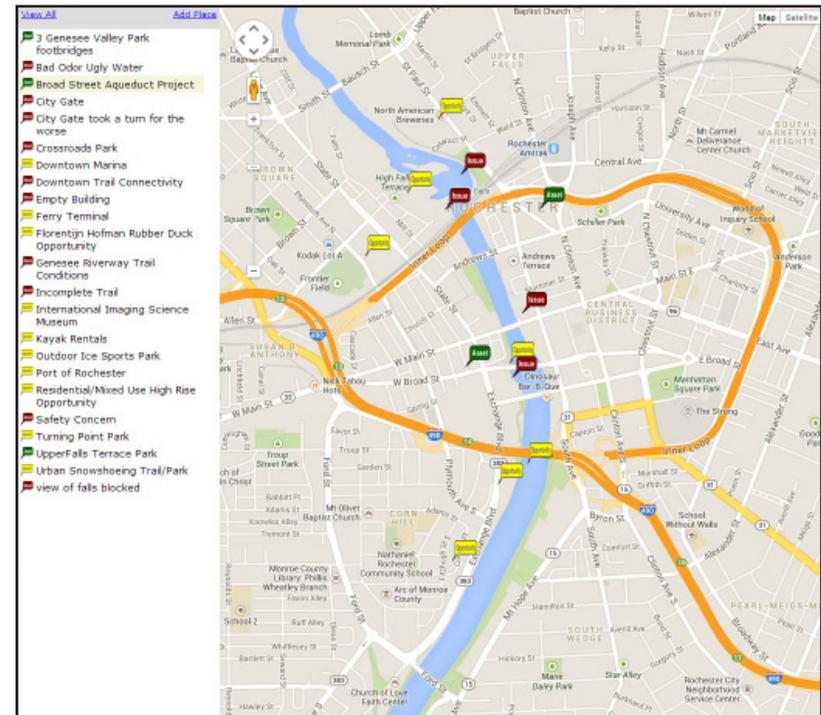
The collaborative map allowed anyone with web access to add a geographically-specific comment. It emulated a public meeting by collecting issues, opportunities, and assets twenty-four hours a day. To the right is a screenshot of the collaborative map of the downtown area as it appeared during the participation process from June 2013 to February 2014.

Results

The collaborative map gleaned 23 comments from participants. Most of the comments focused on Downtown Rochester, High Falls, and the Charlotte community which includes the Port of Rochester. Other comments identified new development adjacent the Erie Canal. Below is a brief list of the major themes of the collaborative map comments.

Key Findings of Collaborative Map Comments

- *Participants offered many creative and visionary opportunities for downtown and High Falls, yet added little information on the river gorge areas between High Falls and Charlotte.*
- *Generally, commentors identified maintaining the park-like atmosphere and activating underused urban space throughout the Genesee Riverway Trail and downtown, respectively.*
- *Many agreed that sensitive development of the Genesee Riverway Trail (i.e. linkages, lighting, new programming) were valuable opportunities.*



▲ The screenshot above depicts the collaborative map comments for the downtown area.

The following four maps illustrate the public input from the collaborative map web site. Each map focuses on a sub-area of the waterfront boundary. Due to high interest in downtown and High Falls, there are two maps for this area. There is no map covering the river gorge north of High Falls and south of Turning Point Park, as participants offered no comments for this area.

Figure 11: Collaborative Map Southern Section



▲ The Erie Canalway Trail offers access along the edge of Rochester.

▼ The Genesee Riverway Trail meanders through PLEX.

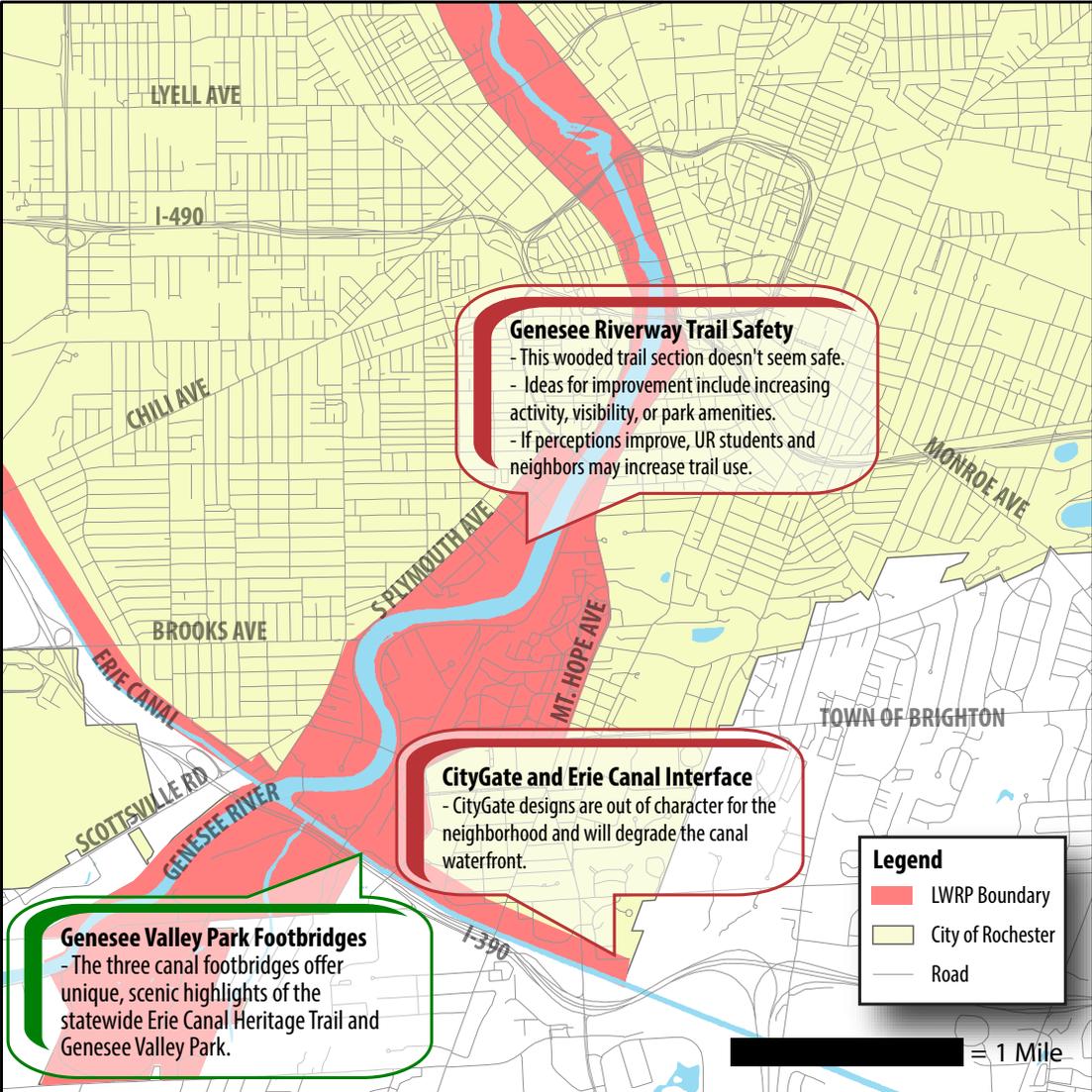
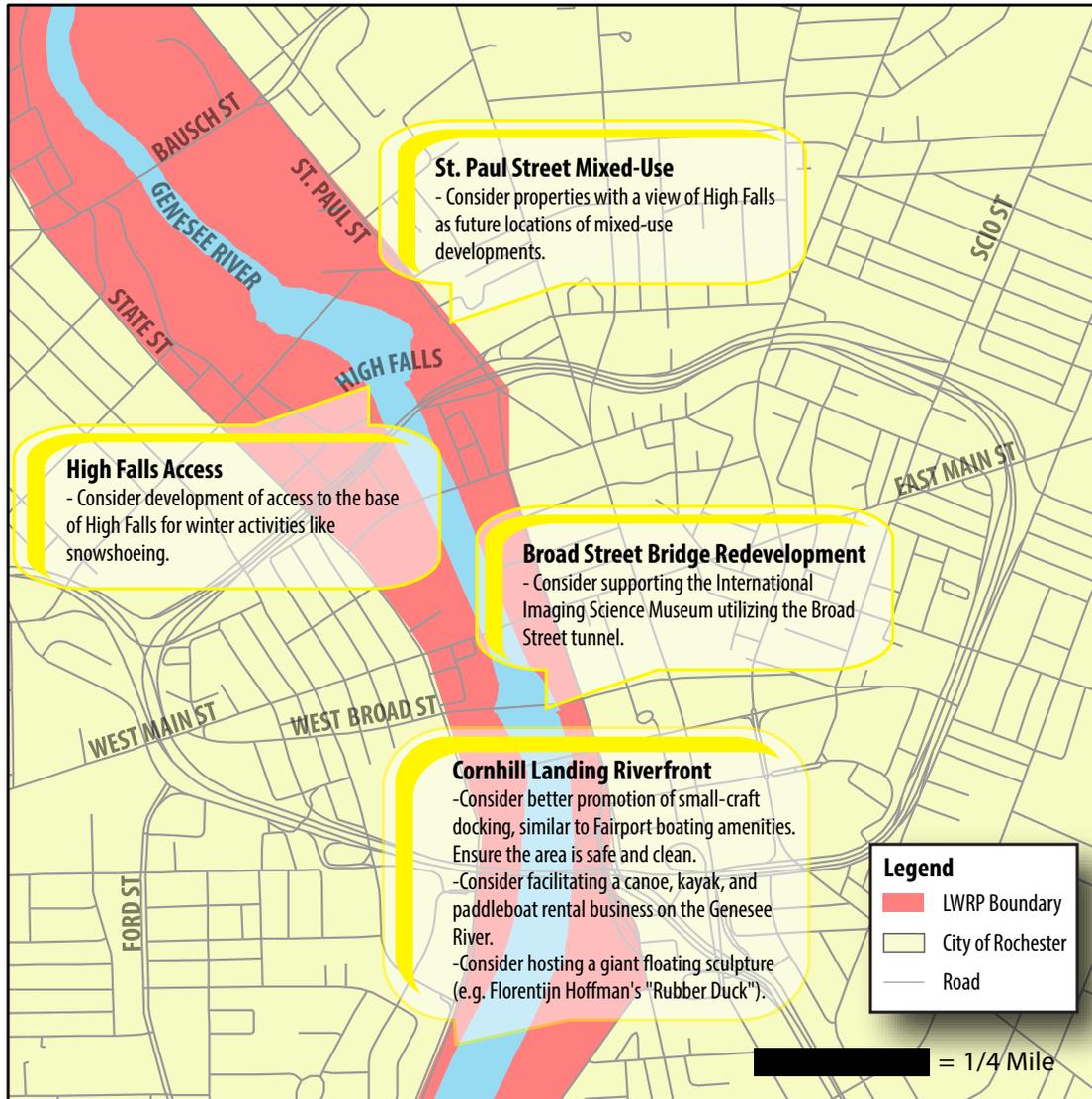


Figure 12: Collaborative Map Central Section - Opportunities



▲ The Broad Street Bridge inspires many ideas for redevelopment in downtown.

Corn Hill Landing offers residential and commercial activities on the waterfront. ▼



Figure 13: Collaborative Map Central Section: Issues & Assets



▲ Genesee Crossroads Park looks and feels dated.

▼ High Falls offers spectacular scenic views.

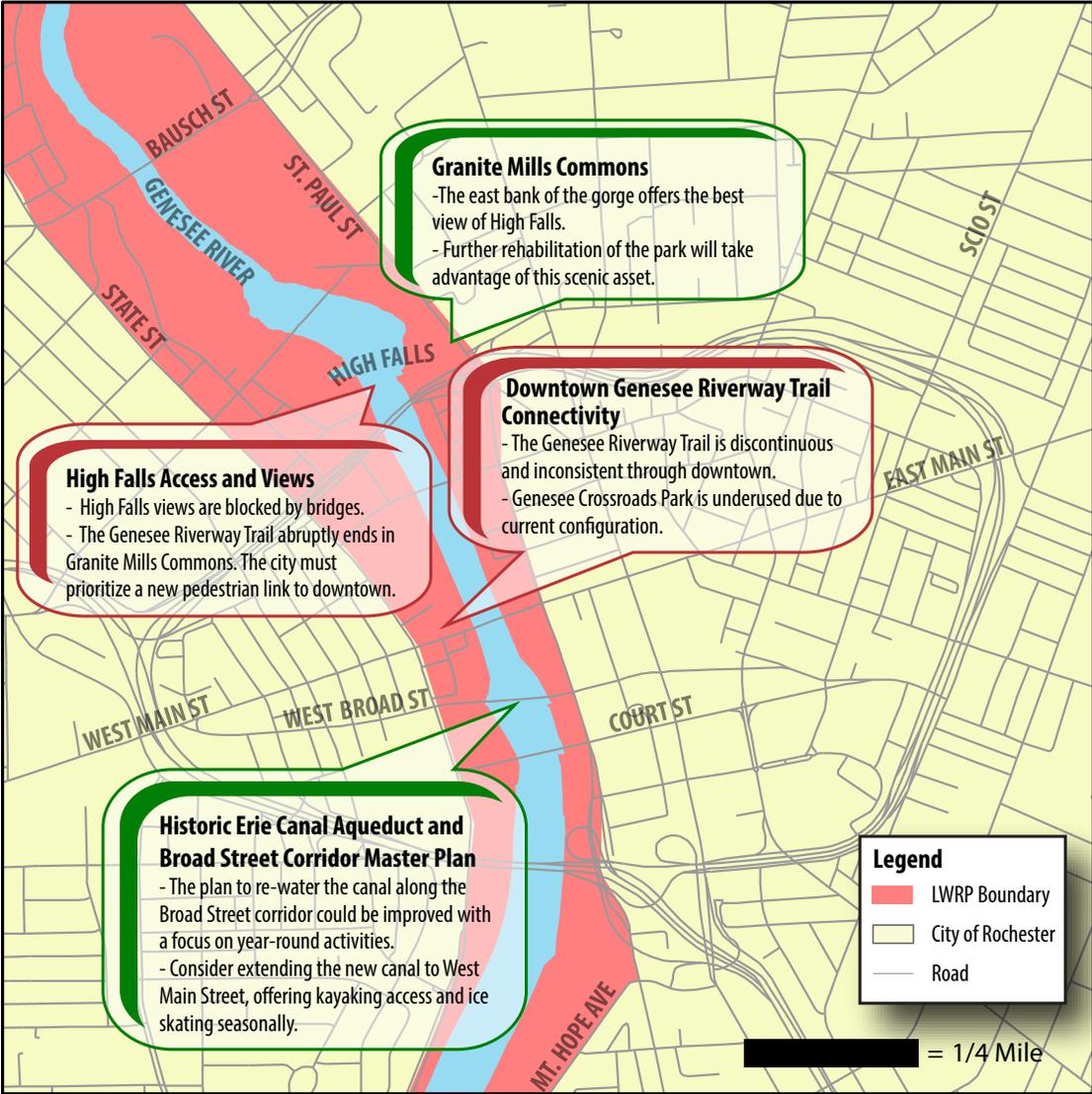
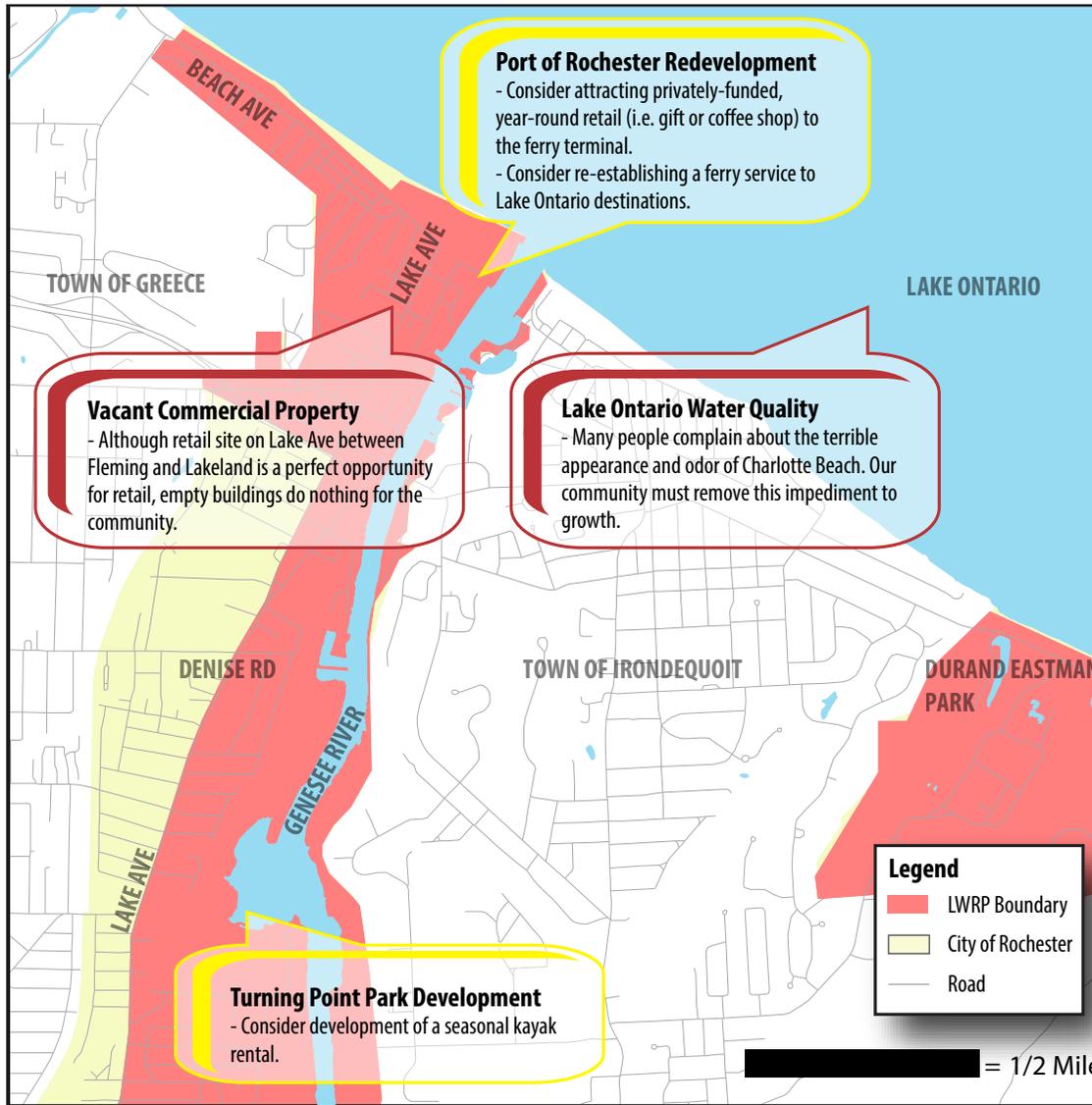


Figure 14: Collaborative Map - Northern Section



▲ Lake Ontario water quality impacts public access to the beach and water. Photo by Rochester Communications Bureau

The Genesee Riverway Trail connects the Charlotte neighborhood to downtown. ▼



Web Survey

Rochester LWRP Survey

1. What makes a great waterfront? (Select top 3 choices)

- Scenic views/vista
- Public Open spaces
- Fishing access
- Programming / special events
- Bars / Restaurants / nightlife
- Recreational access / swimming
- Boating access / support facilities
- Parks / Trails
- Naturally preserved / undeveloped
- Mixed use development
- Fountains / water features

▲ *The web survey asked direct questions about people's opinions.*

The 264 responses between September 2013 and January 2014. Project leaders promoted the survey at public and WAC meetings. The public could access the survey through the project web page at cityofrochester.gov.

Method

Consisting of ten multiple-choice questions, the survey solicited a combination of participant values, preferences, and behaviors concerning the waterfront. Information about the respondent age, residence, visitation frequency, and education level were also collected. Six questions required respondents to select three pre-determined answers.

Age

Most respondents were older adults. Respondents between age 36 and 65 made up nearly 63% of total respondents. Ninety four respondents (35.6%) were between age 51 and 65, the most represented age group in the survey. Only 2 respondents were under the age of 20. The data suggests that the web survey over-represents the views of the Baby Boomer generation (persons born between 1946-1964) while the survey received little to no responses from people of the Silent Generation (born 1925-1945), Millennials (born 1980-2000), or the current generation (born 2001-present).

Residence

Although the LWRP area is wholly located in the City of Rochester, slightly less than half of the respondents lived in Rochester. Over half of respondents listed their primary residence as outside the City of Rochester (50.76%, 133 people). As a regional destination, the Rochester waterfront draws people from across the area. Although much of the waterfront area is bounded by residential areas, the downtown and Genesee Valley Park neighborhoods are adjacent significant employment areas.

Education

Respondents answered a question concerning their highest level of educational attainment. The answers to the question reveal important differences between respondents and national trends. According to the US Census Bureau, 28.5% of US residents aged 25 and over had earned a Bachelor's degree or higher between 2008-2012. In contrast, the percentage of survey respondents from Rochester and Monroe County who earned a Bachelor's degree was 47.32% (or 124 persons).



▲ The Lower Falls area is unique part of the waterfront. Photo by Rochester Communications Bureau.

General Waterfront Ideas

Generally, scenic views, parks, trails and open spaces were the most common waterfront attributes identified by respondents. More specific attributes such as regional attractions, fountains, and fishing access received little interest.

Catalyst Development Projects

In question 2, respondents shared their values on the most important waterfront catalyst projects. The two most important projects were the GardenAerial trail and adaptive reuse of Beebee Station. Both projects are located in the High Falls District. Respondents identified the Port of Rochester Marina project as the third most popular project.

General Priorities

The survey directed respondents to identify their three most popular waterfront priorities from a set of eight provided answers. Im-



▲ Although a popular destination, water quality at Charlotte Beach is challenged. Photo by Rochester Communications Bureau.

provement of water quality at the beaches was the most common priority reported (57.58%, 152 persons). Respondents also included protection of public water access and natural habitats or wildlife as the second and third most important. Few respondents chose “increasing boating facilities or amenities” as important, as it received 23 votes.

Waterfront Use by Area

The survey directed respondents to choose three of their most popular waterfront destinations out of 14 provided answers. Respondents indicated the High Falls area as their most visited waterfront destination, with more than 56% (148 people) reporting. Ontario Beach Park and Corn Hill Landing were the second and third most



▲ The GardenAerial project aims to transform the rim of the Genesee River Gorge at High Falls. Photo by Friends of the GardenAerial.

popular responses. Most respondents visited a waterfront destination between 1-4 times per month (63%, 162 people).

Waterfront Areas in Need of Improvement

Respondents were asked to select three of 14 provided answers on what waterfront areas were most in need of improvement. The High Falls area (152 votes), Ontario Beach Park and Pier, (125 votes) and Durand Eastman Park and Beach (104) received the most votes. A major issue impacting Ontario Beach Park and Durand Eastman Park is water quality. The survey also focused on why respondents did not visit the waterfront more often. The survey directed respondents to identify three answers from a list of six. Respondents reported that a lack of activities and a perception of being unsafe most often kept them away from the waterfront.



▲ Although a popular destination, water quality at Charlotte Beach is challenged. Photo by Rochester Communications Bureau.

Key Findings of Web Survey Feedback

- Water quality improvement at Charlotte and Durand Eastman beaches was a top priority.
- Respondents identified the GardenAerial project in High Falls, Beebe Station Redevelopment, and the Marina project as the most important catalyst waterfront projects. Respondents said that High Falls and the port area are most in need of improvement.
- Slightly more survey respondents lived outside the City of Rochester than lived in Rochester.

Figure 15: Survey Q1 - What makes a great waterfront?

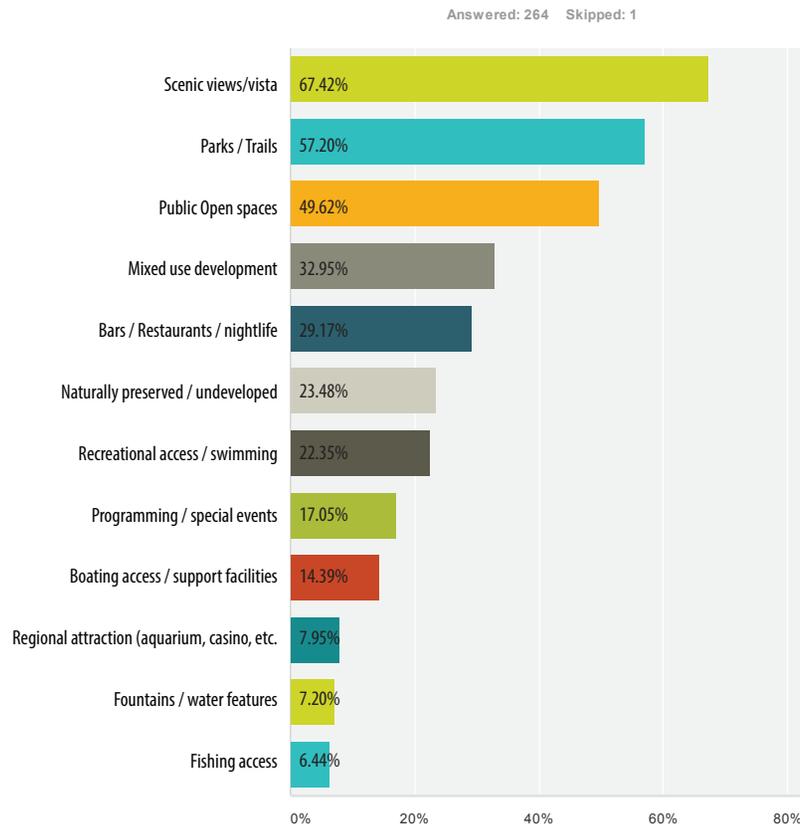


Figure 16: Survey Q2 - Of the following potential catalyst development projects along the City's waterfront areas, the most important would be (Select top 3 choices):

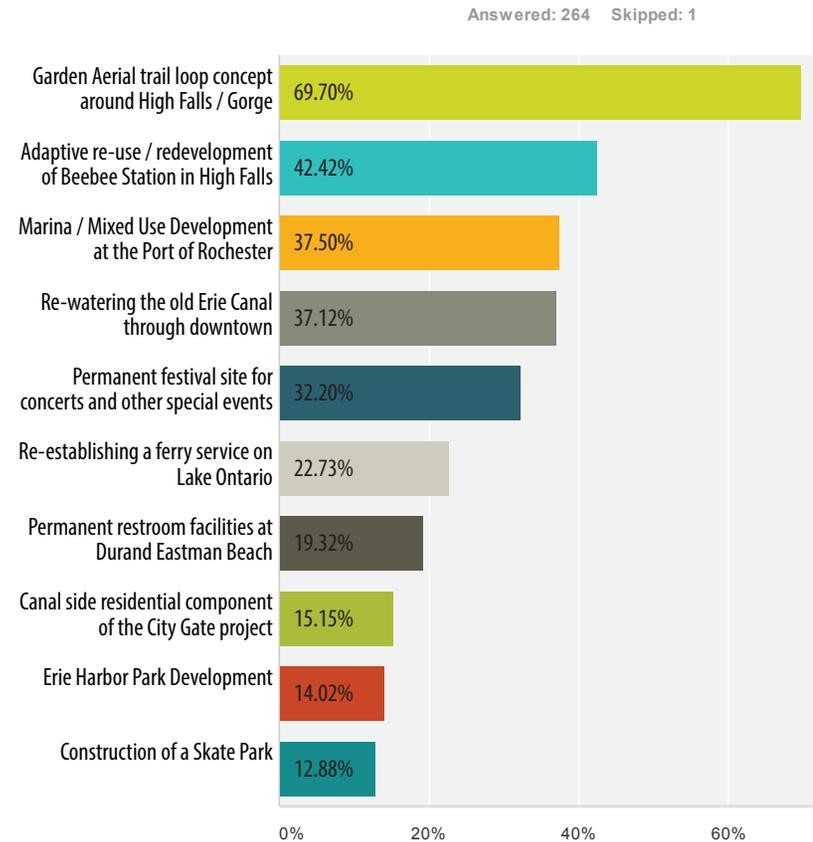


Figure 17: Survey Q3 - Of the following general priorities for enhancing the City's waterfront, the most important are: (Select top 3 choices)

Answered: 264 Skipped: 1

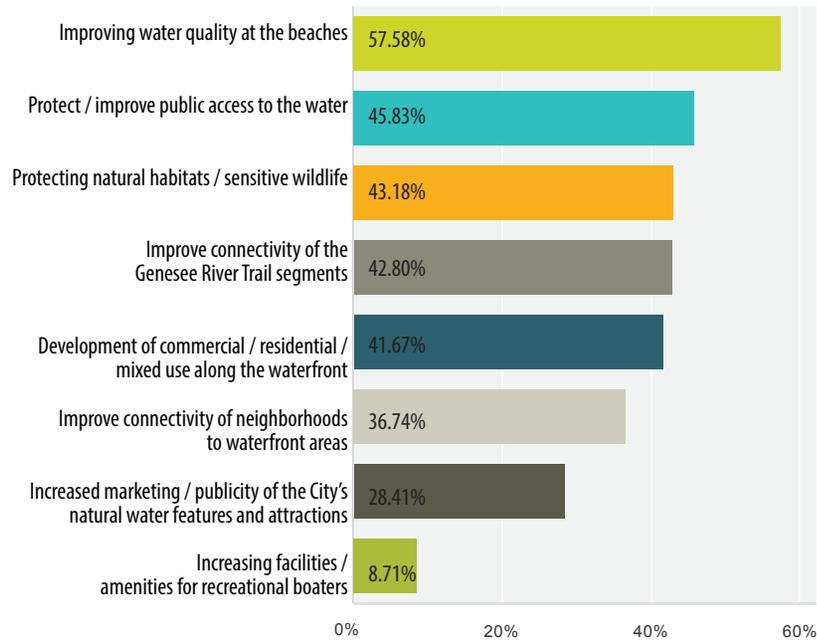


Figure 18: Survey Q4 - Which particular waterfront destinations within the City of Rochester do you visit/utilize most frequently? (Select top 3 choices)

Answered: 264 Skipped: 1

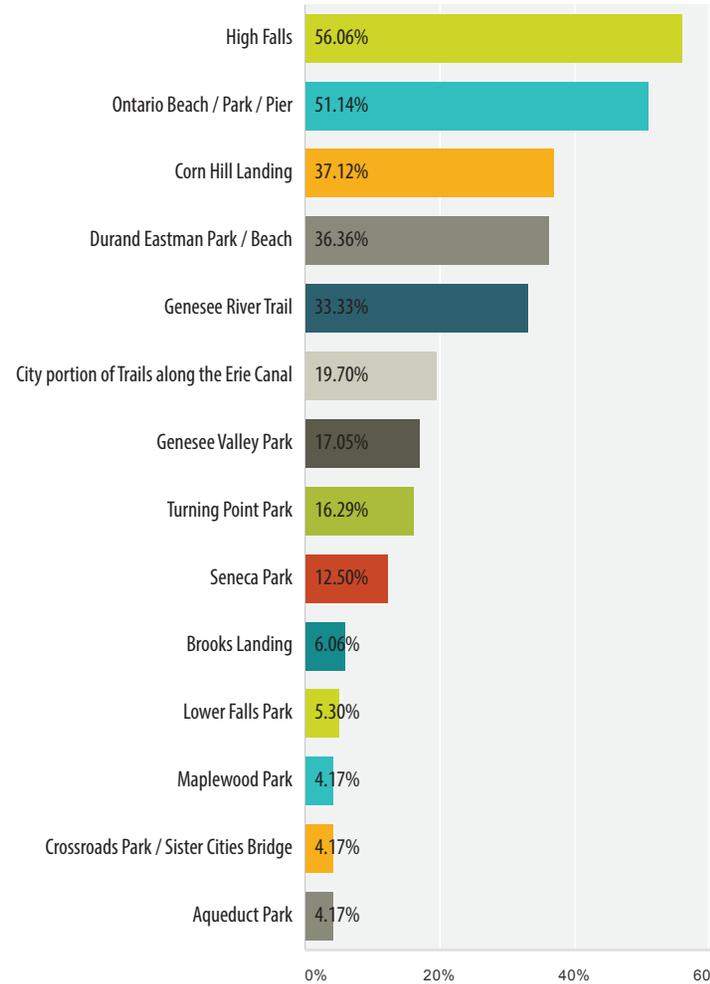


Figure 19: Survey Q5 - How frequent do you visit these destinations along the waterfront each month?

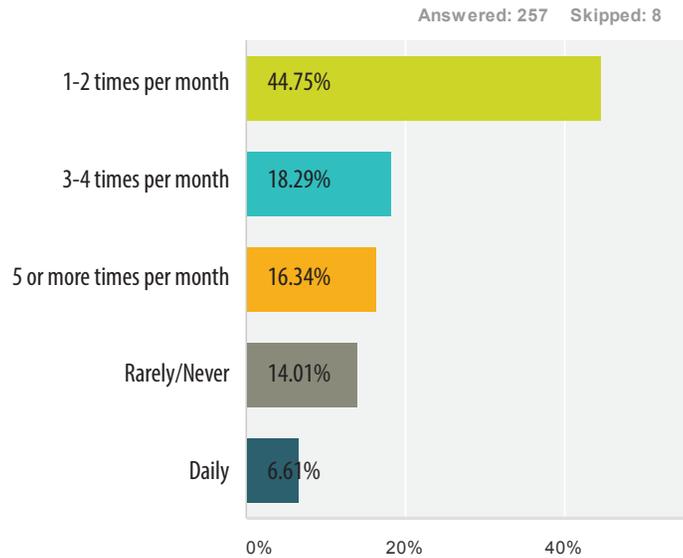


Figure 20: Survey Q6 - In your opinion, which of these waterfront destinations are most in need of improvement? (Select top 3 choices)

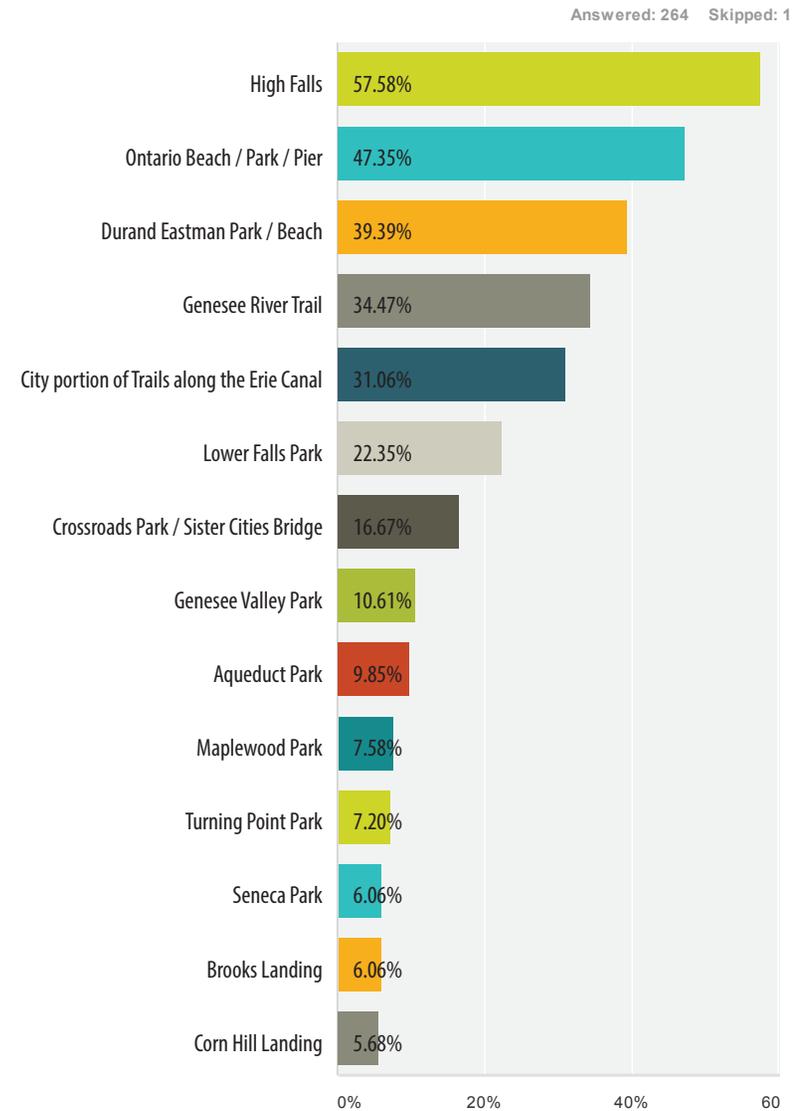


Figure 21: Survey Q7 - What are the main reasons you don't visit the City's waterfront destinations more often? (Select top 3 choices)

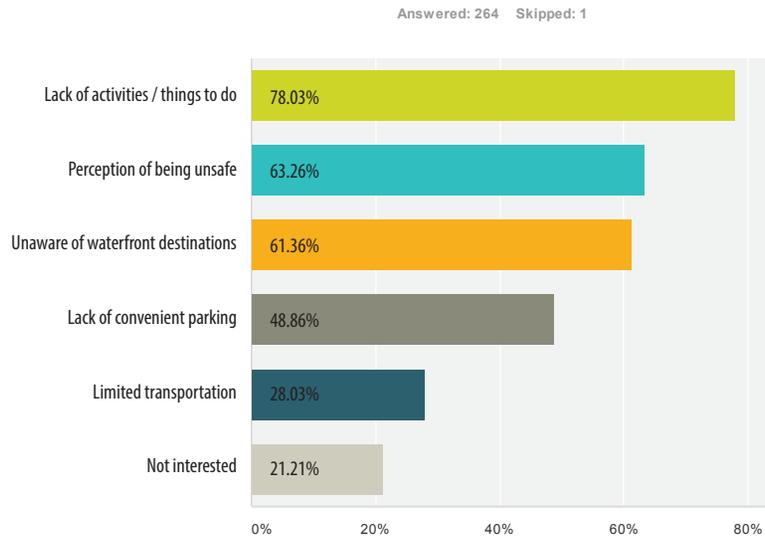


Figure 22: Survey Q8 - What age group do you belong to?

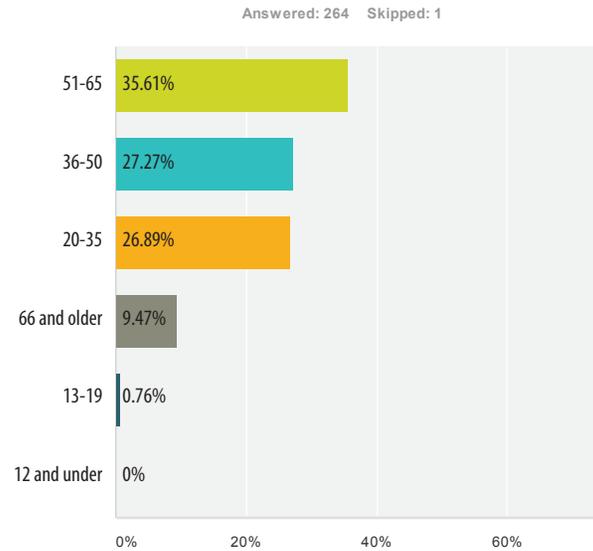


Figure 23: Survey Q9 - Where is your primary residence located?

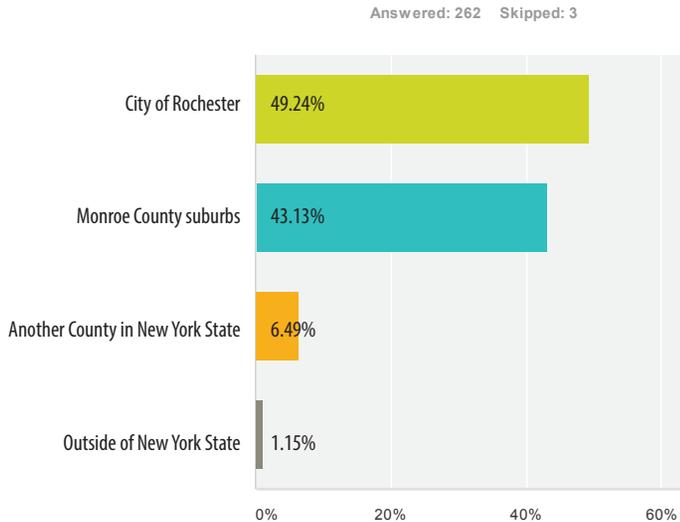
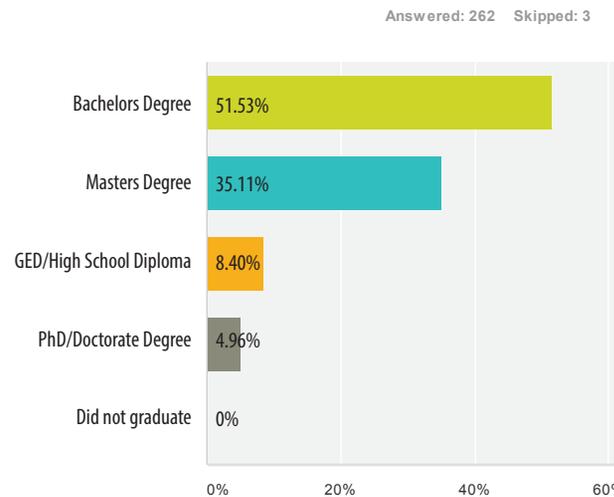


Figure 24: Survey Q10 - What is the highest level of education that you have completed?



General Comment Form



▲ The Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan inspired both praise and criticism from respondents. Photo by City of Rochester.

Anyone with web access could offer general comments through a simple text form on the project website. While the survey and the collaborative map determined the type of content to be offered, the general comment form offered participants an open-ended, simplistic method of contributing information. Between June 2013 and January 2014, participants used the general comment form to offer diverse feedback. For example, some identified their overall vision for Charlotte, while others offered specific strategies to improve water safety. To the right is a table summarizing the issues, opportunities, and assets offered through the general comments form.



▲ The section of the Genesee Riverway Trail in downtown is an important active transportation link. Photo by Rochester Communications Bureau.

Key Findings of General Comment Form

- Respondents value increasing the sensitive use of the water (e.g. greater gorge access for hiking, river kayaking)
- Participants want to involve diverse stakeholders in shaping the future of the waterfront
- Respondents wish to maintain peaceful natural areas while activating neighborhoods like High Falls and Charlotte.

Table 15: General Comment Form Responses

	A	B	C	D
Row	Issues	Opportunities		Assets
1	Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan (i.e. re-watering Broad St)	GardenAerial trail extension surrounding High Falls	Fish conservation organizations could assist community with Genesee River cleanup and provide education.	Univerisity of Rochester Medical Center Department of Environmental Medicine Health Impact Assesment recommendations
2	Seth Green Park vehicle break-ins, litter	Port of Rochester Aquarium	Lake Ave (between Denise Rd and Beach Ave) could become a mixed-use, active street similar to Duval St. in Key West FL	recent growth of Charlotte business
3	inconsistent DEC enforcement of Genesee River fishing	shared marine public safety facility for fire and police departments at the Port of	parking garage and timeshares at Port of Rochester	
4	high traffic on Lake Avenue in Charlotte, especially in Summer	kayak rental at Turning Point Park or Port of Rochester	expanded restaurant business in High Falls	
5	poor water quality of Genesee River and Lake Ontario	increased access to Genesee River gorge	public access at base of High Falls	
6	community apathy	increased views and vistas of Genesee River gorge	involve emergency responders and rescue groups in waterfront planning	
7	transformation of Pont de Rennes Bridge in High Falls	Genesee River as world-class fishery via Seth Green Park	creation of a hazard database and access routing to increase safety	
8	capacity of Charlotte sewers and underground infrastructure to handle		re-zone a part of Charlotte neighborhood to R-1 Low-Density Residential	

Focus Group Meetings



▲ Focus Group meetings were held at different locations in the community.

While the June 2013 Community Open House was oriented toward the entire waterfront, four subsequent Focus Group Meetings were held to discuss issues related to specific LWRP Areas. In addition to other engaging exercises, land use was discussed using the land use matrix at each of the meetings. The following tables include information gathered through the focus group meetings.



▲ Rochester's Lower Falls area is identified as an excellent fishing area. Photo by Rochester Communications Bureau.

Key Findings of Focus Group Feedback

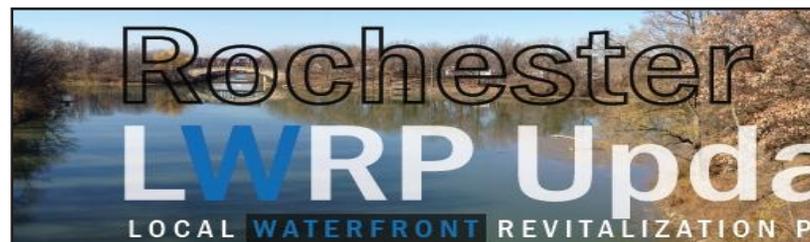
- High Falls area respondents agree a great waterfront is about access to a natural setting.
- Charlotte Focus Group participants were very concerned with the effect of traffic, parking, and other car issues on the neighborhood.

Table 16: High Falls Focus Group - What makes a great waterfront?

#	Comment		Comment
1	A great waterfront offers opportunities to observe & interact with the river, surrounding geology & ecology year round & throughout one's life.	9	A great waterfront offers places to sit, read, picnic, enjoy the view and recreate.
2	A great waterfront offers opportunities for kids to learn about & touch fossils, explore plant & animal life.	10	A great waterfront offers amenities for visitors such as food, water, seating, shade, and docks.
3	boat access	11	green natural living system
4	easy to access	12	clean water
5	citizens & visitors paddling on the river	13	riverway walk
6	clean	14	Erie Harbor, convention center, High Falls
7	connected	15	canoe & kayak access
8	biking & walking paths	16	clear water
17	gathering places	18	diverse flora & fauna
19	people	20	open access
21	diversity	22	thriving fresh water ecosystem
23	safety	24	small boating opportunities

Table 17: High Falls Focus Group - What are the most important waterfront projects or goals to you?

Votes	Waterfront Projects\Goals
13	improve access to waterfront neighborhoods
11	develop canoe\kayak access
10	protect sensitive environmental areas
10	develop downtown riverfront
8	develop more trails
8	develop waterfront tourist attractions\ festivals
6	improve water quality
5	improve\enhance existing parks
4	develop more boat slips, docks, & marinas
4	improve fishing access

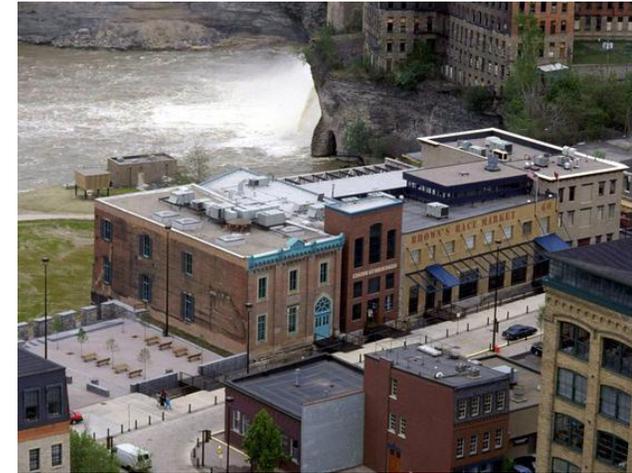


Potential LWRP Land Uses	1a	1b	2	3a	3b	4a	4b	5
(1a) X=Durand X= Beach Ave								
(1) Boat Docks and Slips						X	X	
(2) Pump-out Facilities								
(3) Marinas / Marina Related Support						X	X	
(4) Fishing Areas	X	X	X					X
(5) Swimming Areas	X	X	X					
(6) Car-top Boat Access	X							X

▲ Focus groups identified land use preferences within LWRP sub-zones.

Table 18: High Falls Focus Group - What is your one “big idea” or “catalyst project” for our waterfront?

#	Comment	#	Comment
1	Complete the Genesee River Trail through downtown, High Falls, and north of the Smith St. Bridge to connect with lower falls park. Provide more, better, safer connections to the neighborhoods and wayfinding to key destinations along the trail and key walk/bike access points.	9	Create mixed-use among lakefront areas and Lake Avenue. Include restaurants, beach, boutiques, one or two hotels, and a marina. Make it the "Park Avenue" of Lake Ontario.
2	Undisturbed, continuous, green space and trails as a corridor from downtown Rochester up to the lake, and better neighborhood access to complement it.	10	hanging pedestrian bridges suspended under the Veterans Memorial and I-390 bridges to allow access from the east and west
3	Test fish for safety and educate the public about the potential risks of fishing in the river and consuming those fish.	11	Consider the installation of an attraction like Providence WaterFire, an active public art installation and downtown waterfront space.
4	The floating docks reinstalled at the South Wedge.	12	Community programs like a Rochester riverkeeper, Rock the Boat, river gorge guides. Also, public school programming teaching local river history, stewardship, conservation, etc.
5	Convention Center/River walk/ Eco Park/ High Falls/ Erie Harbor	13	Provide better access for fishing below the lower falls.
6	Provide river access for west side neighborhoods, particularly Maplewood. A staircase or trails down to the bottom of gorge and historic markers.	14	trolley or transportation from downtown to lakefront
7	Additional exercise stations and equipment on the river trail. Also, picnic or barbeque areas for community recreating and gathering all along the river trail.	15	water taxi or riverboat serving Corn Hill, UR, Genesee Valley Park, & RIT.
8	Install a zip line across the river gorge at High Falls and/or Maplewood.	16	Downtown Canal Park



▲ The High Falls neighborhood offers huge opportunities for future development. Photo by Rochester Communications Bureau.

Table 19: High Falls Focus Group - Identify the strengths, weaknesses, opportunities, and threats to the waterfront.

	A	B	C	D	E
Row	Strengths	Weaknesses	Opportunities		Threats
1	developed east side river infrastructure between Ford and Court streets for river access to floating docks	Genesee Riverway Trail cuts off at Upper Falls, lacking continuity through Downtown Rochester.	Maintain view of the river that set the city apart from others.	small, independent ferry transportation	Gaps in the Genesee Riverway Trail threaten the waterfront.
2	already popular river trail	lack of transportation between city and lake	Full connectivity of parkland & greenscape from downtown all the way to the lake without breaks in the corridor.	bike connection from the river trail to the airport connected to bike share or bike rental	ongoing poor water quality in the Genesee River
3	spectacular scenic gorge and falls	lack of direct access to river from downtown to Turning Point Park	lack of development that takes advantage of gorge views	eco-district at High Falls	Development that buries views and uses of the river threatens the waterfront.
4	3 Olmstead-designed parks along the river	The open, abandoned, asbestos-filled buildings are a safety concern for kids.	Little-used industrial buildings and vacant land could be converted to residential use with spectacular views.	safe and picturesque walking and biking paths next to river	surface parking lots
5	fishing, boating, hiking and other activities provided for	gaps in the Genesee Riverway Trail	hydro-power	Provide better access for fishing and promote it like Salmon River in Alaska.	
6	multi-use programming	neighborhood and park interaction	clean energy	Improve water quality by reducing pollutant loads upstream of Letchworth Park.	
7	Lake Ontario and Erie Canal trail anchoring the Genesee River Trail.	connectivity from the lake to south of the city	Rochester energy independence	The Lake Ontario and Erie Canal trail anchoring the Genesee river trail must be completed.	
8	world-class fishing	limited safe access to river below lower falls			
9	controlled, damned river not susceptible to flooding				

Table 20: CCA Focus Group - Identify Issues and Potential Solutions

	A	B	C
Row	Issues		Potential Solutions
1	traffic flow in and out of Charlotte (particularly during summer months and Special Events)	fear of city acquisition of privately owned property through eminent domain	Investigate the potential for City-owned community parking lot near River St & Latta Rd.
2	Lake Avenue "Road Diet" project was heavily opposed by the majority in attendance	The rail lines in the River Street area act as barrier & restrict pedestrian connectivity.	Identify potential lots for remote parking areas with shuttle access.
3	lack of adequate parking for area attractions and businesses (especially once Marina Construction begins)	Limited parking availability leads to illegal parking; enforcement is "unfairly" directed towards area businesses through nuisance points, code violations, etc.	Use city-owned vacant lot next to Suss's Service Station for interim shared community parking lot.
4	potential for undesirable tenants of proposed commercial / residential development (if they are rental units) on the port site	Several business owners are extremely concerned that they will not be able to survive through the marina construction project and subsequent development of the Port Site due to the number of existing parking spaces that will be lost with no solid contingency plan (temporary or longer term) in place to supplement those lost spaces.	Utilize the sports field for temporary parking during marina construction.
5	Inconsistent regulation of overflow parking on the sports fields to the west of Lake Avenue.		



▲ Lake Avenue is a major corridor in the Charlotte community.



▲ The Port of Rochester as seen from the O'Rourke Bridge.

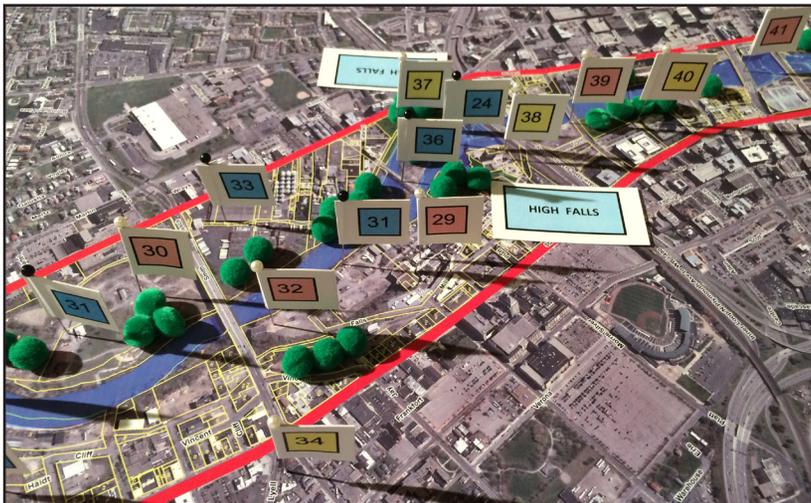
Table 21: Team Charlotte Focus Group - Identify Issues and Opportunities

#	Issues, Opportunities, & Ideas	#	
1	relocation of county park maintenance facility	11	big concern: more discussion on high rises, character, building height, views, and shadows
2	Fishing: pier; Turning Point Park; east side of river (Summerville Pier)	12	Consider opportunity for a train station with public space around or inside it.
3	Opportunity to coordinate with Irondequoit LWRP	13	Consider opportunity to weigh public access against marina safety and privacy.
4	Consider opportunity for hand-carry boat launch on beach.	14	distance markers on trails and blue trail
5	Determine status of Petten Street boat launch.	15	Consider opportunity for a Boutique Hotel at Fleming St and Lake Avenue.
6	linear parking on Railroad St	16	Could Charlotte have a bed and breakfast district (e.g. Niagara on-the-Lake)?
7	parking on soccer fields, special events only	17	aquarium
8	special events in area 3 limited to Lake Ave	18	office part of mixed use, however not street level
9	shipping or cruise in #4 and #5	19	street amenities including signage, flags, banners, flowers, crosswalks, gateway arch
10	remote parking (island cottage or Kodak lots) with trolley shuttle	20	farmers market, apples

Open House Meeting #2



▲ The second open house included a diorama and surrounding exhibits.



▲ The waterfront diorama identified the location of proposed waterfront projects.

Preliminary Vision & Goals

The City of Rochester's three great waterways and their unique assets and resources are a "world-class" attraction that enhances the quality of life for residents and visitors, preserves and protects the environment, encourages economic investment and is integrated into the fabric of our community.

In order to achieve this vision, we have articulated the following goals:

"IMPROVE CONNECTIVITY AND ACCESSIBILITY" - Provide convenient access to our water resources as well as inviting linkages that connect our waterfront attractions, services and amenities to each other and to the surrounding neighborhoods.

"ENCOURAGE SUSTAINABILITY" - Protect and enhance the natural resources and habitats associated with the waterfront for the use and enjoyment of current and future generations.

▲ Excerpt from the preliminary LWRP vision and goals that were formed through community input.

On April 9, 2014 participants gathered in Rochester City Hall Council Chambers for the second community meeting for the LWRP Update. While the first community open house meeting focused primarily on gathering feedback, the purpose of the second community meeting was reviewing the preliminary vision and goals and analyzing more than 50 proposed waterfront projects.

At the center of the meeting was a large waterfront diorama. The diorama illustrated each waterfront project along with a brief explanation. Participants spent much of their time reviewing the variety of waterfront opportunities.

The preliminary vision and goals were also displayed at the meeting. The vision and goals, derived from earlier project input, are fundamental to the LWRP. During the meeting, attendees had an opportunity to comment on the preliminary vision and goals. This feedback will guide the final LWRP document and future policy.



▲ Participants reviewed the preliminary LWRP vision and goals.

Many meeting participants were very concerned about the proposed marina development at the Port of Rochester in Charlotte. Some Charlotte residents spoke passionately on preserving the character of the neighborhood. Following this trend, participants identified the marina development as the most important waterfront projects (see figure 22).

The tables on the following pages capture comments shared by participants at the open house.

Figure 22: What are the most important waterfront projects or goals to you?

Votes	Waterfront Projects\Goals
11	Port Marina Development Phase II
10	Port Marina Development Phase I
8	Develop Algae Pump at Beach
7	Broad St. Improvements / Phase II Aqueduct
6	New Ferry Service at Port
5	Develop Remote Parking and Shuttle
5	Crossroads Park Study and Improvements
4	Phase III Aqueduct
3	River Street Train Station Redevelopment
3	Genesee River Trail Extensions (North + East)
3	Fishing Access / Seth Green Improvements
3	Stabilize Running Track Bridge for Trail Use
3	Vacuum Oil BOA
2	Water Taxi
2	Reuse CSX ROW for Parking
2	Zip Line, Cable Car or Tram in Gorge
1	Improve Durand Beach Water Quality
1	Mixed-use Development on River Street
1	Mixed Use Redevelopment along Lake Ave.
1	Durand-Eastman Park Improvements
1	Aquarium / Waterfront Discovery Center
1	Riverside Cemetery Expansion and Trails
1	Maplewood Trail Connections
1	Lake Avenue Reconstruction
1	Master Plan – Lower Falls to High Falls
1	Beebee Station Redevelopment
1	RG&E Front Street Improvements/Promenade
1	Erie Harbor Public Improvements

Figure 23: Do you have comments or issues?

	A	B	C	D
Row	Comment or Issue			
1	Resurrect the Harbor Fest.	Resurrect the historic Glen House in the river gorge.	Keep Charlotte an intact community. Any plans need to benefit the residents first.	Brownfield site cleaning is important to open up land to be accessible to local neighborhoods.
2	Improve bicycle connectivity.	Support the development of the Court St festival site.	I would really like to see the trail extensions on the east side of the river (#19)	Please keep Charlotte intact and preserve the neighborhood integrity with the low-rise proposal.
3	Re-start the Genesee River Fishing Derby.	Natural lake levels are good for everyone and wildlife.	A water taxi and trolley cars connecting to downtown must be part of the harbor plan.	Any port or marina-area planning must take in the sight line (which is not from land but water).
4	No amplified music in the Harbor District.	The waterfront ferry service is a good idea, but not a high priority.	The community needs a water-related research facility as part of the port enhancement.	The community needs a fire boat to handle emergency calls between the port and the Veterans Bridge.
5	Consider facilitating food vendors on the water.	Install additional parking along the former freight railroad right-of-way.	Allow boats to go from the Genesee River to Erie Canal to Lake Ontario with lift-type lock.	Include area across from Eastman Business Park (near Maplewood Drive) with condominiums and boat slips
6	Make the canal and river the front door for boaters.	Improve connectivity from South Wedge, 19th Ward, UR, and PLEX to downtown.	The harbor area should be similar to Niagara-on-the-Lake. Present proposals are way too big.	We must improve the gorge so that promenades, green spaces and better access to the river is achieved.
7	Seneca Park enhancements must follow Olmstead's Plan.	Maintain quiet atmosphere by prohibiting amplified music in the Harbor district.	The waterfront needs more public space and less gaudy, plastic-looking private developments.	The city should consider a modest fireboat at the port. There is no provision for marine fire suppression.
8		Please return the float dock to the South Wedge Planning Committee or east side.	As part of the fishing access, we need a Seth Green fishing derby if we can't resurrect ESLO.	Any planning for the area of the old port must have the Lighthouse Historical Society as an active participant.

Figure 24: Do you have comments or issues?

	A	B	C	D
Row	Comment or Issue			
1	As part of the Lighthouse Trail Project, install signs adjacent to public sidewalk to respect private property.	Corn Hill Landing is always empty due to a lack of amenities and over-charging by Corn Hill Landing and the property manager.	In order to maintain our economic vitality, we need to have a new ferry service as part of the economic resurgence of the St. Lawrence-Great Lakes basin.	Protect, restore, and enhance the scenic resources of the water. Lake Ontario is one of our greatest resources and we cannot let the ball drop on preservation and scenic resources.
2	Any mixed-use development on the west side of Lake Ave must fit into the streetscape as it exists, including height.	Please bring back the floating dock to the South Wedge Planning Committee or the east side of Genesee River from Genesee Valley Park.	Improve connectivity from South Wedge to downtown. Consider adding a short trail from near the intersection of Mt. Hope and South Ave to the Genesee River way Trail.	Along with the Lighthouse Trail Project, install signs at beginning and end of the historic Gilford Bluff "Secret Sidewalk" to respect residences property (e.g. "No Bikes" or "Quiet Area").
3	We must make Ontario Beach Park dog-friendly by installing pet waste disposal buckets along sidewalks and entrances.	Did anyone look at the port development in equal size areas such as Oswego and Clayton? Rochester is not Baltimore or Toronto.	I love the holistic and phase-in approach to the entire water system. This approach is much needed to preserve and protect one of the best resources in upstate New York.	Rochester needs complete pedestrian access all along the river edge in downtown. Iconic water fountains, sprays, and features complete with lighting and music are great ideas (e.g. Columbus, Ohio).
4	Please reject any high-rise proposals in Charlotte. Aim to maintain the openness and accessibility to the river and beach.	The city must engage the Charlotte residents when considering development in and around the Genesee River and Ontario Beach Park.	I envision a clean, healthy waterways that our children can enjoy for generations to come. This is more important than housing, business, and entertainment development.	Please reject the Edgewater harbor development plan. It is too big and expensive. Start with smaller-scale development from local developers who have a vested interest rather than foreign investors.
5	Charlotte and Durand-Eastman beach water quality must be maintained. Pollution at both sides is not an excuse to pull back.	The zoning of Kodak parking lots across from the Genesee River need to be corrected to protect the historic and river view development.	I love the holistic and phase-in approach to the entire water system. This approach is much needed to preserve and protect one of the best resources in upstate New York.	I value these projects: CSX Bridge Abutment / Overlook, Parking / Land Use Improvements, Lighthouse Trail, New Beer Garden in Maplewood Gorge, and the Stabilization of Running Track Bridge for Trail Use.
6	Connecting the Erie Canal, Genesee River, Lake Ontario is a little difficult but must be addressed in all the ways proposed.	Please meet with the neighborhood on this issue, particularly between Court St and McLean St, which has really good views of the river already.	The two land development proposals are not quite what was envisioned. The city must absolutely reject the super high-end one with foreign investors. The proposal is an insult.	The Edgewater proposal seems to have wildly high expectations for prices (i.e. \$1.5 Million) and demographics (young professionals). It is better to concentrate the development on attracting the "snowbird" demographic.

Figure 25: What other project ideas do you have?

	A	B	C	D
Row	Ideas			
1	Consider bioremediation and water runoff treatment projects.	Consider increasing density downtown along the Genesee River before all else.	Support waterfront development that matches the existing Charlotte neighborhood. Reject proposals for high-rises.	Ensure the marina development is no more than four floors high. The development should be owner-occupied, blend in with Charlotte architecture, and have a sound parking plan.
2	Support small-scale development at the marina project.	Aqueduct by BSU is a great idea for conventions, tourists, retail, and people.	While there are many wonderful ideas for the waterfront, the biggest priority must be to protect the health of the water itself.	Prohibit bike use on the "secret sidewalk" near Beach Ave. Many people walk that route. Bikes can be walked or rode on Beach Ave. Bikes on this sidewalk are unsafe for walkers.
3	Ensure that new mixed-use development is only owner-occupied.	The city should restock fish south of Court Street with Walleye, Bass, and Catfish.	The city should facilitate mixed-use development along the downtown riverfront. Prime areas include lots on Exchange St, South Ave, and Front St.	Maintain views of the Genesee River on East and West sides of the river between Court St and McLean St. These views are the last remaining reminders that our community is based on the river.
4	What can Rochester do with the algae? (Recycled, organic material-any value?)	Maintain Lake Ave vista of harbor. The city should support the low-rise development proposal.	Parks need more family-friendly attractions (e.g. tennis courts, pickleball courts, basketball courts) as long as it can be monitored in some way.	Concerning the Vacuum Oil Brownfield Opportunity Area, where did this come from and what does it mean? There is a pedestrian bridge, it is called the Ford St bridge and it is beautiful and functional.
5		Develop the Genesee River area across from Eastman Business Park to compliment the Marina project in Charlotte.	The city should move the Exchange Blvd festival site because the current configuration blocks use of the Genesee River way Trail and blocks views of the river.	The Genesee Crossroads Park was a wonderful resource with noon-time music and people coming out of their offices to enjoy the river in good weather. When the Rochester Police Department ceased patrolling the park, this ended. Please preserve and address the park issues.

▼ The dirama was the centerpiece of the open house.

