

# The City of Rochester's Local Waterfront Revitalization Program (LWRP) Update:

*"Creating a Sustainable Vision and Plan for Rochester's Waterfronts"*

Presentation to the  
LWRP Waterfront Advisory Committee (WAC)  
March 27, 2013



Department of  
Neighborhood and Business Development  
Bureau of Planning and Zoning

# Rochester's LWRP Update:

## Presentation Outline

- **LWRP Overview**
  - Waterfront Perspective (Regional and Local)
  - Benefits of an LWRP
  - History and Background
  - Waterfront Assets and Resources
  - Relationships and Influence
  - Purpose of Waterfront Advisory Committee (WAC)
- **LWRP Components**
  - Task List
  - Boundary
  - Inventory/Analysis
  - Policies
  - Project Recommendations / Implementing Techniques
  - Preliminary Issues / Opportunities
- **LWRP Schedule**
  - Task Milestones / Completion Schedule
  - Public Input / Community Feedback
- **Questions and Comments**

# Rochester's LWRP Update:

## Overview: Waterfront Perspective



Satellite Image – City of Rochester / Monroe County / Genesee Valley Region

# Rochester's LWRP Update:

## Overview: Waterfront Perspective



Monroe County Regional Waterways



# Rochester's LWRP Update:

## Overview: Waterfront Perspective



Center City (Downtown Rochester) and the Genesee River

# Rochester's LWRP Update:

## Overview: Benefits of an LWRP

- **Clear direction** - An LWRP reflects community consensus and can significantly increase a community's ability to attract appropriate development that will respect its unique cultural and natural characteristics.
- **Technical assistance** - An LWRP establishes a long-term partnership among local government, community based organizations, and the State, providing a source of technical assistance to prepare and implement a local program.
- **State and federal consistency** - State and federal permitting, funding and direct actions must be consistent, to the maximum extent practicable, with an approved LWRP. This "consistency" provision is a strong tool that helps ensure all government levels work in unison and cooperate to build a stronger economy and a healthier environment.
- **Financial assistance** – An LWRP presents a unified vision; it therefore increases a community's chances to obtain public and private funding for projects. Funding for development and implementation of LWRP's is available through New York State Environmental Protection Fund grants as well as from other sources.

# Rochester's LWRP Update:

## Overview: History and Background



Coastal Zone Management Act (CZMA) passed by Congress in 1972; as a result, New York State created the Local Waterfront Revitalization Program (LWRP) for NYS coastal communities;

City's LWRP was prepared and adopted in 1990; the plan was amended in 2011 to address Port development issues;

City's LWRP addresses 44 state coastal policies, identifies projects and recommendations for the city's waterfront areas as well as implementation steps;

Projects have included the Genesee River Trail, the new O'Rourke Bridge, Port of Rochester redevelopment and improvements and the Army Corps of Engineers Wave Surge Project;

Plan will be updated in 2013 and will be coordinated with the Town of Irondequoit and Monroe County.



# Rochester's LWRP Update:

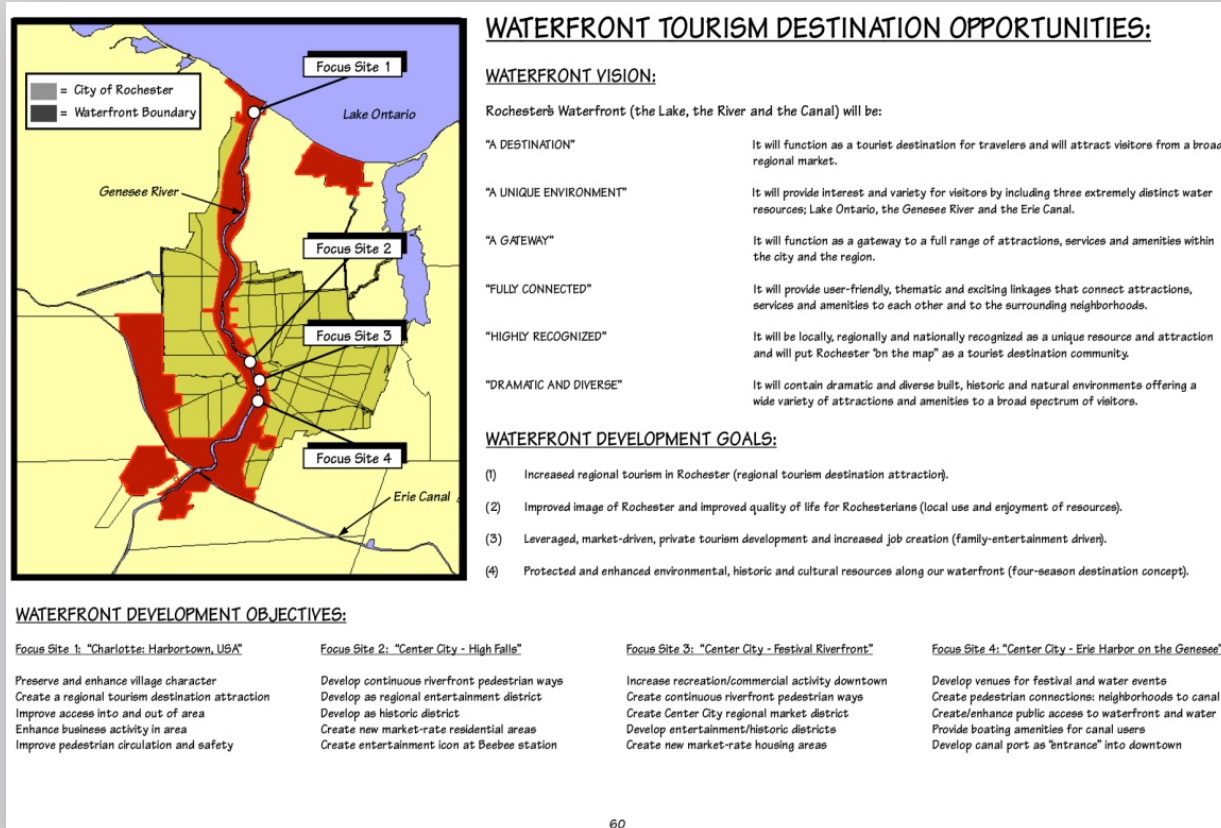
## Overview: History and Background

- **1972**  
Coastal Zone Management Act (CZMA) passed by Congress; As a result, New York State creates the Local Waterfront Revitalization Program (LWRP) for coastal communities.
- **1990**  
Rochester's LWRP is written by City Planning Office and adopted by City Council and NYSDOS; Major projects implemented from the plan include Genesee River Trail segments, O'Rorke Bridge over the Genesee River, Army Corps of Engineers Wave Surge Project at the Port of Rochester and various public infrastructure improvements at city and county parks.
- **1999**  
Draft LWRP Update written by City Planning Office and submitted to NYSDOS for approval; Fast Ferry development begins at Port Site; Draft LWRP Update never receives final approval from NYSDOS; New City Comprehensive Plan that address waterfront development opportunities completed by City Planning Office and adopted by City Council.
- **2011**  
Funded by NYSDOS EPF grant, LWRP Amendment completed by City Planning Office to address termination of Fast Ferry operations at Port Site and new marina proposal and other landside redevelopment plans for the area; Amendment approved by NYSDOS.
- **2012**  
Funded by NYSDOS EPF grant, LWRP Update Project undertaken by City Planning Office; Update will expand LWRP boundary to include all of the city's waterfront areas and will address new waterfront planning priorities and opportunities; Consultant team hired to undertake LWRP Update work.



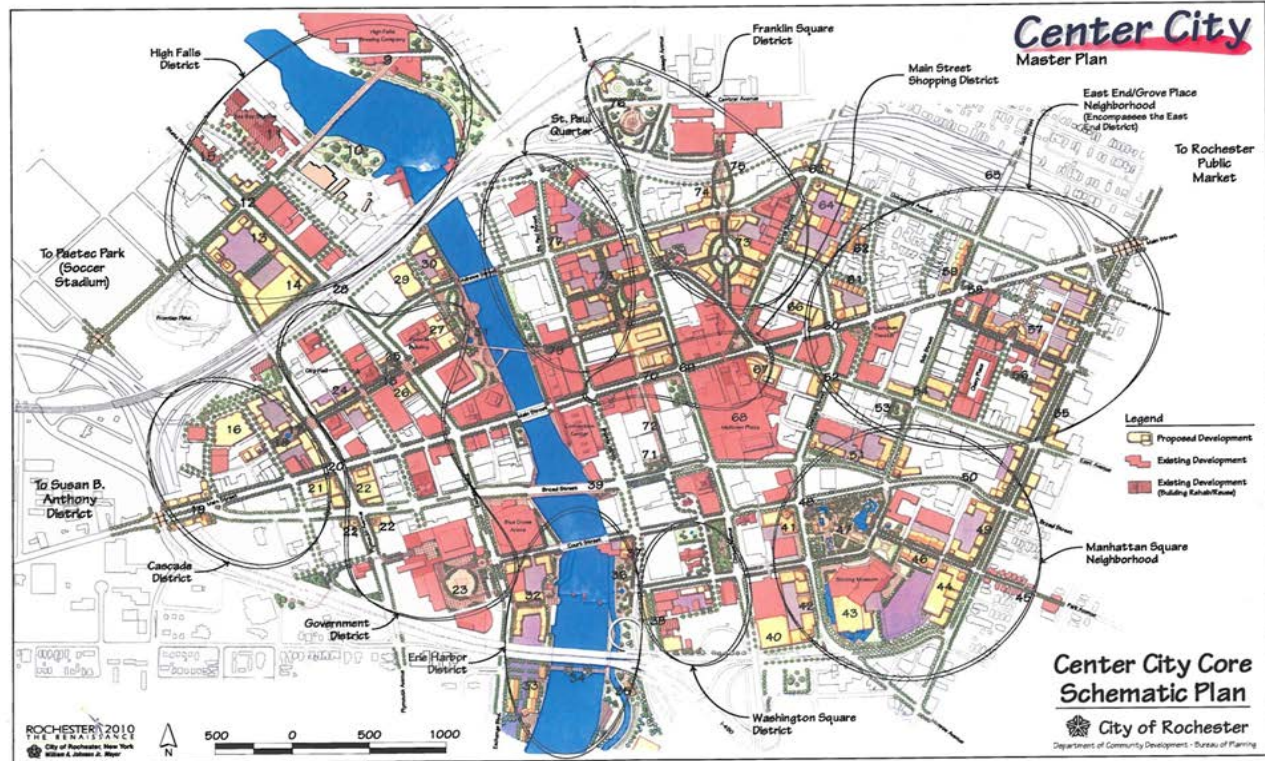
# Rochester's LWRP Update:

## Overview: History and Background



# Rochester's LWRP Update:

## Overview: History and Background

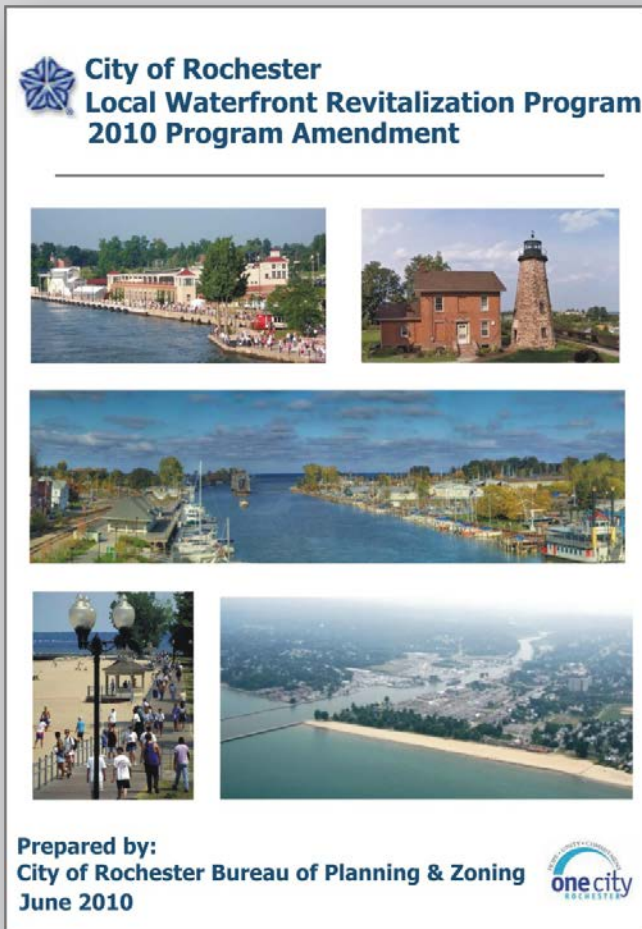


2003 Center City Master Plan "Core Schematic" (2003)

"Promote the Genesee River / Erie Canal as a principal feature of Center City"  
13 project recommendations impacting the Genesee River / Erie Canal



# Rochester's LWRP Update: Overview: History and Background



City of Rochester LWRP Amendment for Port Site (2011)

# Rochester's LWRP Update:

## Overview: History and Background



### **LWRP Amendment (2011):**

Port Redevelopment Project Phase I:  
Marina construction and parking/access/trail improvements;  
Redevelopment of former terminal building;  
Harbor Management Plan completed;  
Relocation of Monroe County Boat Launch.



Port Redevelopment Project Phase II:  
Marina expansion;  
Landside redevelopment parcels created;  
City RFP issued for developer(s);  
Landside redevelopment begins;  
Additional phases completed as market develops.



# Rochester's LWRP Update:

## Overview: LWRP Resources and Assets

Port Area



High Falls



South River



City of Rochester Waterfront Resources and Assets Identified in LWRP Update

# Rochester's LWRP Update:

## Overview: LWRP Resources and Assets



City of Rochester Waterfront Resources and Assets Identified in LWRP Update



# Rochester's LWRP Update:

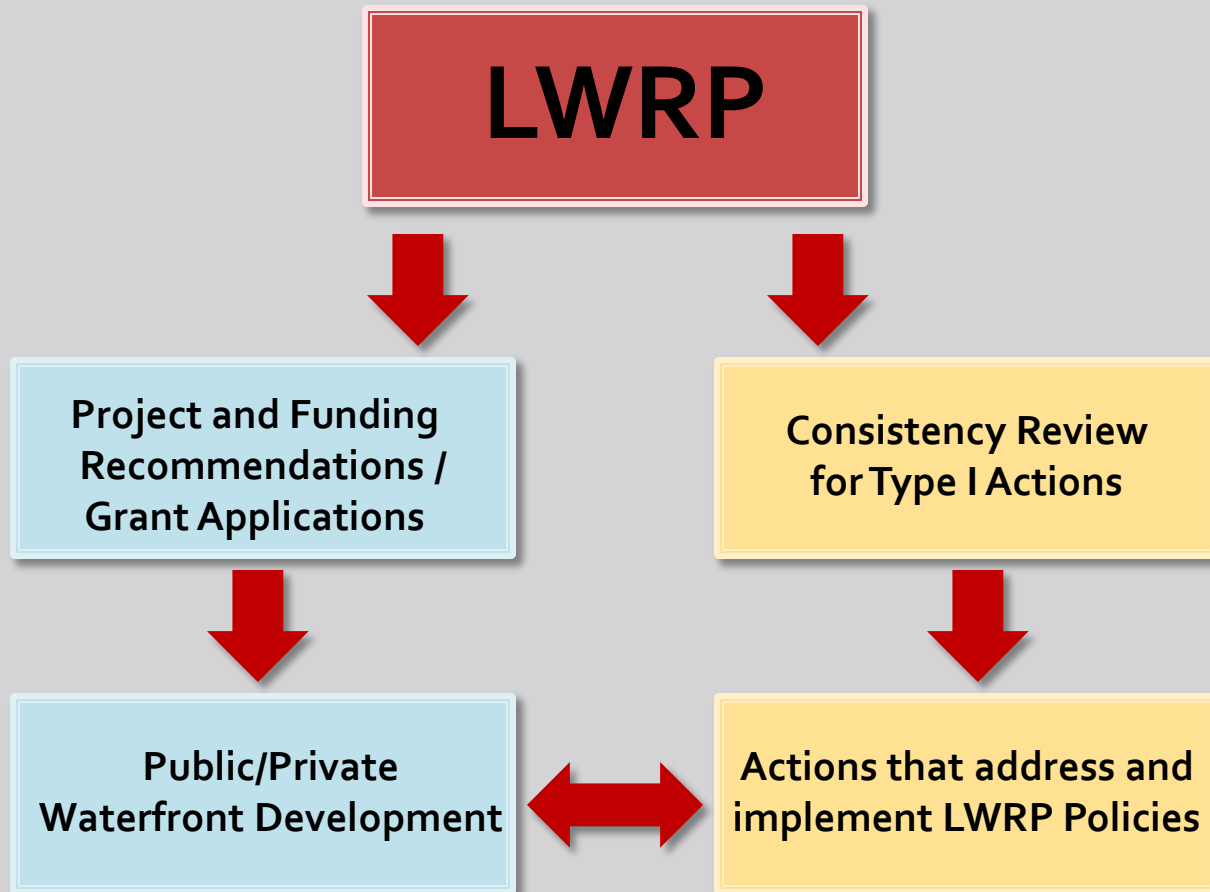
## Overview: LWRP Resources and Assets



**City of Rochester Waterfront Resources and Assets Identified in LWRP Update**

# Rochester's LWRP Update:

## Overview: Relationships and Influence



City of Rochester LWRP Relationships and Influence



# **Rochester's LWRP Update:**

## **Overview: Purpose of WAC**

- Review and comment on draft task materials
- Serve as source of information and data for plan development process
- Assist in developing waterfront vision, goals, objectives and policies
- Assist in identifying waterfront issues and opportunities
- Propose/recommend waterfront land uses, projects and implementing techniques
- Help solicit additional public input and comment
- Identify focus group stakeholders
- Review and comment on draft and final plan

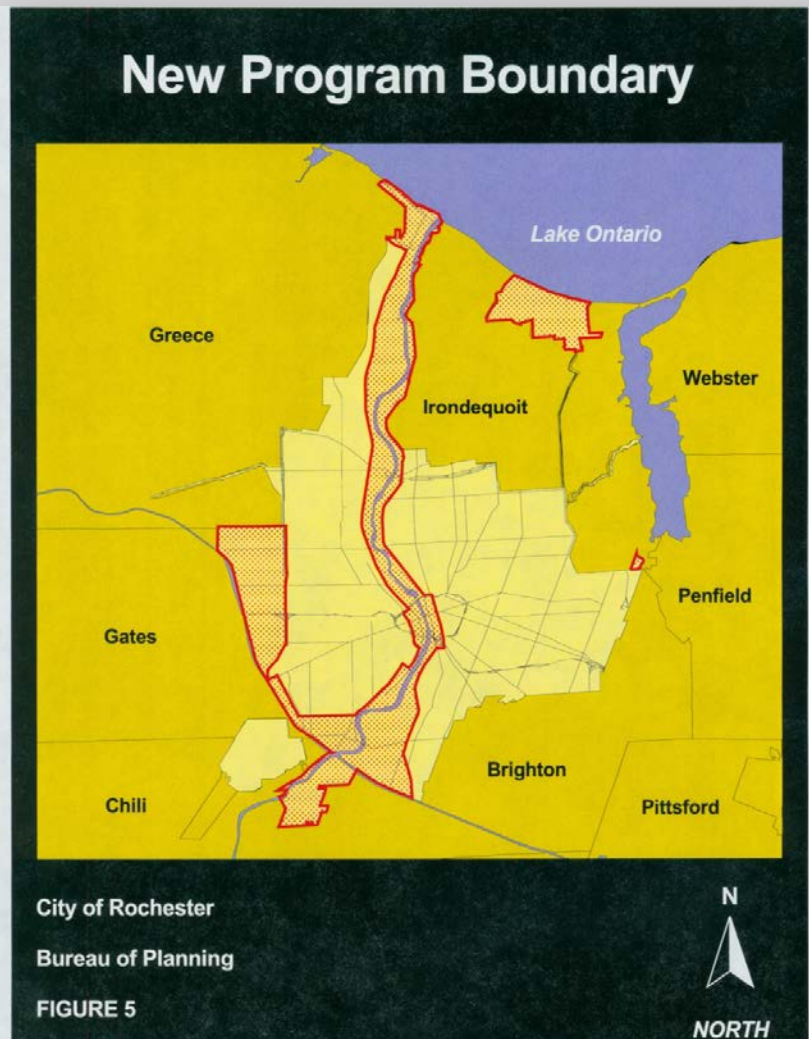
# **Rochester's LWRP Update:**

## **Components: Task List**

<b>Task One:</b>	<b>Boundary Definition</b>
<b>Task Two:</b>	<b>Inventory and Analysis</b>
<b>Task Three:</b>	<b>Policies</b>
<b>Task Four:</b>	<b>Recommended Land Uses and Projects</b>
<b>Task Five:</b>	<b>Implementing Techniques</b>
<b>Task Six:</b>	<b>Federal/State Actions</b>
<b>Task Seven:</b>	<b>Local Commitment</b>
<b>Task Eight:</b>	<b>SEQR</b>
<b>Task Nine:</b>	<b>Harbor Management Plan</b>

# Rochester's LWRP Update:

## Components: Boundary

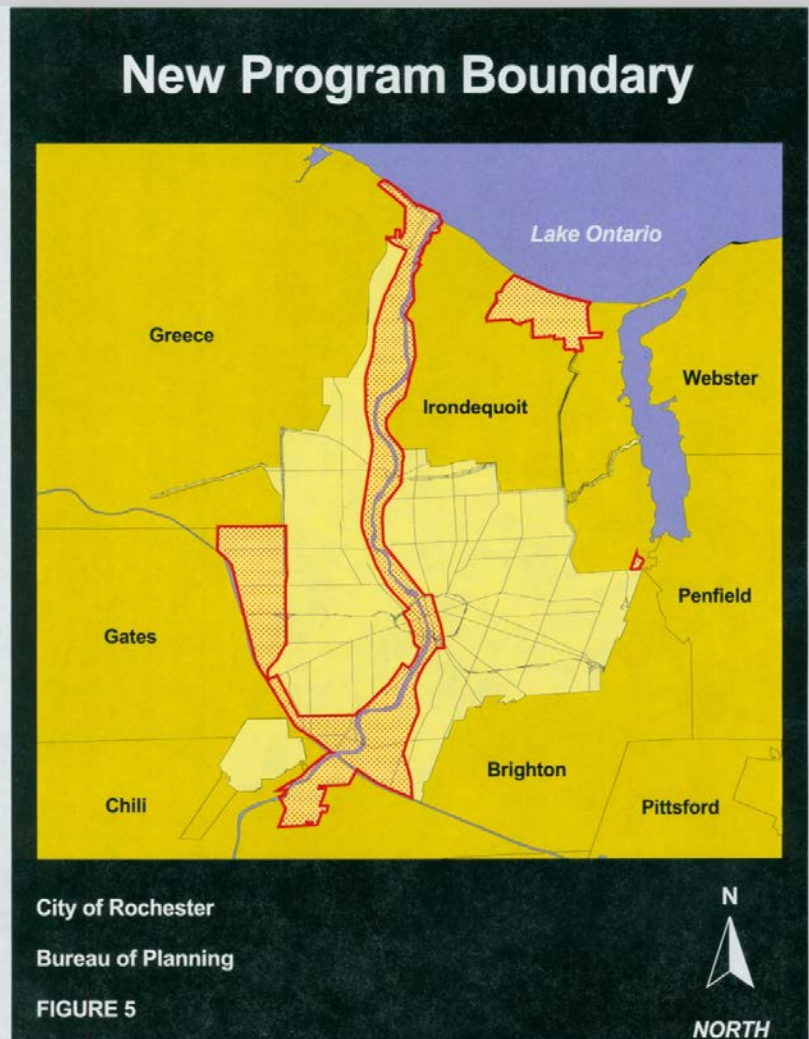


### Boundary:

Expand program boundary from Lower Falls south to include High Falls, downtown and Center City riverfront, south river corridor, Genesee Valley Park and Erie Canal waterfront

# Rochester's LWRP Update:

## Components: Inventory / Analysis



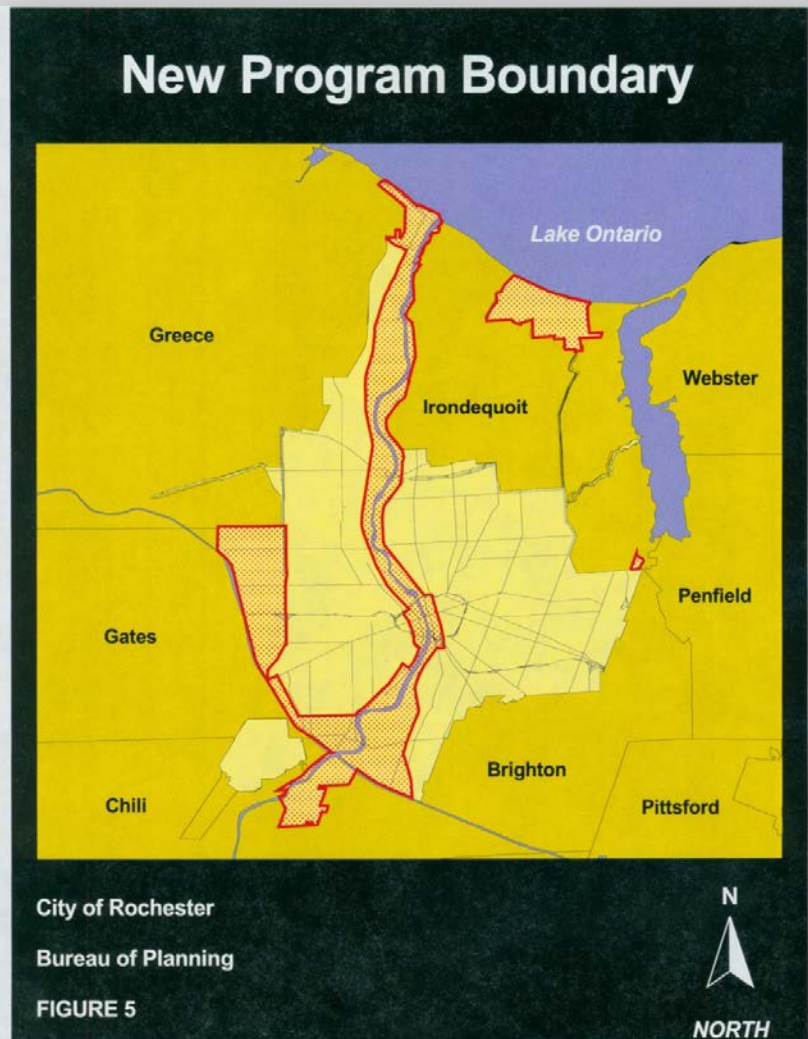
### Inventory / Analysis:

- \* Complete GIS maps
- \* Update inventory and analysis for existing boundary
- \* Complete inventory and analysis for new boundary
- \* Identify/coordinate/incorporate existing waterfront planning efforts
- \* Identify waterfront goals, objectives, issues and opportunities



# Rochester's LWRP Update:

## Components: Policies



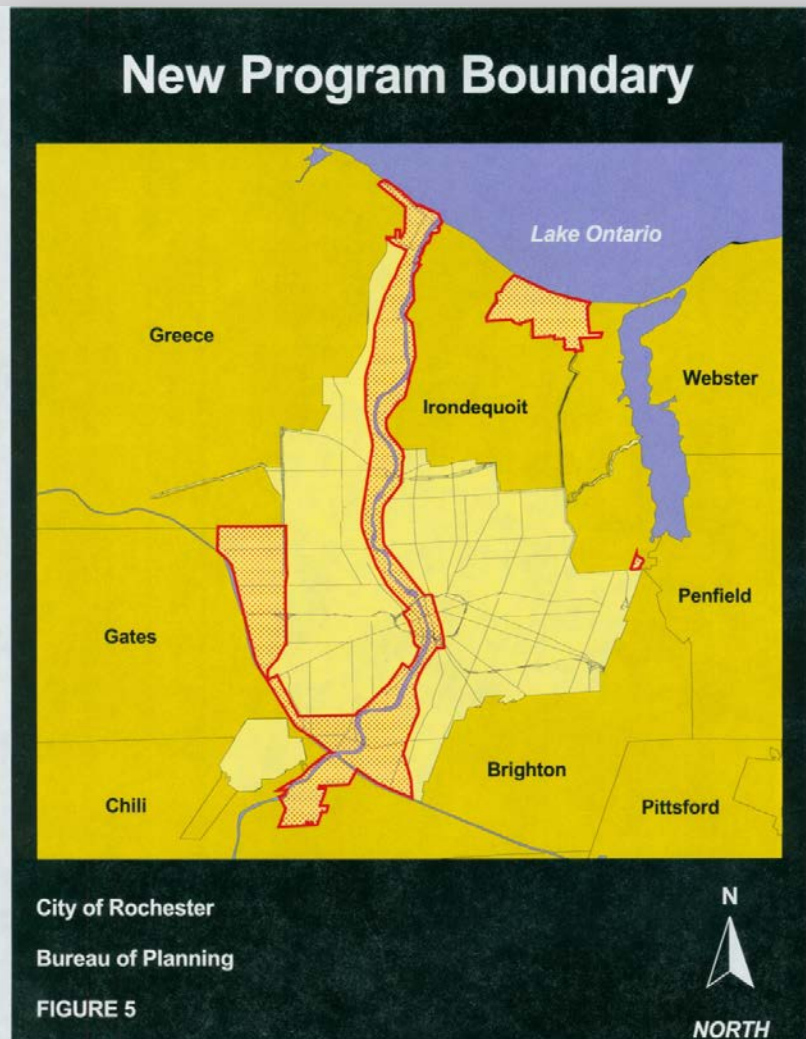
### Policies:

Address 13 NYS coastal policies and develop sub-policies, where necessary

- (1) Foster appropriate development patterns
- (2) Preserve historic resources
- (3) Protect scenic resources / visual quality
- (4) Minimize flooding/erosion impacts
- (5) Protect/improve water quality and supply
- (6) Protect the waterfront ecosystem
- (7) Protect/improve air quality
- (8) Minimize solid/hazardous waste impacts
- (9) Provide public access to and use of waterfront
- (10) Protect/promote water-dependent uses
- (11) Promote sustainable use of resources
- (12) Protect agricultural lands
- (13) Promote development of energy resources

# Rochester's LWRP Update:

## Components: Project Recommendations



### Project Recommendations:

Develop specific land use and project recommendations to address the city's coastal policies, sub-policies, goals and objectives

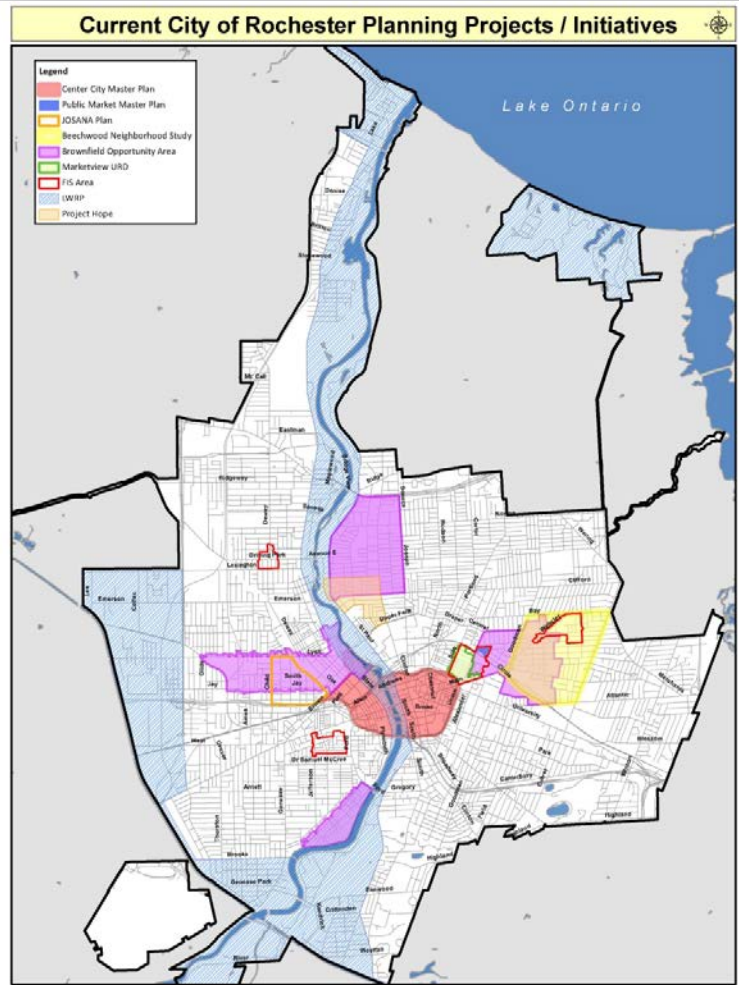
### Implementing Techniques:

For each LWRP project recommendation, develop implementing techniques such as:

- \* City Zoning Code
- \* Coastal Erosion Hazard Area Ordinance
- \* LWRP Consistency Ordinance

# Rochester's LWRP Update:

## Components: Preliminary Issues/Opportunities



### Local Waterfront Revitalization Program (LWRP):

Brownfield Opportunity Areas (BOA's)

Center City Master Plan / Aqueduct Plan

City/County Parks Master Plans

City Quadrant Plans

Genesee River Trail Development/Connections

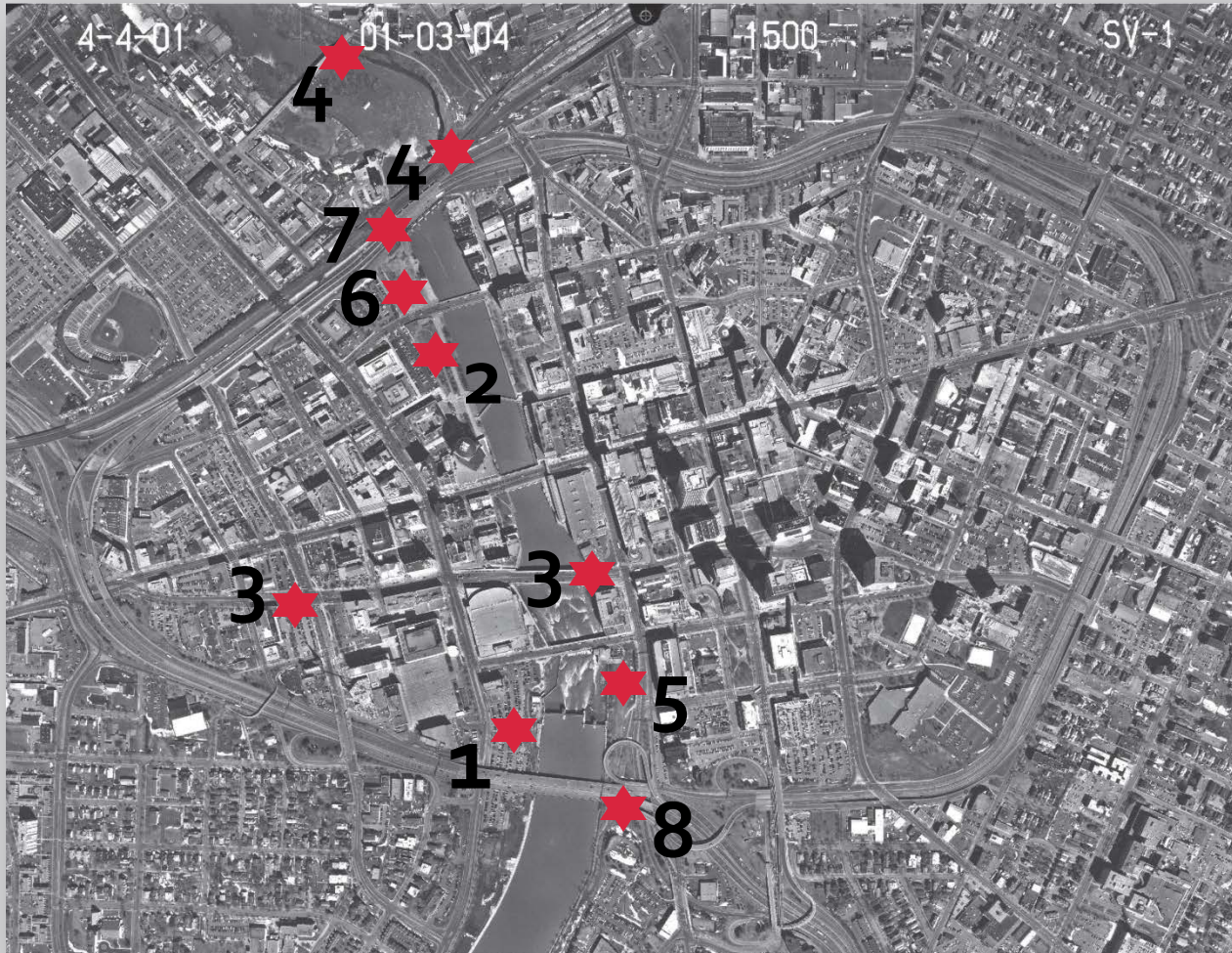
Erie Canal Redevelopment and "Harbor"

U of R Campus Master Plan



# Rochester's LWRP Update:

## Components: Preliminary Issues/Opportunities



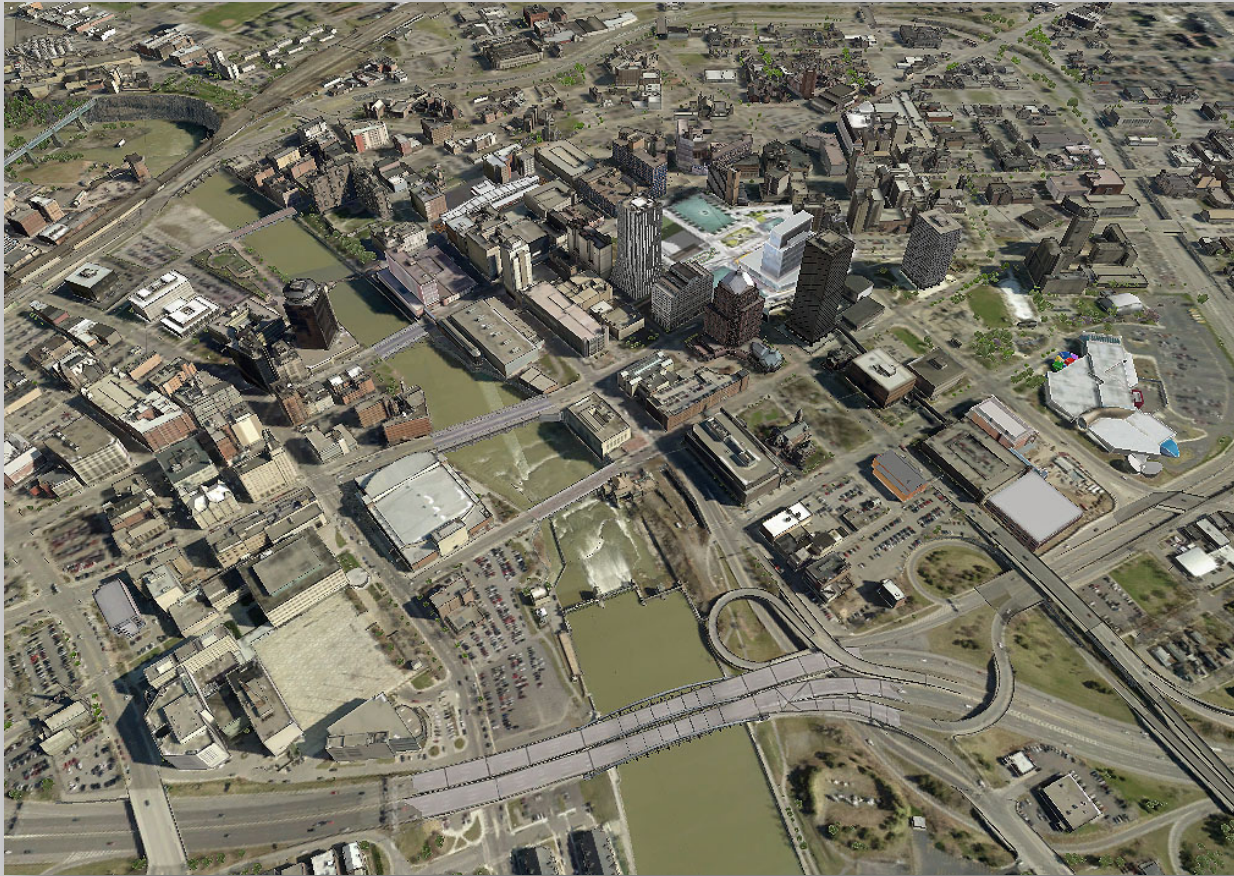
Examples of Center City development projects and sites that may need to be addressed or updated in the LWRP

- 1 Exchange Street Site
- 2 Park Improvements
- 3 Aqueduct Plan
- 4 "GardenAerial" Proposal
- 5 Erie Harbor Park Phase II
- 6 Andrews Street Site
- 7 Trail improvements
- 8 Skate Park



# Rochester's LWRP Update:

## Components: Preliminary Issues/Opportunities

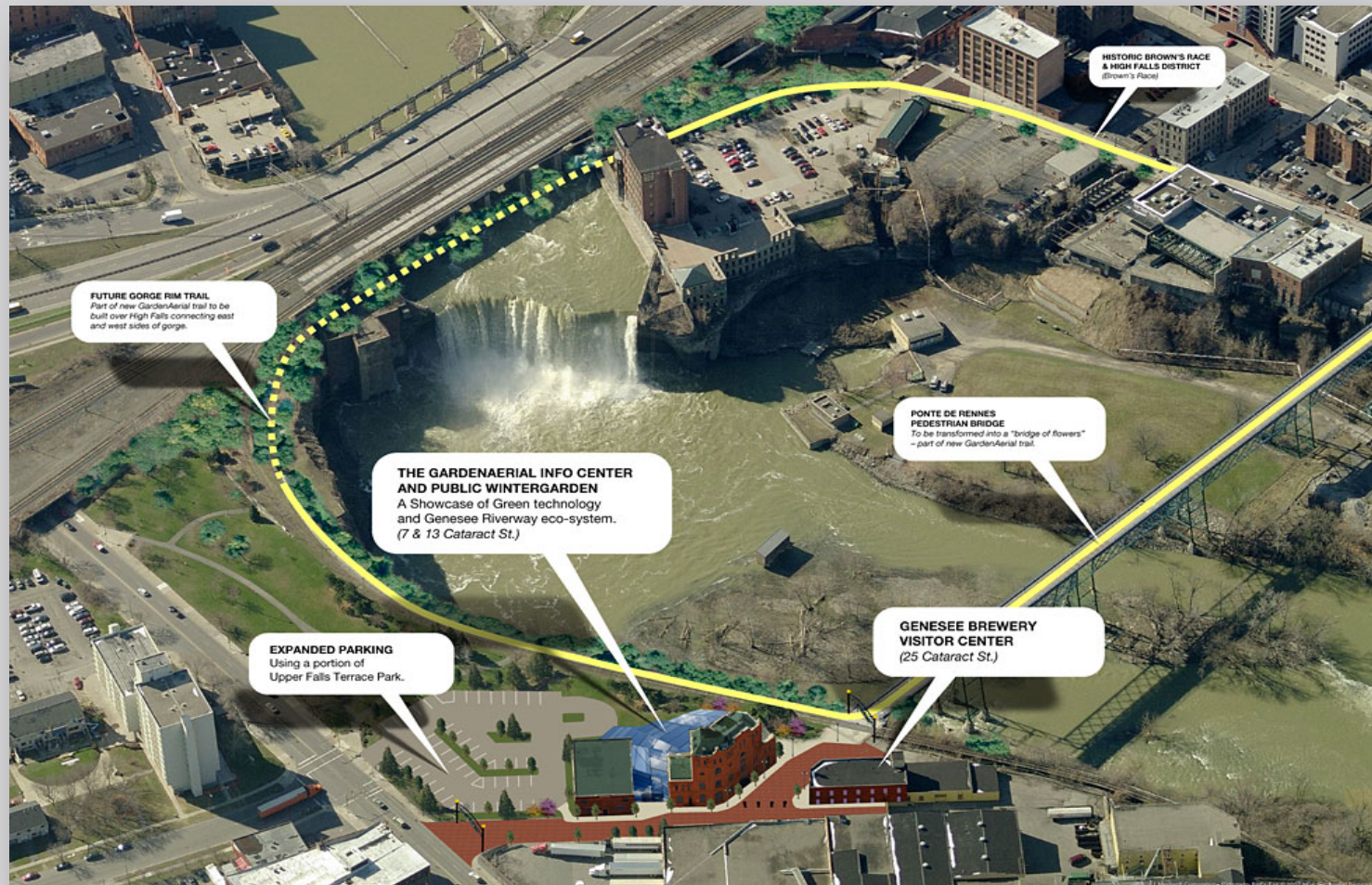


Preliminary Issues/Opportunities Identified in LWRP Update:  
3D GIS Model of Center City showing Genesee River Corridor



# Rochester's LWRP Update:

## Components: Preliminary Issues/Opportunities



Preliminary Issues/Opportunities Identified in LWRP Update: "GardenAerial" Project



# Rochester's LWRP Update:

## Components: Preliminary Issues/Opportunities



Preliminary Issues/Opportunities Identified in LWRP Update: “GardenAerial” Project

Top - Pont de Rennes Pedestrian Bridge  
Bottom - The “High Line” in Manhattan

# **Rochester's LWRP Update:**

## **Schedule: Task Milestones**

- |                         |                 |
|-------------------------|-----------------|
| ■ First WAC meeting     | March, 2013     |
| ■ First public meeting  | June, 2013      |
| ■ Focus group meetings  | July, 2013      |
| ■ LWRP draft document   | September, 2013 |
| ■ Second public meeting | September, 2013 |
| ■ LWRP final document   | November, 2013  |
| ■ SEQR review completed | November, 2013  |
| ■ LWRP DOS approval     | December, 2013  |



# **Rochester's LWRP Update:**

## **Schedule: Public Input**

- **WAC Meetings**
- **Public Informational Meetings (2)**
- **Focus Group Meetings (as needed)**
- **Web Site with all Draft Documents**
- **Web Survey**
- **Neighborhood Association Presentations**
- **City Council Presentations**
- **Public Hearing (for final document)**

# Rochester's LWRP Update



Questions and Comments?