Section 2: LWRP Inventory and Analysis

A. COMMUNITY PROFILE

Location

Rochester is the third largest city in New York State and is located on the southern shore of Lake Ontario, between Buffalo and Syracuse. The Genesee River flows northward through the center of the city to the lake. The New York State Canal System's Erie Canal runs along the southern edge of the city, in a generally east-west direction. To the east of the city is Irondequoit Bay which was the pre-glacial outlet of the Genesee River to Lake Ontario. The city is connected to the New York State Thruway via Interstate Routes 390 and 490.

Population

Rochester is at the center of a larger metropolitan region which includes Monroe County and the counties of Wayne, Ontario, Livingston, Orleans and Genesee. According to the 2010 Census, Monroe County had a population of 744,344 people and contained 300,422 households, while the city had a population of 210,565 people and contained 87,027 households. As with many cities located in the northeastern United States, Rochester's population declined between 1960 and 2010.

According to the 2010 Census, approximately 9.0% of Rochester's population was 65 years old or older. According to the 2008-2012 American Community Survey (ACS) almost 31.6% of the population lived below the poverty level. The per capita income for the city was $18,757 per capita, as compared to a per capita income of $28,240 per capita in Monroe County.

Based on 2010 figures, the city's housing stock consists primarily of one and two-family units. Thirty-eight percent of the city's occupied housing units are owner-occupied while 62% are renter-occupied. The median sale price of a single-family home in the city was $75,000 in 2014 (source: Greater Rochester Association of Realtors).

Employment

Rochester has traditionally been an area of relatively stable employment. As of 2013, the major employers in the city are University of Rochester/Strong Memorial Hospital; Wegmans Food Markets Inc.; Rochester General Health System (ViaHealth); Xerox Corporation; Unity Health System; Eastman Kodak Company, and Paychex. (A more complete list is included in the table below.) Based on the 2008-2012 ACS Estimates, the Rochester area's unemployment rate is 12.8 as compared to the national rate of 9.3%.

THE CITY OF ROCHESTER, NEW YORK
PRINCIPAL PRIVATE-SECTOR EMPLOYERS IN THE ROCHESTER AREA
CURRENT YEAR AND NINE YEARS PRIOR

Employers	**2013**			**2004**		
	Employees (1)	Rank	Percentage of Total Employment (2)	Employees (1)	Rank	Percentage of Total Employment (2)
University of Rochester/Strong Memorial Hospital	20,340	1	3.98%	13,400	2	2.52%
Wegmans Food Markets Inc.	13,976	2	2.74%	5,579	4	1.05%
Rochester General Health System (ViaHealth)	7,600	3	1.49%	4,434	5	0.83%
Xerox Corporation	6,116	4	1.20%	8,600	3	1.62%
Unity Health System	5,472	5	1.07%	3,012	6	0.57%
Eastman Kodak Company	5,129	6	1.00%	20,600	1	3.87%
Paychex	3,712	7	0.73%	-	-	-
Lifetime Healthcare Cos. Inc.	3,584	8	0.70%	3,000	7	-
Rochester Institute of Technology	3,299	9	0.65%	2,668	8	0.50%
YMCA of Greater Rochester	2,732	10	0.53%	-	-	-
Delphi Corporation	-	-	-	2,500	9	0.47%
Frontier Communications	-	-	-	2,100	10	0.39%

(1) Source: Rochester Business Journal The Lists -2013 Edition.
(2) Employment source: www.labor.state.ny.us employment data as of 12/31/12
Includes Monroe, Genesee, Livingston, Ontario, Orleans and Wayne counties.

B. HISTORICAL DEVELOPMENT

Overview

Water has always been important to the economic development of Rochester. The Genesee River falls and rapids have been a source of relatively cheap, accessible power throughout the history of the city. The river and the access it provided to Lake Ontario have also been the key to establishing shipping as an industry in this area. Early settlements which were the forerunners of the City of Rochester all began in this area because of the proximity to the Genesee River and Lake Ontario. Rochesterville, located where downtown is today, was established around the waterpower of the Genesee River but became a boomtown when the Erie Canal opened in 1823. Water power and water transportation were the basis for Rochester's existence and growth.

Early Rochester's Waterfront

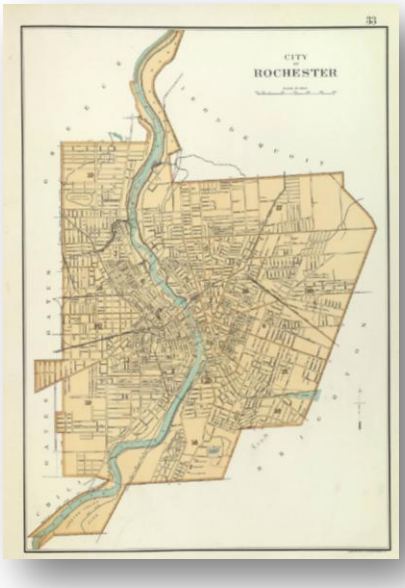
The abundance of fish and game drew the Seneca Indians to the shore of the Genesee River in the years prior to the arrival of the white man. In 1789, Indian Allen, attracted by the potential energy source of the rapids and falls, built the first mill in the area. This was the first white settlement in what is now Rochester's central business district (CBD). It was not a permanent settlement, however, and lasted only a year. Three years later, in 1792, another settlement sprang up on the river. William Hincher, his wife, and their eight children settled at the mouth of the Genesee River on the site of Rochester's present day port. This settlement eventually became known as the Village of Charlotte. In 1797, Gideon King and Zadock Granger settled King's Landing, later known as Hanford's Landing, on the west shore of the river, at the current site of Eastman Kodak Company's treatment plant for Eastman Business Park. This area became an important shipping settlement.

The Village of Carthage was established on the east bank of the river in 1817. While Hanford's Landing and Carthage competed for shipping commerce from Lake Ontario, Colonel Nathaniel Rochester and several partners bought a 100 acre tract of land south of the Upper Falls. Their tract was the nucleus of the Village of Rochesterville which was chartered in 1817.

As a result of the completion of the Erie Canal in 1823 and Rochester's new link with the Hudson River, the city's population boomed, growing from 5,400 in 1826 to 50,000 by 1860. The river was crucial to this development, as a source of power to run the many saw mills and flour mills. Schooners bringing wheat from Canada could navigate up the river to the Lower Falls. The milled flour would then be shipped to New York City via the canal system. The shipping industry on the lake soon flourished, making the Port of

Rochester one of several important ports on the Great Lakes for both trade and shipbuilding.

The river and the lake have also provided significant recreational opportunities during the city's history. In the l9th Century, side wheelers and other excursion boats evolved into a popular past time, with scheduled day trips departing regularly from Glen House near the Lower Falls. As time went on, other large boats provided excursions along the lake and to Canada.



The Village of Charlotte was a major tourist destination from the late l88O's to approximately 1915. An amusement park, several hotels and resort facilities were developed in Charlotte and attracted many visitors and summer residents to the area. The beach area in Charlotte became known as the "Coney Island of the West" during this time.

As other forms of transportation and power began to be developed, the importance of the Erie Canal, the Genesee River and Lake Ontario to the city began to decline. The Erie Canal could not compete for bulk transportation shipping against the railroads and then trucking. Despite two canal enlargements, the final one in the first decade of the twentieth century, canal shipping has all but disappeared. Over the years, dumping of industrial waste and municipal sewage into the canal, river and lake resulted in a decline in the use of the lake and river as a recreational resource.

Waterfront Rediscovery

During the last 20 years, the Genesee River, Lake Ontario and the Erie Canal have been rediscovered by city residents. As a result of stricter environmental controls, the efforts of private industry and completion of several major public works projects, the water quality of the river and lake have improved significantly. Because of this, the city's water resources can once again be enjoyed and appreciated. These areas provide opportunities for hiking, sightseeing, fishing, swimming and boating, all within the city limits. The river has been stocked with trout and salmon, and sport fishing has been revitalized. Ontario Beach Park was reopened for public bathing in the late l970's. The reopening of the beach has encouraged a new appreciation of and interest in Rochester's water resources among city residents. The City of Rochester's sesquicentennial celebration in 1984 centered on the waterfront and included a tall ships visit to the port area, as well as tens of thousands of visitors to the port and beach area during the event.

Geologic History

The City of Rochester rests on the Erie-Ontario Lowland, a relatively flat-lying plain, at an altitude of about 500 feet above mean sea level (M.S.L.). The principal geologic features within the LWRP boundary are the old and more recent courses of the Genesee River, and the ridge or former shore of glacial Lake Iroquois. The high point of land in the area, now known as Ridge Road, is the southern edge of the giant Lake Iroquois, which was the last of a series of glacial lakes which once covered the entire Great Lakes Basin.

Before the last glacier retreated roughly 10,000 years ago, the Genesee River flowed in a more easterly course, through what is now Irondequoit Bay, before emptying into the Ontario River, a westward flowing river which predates Lake Ontario. As the glacier retreated, the course was shifted near the Town of Mendon to its present course. The modern course carved out the three waterfalls within Rochester and the steeply sloped river gorge which begins just north of the CBD and continues on to Lake Ontario. Elevations in this area range from about 490 feet above sea level at the Upper Falls, to 250 feet above sea level at Lake Ontario.

The Genesee River gorge in Rochester exposes the preglacial rock record and provides a unique resource for geologic study. Between the Upper Falls and the Lower Falls (a distance of about 1.5 river miles), the rock strata or layers date back approximately 400 million years and include a classic section of Silurian aged rock. At least 200 species of

marine fossils have been identified along this stretch of river, indicating that this area was once part of an inland sea.

The oldest rock in this area is the Queenston Formation, which forms the base layer or stratum. The next stratum is about 50 feet thick and is known as the Grimsby Formation or Red Medina Sandstone. This rock is used extensively as building material throughout the Rochester area. Other distinctively colored strata include the nearly white Thorold Sandstone or Kodak formation, which separates underlying red shale from a 20 foot exposure of green Maplewood Shale. These two strata can be viewed about halfway up the west side of the gorge from the Rochester Gas and Electric Company (RG&E) service road just north of the Lower Falls. The Kodak Formation forms the cap rock, or hard layer at the top of the Lower Falls. Reynales Limestone, the next stratum, is about 17 feet thick and caps the Middle Falls, providing a base for the floodgates located there. At the Upper Falls, the Gorge walls expose an 85 foot layer of dark blue-grey Rochester Shale capped by 20 feet of grey Lockport Dolomite Limestone. The gorge is listed in several New York State geological field guides, and is used for geology trips by schools, colleges and museums in the region.

C. EXISTING LAND AND WATER USES

Overview

The City of Rochester's waterfront revitalization area includes a variety of land uses within approximately 6,000 acres or 9 square miles. Approximately 45% of the city's waterfront revitalization area is used for recreation, parkland or as open space. Approximately 30% is in residential use, 5% in commercial use, 5% in industrial use and 10% is vacant land. The remaining land is used for transportation or utility purposes. Because the city's coastal area is primarily urban in nature, there are no agricultural uses existing within the boundary.

General Description

Rochester’s waterways have varied and distinct characters. The Charlotte area is characterized by village scale mixed use development, the gorge has natural edges with built plateaus, downtown is highly urbanized, the canalized river section is park like with adjacent urban development, the canal section is characterized by transportation infrastructure and industrial uses, the southern Genesee River is park like and natural and the Durand Eastman Park shoreline is park like and undeveloped.

a. *Charlotte*:

The area from Lake Ontario to the beginning of the wetlands just south of Riverview Marina is characterized by intensive marina and boating activity and related development. Within this area the river appears to be nothing more than a channel between several large marinas. North of the railroad bridge, however, the river widens to 500 feet or more. On the west bank of the river in this area are the remains of the original Village of Charlotte that include several buildings and a rail switching yard. The banks of the river in this area are lined with boat slips. The visual quality is degraded by outdoor storage of boats, and several dilapidated or inappropriate land uses.

b. *Gorge*:

The remaining portion of the river from the Riverview Marina south to the Middle Falls is characterized by densely wooded steep slopes and the absence of significant shoreline development. Seneca Park, which includes the Seneca Park Zoo, ball fields, and passive recreational facilities, occupies most of the eastern river bank and upland area. The western bank includes Maplewood Park, the proposed Lower Falls Park as well as cemeteries and undeveloped open space.

The majority of land within the LWRP boundary is currently used for recreational or other open space uses. Almost all of the four miles of riverfront, from the Middle Falls north to the Turning Basin, are utilized as parkland or cemeteries. Existing parkland along the river includes Ontario Beach Park, Turning Point Park, and Maplewood Park along the west bank and Seneca Park along the east bank. Lower Falls Park is proposed for development along the west bank of the river, adjacent to the Lower Falls and just south of the Driving Park Bridge. Riverside Cemetery is located along the west bank of the river, just south of Turning Point Park, in the vicinity of the former St. Bernard's Seminary which is now owned by Eastman Kodak Company.

The steep banks of the Genesee River culminate in a gorge that exceeds 200 feet in depth in some areas. Located within this gorge, near the Lower Falls, is the Station 5 RG&E hydroelectric power plant. The Veteran's Memorial Bridge carries Route 104 over the Genesee River. Just north of this bridge is a pedestrian bridge which offers spectacular

views of the river gorge, and which was constructed as part of the Combined Sewer Overflow Abatement Program.

Further north, at Hanford's Landing, Eastman Kodak Company has built an industrial waste treatment plant. A vacant wooded area on the west side of the river stretches north from Kodak's treatment plant to Turning Point Park. In this 3/4 mile long area, the uplands beyond the river gorge contain Kodak's Research Laboratories and the former Seminary site. This site was rezoned to an IPD District (Industrial Planned Development) and is being utilized by Kodak as an office and research complex.

The east and west river banks are primarily vacant from the Turning Basin north for approximately 3/4 mile. Near Denise Road, the primary land uses again become recreation and open space and continue north to the river mouth for approximately 1.3 miles. Boat slips and private marinas are the major types of waterfront development. Physical access to the shore zone becomes easier in this area, with the exception of a ½ mile long section along the west bank which contains railroad tracks. The portion of this area north and south of the O'Rorke Bridge has been purchased by the city.

The only existing commercial shipping activity on the river is conducted by the Rochester Portland Cement Company. Ships carrying approximately 8,500 tons of cement make weekly trips up the river from the lake, stopping at the company's docking facilities on the west bank of the river, adjacent to Turning Point Park. These ships arrive from Ontario, Canada. There are no commercial fishing facilities or activities on the river at the present time.

As one moves away from the gorge rim or riverbank and into the upland areas, land uses become more urban in character. These uses have no physical connection with the river. Actually, the river all but disappears from view in these areas. Residential uses predominate in the upland areas, with some commercial and industrial development located along major streets or at major street intersections. In addition, there are two large cemeteries in the upland areas on the west side of the river, approximately halfway between downtown and the lake.

d. Downtown/High Falls:

Downtown Rochester and the High Falls area are highly urbanized with industrial and commercial uses dominating the waterfront.

The High Falls area has a wide variety of urban uses and vacancies. Historically the area has been predominantly industrial. The Genesee Brewery, RG&E's abandoned Beebee Station and the abandoned Bausch and Lomb Glass Factory site are key examples. There are many transitional areas including the Brown's Race Historic District which is being revitalized as an entertainment and commercial district. The landscape is characterized by the steep river gorge and the 90' High Falls waterfall. The waterway is fast moving and is severely limited in its navigational uses.

Downtown Rochester, between the Inner Loop Bridge to the north and the Troup Howell Bridge to the south, is predominantly hotel, office, commercial, public plaza and institutional. The landscape is characterized by hard surfaced development continually along the river's edge, plazas and parks, and medium to high density development. The waterway is fast moving and shallow with significant fluctuations in flow.

e. Canalized River:

The section of the Genesee River from the Court Street Dam to the north, to the confluence of the east-west Erie Canal in Genesee Valley Park is dominated by a park-like edge adjacent to medium density mixed uses inland. The northern section has concrete flood walls on both sides of the river which restrict physical access, and in some cases, visual access between the land and the water. The majority of the southern portion is natural, wooded shoreline or grassy slopes to the river. Predominant development along this section of the river includes Time Warner Communications, the new Erie Harbor housing development, the University of Rochester River Campus and Genesee Valley Park. The waterway is maintained for navigation by the New York State Canal Corporation from May through November. The Court Street Dam controls the water elevation of the river.

f. *Erie Canal*:

The east-west section of the Erie Canal runs along the City of Rochester's southern municipal line and is shared with the Towns of Brighton, Chili, Gates and Greece. Land uses along this section vary from parkland to heavy industrial. The eastern portion of the canal is paralleled on the south side by Interstate-390 for much of its length, and has institutional uses along much of the north side. The central section of the canal runs through the Olmstead designed Genesee Valley Park and then by the Greater Rochester International Airport. The western section of the canal exists in a deep (20'-30') rock cut below heavy industrial uses and tank farms. The New York State Canal Commission owns a strip of land, of varying width, on both sides of the canal. This portion of land is generally undeveloped and wooded. The waterway is maintained for navigation by the New York State Canal Corporation from May through November.

g. *Southern Genesee River*:

The City of Rochester's municipal boundary parallels the Genesee River for approximately one mile south of the Erie Canal confluence. This section of river is in a very natural state with wooded shorelines and gently sloping river edges. The entire east side of the river in this section is Genesee Valley Park. The west side of the river is park land, the City's fire training academy and undeveloped lands. The waterway is navigable but is not maintained or marked. No recorded channel location or depths are kept.

h. *Durand Eastman Park*:

The major portion of lake frontage within the city's LWRP boundary is designated as public parkland. Ontario Beach Park is located at the mouth of the Genesee River and contains approximately 2,100 feet of lake frontage. Park facilities include a bathhouse, a large public beach area, a bandstand and several picnic pavilions. Durand-Eastman Park, located several miles to the east, contains over 7,600 feet of lake frontage. This area also includes a public beach. The remaining lake frontage within the LWRP boundary is in residential use and includes the 4,000 feet of shoreline to the west of Ontario Beach Park.

Water Dependent and Water Enhanced Uses

Water-dependent uses along the river and canal primarily involve recreational activities such as boating and fishing. The river is navigable by power boats and sail boats for the five miles from Lake Ontario to the Lower Falls area and in the canalized section south of the Court Street Dam. The river has a mature warm water fish population and has significant trout and salmon runs in the spring and fall. Thus, it is used for fishing as well as for pleasure boating.

The steep slopes along the river gorge make development and access extremely difficult in some locations. Because of this, these areas are largely undeveloped and remain in their wooded state. Water-enhanced, passive recreational activities such as hiking and bird watching are the primary uses within these areas. North of Turning Point Park, the upland areas drop closer to river level and significant wetlands begin to line the shoreline on both banks. Further north, near the O'Rorke Bridge, private marinas line the river shoreline. In this area, the river is primarily used for water-dependent activities such as boating, fishing and other types of recreation. The Genesee Lighthouse which was built in 1821, the U.S. Coast Guard Station, two vacant warehouses, a public boat launch, and a railroad swing bridge are also located in this area.

There are several industrial uses located along the river that are also water-dependent. Rochester Gas and Electric has several hydroelectric plants and Eastman Kodak Company's industrial waste treatment plant is dependent on the river for power as well as for processing water. The Rochester Portland Cement Plant, located on the west bank across from Rattlesnake Point, is dependent on the river for its shipping operations.

The lakeshore area supports water-dependent and water-enhanced recreational uses such as boating and fishing. Public bathing is permitted at Ontario Beach Park. Public bathing also takes place at Durand-Eastman Park. Picnicking and other water-enhanced passive recreational activities are also supported at each park.

The Erie Canal is primarily used for recreational boating purposes but also includes cooling uses at the University of Rochester and a tour boat landing at Corn Hill.

In summary, existing water-dependent uses are located in several areas within the city's LWRP boundary. These uses include:

- The Portland Cement Company, located on the west river bank, within Turning Point Park;

- Eastman Kodak's waste treatment facility, located on the west river bank, near Hanford Landing and just north of the Veteran's Memorial Bridge;
- various marinas, boat slips and docks located along the east and west banks of the river, including the Rochester Yacht Club, the Genesee Yacht Club, Shumway Marina, Pelican Bay Marina, Voyager Marina, and the Riverview Marina (including the Spirit of Rochester tour boat);
- the Monroe County Boat Launch located on the Port Authority Site, along the west bank of the river, just north of the railroad swing bridge;
- bathing beaches located at Ontario Beach Park and Durand-Eastman Park;
- RG&E's series of hydroelectric power plants
- Erie Canal water level control at the Court Street Dam
- Power plant cooling at the University of Rochester
- fishing the entire length of the waterway
- Fishing charters in the Charlotte Harbor
- Sailing schools in the Charlotte Harbor
- Charter boats
- Coast Guard/Marine Fire at the Charlotte Harbor
- rowing and paddling particularly in the Genesee Valley Park area
- Recreational power boating on the entire length of the water
- Visual enhancement at the Rundell Memorial Library

Existing water-enhanced uses are also located in several areas within the city's LWRP boundary. These uses include:

- Public parks (Ontario Beach Park, Turning Point Park, Seneca Park, Maplewood Park, Lower Falls Park, Crossroads Park, Gateway Park and Genesee Valley Park)
- Lodging in downtown and near the airport
- Entertainment and recreation in Charlotte, High Falls, downtown, the canal harbor area and other various locations in neighborhoods along the corridor
- Retail in Charlotte, High Falls, downtown and other various locations in neighborhoods along the corridor
- Housing in Charlotte, along the rim of the gorge, downtown and along the Erie Canal
- office/professional uses in Charlotte, along the rim of the gorge, High Falls, downtown and other various locations in commercial and mixed use areas along the corridor
- The University of Rochester

Water and Water Surface Use

Rochester's waterways are used for a variety of recreational, industrial, and institutional purposes. The following specific uses occur in specific locations or throughout the waterway corridor:

- Swimming at Ontario Beach Park
- Recreational power boating in the canal, the navigable portion of the river and in Lake Ontario
- Recreational sail boating on Lake Ontario
- Sail boarding on Lake Ontario
- Jet skiing on Lake Ontario
- Hand powered watercraft including rowing, canoeing and kayaking throughout the corridor
- Tour/cruise boat industry on the canal, the mouth of the river and Lake Ontario
- Cargo shipping at Charlotte and on Lake Ontario
- Fishing the entire corridor
- Hydro electric generation at each of the falls along the river
- Cooling at the University of Rochester
- Wastewater treatment and/or discharge at Eastman Kodak Company
- Aesthetics at the Rundell Memorial Library

Development and Opportunity Sites

a. Development Considerations

A variety of potential development or redevelopment opportunities exist along Rochester's waterways. Many of these sites have limitations that would restrict or direct development. Development is also controlled by market conditions.

Site limitations for development that are found within the corridor include wetlands, steep slopes, flood hazard areas, erosion hazard areas, contaminated soils, transportation access, navigation access, and physical barriers.

Market considerations that limit or direct development are varied and must be specifically addressed on a case by case basis.

b. Potential Development Sites

The following potential development sites exist but must be weighed against market and site considerations outlined above.

Charlotte/Gorge Area

- Former Port Authority site and new marina
- Train Station and Related Property: former train depot on River Street
- Turning Point Park: largely undeveloped parkland
- Shipping Terminal Area: underutilized shipping terminal just south of Turning Point Park on west side of river
- Lower Falls/Seth Green/Glen House/Carthage Area: limited access area could have some small development areas
- Lake Avenue Infill: opportunities to develop or redevelop vacant and underutilized sites along Lake Avenue
- Stutson Street-Thomas Avenue Site: underutilized parcel owned by the City of Rochester on the west side of the river just south of the O'Rorke Bridge
- Irondequoit Municipal Treatment Plant
- Irondequoit Private Parcels East of Marinas
- Ontario Beach Bathhouse: vacant space within the existing bathhouse
- Land West of Lake Avenue at Charlotte
- Enhanced park at Charlotte Soccer Fields

High Falls/Downtown

- Former RG&E Beebee Station site
- Housing/Mixed Use Development at Exchange/Court
- Housing in Washington Square Area
- Redevelopment of RG&E Station 6
- Housing/Mixed Use Redevelopment of RG&E Property on Andrews Street
- Housing/Mixed Use at Lake Avenue Plateau
- Former Bausch and Lomb Glassworks Site
- RG&E Site (next to Glassworks)
- Cliff Street Area: underutilized industrial and commercial area

- Lake Avenue Infill: opportunities to redevelop or develop vacant and underutilized sites along Lake Avenue
- St. Paul Avenue Infill: opportunities to redevelop or develop vacant and underutilized sites along St. Paul Avenue

Erie Canal/Canalized River

- Court and Exchange Parking/Civic Center Parking Garage
- Lehigh Valley RR Station/Johnson-Seymour Race
- Corn Hill Landing
- Mt. Hope Urban Development Site/Infill Development
- Flint/Exchange Area
- Brooks-Genesee Landing
- Standard Builders Supply/Scottsville Road Infill
- Western Canal Industrial Area
- University of Rochester Surplus Lands
- Broad Street Aqueduct

c. Major Land Owners

The following persons, corporations, organizations or municipalities are major landowners along Rochester's waterways and are critical stakeholders in the redevelopment of the corridor.

- City of Rochester corridor-wide
- Town of Irondequoit in Charlotte
- Monroe County at County parks and boat launch
- Shumway Marine in Charlotte
- Voyager Marine in Charlotte
- Riverview Marine in Charlotte
- Pelican Marina in Charlotte
- Rochester Yacht Club in Charlotte
- Genesee Yacht Club in Charlotte
- Land owner in Greece/remote parking site
- ESSROC Materials just south of Turning Point Park
- University of Rochester
- Eastman Kodak Company in gorge, High Falls area and in the Town of Greece
- Rochester Gas and Electric at various locations in the falls area

- Bausch and Lomb at the former glass factory site
- Genesee Brewery in the High Falls area
- Time Warner Communications in the canal harbor area
- Farash Corporation at former Lehigh Valley RR Station
- Finch Group in the canal harbor area
- Kolko Brothers in the Flint/Exchange area
- NYS Canal Corporation along the canal corridor

Limitations to Development

a. Flood Hazard Area

The 100 year flood plains of the lake, river and canal are mapped by the Federal Emergency Management Authority (FEMA). Because of the deep gorge section of the river, the water control of the canal, and the construction of the Mt. Morris Dam upstream in Mt. Morris, the flood plain has minimal impacts on developable sections of the waterway in Rochester.

Within the northern section of the canalized Genesee River flood walls were built to limit flood impacts to the area of Rochester. The construction of the Mt. Morris Dam in 1952 was designed to limit or eliminate the need for these flood walls. The walls have been maintained to limit catastrophic conditions.

b. Erosion Hazard Areas, Siltation and Dredging

Coastal erosion hazard areas

A coastal erosion hazard area has been designated by the NYSDEC along the shoreline of Lake Ontario, from the City of Rochester/Town of Greece municipal boundary on the west, along the shoreline, to the City of Rochester/Town of Irondequoit municipal boundary on the east, at the eastern end of Durand-Eastman Park. This area is shown on maps prepared by the NYSDEC entitled: Coastal Erosion Hazard Area Map, City of Rochester and dated August 29, 1988. These maps are on file in the City Clerk's Office at City Hall, and show the boundaries of natural protective features and structural hazard areas within the LWRP.

These maps indicate that the shoreline area north of Beach Avenue from the city / Town of Greece municipal boundary east to Welland Street is

eroding at a rate of approximately 1.5 feet per year. The shoreline area from Welland Street east to Clematis Street is eroding at approximately 1.0 feet per year. The shoreline area contained within Ontario Beach Park has been designated as a natural protective feature. The shoreline area within Durand-Eastman Park from the western park boundary to Sunset Point Road has also been designated as a natural protective feature. The shoreline area that runs from Sunset Point Road east for approximately 1100 feet is eroding at approximately 1.0 feet per year. Certain portions of the Lake Ontario shoreline within the boundaries of the LWRP are eroding at approximately 1.5 feet per year.

A natural protective feature is defined as a near shore area, beach, bluff, primary dune, secondary dune, or wetland, and the vegetation thereon. A structural hazard area is defined as those shore lands, other than natural protective features, subject to erosion and located landward of shorelines having an average annual recession rate of 1 foot or more per year. The inland boundary of a structural hazard area is calculated by starting at the landward limit of a bluff and measuring along a line which is perpendicular to the shoreline a horizontal distance which is 40 times the long-term average annual recession rate.

Other erosion problems

A significant erosion problem does occur in the lower Genesee River, north of the O'Rorke Bridge, near the river's outlet with Lake Ontario. This problem involves wave surge action in the river caused by severe northeastern storms. This wave action causes damage to boats and boat docks in the river, as well as the undermining of other structures and facilities along the river bank. Many marinas along the river north of Stutson Street have suffered damage to structures, boats and shoreline due to the wave surge action of major storms during the last several years. A major project is currently underway to address the surge problem by lining sections of the harbor breakwall with rip-rap. The project is expected to limit surge waves to within one foot in most sections of the harbor.

Lower Genesee River levels will be higher as a result of higher lake levels, and the gorge may, therefore, suffer from increased shoreline erosion. Heavy motorized boat activity in the river can accelerate erosion of sensitive soils found along the steeply sloped banks of the gorge.

Wetlands provide some protection from erosion for the riverbanks in the lower gorge, however.

Siltation and dredging

Siltation primarily caused by bank and sheet erosion, construction activities and some farming practices, can have a significant effect on water quality. Turbid water is visually unattractive. Silt also destroys stream habitats by changing the natural water environment. Silt covers and retains sewage wastes and other organic materials, which, through the process of decomposition, depletes the supply of dissolved oxygen in the water resulting in the killing of fish as well as water insect populations. Silty water can also negatively impact fish spawning.

Bank erosion, a major factor in siltation, occurs partly because of natural wave action and surface runoff as well as from the wash created by powerboats on the river. A speed limit of 6 mph has been set by the Coast Guard as a safety measure and as a means to protect riverbanks from serious erosion. Enforcement of the speed limit is difficult, however.

Dredging activities in the port area designed to deepen the channel and to clear marina slips of silt have also had a negative impact on water quality. When dredging occurs, sediment is released and suspended in the water. The larger, heavier particles soon resettle on the bottom while the finer silts and clays remain suspended for longer periods of time and are transported from the dredge site by local currents. This causes significant pollution problems within the river and is detrimental to the natural fish and wildlife populations present there.

Both the NYSDEC and the Monroe County Health Department (MCHD) operate water quality monitoring stations in Lake Ontario and the Genesee River. NYSDEC's three surveillance stations are located near the Charlotte docks, approximately two miles south of the O'Rorke Bridge at Boxart Street, and on the east bank of the river between RG&E's Station 5 power plant and Driving Park Avenue. The MCHD maintains several stations in the lake and along the river and has increased the frequency of data collections since 1972.

c. Water and Sewer

Water service is provided primarily by the Rochester Water Bureau. Most locations within the LWRP area have potential access to this utility. Available water pressure and flow would have to be checked in the vicinity of any proposed development as part of normal feasibility review.

The existing sanitary and storm sewer system provides extensive coverage of the LWRP area. The sewers are under the jurisdiction of the Rochester Pure Waters District. Service is available throughout the majority of the project with some exceptions. The most notable exception to coverage is the river gorge area where most locations would require pump and force main facilities. Constructing force mains up gorge side slopes would increase project costs and in some cases would not be permitted. Alternately, those existing roadways that provide access to the bottom of the gorge could be used as a corridor for sanitary sewer (and water).

In summary, water and sanitary service exists throughout the LWRP area. A site by site analysis would be required to determine the feasibility and costs of connection.

d. Hazardous waste sites and storage of toxic materials

The NYSDEC maintains a list of inactive hazardous waste disposal sites known as the NYS Registry of Inactive Hazardous Waste Disposal Sites. State funds for cleanup of these sites are currently provided by the Environmental Quality Bond Act (EQBA) of 1986, which provided $1.2 billion for remediation of inactive hazardous waste sites. Three of the twelve sites on the NYS Registry for Rochester are located within the LWRP boundary. These sites are summarized in a following table from data taken from the City of Rochester State of the Environment Report (1988).

Generators of hazardous wastes, or those companies, institutions, government agencies, and other facilities which produce hazardous wastes in their operations, are required to obtain permits and report regularly to the NYSDEC and USEPA on their activities under State and federal law. The City of Rochester has 65 permitted hazardous waste generators, producing approximately 26,331 tons of wastes annually. The top ten generators produce close to 97% of all hazardous wastes

generated in Rochester. The largest generator is Eastman Kodak Company which produces about 21,737 tons annually from seven locations in Rochester, or about 83% of the regulated hazardous waste in the city.

Seven industries operate treatment, storage, and disposal facilities (TSDF's or TSD's) for their own hazardous wastes. There are no commercial TSD's located in Rochester. Eastman Kodak Company operates a hazardous waste incinerator at Eastman Business Park. The remaining TSD's are used for temporary storage of material prior to disposal outside of the county, either in the Buffalo area or out of state.

Pursuant to the Inactive Hazardous Waste Disposal Sites Act of 1979 (Article 27, Title 13 of the New York State Environmental Conservation Law), Monroe County has responsibility for the identification of suspected inactive waste disposal sites. Sites which are suspected of containing hazardous waste are referred to the NYSDEC for further investigation.

The county has developed draft maps of all suspected and confirmed dump sites in Rochester using aerial photography, public agency files, and information provided by the general public. Over 90 dump sites were identified within the city. The county has also compiled site activity records which are keyed to these maps.

It should also be noted that at present, no program for proper disposal of household hazardous waste such as insecticides, used automobile oil and paint remover exists at the city, county, or state levels of government.

NYS REGISTRY INACTIVE HAZARDOUS WASTE SITES WITHIN THE LWRP

Site/(State Id.#)	Classification		Summary
Old Rochester City Landfill (Pattonwood Drive)	2a	(8-28-009)	Active period: 1930's -1970. Approximate size: 20 acres. Former city landfill. Soil contaminated with hydrocarbons. Scheduled for Phase II investigation in 1990.
Genesee River Gorge	2	(8-28-044)	Active period: 1800-1970's. Site located between Upper and Lower Falls, including former Deep Hollow Ravine. Coal gasification wastes suspected of being disposed of in gorge. Chemical seeps leaching out of face of Lower Falls, similar in nature to material encountered during Cliff Street siphon tunnel construction (Feb. - March 1985). Xylene, Toluene, Benzene, Creosote products found. Expanded Phase I report completed in 1988. DEC is negotiating with the potentially responsible parties (PRP) to conduct the RI/FS. City and RG&E have proposed work program to DEC.
Eastman Kodak Co. Eastman Business Park East	2	(8-28-071)	Active period: 1953-present. Approximate size: 60 acres. Groundwater contaminated with Methylene Chloride and other solvents. As an interim remedial action, a few recovery wells are removing groundwater and discharging it to Kodak's King's Landing Waste Water Treatment Plant.

e. Topography

Topographic conditions offer limitations to development in several areas of the City's waterfront. Areas of greater than 15% slope are mapped by Monroe County in the Environmental Atlas. Significant portions of greater than 15% slope exist in the gorge and falls sections of the river. In fact, much of that area has slopes that exceed 1' vertical to 1' horizontal.

Vertical elevation is also a site development limitation in the falls area, in downtown and in the canal cut area on the west side of the city. In the falls area the vertical elevation difference between river level and the developed plateau is generally greater than 70' and can be as much as 100'. In the downtown area much of the river walk park and street level is located 20' to 30' above river level. In the canal cut section the canal bank is cut stone with vertical heights of 15' to 25'.

f. Wetlands

Wetlands exist along the waterway primarily in the gorge and the Turning Point Park areas. The wetlands are protected by New York State Department of Environmental Conservation and the Army Corps of Engineers.

g. Transportation

Transportation and traffic conditions could become a limiting factor in the development of the waterways.

The Charlotte area has historic patterns of traffic congestion during peak events such as summer weekends, concerts and special events. The circulation pattern dead ends traffic into the harbor area leaving only a single means of exiting.

h. Local, State and Federal Laws

Laws and local ordinances also limit the development of affected sites. Local zoning, site plan, and subdivision laws legally limit the potential use of a development or redevelopment site. Many other state and federal laws restrict development of wetlands, filling and altering of navigable waterways, and other actions potentially impacting the environment.

l. Navigable Water

The location and depth of navigable water affects the site development potential of water dependent, boating developments. The Genesee River is navigable from Lake Ontario to the south for approximately 5 miles. At the southern end of Seth Green Island, below the Rt. 104 bridge, the river channel's depth is approximately 8' to 10' and is essentially the limit of most navigation. The channel depth drops off considerably along the western side of Seth Green Island to a 4' or 5' depth and eventually to 2' to 3' as you approach the Driving Park Bridge.

The Erie Canal / Genesee River from the city's southern municipal boundary to the Court Street Dam is navigable during the operating season of Erie Canal. The New York State Canal Corporation maintains navigable channels and infrastructure.

The section of river starting at the Court Street Dam, north to the Driving Park Bridge, is shallow, inconsistent in depth, fast moving and contains several major waterfalls. The area of the river is only navigable to specialized craft in very specific locations. Many safety concerns for boating use of this section of the river exist.

j. Land Use Conflicts

Land use compatibility is a development consideration and potential constraint. Residential neighborhoods and sensitive natural areas exist within the waterways corridor and should have appropriate transitional edges or buffer areas.

Heavy industrial uses and major transportation infrastructure such as oil tanks and active rail lines may impact or limit development potential or design.

m. Historic/Archaeological Sites

Historic and archaeological sites exist within the waterways corridor and can pose development or design limitations. These same sites can also offer design and development opportunities.

Local Laws and Regulations

Local laws and regulations which are relevant to the City's LWRP are summarized in the table below.

LOCAL WATERFRONT REVITALIZATION PROGRAM RELEVANT LAWS AND REGULATIONS

ZONING DISTRICTS

Marina (MD) District

PRIMARY LWRP AREAS

Port Authority Site
East and west river banks (from Lake to Denise Road Area)
Portions of the River Street Site

SUMMARY OF REGULATIONS

Permits water-related recreation and commercial development; Minimum waterfront setbacks are required. Special permit required for uses within 100 feet of river.

Open Space (OS) District

PRIMARY LWRP AREAS

Public parkland
Genesee River Gorge
Riverside Cemetery

SUMMARY OF REGULATIONS

Regulations restrict development to parks, cemeteries, and outdoor recreation facilities. Special permit required for many uses.

Harbortown Village (HVD) District

PRIMARY LWRP AREAS

Area along Lake Avenue and River Street north of Stutson Street

SUMMARY OF REGULATIONS

Mandates architectural and aesthetic design standards (Harbortown Village) for new development; reviewed by Director of Zoning.

SITE PLAN REVIEW PROCEDURES

PRIMARY LWRP AREAS

All LWRP areas

SUMMARY OF REGULATIONS

Regulations require review of site plan designs for virtually all development or rehabilitation in city; includes criteria for review of plans.

ENVIRONMENTAL REVIEW PROCEDURES

PRIMARY LWRP AREAS

All LWRP areas for “Type 1” and “Unlisted” Actions

SUMMARY OF REGULATIONS

SEQR / Chapter 48 require detailed environmental review for all “Type 1” and “Unlisted” actions. Review requires identification of proposed mitigating measures. Type I actions include development in sensitive environmental areas in shore zone.

LWRP CONSISTENCY LAW

PRIMARY LWRP AREAS

All LWRP areas for “Type 1” and “Unlisted” actions

SUMMARY OF REGULATIONS

Regulations require a consistency review for all “Type 1” and “Unlisted” actions to determine compliance with LWRP policies and goals.

Recent Changes

a. Closing of Beebee Station

Rochester Gas and Electric Company's Beebee Station is located in the High Falls area. RG&E has closed the power generating plant and will be demolishing the structure. This will free up a potential development site consisting of several acres of prime waterfront development property.

b. Beebee Park

RG&E has concluded the remediation of a parcel of waterfront land in the High Falls area. The land will be donated to the City of Rochester for park purposes.

c. O'Rorke Bridge and Real Property Impacts

The O'Rorke Bridge in Charlotte has been replaced and realigned. The new bridge improves navigation and vehicular circulation in the area. Additional property impacts included the relocation of Marina Dodge and other local land uses.

d. Troup-Howell Bridge

NYS Department of Transportation completed the reconstruction of the former Troup-Howell Bridge. Potential additional improvements in the area include a possible pedestrian bridge connection over the Genesee River, to connect the Corn Hill and South Wedge neighborhoods.

D. CONNECTIONS AND TRANSPORTATION

Regional: Highways

The LWRP boundary includes an extensive system of existing streets, roads and highways. The jurisdictions for operation and maintenance vary between the City of Rochester, The County of Monroe and the New York State Department of Transportation. The primary routes and jurisdictions are listed below:

LOCAL WATERFRONT REVITALIZATION PROGRAM TRANSPORTATION ROUTES

Focus Area / Route	Jurisdiction	Functional Class
Charlotte Focus Area		
Beach Avenue	City	Local Collector
Lake Avenue (Ridge Road West to LOSP)	City	Principle Arterial
Lake Avenue (North of Parkway)	City	Minor Arterial

Lake Ontario State Parkway (LOSP)	New York State	Principle Freeway
Stutson Street (and Bridge)	City and County	Minor Arterial
St. Paul Boulevard	City	Minor Arterial
NYS Rt. 104 (Veteran's Memorial Bridge)	New York State	Principle Freeway
Driving Park Blvd. (and Bridge)	City	Minor Arterial

Center City: High Falls Focus Area

Bausch Street (Pedestrian Bridge)	City	Minor Arterial
State Street (South of Lyell Avenue)	City	Minor Arterial
Inner Loop	New York State	Principle Freeway
Andrews Street (and Bridge)	City	Minor Arterial
Main Street (and Bridge)	City	Minor Arterial
Broad Street (and Bridge)	City	Minor Arterial
Court Street (and Bridge)	City	Minor Arterial

Center City: Erie Canal Focus Area

South Avenue	City	Minor Arterial
I-490 (Troop-Howell Bridge)	New York State	Principle Freeway
Exchange Boulevard	City	Minor Arterial
Mt. Hope Avenue	City	Minor Arterial
Ford Street (and Bridge)	City	Minor Arterial
Plymouth Avenue	City	Minor Arterial
Wilson Blvd.	City and U of R	Local Collector
Elmwood Avenue (and Bridge)	City	Minor Arterial
Moore Drive	County	Park Road
Scottsville Road (383) (and bridge)	New York State	Minor Arterial
Brooks Avenue (and bridge)	City	Minor Arterial
I-390	New York State	Principle Freeway
Kendrick Road	City	Local Collector
West Henrietta Road (and bridge) Rt. 15	New York State	Minor Arterial
East Henrietta Road (and bridge) Rt. 15A	New York State	Minor Arterial
Clinton Avenue South (and bridge)	County	Minor Arterial
Winton Road (and bridge)	County	Minor Arterial

Regional: Airports

The Greater Rochester International Airport is located near the intersection of the Erie Canal and the Genesee River. Existing transportation links to the airport include I-390, Brooks Avenue, Chili Avenue and Scottsville Road.

Regional: Railroads

The following active railroad tracks exist in the waterway corridor:

1. Active CONRAIL tracks extend north to Charlotte and eventually to Russell Station.
2. Active Rochester and Southern tracks exist along the western limits of the airport property. These tracks are currently used for freight deliveries south to Genesee Junction and beyond.
3. CONRAIL has an active mainline crossing just south of High Falls. The only connection to this line is the connection to the Amtrak Station located approximately 1,000 feet east of the river. Otherwise, trains that use this line are typically traveling at posted speeds with no planned stops.

The following abandoned railroad ROWs exist in the waterways corridor: See map included on page XX.

1. 1D - Formerly known as the New York Central (NYC) Hojack line, this 1.7 mile section of ROW begins at the Genesee River Swing Bridge and continues easterly via Rock Beach Rd. to the Durand Eastman Park Boundary.
2. 34 A,B,C,D - Formerly known as the B&O Charlotte Line, this section of ROW extends 3.0 miles from the mainline near Stonewood Avenue, over the abandoned bridge over the LOSP to the CONRAIL tracks leading to Russell Station.
3. 26 - Formerly known as the NYC BeeBee Running Track, this 7.0 mile ROW (with rails and tracks in place) extends from Vincent/State St. north to west Irondequoit.
4. 36 A,B - Formerly known as the New York State Railways (Rochester Subway System) this 2.3 mile ROW extends from Driving Park Avenue south to the Tunnel Entrance at Broad and Main Street.
5. 19 A,B,C,D,E - Formerly known as the Erie RR Attica Line, this 5.1 mile corridor extends from Brighton Henrietta Town Line Road, along the University of Rochester campus, across a bridge over the Genesee River, to Court Street.
6. 27 E,F,G,H,I - Formerly known as the PA RR Rochester Branch, this 4.1 mile corridor extends from the Erie Canal north along the west side of the Genesee

River through Genesee Valley Park West, across Elmwood Avenue, under the Ford Street Bridge to the Corn Hill Riverfront.

7. 10 B,C,D,E - Formerly known as the Lehigh Valley Rochester Line, this 4.7 mile corridor extends from Brighton Henrietta Townline Road north along the east side of the Genesee River, under the Ford Street Bridge to Court Street.

Regional: Erie Canal

The majority of the boats using the Erie Canal are for recreational use. The Exchange Boulevard docking facility was built in 1991. This facility includes 15 boat slips and docking for a canal cruise boat.

Regional: Multi-purpose Trails

Heritage Trail

The Erie Canal Heritage Trail is a partially existing multi-purpose trail extending from Albany to Buffalo along the Erie Canal corridor. The trail is completed through the Rochester area.

Genesee Greenway Trail

The Genesee Greenway Trail is a partially existing multi-purpose trail running south from Genesee Valley Park to Letchworth State Park along the former Genesee Valley Canal alignment.

Genesee River Trail

The South River Trail is a partially existing trail which parallels the Genesee River from Genesee Valley Park to Charlotte.

Regional: Public Bus System

The Rochester Transit Service provides public bussing in the Greater Rochester area. RTS service is provided throughout the waterway corridor according to the attached map. The transit service also operates a new Transit Center in the downtown area of the city.

Entryways

Visitors enter the Rochester area by a variety of transportation modes. Each mode is associated with some gateway or landing point which serves as an entryway to the City

and its waterways. Some critical gateways include the Greater Rochester International Airport, the Amtrak Train Station, and NYS Thruway exists, among many others.

Local

The transportation network within the city's LWRP boundary involves an extensive system of existing streets, and roads and highways that are operated and maintained by the city, county and New York State. Major and minor arterials and principal collector streets within the LWRP include Lake Avenue, St. Paul Street, Ridge Road West, the Lake Ontario State Parkway (LOSP), Beach Avenue, Stutson Street, Lakeshore Boulevard and Driving Park Avenue. Virtually all developed areas within the LWRP boundary are also serviced by public transportation through the Rochester/Genesee Regional Transit Authority (R/GRTA).

The three current major transportation network issues within the city's LWRP are the condition and capacity of Lake Avenue, general traffic congestion in the vicinity of Ontario Beach Park during periods of peak summer use and potential linkages with the New York State Seaway Trail.

From Ridge Road West north to the LOSP, Lake Avenue is part of the State legislated arterial system. The section north of the parkway is on the Federal Aid Urban System (FAUS). Lake Avenue is a major north/south arterial which runs parallel to the west bank of the Genesee River. Lake Avenue provides access to downtown Rochester, Eastman Business Park, the West Ridge Road area, several residential areas, including the Maplewood and Charlotte neighborhoods, several strip commercial areas, the parkway, Ontario Beach Park and the Port of Rochester site. The northern terminus of Lake Avenue is Beach Avenue, near Ontario Beach Park.

Traffic congestion in the vicinity of Ontario Beach Park is a problem during periods of peak park use during the summer as well as during special events or festivals held at the park. Traffic volumes on Lake Avenue fluctuate between 14,000 and 20,000 vehicles per day according to the Monroe County Department of Traffic Engineering. The Lake Avenue / Stutson Street and Lake Avenue / Beach Avenue intersections operate at level of service F on summer weekends. This indicates significant delays and limited traffic movement during these periods.

An integral part of the New York State Seaway Trail is located within the city's LWRP boundary. This section of the trail includes the LOSP, Stutson Street and Lakeshore Boulevard. The Seaway Trail is a mixed-use, shared right-of-way recreation corridor which runs for approximately 474 miles from the New York/ Pennsylvania border to Massena, New York. The Seaway Trail has been designated a National Recreation Trail

and will be the initial element of a proposed Great Lakes trail system to run from Grand Portage, Minnesota to the New England seaboard. There is a potential to develop loops or linkages to existing and proposed recreation/tourism facilities in the city from the Seaway Trail via informational signage, brochures and marketing. Areas that could be included in this expanded trail system include the Genesee River gorge, Ontario Beach Park, Turning Point Park, Seneca Park and Maplewood Park.

Public Access

Within the LWRP study area, direct public access to the water is inconsistent. Some areas have excellent access and others have severe limitations.

Durand Eastman Park is accessible via Lakeshore Boulevard. A project was undertaken in the early 1990's to regrade portions of the former railroad embankment to improve public access to the lake on the north side of Lakeshore Boulevard.

Ontario Beach Park was upgraded in 1990 to provide, among other improvements, increased public access. A wooden boardwalk was constructed along the south edge of the beach and the bathhouse was renovated. Improvements to lighting, walkways and sidewalks were made at that time.

Continuing south, public access to those using the public boat launch is high followed by a private marina. A combination of private and public land extends south beyond the O'Rorke Bridge.

Public access on the east side of the river is somewhat limited due to the high number of private owners. A condominium complex, the US Coast Guard Station, Rochester Yacht Club, Shumway Marina and other uses limit public access from the Lake just south of the O'Rorke Bridge.

On both sides of the river, private boat owners rent slips from various private entities. This has resulted in the eastern side of the River being less accessible to the general public than the west side.

The section of the river starting at approximately Turning Point Park begins an area where access is limited due to terrain. Heavily wooded slopes prevent access from the upper rim of the river gorge. A series of trails are in place to allow hiking to take place at various locations.

On the east side of the river, Seneca Park has a variety of trails that provide access along the rim of the river gorge and to the river via "switchback rails". Direct pedestrian access to the river on the east side is only possible from Seth Green Drive, located just

south of the Veteran's Memorial Bridge and from an RG&E service road located just north of the Driving Park Bridge.

Along the west bank, direct access to the river is possible from Turning Point Park, although visual access is provided from a variety of sites including Riverside Cemetery and Maplewood Park. Some informal paths exist along the east and west banks of the river, particularly near the Driving Park Bridge. Fishermen use these trails for access to prime fishing areas along the river. Hastings Street, located just south of the Driving Park Bridge, leads to Lower Falls Park and provides access to an open area with spectacular views. This trail runs from the Lower Falls southward to Middle Falls. A formal hiking trail has also been developed in Maplewood Park from the Veteran's Memorial Bridge to the Eastman Business Park Area.

Public access at the High Falls Area is very good as it has been the focus of a long term renovation/capital investment project. The lower area adjacent to the River is owned by Rochester Gas and Electric. Future accessibility at this area is undefined at this time.

Public access through the Center City has improved immensely since the years when the River was hidden from view by buildings. Access is however still broken by a number of physical barriers that are discussed in the next section.

Public access along the river below the Susan B. Anthony / Frederick Douglass Bridge and along the Canal is reasonably good for pedestrians due to the existing trail systems. The Genesee River Trail and The Erie Canal Heritage Trail are both existing and well used.

Gaps, Barriers and Constraints

a. General Traffic Congestion at Charlotte

Lake Avenue terminates at Beach Avenue which acts as a large dead end street. Transportation to the east can only occur at the O'Rorke Bridge. North of this point the geographic barriers of the River and Lake prevent travel in both north and east directions. Beach Avenue continues to the west but it is a low capacity roadway within a residential area. The intersections of Lake Avenue with Lake Ontario State Parkway (LOSP) and Stutson Street exceed capacity during some summer weekends and during special events. Traffic jams have occurred in the area due to these intersections and the lack of alternate routes to leave the Port Area. Alternate access routes are still needed to avoid the overcapacity situation along Lake Avenue.

b. Limited Parking at Port of Rochester Area

- Number of existing spaces:
- Number of special event spaces:
- Number of required spaces for special events (on or off site):
- Additional Gaps and Barriers

The following barriers and gaps were identified as issues to be addressed in waterfront revitalization and in creating physical circulation connections.

- Pedestrian Access Across River (Charlotte)
- Pedestrian Access along West Side of River at Charlotte
- Boat Launch as Possible Barrier at Charlotte
- Active Railroad on River Street
- Public access in Gorge Areas - Lack of parking/trail heads
- Public access on East Side of River
- Vertical drop from High Falls to River Floor
- No Irondequoit Bay Outlet Bridge or Route 104 Bridge ramps in Irondequoit.
- Andrews Street to High Falls (both sides of River)
- Broad Street to Main Street (both sides of River)
- I-490 Barrier Between Canal Harbor Area and Downtown
- Corn Hill to Court Street (both sides of River)
- Pedestrian Access Across River - Canal Harbor
- Visual/Physical Access to River (River Flood Wall)
- Visual/Physical Access to Canal Sections

Transportation Proposals

a. CONRAIL Railroad Line Abandonment

Recent discussions with CONRAIL have focused on the potential of abandoning some of the tracks in the Charlotte / River Street Area. A switching area exists to the west of Lake Avenue with four tracks. CONRAIL has indicated that the tracks on the west side of the river along River Street must be kept in service to allow for the delivery of coal to Russell Station.

b. On-Street Bicycle Routes

According to the Long Range Transportation Plan for The Greater Rochester Area (1995 to 2015), and the Bicycle and Pedestrian Action Plan for the Rochester Metropolitan Area, on-street bicycle Routes for Lake Avenue and St. Paul Boulevard are listed as goals.

c. Multi-Use Trails

According to the Long Range Transportation Plan for The Greater Rochester Area (1995 to 2015), and the Bicycle and Pedestrian Action Plan for the Rochester Metropolitan Area, completion of all or all portions of the Genesee River Trail, Northern Section is listed as a goal.

E. EXISTING DESTINATIONS AND ASSETS

Recreational Opportunities

Lake Ontario and the Genesee River offer many outdoor recreational opportunities such as swimming, boating and fishing as well as passive recreational activities. According to the Coast Guard, the river maintains a depth of approximately 10 feet as far south as the Veteran's Memorial Bridge. This permits a variety of small pleasure boats to use the river. Canoeists and kayak enthusiasts are able to continue up the river as far south as Seth Green Island. Beyond Seth Green Island, swift river currents make upstream travel difficult. The natural river depth is maintained in the port area by annual dredging operations conducted by the U.S. Army Corps of Engineers (USACE). The dredging operations ensure a river depth of approximately 21 feet which permits access up the river for large recreational craft.

Berthing or mooring in the river is not possible for all the boat owners. Although the port area has a number of marinas and yacht clubs that contain approximately 1,000 boat slips, this does not meet present demand. Rochester and Monroe County have been nationally identified as a market with tremendous growth potential in boat sales, particularly in the 16'-25' range. While many marina owners would like to expand their facilities along the river, development costs and the lack of land for expansion and parking have become major limitations.

Owners of smaller trailered boats are also experiencing launching and docking problems in the area. Only one public boat launch exists within the LWRP boundary. The four-lane boat launching ramp constructed at the port site by Monroe County has the capacity to accommodate 107 cars with trailers. Renewed interest in sport fishing has increased the use of this facility. However, the location of the launch on the west bank north of the railroad swing bridge has made maintenance of the ramp a continuous and costly concern because of a significant river surge problem that is eroding and undermining the launch area.

The west break wall and pier at the mouth of the river are often used for fishing and provide direct public access to the river. The east breakwall and pier adjacent to the

Coast Guard Station are periodically closed for security reasons. The east and west piers have been improved by the USACE and are generally in good condition. The portion of the west pier south of the beach area has experienced severe undermining and erosion in the past due to major winter storms. The east pier has varying surface conditions and is not as suitable for public access. The Corps has completed all repairs on the east and west breakwaters and has no plans for any additional repairs in the foreseeable future.

Formal recreation opportunities within the LWRP boundary are provided at a number of public parks. The location, facilities, special features, estimated usage and development opportunities of each public park or open space area within the LWRP are listed below.

(1) DURAND-EASTMAN PARK (965 Acres):

Location: On Lake Ontario, west of Irondequoit Bay and east of the Genesee River; the park can be entered from Lakeshore Boulevard and Kings Highway.

Facilities: Hiking, bridle, and cross-country ski trails; 7 picnic shelters; playground area; winter warming shelter and riding stable; l8-hole golf course, golf clubhouse with food concession and pro shop; parking permitted on park roads.

Special features: Steep wooded slopes; valleys; scenic vistas; small lakes and ponds; on Lake Ontario; botanical collections. Portions of the park make up part of the Monroe County Arboretum. Spring flowering trees and spectacular fall foliage colors make this park an area of exceptional beauty. Unique topography and soils permit the growing of plants not native to the area.

Estimated Usage: Not available.

Development Opportunities: Development of beach area for swimming (park is currently undergoing a phased capital improvement project totaling $5.1 million).

(2) MAPLEWOOD PARK AND ROSE GARDEN (14 acres)

Location: West side of the Genesee River, from Driving Park Avenue north to Hanford Landing Road; rose garden located at the intersection of Lake Avenue and Driving Park Avenue; park can be entered from Driving Park Avenue, Maplewood Avenue, Maplewood Drive, and Bridge View Drive as well as from various pedestrian trails.

Facilities: Informal picnicking and strolling areas; tennis courts; fishing areas; parking area provided off Bridge View Drive; parking area for rose garden provided along park entrance drive from Driving Park Avenue.

Special features: Pond located in lower Maplewood Park area; scenic views and vistas of Genesee River gorge and Veteran's Memorial Bridge; the rose garden, one of the largest in the country (selected by the American Rose Society as an "All American Rose Test Garden"; peak blooms in late June and September); several overlooks that provide spectacular views of the Genesee River gorge.

Estimated Usage: Not available.

Development Opportunities: Improved access to gorge for hiking and fishing.

(3) LOWER FALLS PARK (3 acres):

Location: Proposed park to be located on the west bank of the Genesee River south of the Driving Park Bridge, overlooking the Lower Falls area; access to the park will be provided via Driving Park Avenue.

Facilities: Currently an undeveloped area. Potential uses could include picnic areas and shelters, river overlooks, pedestrian and hiking trails, and other passive recreational facilities.

Special features: Spectacular views of Lower Falls and river gorge; remains of various historic structures evident in some areas.

Estimated Usage: Park is currently undeveloped.

Development Opportunities: Historic/archaeological resources; scenic views and vistas of lower and middle falls; pedestrian and biking trails.

(4) ONTARIO BEACH PARK (39 acres):

Location: Northern-most portion of the city; on Lake Ontario, at the mouth of the Genesee River; park can be entered from Lake and Beach Avenues.

Facilities: Public beach; bathhouse; 6 picnic shelters; food concession stand; outdoor performance pavilion; ice-skating rink; historic carousel; parking areas for approximately 1,500 cars on the port site to the south and within an area south of Beach Avenue and west of Lake Avenue; soccer field and 2 softball fields located in an area to the south, along Estes Street.

Special features: One of the best natural sand beaches on Lake Ontario; supervised swimming areas; boat launch on the Genesee River; antique Dentzel Carousel designated as a City of Rochester Historic Landmark.

Estimated Usage: 800,000 visits / year

Development Opportunities: Enhancement of beach area; rehabilitation of bathhouse and pier; redesign of existing bandstand; improvements to circulation; coordination with events and facilities on Port of Rochester site and at new marina.

(5) SENECA PARK (297 acres):

Location: Eastern bank of the Genesee River, north and south of the Veteran's Memorial Bridge; park can be entered from St. Paul Street, just north of Route 104 (Ridge Road East).

Facilities: Outdoor swimming pool with bathhouse; playgrounds; softball fields; 2 picnic shelters; hiking trails; marked nature and jogging trails; zoo; parking area adjacent to zoo and along lower park road.

Special features: Seneca Park Zoo; pond; steep wooded slopes along the river bank; wetlands; scenic views of the Genesee River gorge; park was originally designed by Frederick Law Olmstead.

Estimated Usage: Not available.

Development Opportunities: Enhancement of Olmstead Plan; improved access to river gorge for hiking and fishing; rehabilitation of zoo and public pool (park is currently undergoing a phased capital improvement project totaling $3.9 million).

(6) SETH GREEN DRIVE AREA (2.3 acres/part of Seneca Park):

Location: Eastern bank of the Genesee River; enter from St. Paul Street; area runs from Norton Street north to Seneca Towers.

Facilities: Undeveloped open space area used for passive recreation; "switchback trail" provides access to river gorge for fishing.

Special features: "Switchback trail" on steep wooded slopes along river provide spectacular views of Veteran's Memorial Bridge and river gorge.

Estimated Usage: Not applicable.

Development Opportunities: Scenic views and vistas; pedestrian or hiking trails; improved fishing access.

(7) TURNING POINT PARK (100 acres):

Location: West bank of the Genesee River, just south of the Turning Basin; park can be entered from Lake Avenue via Boxart Street; park borders Riverside Cemetery to south.

Facilities: Relatively undeveloped; hiking trails (connection to Lake Avenue); picnic areas; fishing piers and dock; bird watching; parking area at end of Boxart Street, at entrance to park.

Special features: Park provides access to the water's edge for fishing and canoeing; park provides spectacular views of river gorge and Turning Basin; small waterfalls.

Estimated Usage: Not available.

Development Opportunities: Scenic views and vistas; pedestrian or hiking trails; improved fishing access.

(8) TRYON PARK (82 acres):

Location: Adjacent to Irondequoit Creek and southwestern edge of the Irondequoit Creek wetlands, just south of Irondequoit Bay; park can be entered via TRYON Park Road.

Facilities: Relatively undeveloped; hiking trails; passive recreational opportunities.

Special features: Steep wooded slopes; wetlands, scenic views and vistas of the Irondequoit Creek wetlands and Irondequoit Bay.

Estimated Usage: Not available.

Development Opportunities: Enhancement of scenic views; new hiking and biking trails.

(9) GENESEE VALLEY PARK

Location: At confluence of the Genesee River and the Erie Canal.

Facilities: Golf course; canoe livery; hiking trails; swimming pool; indoor skating rink; passive recreational opportunities.

Special features: Gently sloping land to the river and canal. Olmstead designed park with picturesque bridges and landscaping.

Estimated Usage: Not available.

(10) HIGHLAND PARK

Location: South-eastern Rochester; not located directly on the water but within one-half mile

Facilities: Outdoor amphitheatre; reservoir; conservatory; lilac gardens; passive recreational opportunities.

Special features: Olmstead designed park with picturesque hillsides and landscaping.

Estimated Usage: Not available.

While not officially designated as parkland, Riverside Cemetery and Holy Sepulture Cemetery, located just south of Turning Point Park on the west bank of the river, also offer passive recreation opportunities such as hiking, biking and bird watching. Additional recreational assets within the waterway corridor include:

- Charter Fishing Boats
- Charlotte Boat Launch
- "Latta Lake" Par Three Golf Course
- Cruise Ships
- Marinas
- Yacht Clubs

Historic Resources

Because Rochester began and grew along the Genesee River, there are many historic resources within the city's LWRP. These include archaeological sites, a local Preservation District, local, state and national landmarks, and a number of properties eligible for landmark designation.

In 1986, the Rochester Museum and Science Center prepared the Cultural Resources Inventory for the City of Rochester LWRP. This report identified 21 known archaeological sites, seven historic Euro-American archaeological sites, two landmarks

listed on the National and State Registers of Historic Places, and three locally-designated landmarks. In April, 1987, the Beach Avenue Preservation District was designated, pursuant to the city's zoning ordinance.

The Genesee Lighthouse, at 70 Lighthouse Street, is perhaps the most historically significant site within the LWRP and gives an indication of the wealth of resources in this area of Rochester. The site is listed on the National and State Registers of Historic Places, is a local landmark, and contains the remains of the first light keeper's house (c. 1822), was the site of the cabin of the first permanent Euro-American settler in what was to become Rochester, and contains evidence of American Indian occupation.

Properties listed On the National and State Registers of Historic Places:

- Genesee Lighthouse - 70 Lighthouse Street
- "Shingleside" (house) - 476 Beach Avenue

Properties designated as local landmarks:

- Ontario Beach Carousel - Ontario Beach Park
- Genesee Lighthouse - 70 Lighthouse Street
- Former St. Bernard's Seminary - 2260 Lake Avenue

Properties within the Beach Avenue Preservation District:

- Properties between 480 and 670 Beach Avenue on the north side of street and 551 Beach Avenue on the south side.

Historic Euro-American Archaeological Sites:

- Genesee Lighthouse Historic Site
- Lower Falls Mill and Industrial Site
- Carthage-Brewer's Dock Historic Site
- Carthage Flats Mill and Industrial Site
- Glen House Historic Site
- King's-Hanford's Landing Historic Site
- Kelsey's-Buell's Dock

Historic Site Archaeological Sites:

- Twenty-one sites as identified by the Rochester Museum and Science Center.

Properties Potentially Eligible to be listed on the National and State Registers of Historic Places:

- According to the City of Rochester Historic Resources Survey prepared by Mack Consulting Associates in 1986, two districts and 26 individual properties may meet the criteria for listing on the National and State Registers of Historic Places. The individual properties are, for the most part, clustered on Beach Avenue, Stutson Street. Latta and River Roads, and on Lake Avenue between Driving Park Avenue and Flower City Park. The Ontario Beach Park District is wholly within the LWRP, while approximately half of the Maplewood District falls within the LWRP boundaries (south of Seneca Parkway).

Additional historic districts and resources within the corridor include:

- Brown's Race Historic District
- Water Street Historic District
- Cascade Historic District
- Proposed Maplewood Historic District
- Broad Street Aqueduct
- Corn Hill Historic District
- Mt. Hope Historic District and Cemetery
- Warner Castle and Highland Park
- Campbell-Whitesley House
- Hoyt Potter House
- Historic Canal and Trolley Beds
- Genesee Valley Canal
- Historic Erie Canal
- Susan B. Anthony House
- Ellwanger Gardens

Museums

Many museums and interpretive centers exist within the waterway corridor or within close proximity to the corridor including the following:

- Strong Museum
- Center at High Falls
- Eastman House
- Rochester Museum and Science Center

- Memorial Art Gallery
- Susan B. Anthony House
- Charlotte Lighthouse Museum
- former Marine Discover Center Display
- Campbell-Whitesley Museum

Civic/Institutional Buildings and Places

Civic and institutional buildings and places that exist within the waterway corridor or that are in close proximity include:

- Frontier Field
- Rochester Riverside Convention Center
- Rochester War Memorial
- Rundell Memorial Library
- University of Rochester
- Rochester Institute of Technology
- Monroe Community College
- Strong Hospital
- Highland Hospital
- Greater Rochester International Airport

Commercial/Private Activities

Additional commercial and private activities exist throughout the waterway corridor and which provide recreation and entertainment. The following examples are highlights:

- Restaurants and Nightclubs (East End Entertainment District, Lake Avenue Strip)
- Retail Centers (Main Street, Midtown Plaza, Monroe / Park Avenue)
- Lodging
- Tours (Eastman Business Park)
- Canal Ponds Business Park

Proposed Destinations

Additional destinations that are proposed, but not yet completed include:

- Paddlewheel Boat in Charlotte
- Frederick Douglass Museum
- Beebee Station Park

Regional Destinations

Additional destinations which exist outside of the waterways corridor, but which are easily accessed from Rochester include:

- Erie Canal Villages: Fairport / Pittsford / Brockport
- Spencerport / Greece / Brighton / Others
- Women's Rights National Park
- Genesee Country Museum
- Southern Tier: Corning / Elmira / Ithaca / Cornell / Warplane Museum/ Elmira Sailplanes
- Finger Lakes
- Wineries
- Irondequoit Bay
- Braddocks Bay
- Niagara Falls
- Canadian Theater: Niagara-on-the-Lake / Toronto
- Casinos: Niagara Falls / Turning Stone
- 1,000 Islands / St. Lawrence Seaway
- Lake Ontario Ports: Coburg / Toronto / Sodus Bay / Oswego
- Pultneyville / Kingston / Others
- Montezuma/Canal Wilderness Areas

State Parks

- Letchworth
- Finger Lakes
- Hamlin Beach
- Stoneybrook
- Fair Haven
- Chatauqua Institute
- Darien Lake

F. NATURAL RESOURCES

Water Quality

The Genesee River accumulates and transports a variety of pollutants to Lake Ontario. Water quality in the lower river has degraded over the years because of the dumping of industrial wastes and untreated sewage into the river. According to the Monroe County

Health Department (MCHD), the combination of combined sewer overflows, Eastman Kodak Company waste discharges and connections with the Barge Canal have significantly contributed to the pollution of the Genesee River. Because of improvements to the city's sewer systems and the upgrading of Eastman Kodak's King's Landing waste treatment plant which now removes silver and other chemicals from plant waste water discharges, river water quality has begun to improve. Small amounts of cadmium used in the photographic process still collect in river sediment, however, and can constitute a health problem when the river is dredged causing these toxic metal particles to become suspended in water. The NYSDEC is currently investigating elevated levels of toxic sediments in the lower Genesee and the toxicity of Kodak discharges.

The Monroe County Pure Waters Agency (MCPWA) was formed in 1967 to consolidate and improve municipal sanitary waste discharges. The Rochester Pure Waters District, one of five county sewer districts, operates and maintains treatment facilities, interceptor sewers and a collection system which serve the entire city. A network of sewer interceptors and new overflow tunnels collects sewage, stores it during periods of high storm water runoff, and then directs it to the Frank E. VanLare Treatment Plant in Durand-Eastman Park for secondary treatment. Five chlorination stations also serve the city.

Even though the upgraded city sewer system and improvements to industrial wastewater treatment have greatly improved Genesee River water quality, there are occasional periods of high storm water runoffs that cause serious but temporary pollution problems in the river. Pollution (resulting from combined sanitary and storm water sewers) has been a long-term problem for the Genesee River. When storm water runoff and sanitary sewage is carried in the same system, a heavy rainfall will generally produce flows which exceed treatment plant capacity. When this happens, the excess flow of combined storm water and sewage bypasses the treatment plant and flows directly into the river. Rochester and Monroe County are involved in the CSOAP project which has been designed to correct this problem through the construction of large, underground holding tunnels.

Fisheries and Habitat

The Genesee River flows north through the City of Rochester and is one of four major New York State tributaries of Lake Ontario. The large size of the Genesee, and the fact that much of the river corridor is essentially undisturbed, make it one of the most important fish and wildlife habitats in the Great Lakes Plain ecological region of New York State. However, water pollution and extensive alteration of the lower channel have reduced the environmental quality of the river.

The New York State Department of State (NYSDOS) has designated almost six and one-half miles of the river as a "coastal fish and wildlife habitat of state-wide significance". This habitat area extends from the mouth of the river at Lake Ontario to the Lower Falls, just south of the Driving Park Bridge. The Lower Falls is a natural impassable barrier to fish. The lower river area received a rating of 54, which is well above the 15.5 threshold for designation as a state coastal fish and wildlife habitat. The rating system was based on five criteria: ecosystem rarity; species vulnerability; human use; population level of species present; and replaceability.

The Genesee River is a highly productive warm water fisheries habitat which supports concentrations of many residents and Lake Ontario based fish species. Among the more common resident species are small mouth bass, brown bullhead, northern pike, channel catfish, walleye, carp and white sucker. Lake-run species found in the Genesee River include white bass, yellow perch, white perch, smelt, bowfin, sheepshead, rock bass and American eel. These fish populations are supplemented by seasonal influxes of large numbers of trout and salmon. In the spring (late February - April), steel head (lake-run rainbow trout) and brown trout run up the river, and lake trout occur at the river's mouth. In fall (September - November), concentrations of coho and Chinook salmon, brown trout and steel head are found throughout the river during their spawning runs. The salmon concentrations in the Genesee River are among the largest occurring in Lake Ontario tributaries, and are largely the result of an ongoing effort by NYSDEC to establish a major salmonid fishery in the Great Lakes through stocking. In 1985, approximately 20,000 steel head and 300,000 chinook salmon were released in the river.

The Genesee River provides an important recreational fishery, attracting anglers from throughout New York State and beyond. Its location within the City of Rochester results in very heavy fishing pressure from residents of the metropolitan area. Major fishing areas along the river include the river mouth at Lake Ontario, and the riverfront between Seth Green Island and Lower Falls. Although the seasonal salmonid runs attract the greatest number of fishermen to the area, the river also supports an active warm water fishery. Easy access to the river for fishing is a problem in many areas, however, due to the topography of the river gorge. Ponds within Durand-Eastman Park also receive heavy fishing use during the spring and summer months. The fishing derbies held in the park are important to many local residents.

Wildlife and Habitat

Wildlife use of the river and shore zone is extremely limited and not well documented. It appears to be limited to those species that can inhabit a relatively narrow riparian

corridor, and are somewhat tolerant of human activities in adjacent areas. Possible or confirmed breeding bird species include mallard, wood duck, red-tailed hawk, spotted sandpiper, belted kingfisher, red-winged blackbird, swamp sparrow and various woodpeckers and woodland passerine birds. Other species occurring in the area probably include beaver, deer, squirrel, skunk, raccoon, muskrat, northern water snake and painted turtle. Due to the inaccessibility of the gorge, there are no significant wildlife-related human uses of the river. The steep slopes of the gorge and the wooded areas of Durand-Eastman Park provide refuge for many types of wildlife. The park is an invaluable nature area that contains significant wetlands and a deer population of between 200 and 300 animals.

Freshwater Wetlands

Wetlands are valuable fish and wildlife habitats and serve as nesting and breeding areas for many migratory species as well as spawning and nursery areas for many species of fish. Wetlands also provide flood and storm water retention capacity by slowing runoff and temporarily storing water, thus protecting downstream areas from flooding. Aquifer recharge, erosion control and recreational opportunities are other benefits of wetland preservation.

In recognition of the benefits of wetlands, New York State enacted the Freshwater Wetlands Act (Article 24 of the Environmental Conservation Law). Wetlands encompassing 12.4 acres or more are protected, as are smaller areas having unusual local significance such as supporting a rare or endangered species. Any filling or alteration of a wetland or within a 100 foot buffer zone immediately surrounding the wetland requires a permit from the NYSDEC.

Wetlands are classified into four categories. Class I wetlands are the most valuable and least disturbed, while Class IV wetlands are the least valuable. Permits for alteration of a wetland are more likely to be granted for Class III and IV wetlands than those in the higher classes. State-designated wetlands within the city's LWRP, and the state classification category of each, are listed below.

The U.S. Fish and Wildlife Service (USFWS), a branch of the U.S. Department of the Interior, has classified all significant wetlands in the Rochester area, regardless of size. Maps showing wetland boundaries and indicating the type of structural features and vegetation present were completed using 1978 and 1981 aerial photography. The USFWS classification system categorizes wetlands first by the ecological system present. In Rochester, this is usually riverine (in or adjacent to a river) or palustrine (poorly drained or swampy area). Some lacustrine (in or adjacent to a lake) wetlands are found

in and adjacent to Durand and Eastman Lakes in Durand-Eastman Park. Further classifications include open water areas, emergents (vegetation which is rooted under the water with parts of the plant extending up out of the water), shrub/scrub areas, and forested areas. Common examples of emergent vegetation in Rochester are cattails and purple loose strife. Vegetation found in shrub/scrub areas includes alder, buttonbush and dogwoods. In forested wetland areas within Rochester, willows, red and silver maples and red ash are likely to be found.

The USFWS areas identified generally occur in those areas shown on the NYSDEC maps, with the exception of certain smaller and isolated wetlands scattered throughout the city. Federally designated wetlands impose requirements upon federal agencies and federally-assisted projects, as well as requiring permits through the USACE.

STATE DESIGNATED WETLANDS WITHIN THE LWRP (12.4 acres or greater)

State Code	State Class	Location
RH-6	II	River, NE, north of Rattlesnake Point
RH-8	II	River, NW, below Riverside Cemetery
RH-9	II	River, NE, Turning Point Park and northward
RH-2O	I	River, NE, Seneca Park
RH-21l	II	River, NE, Seneca Park and northward
RH-l2	I	Durand-Eastman Park
RH-l3	I	Durand Lake, D-E Park
RH-l4	I	Eastman Lake, D-E Park
RH-l5	I	Durand-Eastman Park
RH-l6	I	Durand-Eastman Park
PN-l	I	TRYON Park (small portion of Ellison Park wetlands)

Visual Quality

a. Overview

Rochester's coastal area has a variety of unique topographical features including waterfalls, a river gorge, ravines, and several small river islands. Several breathtaking views and vistas are found throughout the city's waterfront revitalization area and enhance the city's urban environment.

b. Description

The beach and port area dominate the land use pattern in the extreme northern portion of the city's waterfront revitalization area and contribute to the overall visual quality of that area. An exceptional view of the lake and mouth of the river can be seen as one drives north on Lake Avenue, past the Conrail railroad bridge. However, some of the cluttered, underutilized or dilapidated land uses along the Lake Avenue commercial strip detract from the aesthetics of the area.

Moving south from the port along the river, several spectacular views and vistas exist but are not easily accessible. A river overlook along the southern map approach to the Veteran's Memorial Bridge offers tremendous views of the river gorge and the eastern riverbank. Several vacant properties along St. Paul Street, on the eastern side of the river, also offer panoramic views and vistas of the river gorge and the western riverbank.

RG&E's Station 5 hydroelectric plant at the Lower Falls provides good views of the river in the spring and early summer. During the summer months, however, dense foliage obscures this view. Further north, near Kodak's research laboratories, is an area that could provide a spectacular river overlook, if developed properly.

Seneca Park, located along the river's eastern bluff, provides an excellent view of the river's wetlands and wooded slopes. Seneca and Maplewood Parks are connected via a pedestrian bridge which crosses the river and provides spectacular views of the river gorge. Kodak's waste water treatment plant on the opposite side of the river detracts from this view, however. The overlook at the end of Boxart Street provides a view of the wooded slopes near Seneca Park and views of the river gorge to the north. Areas within Turning Point Park provide spectacular views of the river and the Turning Basin, as well as the wetland areas along the eastern bank.

A footpath that leads down the steep slope at Turning Point Park provides direct pedestrian access to the river. A path which continues north from the park passes Riverview Marina and the remains of Old Charlotte and terminates at the Genesee Lighthouse, providing unique views of the land and the river.

Additional scenic views and vistas of Lake Ontario and various ponds and valleys exist in Durand-Eastman Park. Scenic views and vistas of Irondequoit Creek, Irondequoit Bay and the adjacent wetlands exist in TRYON Park. Views from the

river and the lake of existing development and upland areas are also significant in many areas.

Summary of scenic views and vistas (inventory to be completed):

Air quality

At the current time, Rochester's air quality is not known to be a significant problem and meets all national air quality standards.

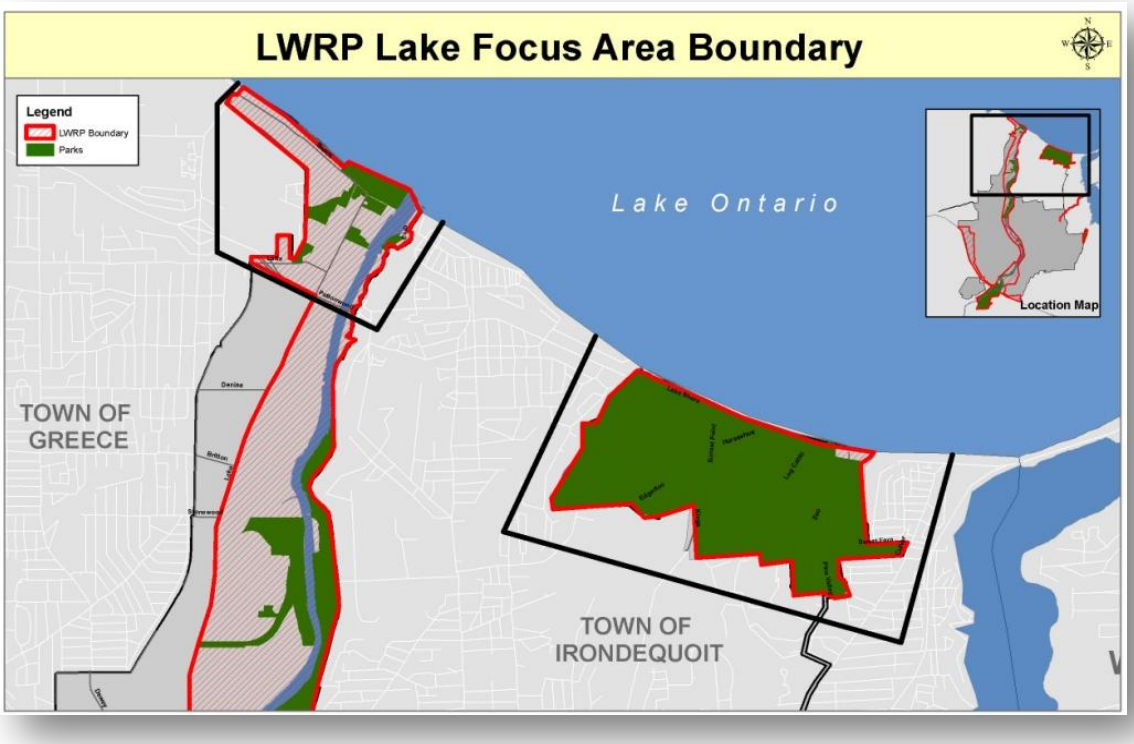
F. FOCUS AREA MAPS

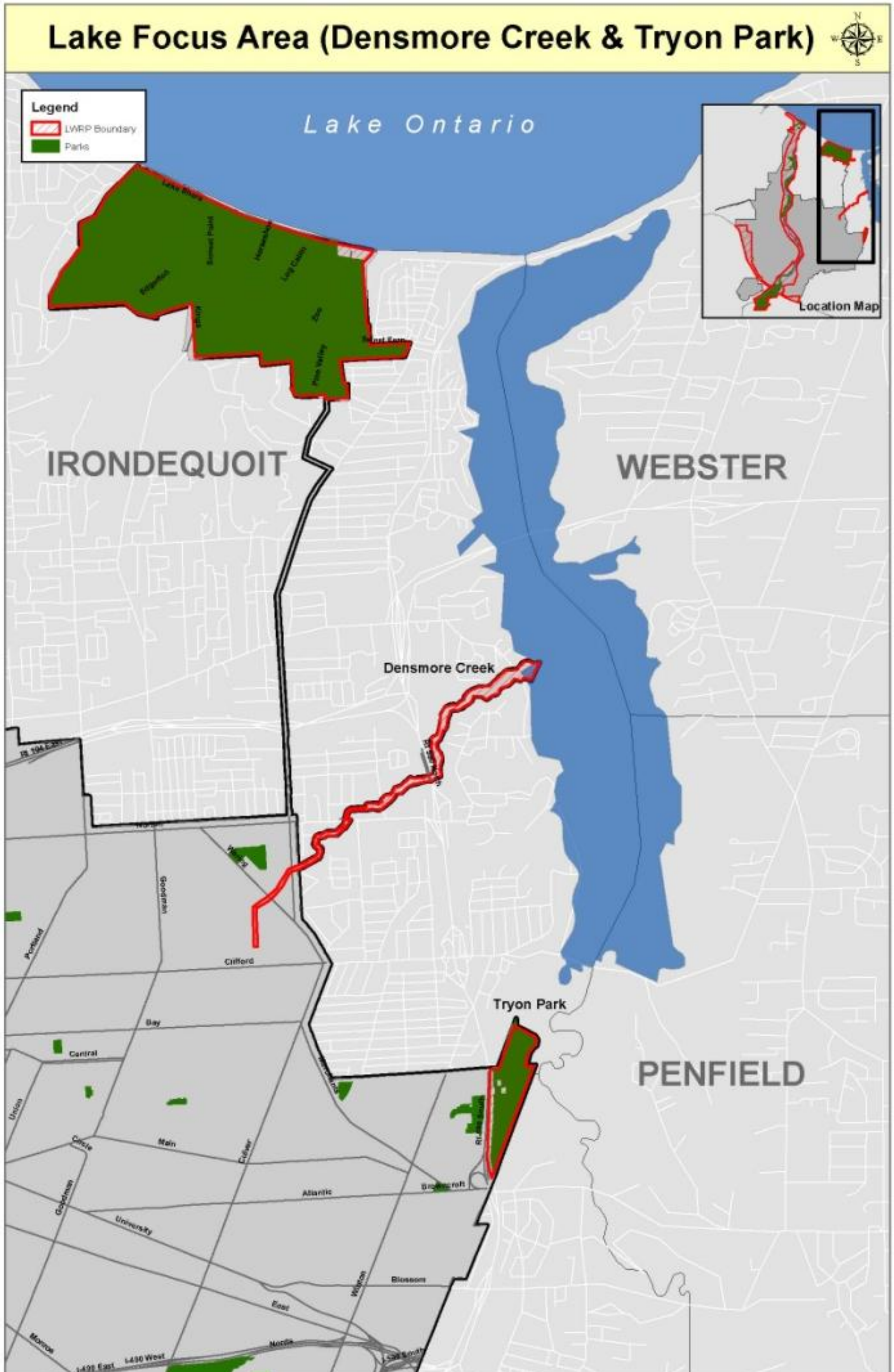
Lake Focus Area

Rochester's unique geography and proximity to three distinctly different bodies of water provide for vastly diverse waterfront experiences. Included in the boundary are the City's two main lake front areas; the port of Rochester / Ontario Beach Park (including the mouth of the Genesee River south to the O'Rourke Bridge) and Durand Eastman Park and beach, donated to the City by the late George Eastman and surrounded by the neighboring suburb of Irondequoit.

Also included in the lake focus area are Densmore Creek and Tryon Park. Densmore Creek originates in the northeast section of the City at which point it is primarily underground. It begins to flow above grade east of Culver Rd. near the City of Rochester – Town of Irondequoit municipal boundary. The creek bed continues to flow through the Town of Irondequoit, albeit the creek bed itself is actually comprised of over 80 parcels that are technically within the "City limits", most of which are city-owned. The creek is approximately 4 miles long, eventually out falling into Irondequoit Bay.

Tryon Park, located at the City's most easterly boundary (bordered by the Town of Irondequoit to the north and west and the Town of Brighton to the south and east), is approximately 82 acres and is situated near the western shoreline of Irondequoit Bay. Although the park is mainly undeveloped, it does offer nature enthusiast some hiking trails and scenic overlooks.



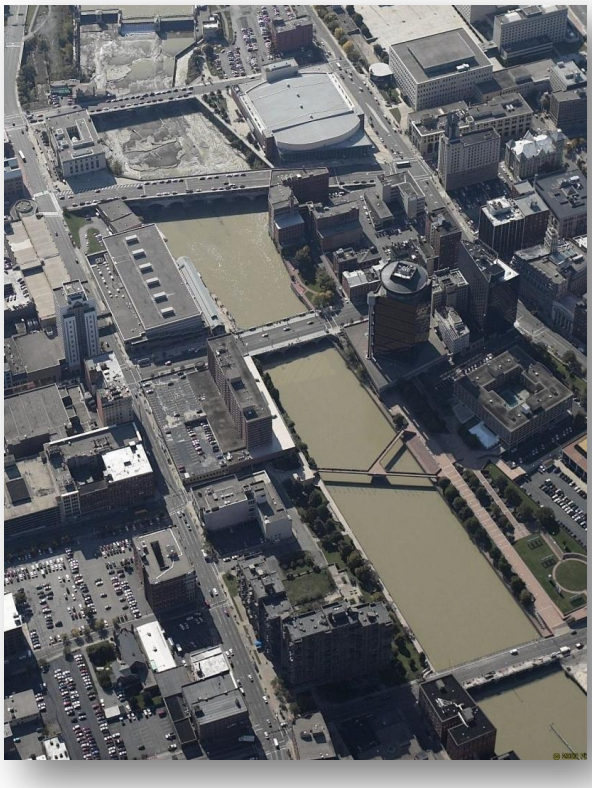

Lake Focus Area (Densmore Creek & Tryon Park)
Legend
LWRP Boundary
Parks
Lake Ontario
Location Map
IRONDEQUOIT
WEBSTER
Densmore Creek
Tryon Park
PENFIELD
Clifford
Bay
Central
Main
Atlantic
University
Blossom
East

River Focus Area

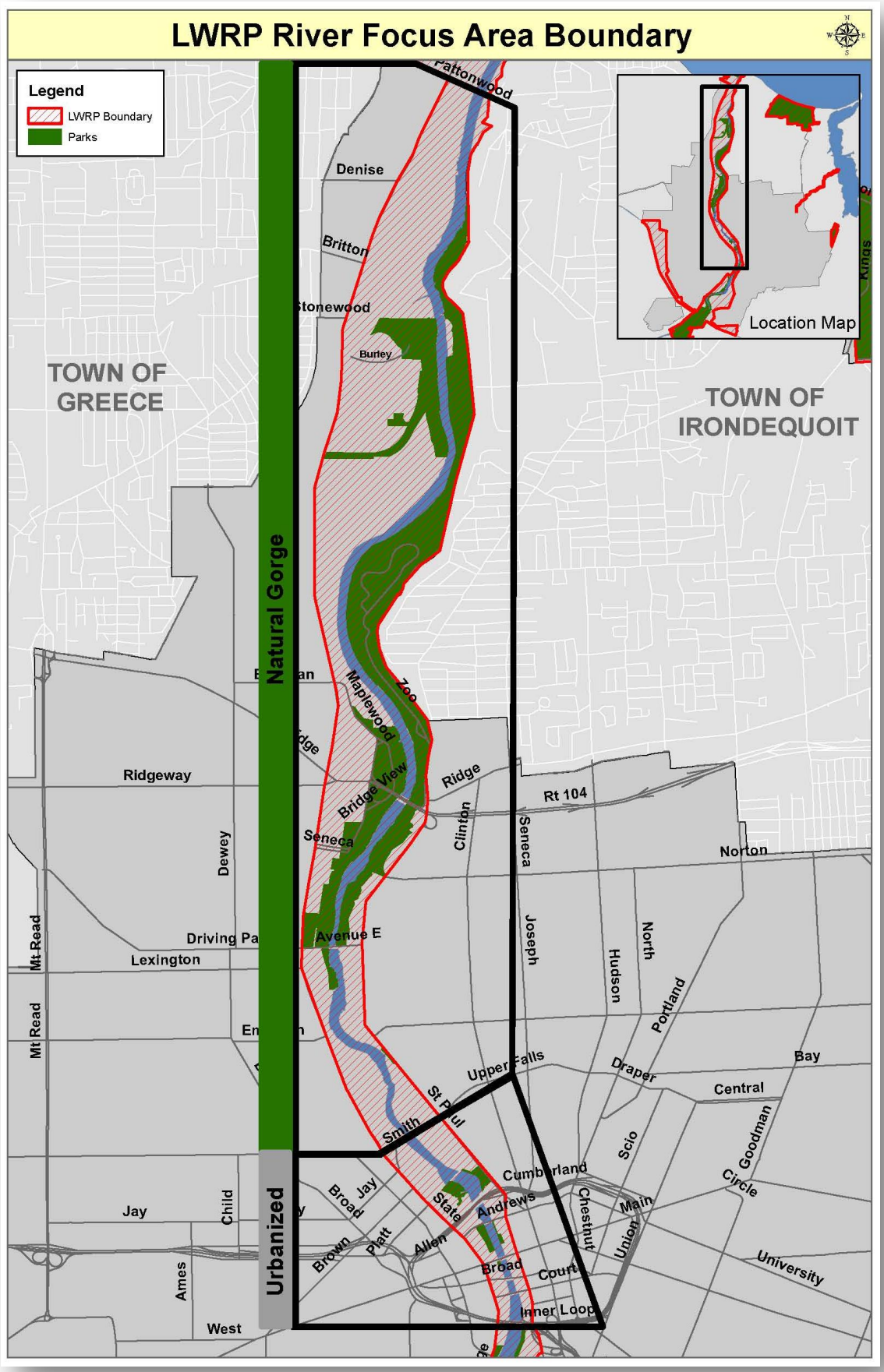
The Genesee River originating in northern Pennsylvania is one of the only rivers in North America to flow in a northerly direction, eventually terminating at Lake Ontario. The "broader" river focus area boundary includes the area between Lake Avenue / State Street on the west and the city municipal boundary / St. Paul Boulevard on the east, beginning from the O'Rourke Bridge to the north in the Charlotte neighborhood, south to the Frederick Douglas – Susan B. Anthony Memorial Bridge that carries Interstate 490 over the river through downtown Rochester.

Due to the distinctly different characteristics of this stretch of river, the focus area was further divided into two sub-areas. The majority of the river focus area is primarily characterized by undeveloped steep wooded slopes along each bank of the river and therefore is referred to as the "natural gorge" sub-area. The area south of Smith St. is distinctly different in nature, as the land adjacent to the river is much more developed. This "urbanized" sub-area of the river focus area begins south of the Smith Street Bridge and includes the High Falls District and downtown Rochester.

View from Lower Falls Park within the "natural gorge" sub-area



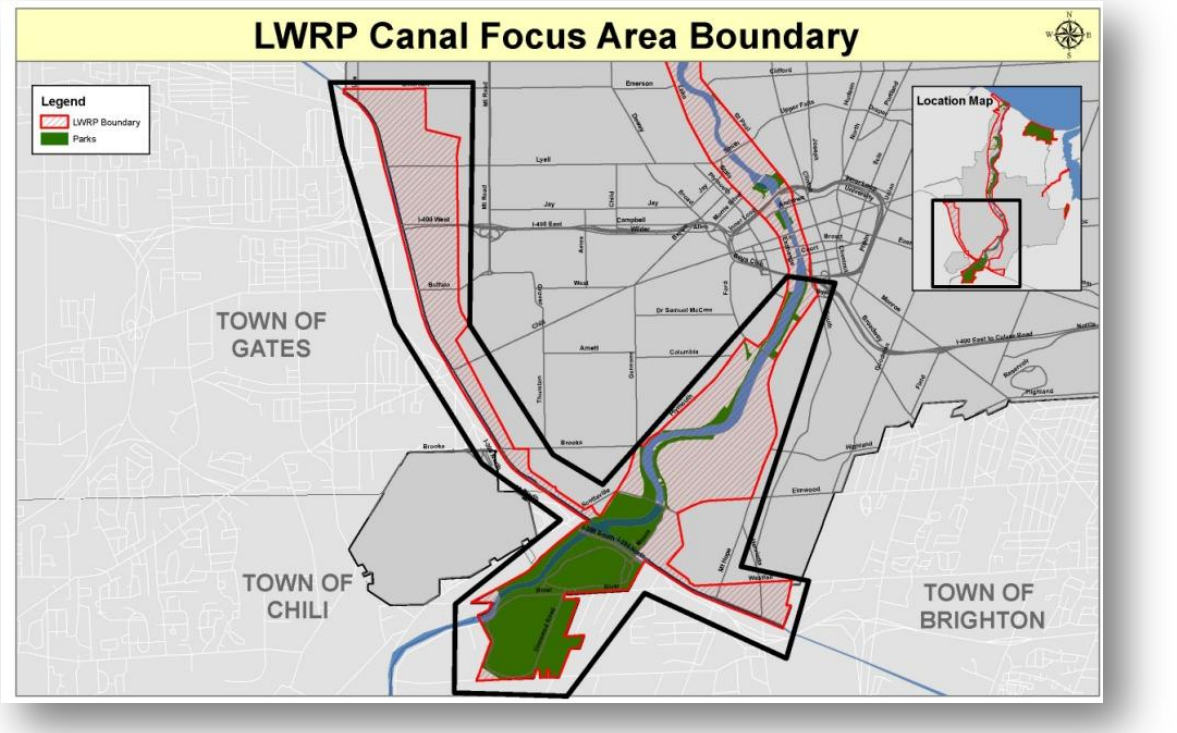
Aerial view of the "urbanized" sub-area where the Genesee River flows through downtown Rochester

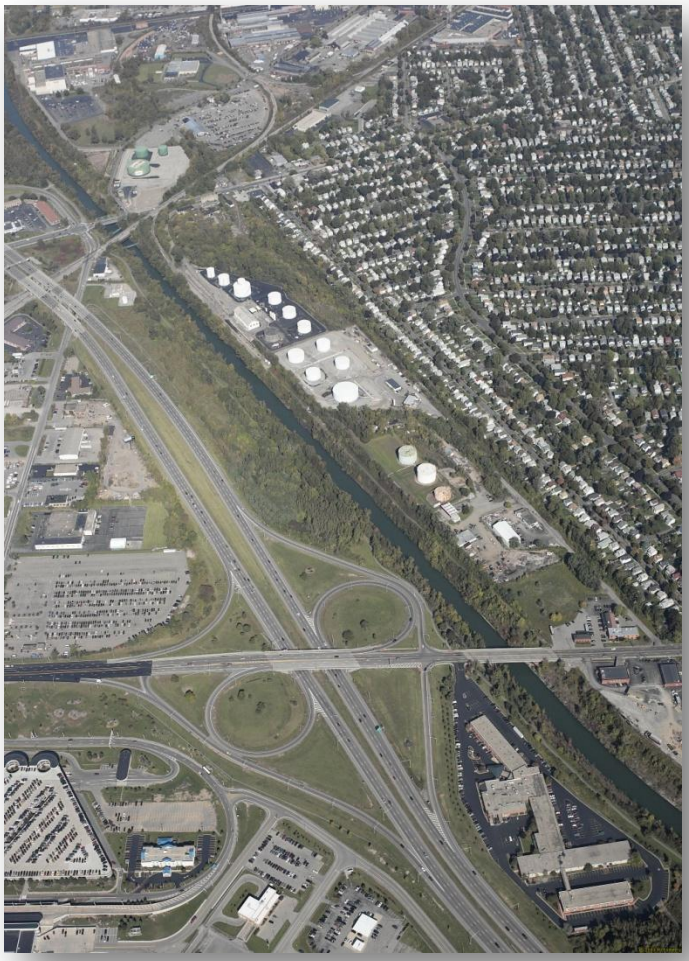

LWRP River Focus Area Boundary
Legend
LWRP Boundary
Parks
Location Map
TOWN OF GREECE
TOWN OF IRONDEQUOIT
Natural Gorge
Urbanized
Pattonwood
Denise
Britton
Stonewood
Burley
Maplewood
Zoo
Ridgeway
Bridge View
Ridge
Rt 104
Seneca
Clinton
Norton
Dewey
Mt Read
Driving Pa
Avenue E
Lexington
Joseph
Hudson
North
Portland
Upper Falls
Draper
Bay
Central
St Paul
Smith
Scio
Goodman
Circle
Cumberland
Broad
Jay
State
Andrews
Chestnut
Main
Union
University
Child
Brown
Platt
Allen
Court
Inner Loop
Ames
West

Canal Focus Area

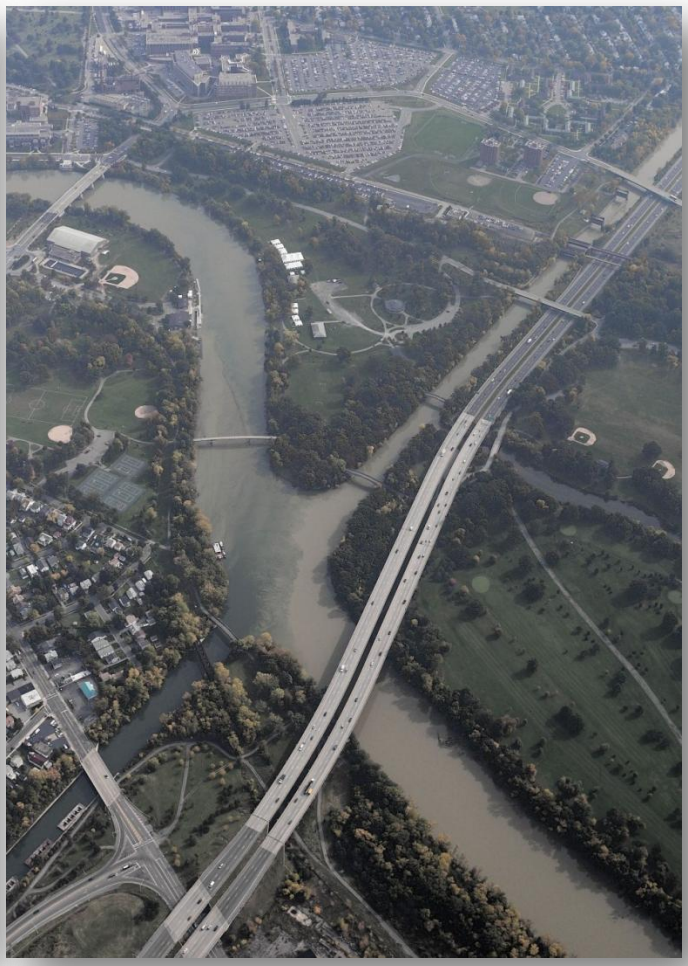
The Erie Canal primarily runs northwest along the southern municipal border of the City of Rochester, a portion of which includes a north-south section of the Genesee River that is also technically considered to be a part of original canal system before it was later re-routed to its current location to the south and west. This portion of the canal focus area is bound to the north by the Frederick Douglass – Susan B. Anthony Memorial Bridge in downtown Rochester south to the City municipal border with the towns of Chili and Brighton. Mount Hope Avenue serves as the eastern boundary of this section while Exchange Boulevard and Plymouth Avenue serve as the western boundary.

The "east-west" portion of the canal east of its intersection with the Genesee River is bounded by the City / Town of Brighton municipal boundary to the south and east and Westfall Road to the north. The portion west of the Genesee River is also bounded by the City / Town of Gates / Chili municipal boundaries to the south and west, Emerson Street to the north and a series of rail r-o-w and streets forming its eastern boundary back down to the confluence of the river and canal. The canal focus area also encompasses all of Genesee Valley Park, at the city's southern most point.





Aerial view of western portion of the Erie Canal



Aerial view of Genesee Valley Park at the confluence of the Erie Canal and Genesee River

View from Ford Street Bridge looking north towards downtown Rochester

G. EXISTING LAND USES AND MAPS

Overview

The City of Rochester's Local Waterfront Revitalization Program area includes a variety of land uses within an approximately 5,520 acre, or 8.6 square mile area, accounting for approximately 23% of the total land area of the city.

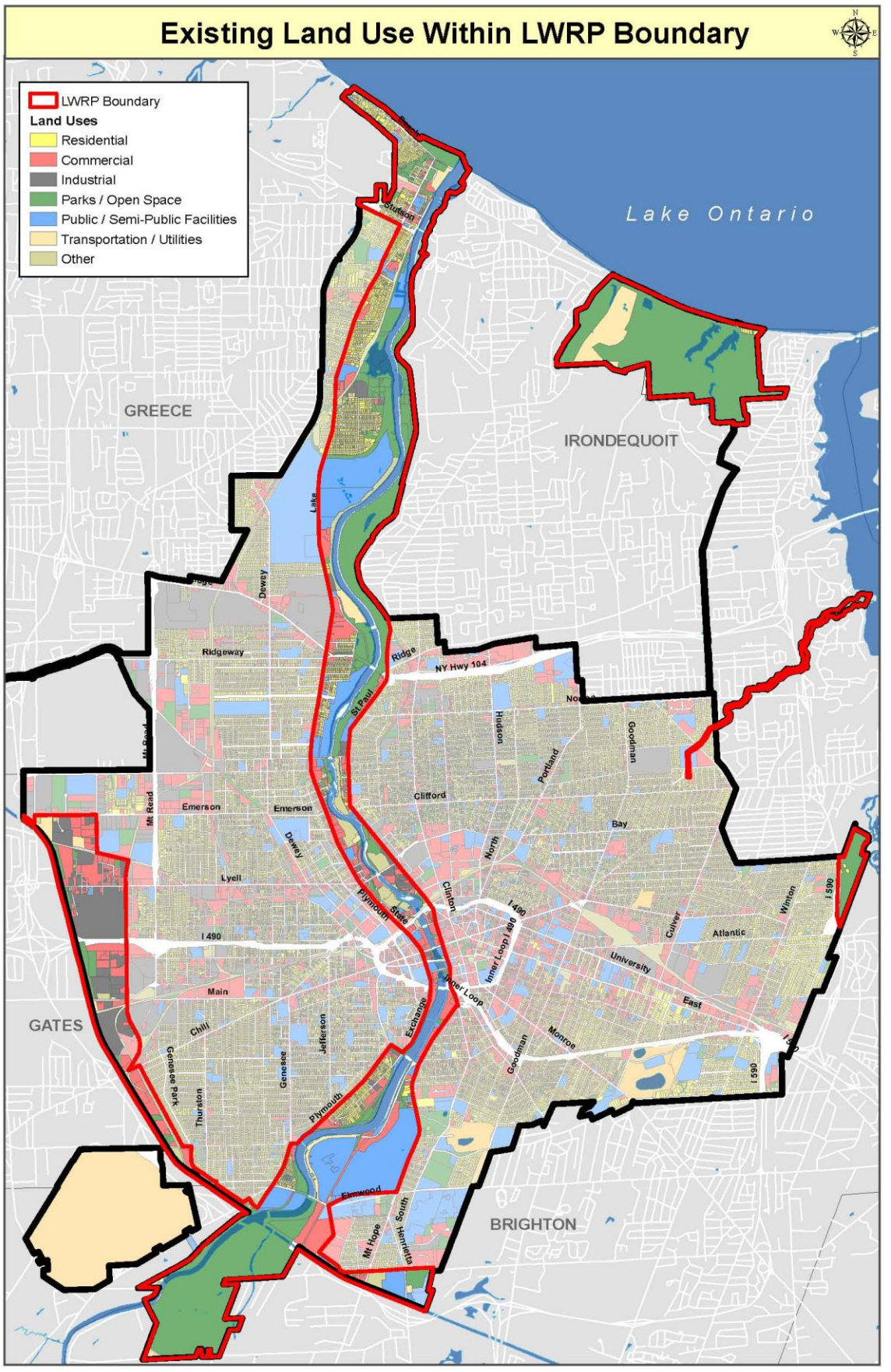
The predominant land use within the LWRP boundary is residential, accounting for approximately 65%. Commercial uses account for approximately 15% of the study area while parks and open space occupy approximately 14%. There is about 1% of industrial land use, while the remainder used for transportation and / or utility purposes. Because the city's waterfront areas are developed and primarily more urban in nature, there are no agricultural uses that exist within the boundary.

The following table summarizes the distribution of land uses within the study area:

Land Use	# of Parcels	Overall %
Residential	2503	65%
Commercial	591	15%
Industrial	56	1%
Parks / Open Space	523	14%
Public / Semi-Public	97	3%
Transportation / Utilities	19	1%
Other	48	1%
TOTAL	**3837**	**100%**

General Description

To be completed


Existing Land Use Within LWRP Boundary
LWRP Boundary
Land Uses
Residential
Commercial
Industrial
Parks / Open Space
Public / Semi-Public Facilities
Transportation / Utilities
Other
Lake Ontario
GREECE
IRONDEQUOIT
GATES
BRIGHTON
Ridgeway
Dewey
Lake
St Paul
Ridge
NY Hwy 104
Hudson
Portland
Goodman
Clifford
Bay
Emerson
Mt Read
Lyell
North
Clinton
Plymouth
State
I 490
Inner Loop
Culver
Atlantic
University
East
Winton
I 590
Main
Chili
Jefferson
Genesee
Genesee Park
Thurston
Exchange
Monroe
Elmwood
South
Mt Hope
Henrietta

Existing Zoning

The following map illustrates the various zoning districts contained within the LWRP study area boundary. The area along Lake Ontario in the Charlotte Neighborhood consists of a mix of residential, open space and "village center" districts.

Both the Marina (M-D) and Harbor Town Village (H-V) districts govern the area in and around the Port of Rochester site where the Genesee River empties into Lake Ontario. The intent of these districts is to preserve and protect the waterfront environment by promoting public access, encouraging tourism and allowing for a variety of water dependant and water enhanced uses such as boat docking facilities, public promenades, aquariums, hotels, fishing areas, etc.

Moving south along Lake Avenue, the zoning district designations allow for a mix of low and medium density residential (R-1 & R-2) and an expansive amount of open space (O-S), particularly adjacent to the Genesee River gorge. There is a small industrial area (M-1) just south of Turning Point Park that is home to a cement production company that utilizes the river and lake for commercial shipping of its products.

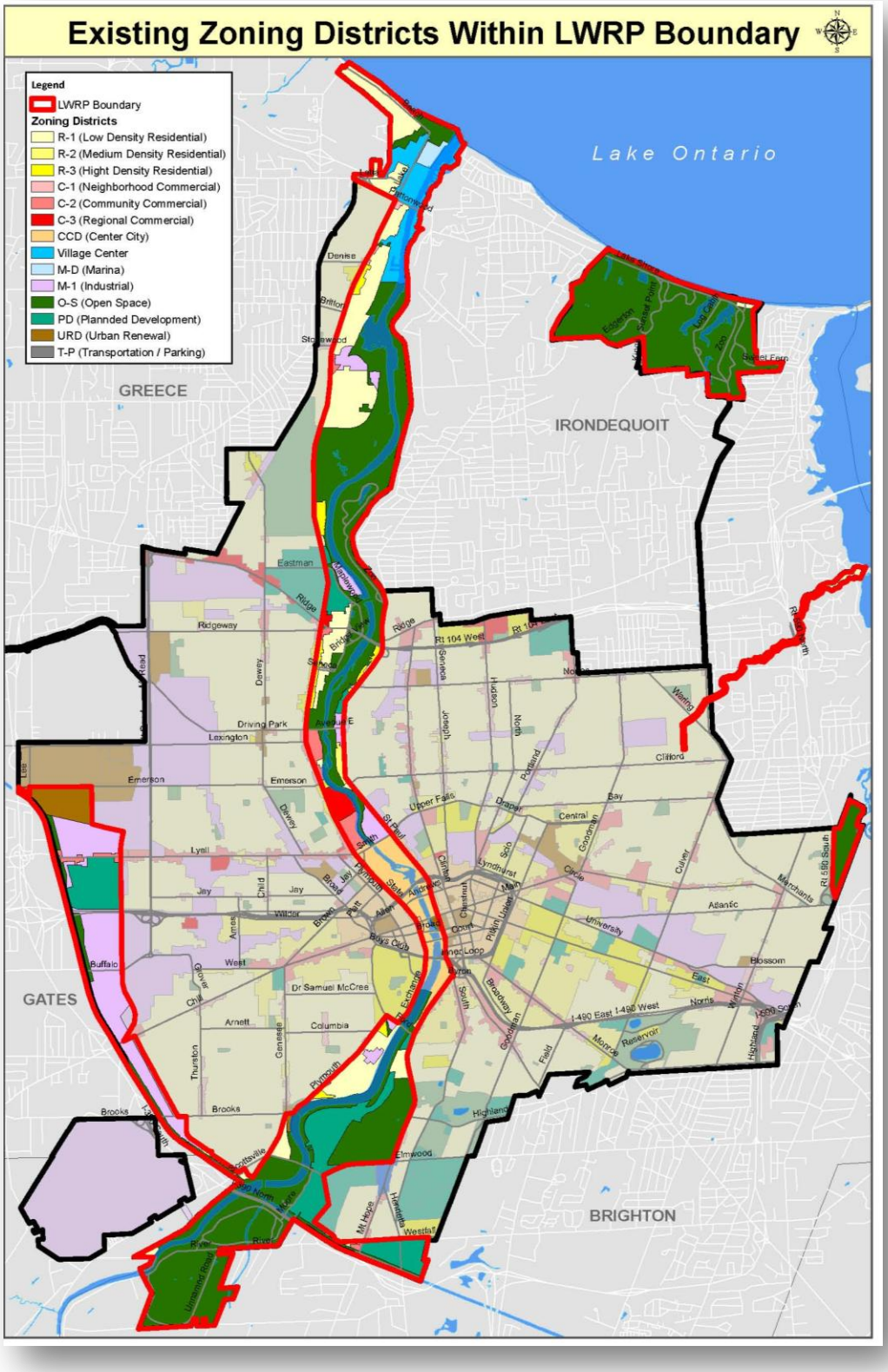
The area south of Route 104 contains a mix of low and medium density residential districts intermixed with commercially zoned nodes along Lake Avenue, while open space lines either side of the river gorge. The existing zoning designations allow for greater levels of intensity for commercial (C-2 & C-3) and some industrial (M-1) uses in closer proximity to downtown Rochester.

The portion of the study area within downtown is governed by the Center City District (CCD), a form based code intended to foster a vibrant, safe, twenty-four-hour Center City by encouraging residential development while retaining and further developing a broad range of commercial, office, institutional, public, cultural and entertainment uses and activities. The regulations are intended to define and promote Center City as the anchor for the region and encourage the utilization of the Genesee River as a principle feature of downtown.

The zoning designations for the land adjacent to the river south of downtown allow for a mix of low and medium density residential, limited commercial, and a fair amount of open space (as Mt. Hope Cemetery and Genesee Valley Park are located within this area). Two planned development districts (PD), with specific regulations for major development sites (University of Rochester -PD #10 and City Gate PD #11) also cover a good portion of this area.

The western portion of the study area along the Erie Canal is primarily zoned for Industrial uses (M-1) and also contains its own planned development district (PD #9) for Canal Side Business Center, a mixed use industrial and office complex, as well as a portion of an urban renewal district (Mt. Read URD), also home to several industrial uses.

The extraneous areas of the study area that contain Durand Eastman Beach / Park and Tryon Park are zoned open space (O-S), while the land comprising and adjacent to Densmore Creek is primarily zoned for low density residential (R-1).



Existing Transportation Network

Public Transit

The study area contains multiple modes of transportation for both goods and people. Rochester Transportation Service (RTS), the city's sole public transit provider of bus service has approximately thirty-eight routes that serve eight counties in the Genesee-Finger Lakes Region. Of the 38 routes, 34 (or 89%) traverse the study area in some way and include a total of 207 bus stops within the boundary.

Automobiles

Vehicular traffic is the predominant mode of transportation in the Rochester area. There is approximately 70 miles of varying degrees of roadway with the study area. Major north-south routes include Lake Avenue- State St. / Exchange Blvd. on the west side of the river and St. Paul St. / Mt Hope Avenue on the east side of the river. A total of 15 vehicular bridges span the river and canal within the study area.

Bicycles

In recent years, the City of Rochester has expanded its bike lane program to encourage the use of alternate forms of transportation by providing dedicated space along the roads for bicyclists as well as racks, lockers and other bicycle amenities at several of the city-owned downtown parking garages. At present, there is a total of 9.3 miles of dedicated bike lane within the study area boundary.

Pedestrian Trails

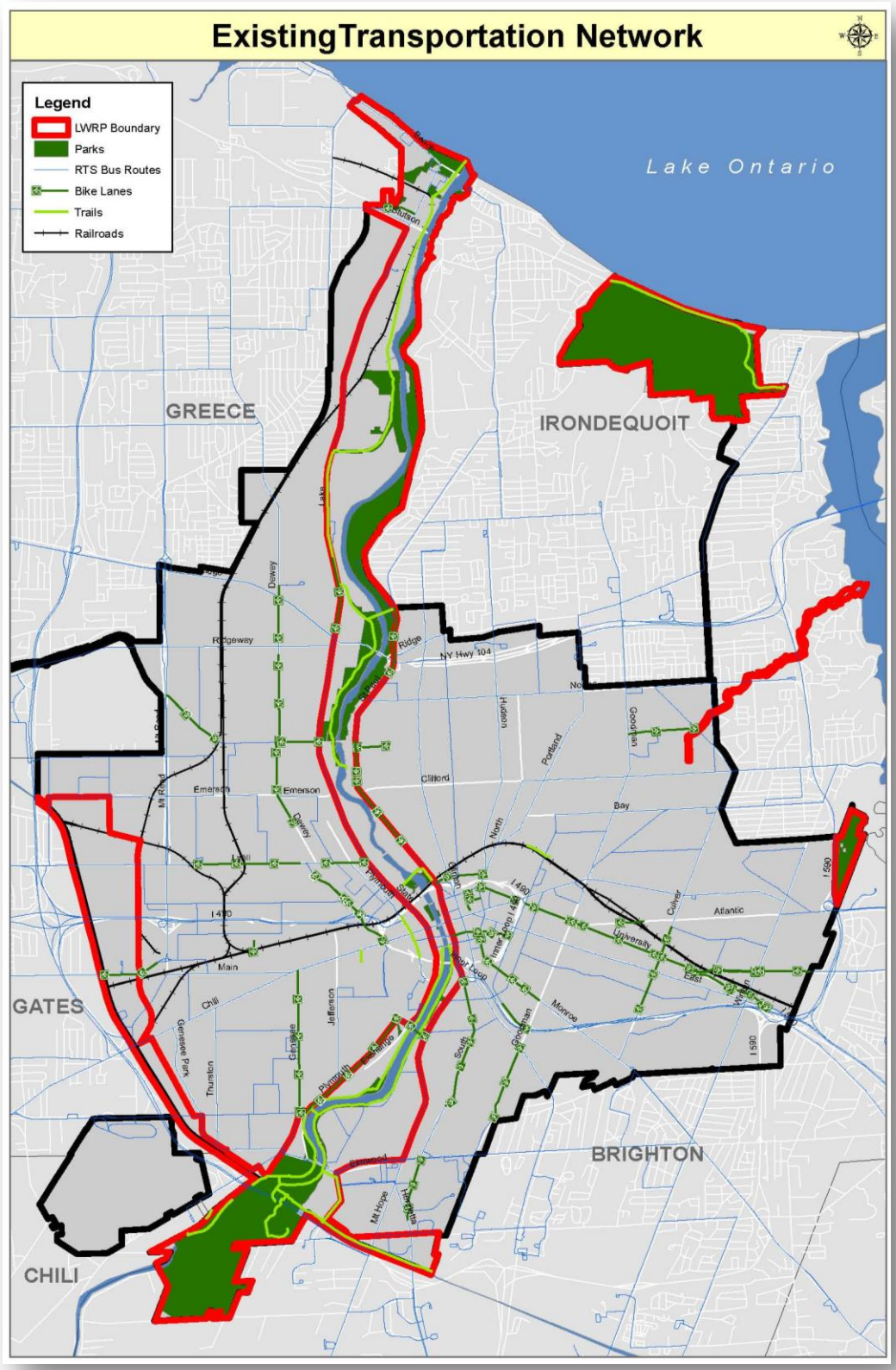
The Genesee Riverway Trail (GRT) is an off-road trail for walking, running and bicycling along the Genesee River. It extends through the entire length of the LWRP study area from Lake Ontario through downtown to the Erie Canal and offers pedestrian access to the river, its scenic gorge, three waterfalls, eight pedestrian bridges and eleven parks, including four historic parks designed by Frederick Law Olmsted.

The GRT links nine historic districts and individual landmarks including the 1842 Erie Canal Aqueduct and the 1822 Lake Ontario Lighthouse. The trail serves the University of Rochester and a host of other city attractions, services, and neighborhoods. The trail runs on both sides of the river from the south City line to Court Street in downtown for a total of 9 miles. North of downtown, the trail is continuous from Middle Falls (Driving Park Ave.) to Lake Ontario, a total of 7 miles.

Watercraft

Lake Ontario, the Genesee River and the Erie Canal provide opportunities for commercial shipping as well as recreational pleasure boating.

Rail (to be completed)



Major Property Owners

There are several property owners that control a sizeable amount of land within and adjacent to the Local Waterfront Revitalization Program boundary. The following list highlights the major property owners within the study area:

City of Rochester

City of Rochester owns approximately 2,500 acres of land within the LWRP boundary. Among the largest areas owned and controlled by the city are Durand Eastman Park and Beach (836 acres), Ontario Beach Park (58 acres), Turning Point Park (83 acres), Riverside Cemetery (113 acres), Seneca Park (301 acres) Maplewood Park (104 acres), Mt. Hope Cemetery (192 acres), Genesee Valley Park (672 acres) and Tryon Park (69 acres). The remaining city- owned land consists of smaller pocket parks, trails and scattered lots throughout the LWRP boundary.

Rochester Gas & Electric

Rochester Gas & Electric, with a long history of harnessing the river current to generate hydro-electric power, owns approximately 40 parcels along the river gorge north of downtown, totaling approximately 132 acres.

University of Rochester

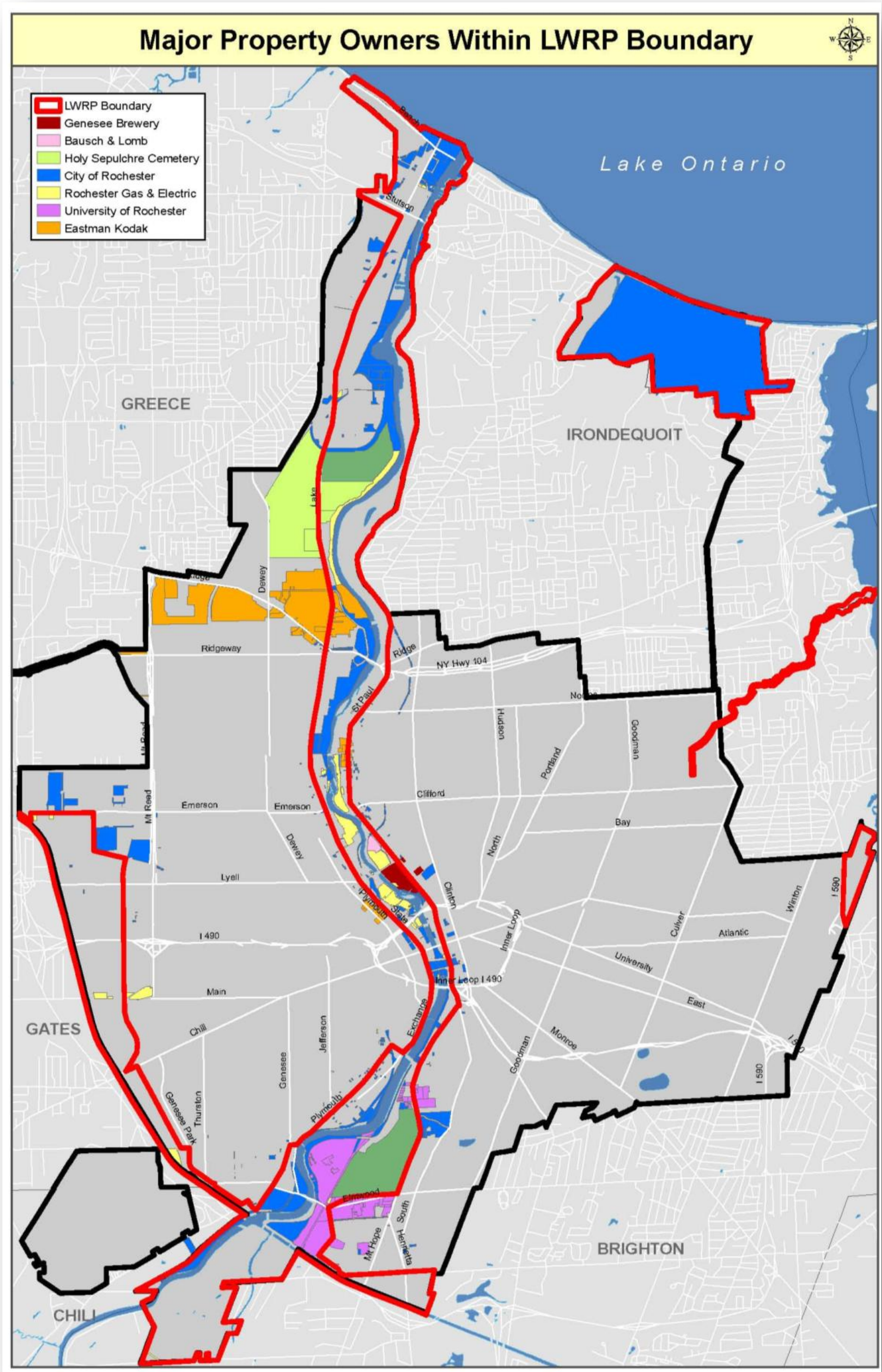
The University of Rochester River Campus is situated on a total of 73 parcels and occupies approximately 280 acres of land within and directly adjacent to the LWRP boundary.

Eastman Kodak

Eastman Kodak owns 8 parcels within the boundary, totaling approximately 59 acres, where it operates a water treatment plant adjacent to the river. Eastman Business Park, a large manufacturing and industrial complex, is located across Lake Avenue, just west of the LWRP boundary. That site contains 23 parcels totaling approximately another 311 acres.

Genesee Brewery

The Genesee Brewery, producers of Genesee Beer is located on the east side of the river gorge near High Falls and owns 37 parcels in all, totaling approximately 28.5 acres.


Major Property Owners Within LWRP Boundary
LWRP Boundary
Genesee Brewery
Bausch & Lomb
Holy Sepulchre Cemetery
City of Rochester
Rochester Gas & Electric
University of Rochester
Eastman Kodak
Lake Ontario
GREECE
IRONDEQUOIT
GATES
CHILI
BRIGHTON
Ridgeway
NY Hwy 104
Emerson
Lyell
I 490
Main
Clifford
Bay
Atlantic
University
East
Monroe
Goodman
Culver
Winton
I 590
Inner Loop
Inner Loop I 490
Exchange
Jefferson
Genesee
Thurston
Genesee Park
Plymouth
Mt Hope
South
Henrietta
Elmwood
Dewey
Lake
Mt Read
St Paul
Hudson
Portland
North
Clinton
State
Stutson
Chili

NYS DEC Wetland Areas

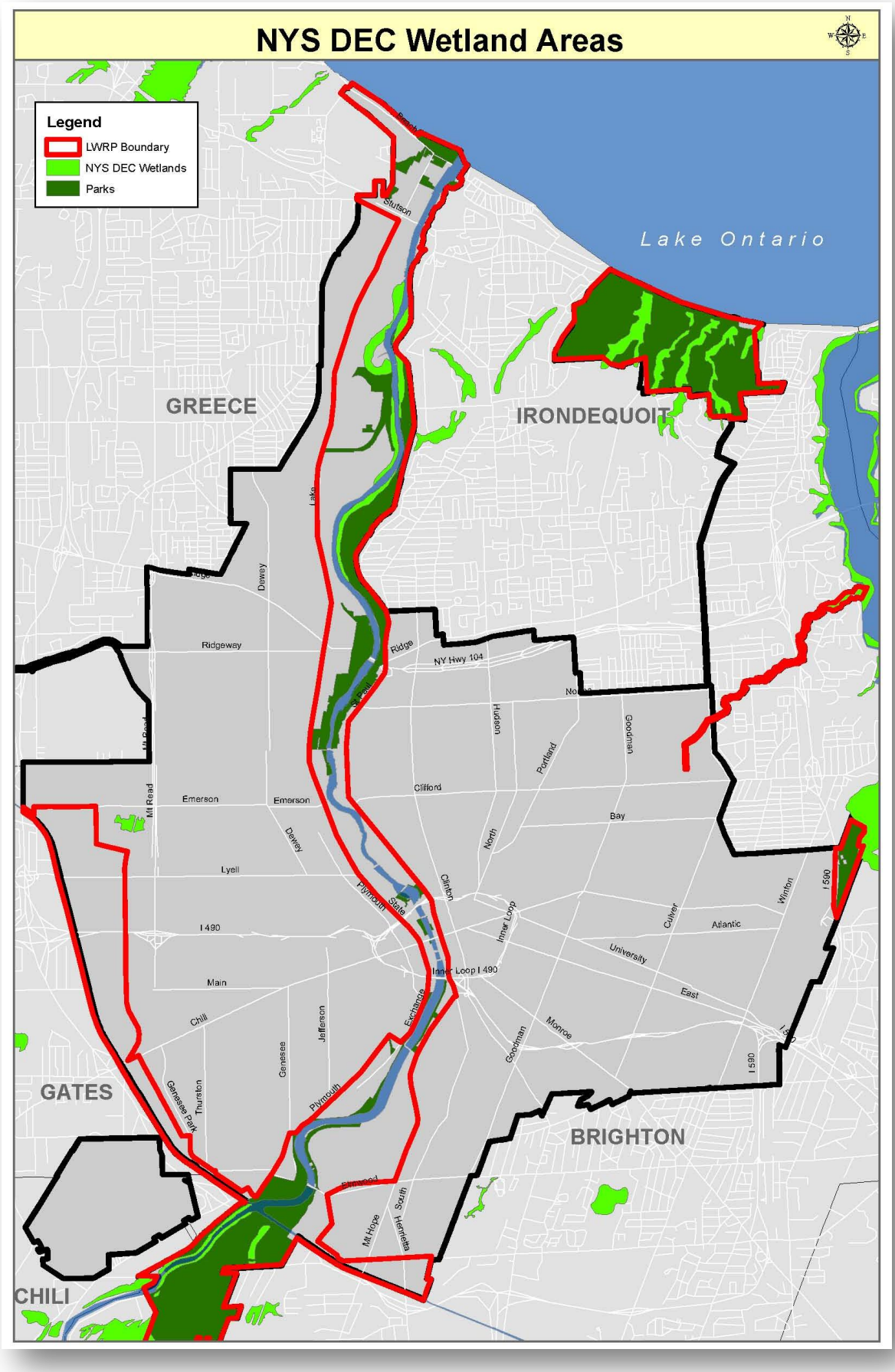
Wetlands, also commonly referred to as swamps, marshes, bogs, etc. are areas saturated by surface or ground water sufficient to support distinctive vegetation adapted for life in saturated soil conditions. Wetlands serve as natural habitat for many species of plants and animals and absorb the forces of flood and tidal erosion to prevent loss of upland soil. There are several of these environmentally critical areas throughout the LWRP study area.

Durand Eastman Park, located on the south shore of Lake Ontario, contains several small lakes, all of which are classified as DEC wetland areas.

Other concentrations of wetland areas are located along the banks of the Genesee River near Turning Point Park as well as through the southern portion of Genesee Valley Park.

The terminus of both Densmore and Irondequoit Creeks where they empty into Irondequoit Bay also contain sensitive wetland areas that are characterized by tall cattails and marshland along the western shoreline of the bay and provide critical habitats for a variety of wildlife.

Wetland area located at outlet of
Densmore Creek at Irondequoit Bay


NYS DEC Wetland Areas
Legend
LWRP Boundary
NYS DEC Wetlands
Parks
Lake Ontario
GREECE
IRONDEQUOIT
GATES
BRIGHTON
CHILI
Ridgeway
Dewey
Ridge
NY Hwy 104
Hudson
Portland
Goodman
Clifford
Bay
Emerson
Mt Read
Lyell
Plymouth
State
Clinton
North
Inner Loop
Culver
Atlantic
University
East
Winton
I 490
I 590
Main
Chili
Jefferson
Genesee
Exchange
Monroe
Genesee Park
Thurston
Mt Hope
South
Henrietta
Stutson

H. FOCUS AREA INVENTORY SUMMARY (TO BE COMPLETED)

I. EXISTING WATERFRONT PLANS AND INITIATIVES

As our region's waterfronts continue to gain popularity for recreation and development the number of plans that have been created to direct these activities have continued to increase. These plans have been produced by the City of Rochester, neighboring municipalities, other governmental agencies, and special interest groups to address varying issues and geographic areas of our waterways. The following list includes the substantive purposes for the plans and their relationship to the city's updated Local Waterfront Revitalization Program.

Local Plans and Initiatives

The City of Rochester and other local agencies and organizations have prepared several planning documents which address issues, projects and geographic areas for the area's waterways. The following list includes the substantive purposes for the plans and their relationship to the updated Local Waterfront Revitalization Program.

City of Rochester: Local Waterfront Revitalization Program (LWRP)

Background: The existing LWRP was adopted in 1990 and amended in 2010 and includes planning/project recommendations for the land areas adjacent to the northern portion of the Genesee River and the portion of Lake Ontario coastline that is within the City limits. This plan's boundary extends from Middle Falls, north to the river's mouth at Lake Ontario.

Subsequent Changes: Since the adoption of the plan, there have been a series of projects that have been completed or are scheduled to be implemented that will significantly impact long term conditions within Charlotte.

- The wave surge project has been completed. The need for a large, sheltered marina to dock transient boats has been eliminated.
- The potential abandonment of the Conrail ROW could influence river access and the potential location for a light rail transit system.
- The construction of the new O'Rorke Bridge directly enhances the circulation within Charlotte and Irondequoit.
- A potential ferry service from Toronto to Rochester or to other ports on Lake Ontario would increase the number of people visiting Charlotte throughout the year.

Relevant Recommendations: There are many recommendations from the plan that are still relevant today.

- Improve pedestrian circulation and safety
- Improve the existing parking area
- Enhance the local streetscapes
- Increase boater services and construct new marina basin
- Develop landside housing, entertainment and hotel uses adjacent to marina
- Implement Marina District design regulations
- Develop water dependent/enhanced uses at Port Authority Site and Train Station
- Relocate the Monroe County boat launch
- Protect Durand Eastman Park and the Genesee River and gorge

City of Rochester: Urban Cultural Park Master Plan (UCP)

Background: The UCP was adopted in 1986 and includes land use, programming and project recommendations for the park. This plan's boundary extends along the Genesee River from just south of the Veteran's Memorial Bridge to the Troup-Howell Bridge.

Subsequent Changes: After the adoption of the plan there was a series of projects that were implemented that changed the character of the study area.

- The redevelopment of "Olde Rochesterville" has increased housing and entertainment choices in the area.
- The development of Brown's Race District has made this area a viable entertainment and mixed-use district.
- The development of Frontier Field has enhanced the High Falls Entertainment District concept.
- The enhancement of St. Paul Blvd. has helped this area turn into a viable entertainment corridor.
- The abandonment and demolition of RG&E's Beebee Station.
- Development of the "GardenAerial" trail loop concept within High Falls.

Relevant Recommendations: There are many recommendations from the plan that are still relevant today.

- Redevelop the former Bausch and Lomb and RG&E properties along St. Paul Blvd
- Redevelop Brewer Street Flats
- Redevelop the Lake Avenue Plateau
- Redevelop the area around the Maplewood YMCA.
- Provide direct public access to the base of the gorge
- Develop UCP tours

- Develop a river side bike/pedestrian way
- Redevelop the Broad Street Aqueduct
- create various plant tours

City of Rochester/University of Rochester/Monroe County: South River Corridor Plan

Background: A joint study between the City of Rochester, Monroe County and University of Rochester prepared and adopted in 1986. The plan includes land use and project recommendations for the "canalized" river section from the Ford Street Bridge south to Genesee Valley Park.

Subsequent Changes: After the adoption of the plan there was a series of projects that were implemented that changed the character of the study area.

- Reconstruction of Wilson Blvd.
- Creation of Park along the east side adjacent to Wilson Blvd.
- Multi-use recreational trail along west bank.

Relevant Recommendations: There are many recommendations from the plan that are still relevant today.

- Create new housing on west bank
- Enhance commercial uses along Plymouth Ave and Genesee/Brooks redevelopment site.
- Develop a mixed use project along the west bank
- Realign roads along the west bank

City of Rochester: Genesee Waterways Center Feasibility Study

Background: The Genesee Waterways Center is a not-for-profit organization that focuses on promoting water sports within our region. The three distinct market segments that they are concerned with is rowing, canoeing and kayaking.

Subsequent Changes: There have been no significant changes regarding this plan's recommendations.

Relevant Recommendations: All the recommendations from the plan that are still relevant today include:

- Redevelop existing maintenance building
- Expand programs for rowing
- Host regattas

South Wedge Planning Committee: South Wedge Revitalization and Northern Gateway Study

Background: The South Wedge Planning Committee prepared a revitalization strategy in 1996 which provides land use and project recommendations. The study covered the area known as the South Wedge Neighborhood.

Subsequent Changes: After the plan was completed there was further investigation into:

- the recommendation for a rip-rap river wall and siltation presented a major obstacle so the redesign of the wall will not move in that direction

Relevant Recommendations: All the recommendations from the plan are relevant today:

- Develop South Wedge Landing (located south of Troup Howell) proposed as major landing that may support a higher intensity of visitor amenities and act as a major destination
- Develop Alexander Street Landing (adjacent to the City's Urban Development parcel) this would allow water dependent/enhanced uses to be developed by the private sector
- Develop Gregory Street Landing (north of Ford Street Bridge) could act as a "check-in" site and information center for arriving visitors
- Proposed neighborhood arboretum
- Water sports viewing areas
- Boat docking
- Pedestrian bridge across the river
- Mt. Hope streetscape improvements

City of Rochester: Trails Master Plan

Background: The City Engineering Department maintains a trails Master plan to assist in the identification and design of capital projects.

Overview: This is a working document created by City DES. It serves as an in depth inventory and analysis of existing conditions that relate to trail recommendations in the 1990 LWRP, UCP and South River Corridor Plan.

City of Rochester: Parks Master Plans

Background: Monroe County and the City have prepared park master plans for Genesee Valley Park, Seneca Park, Maplewood Park, Ontario Beach Park and Durand Eastman Park.

Overview: These plans were reviewed for any applicable recommendations.

Regional Plans and Initiatives

Monroe County: Seaway Trail Tourism Development Plan

Background: This study that was prepared for the Seaway Trail Inc. It focused on the relationship between Monroe County communities and the Seaway Trail. This plan was completed in 1992.

Subsequent Changes: There was one significant change regarding this plan's recommendations.

- Wave surge Project in the Genesee River is completed.

*Relevant Recommendations: R*ecommendations from the plan that are still relevant today include:

- The highest priority for self-guided tours within the Monroe County Seaway Trail Communities should be the River Harbor Tour and the Genesee River Gorge Tour.
- It is recommended that the replacement of O'Rorke Bridge accommodate recreational vehicles such as RV's and motor coaches.
- Rochester should be promoted as a service center along the seaway trail.
- Rochester should be marketed both to motor coach operators and individual travelers either east or west along the Seaway Trail and for loop travel within the Rochester area.
- Seaway Trail Inc. should be a strong advocate for the development of the UCP interpretive center and laser sound and light show at Brown's Race/High Falls area.

Genesee Transportation Council: Long Range Transportation Plan for the Greater Rochester Area

Background: A plan that was derived by GTC in 1995 that develops transportation recommendations for the Greater Rochester Area until 2015.

Subsequent Changes: After the plan was completed there were some changes that influenced the plan's recommendations.

- The plan recommended developing a free shuttle that operates in the evening to shuttle tourists around to downtown attractions. This has been implemented through the E-Z Rider service.
- The plan recommended a downtown intermodal station, funded through the ISTEA legislation; program money has been designated for this station.

Relevant Recommendations: There are many recommendations from the plan that are still relevant today.

- Develop high speed corridor
- Identified potential transit centers at Lake/Ridge, Midtown and U of R
- Develop Connection via trails from Court Street to Charlotte
- Multi-use trail connection from the airport to the Genesee Valley Greenway

<u>New York State: Erie Canal Corridor Plan: Finger Lakes Region of the Erie Canal</u>

Background: This plan was prepared in 1991 for Monroe, Ontario, Orleans, Seneca, and Wayne Counties and the NYS Urban Development Corporation. This plan replaces the former NYS Recreationway Plan.

Subsequent Changes: There have been no significant changes regarding this plan's recommendations.

Relevant Recommendations: All the recommendations for Rochester from this plan are still relevant today.

- Develop Broad Street Aqueduct as a major cultural facility
- Housing on the west bank north of Troup-Howell
- Enhancements to RG&E station 26 (viewing, display and trail ways)
- Water enhanced and water dependent uses in "Rochester Upper Harbor"
- Land uses consistent with South River Corridor Plan
- Rowing facilities in Genesee Valley Park
- Small landing south end of U of R
- Extend river trails

<u>Town of Greece: Local Waterfront Revitalization Program</u>

Background: The Town of Greece prepared a Draft LWRP in 1988 that was not officially adopted.

Overview: The plan provides land use and project recommendations for Lake Ontario shoreline area.

Town of Irondequoit: Local Waterfront Revitalization Program

Background: This plan was adopted in 1988 as part of a state wide program to revitalize New York's waterfronts.

Overview: This plan's recommendations are in harmony with the intent of this plan. For example, the Irondequoit LWRP calls for a recreational facility on the riverside near Stutson Street / Thomas Avenue.

Monroe County: Waterfront Recreation Opportunities Study

Background: This plan was prepared in 1990 for Monroe County, to identify the opportunities that exist in Monroe County for Waterfront Recreation.

Overview: This study called out opportunities on our waterfront, Charlotte was identified as a major opportunity all the local plan recommendations were restated in this study.

Genesee Greenway, Inc.: Genesee Greenway Project

Background: The not-for-profit Friends of the Genesee Greenway, Inc. have prepared a plan to create a multi-purpose trail and heritage corridor from Genesee Valley Park to Letchworth State Park.

Overview: This plan calls for a trail system join the Erie Canal trail in Genesee Valley Park south to Letchworth State Park.

"Healthy Waterways: A Health Impact Assessment of Rochester's LWRP"

Background and Overview: Healthy Waterways was a Health Impact Assessment (HIA) of Rochester's LWRP. The goal of the Healthy Waterways Project was to positively influence health outcomes by assessing how the LWRP may affect key determinants of health in Rochester. Four health determinants were selected for assessment based on stakeholder input and direct connection to the health outcomes of concern: Physical Activity, Water Quality, Health-Supportive Resources and Physical Safety. The study also assessed each health determinant's relationship to waterfront development, the current status of that health determinant and evidence of its impacts on specific health outcomes, and then made recommendations for improvement.

During the data collection phase, four main surveys were conducted of waterfront trail and beach users in the summer of 2012. Following are the key findings from those surveys:

- 68 % of all trail users were male;
- 57% of trail users were bicycling, 74% of whom were male;
- 94 % of the users counted were adults;
- 76 % of trail users rated safety and security along the section of trail they were on as "Good" or "Excellent;"
- 59% of walkers on the trail reported walking to get to the trail;
- Over 90% of the people using the beach drove to the beach;
- 33% of those visiting the beach did so with children under 16;
- 67% of the Ontario Beach users reported being affected by foul odors from the water compared to only 44% at Durand;
- Better water quality as the highest rated future change that would increase frequency of beach use at Ontario Beach;
- Better facilities were the highest rated future change that would increase frequency of use at Durand Beach.

As a result of their research, the HIA focused on five types of waterfront changes addressed in the LWRP: waterfront trails, beach redevelopment and management, built environment, water-based recreation and stormwater management. Below is a summary of the study's findings and recommendations for each of these elements.

Waterfront Trails:

The Genesee Riverway Trail (GRT) system is a pedestrian/biking trail that runs along the Genesee River from the Erie Canal north to where the river enters Lake Ontario. The city's existing plans to expand and improve the GRT system are likely to improve health by promoting physical activity. The study recommends building new sections so that the trail is continuous; improving maintenance; adding amenities, and including additional access points to facilitate use by waterfront community residents. Improving communications and programming could also increase trail use. To maximize these impacts, it is important that concerns about physical safety and crime be addressed in all trails-related decisions.

Beach Redevelopment and Management:

Rochester's waterfront assets include two seasonally lifeguarded sand beaches: Ontario Beach and Durand Beach. The two beaches vary greatly by geography, amenities, uses

and numbers of visitors. Beaches can provide an opportunity for active and passive recreation, but there are also risks, including exposure to poor water quality and safety issues. Beach redevelopment presents significant opportunities to positively impact physical activity and access to health supportive resources. The study recommends prioritizing projects that promote physical activity and increased use of the beach areas for passive recreation. Doing so will require improving actual and perceived water quality and public safety. Improved communication, coordination and monitoring by government agencies, private entities and community groups are essential to this effort.

Built Environment:

This study focused on waterfront built environment changes in southwest Rochester, where brownfield redevelopment and other community planning efforts are currently underway. The study found that future development within the LWRP may affect community members' physical activity and recreational opportunities, access to health-supporting goods and services, and neighborhood employment and economy. Many of the processes and design standards already included in the city's zoning code and planning programs promote healthy neighborhoods. Implementing these and other provisions to increase visual and physical access to the waterfront is particularly important to local communities.

Water-Based Recreation:

The potential for water-based recreation varies with the diverse geography within Rochester's LWRP. The north end of the Genesee River (near downtown) is characterized by waterfalls and steep banks. Thus most recreational access to the river (not including the beachfront and Port), is south of the city center, with the exception of fishing sites at the Charlotte Pier, Turning Point Park and Seth Green Drive. Although these uses have expanded in recent years, the recreational potential of the waterfront is still underutilized, especially for low-income residents. Fishing and boating were widely described by community members as stress-reducing forms of passive recreations that are accessible to people of varied abilities. The study recommends prioritizing development of water-based recreation along Rochester's waterfront in ways that maximize health benefits for diverse populations.

Stormwater Management:

Because stormwater runoff carries pollutions, it is a major contributor to poor water quality. Changes in stormwater management have the potential to impact human health, primarily through affecting exposure to polluted water. If water quality improves, the disease risk for people engaged in water-contact recreation will decline.

Water quality improvements have secondary impacts on physical activity and access to health supportive resources if swimming, boating and fishing or other water-based uses increase. Stormwater management is an important local tool for improving water quality. Many types of 'green infrastructure' implemented to improve water quality, such as grassy swales or wetlands, can have additional public health benefits as open space. The study recommends emphasizing stormwater management measures with health "co-benefits" such as providing areas for public access or physical activity.

Overarching Recommendations:

In addition to recommendations related to specific LWRP plan elements, Healthy Waterways resulted in the following cross-cutting recommendations that were emphasized by stakeholders throughout the process:

- Maintain or improve access to the waterfront from adjacent neighborhoods.
- Improve safety and security for people using the waterfront area.
- Increase public awareness among area residents and visitors regarding how to access Rochester's diverse waterfront resources in ways that support health.
- Improve coordination among agencies and between jurisdictions responsible for managing different areas of the waterfront.
- Monitor, analyze and report progress, challenges and opportunities in implementing these goals and recommendations.

Overall, the Healthy Waterways HIA finds that implementation of the LWRP is likely to promote community health.

<u>"Vacuum Oil BOA Draft Nomination Study"</u>

The City of Rochester intends to complete an Implementation Strategy for an approximate 148 acre area characterized by 38 potential brownfield sites that are located along South Plymouth Avenue and within the former Vacuum Oil petroleum refinery site. The primary community revitalization objectives to be achieved by this project include: a) creation of market-based strategies to revitalize the former Vacuum Oil Works site and the residential areas within the PLEX neighborhood; b) undertake regulatory and design standards updates in support of community revitalization; c) create a waterfront master plan that reconnects the PLEX neighborhood with the Genesee River waterfront; d) the identification and preliminary design of parks and open space improvements to support the residential neighborhoods; e) environmental investigations to inform future remedial activities for strategic sites; and f) the preliminary design of critical vehicular and pedestrian infrastructure to aid future

revitalization and investment. Anticipated community benefits resulting from this project include the alleviation of health and safety concerns, increased employment opportunities and housing diversity as a result of new investment, expanded access to parks, recreation and waterfront amenities for area residents, and an improved community identity and public image associated with the PLEX neighborhood.

The Study Area includes a variety of industrial, commercial, retail and residential land uses. The largest and most prominent area within the BOA is the industrial zone east of Exchange Street, which extends from Violetta Street south to Magnolia and east to the Genesee River. During the late 19th and early 20th centuries, this area was dominated by the former Vacuum Oil Rochester Works facility, which refined, finished, canned, and distributed petroleum-based products throughout the United States and Europe. The Vacuum Oil Rochester Works site was in operation from 1867 to 1936, during which time Vacuum Oil was purchased by the Standard Oil Company of New York (Socony). The Rochester Works site is the primary focus of the BOA, and has been confirmed or is suspected of being contaminated by numerous spills, accidents and other industrial activities taking place over the past 140 years.

At the completion of the Nomination Study phase of the BOA Program, a great deal of information was collected and analyzed regarding the Vacuum Oil - South Genesee River Corridor BOA, hereafter referred to as the Vacuum Oil BOA, neighborhood, industrial and waterfront areas. Research findings indicate numerous land use, zoning, infrastructure, and economic issues that continue to hamper revitalization and growth potential in the Study Area, including a disconnect between residential neighborhoods and the waterfront created by the former Vacuum Oil Works site and significant slopes. Low housing values and poor building conditions were found within close proximity to current and former industrial areas adjacent to Exchange, Flint and Violetta Streets. Additionally, the neighborhood is not fully realizing the economic or recreational potential of the Genesee River waterfront. Current land use and zoning strategies lack appropriate measures to protect community character and foster high quality design along South Plymouth Avenue or the waterfront. The Vacuum Oil BOA Implementation Strategy will provide targeted guidance on housing issues, zoning modifications, redevelopment strategies for sites of strategic importance, and a redevelopment plan for the Genesee River waterfront within the BOA.

There are six primary objectives of the Vacuum Oil BOA Implementation Strategy:

1) Create market-based strategies to revitalize the former Vacuum Oil Works site and the residential areas within the PLEX neighborhood;

2) Undertake regulatory and design standards updates in support of community revitalization;
3) Create a waterfront master plan that reconnects the PLEX neighborhood with the Genesee River waterfront;
4) Identification and preliminary design of parks and open space improvements to support the residential neighborhoods;
5) Perform environmental investigations to inform future remedial activities for strategic sites; and
6) Conduct the preliminary design of critical vehicular and pedestrian infrastructure to aid future revitalization and investment.

The successful realization of these objectives will accomplish the following:

- increase housing diversity and supply within the downtown and waterfront areas;
- improve the quality of design and community identity within the BOA;
- provide attractive, healthy and sustainable neighborhoods for children to play and families to enjoy;
- extend revitalization from the former Vacuum Oil Works site and waterfront into the residential neighborhoods to South Plymouth Avenue; and
- begin the revitalization of the PLEX neighborhood as a unique, safe and viable waterfront community within the City of Rochester.

Strategic Opportunities

The Vacuum Oil BOA includes a significant stretch of the Genesee River waterfront, and is in close proximity to Center City, the University of Rochester campus, and the confluence of the Genesee River and Erie Canal. The recent completion of the Erie-Lackawanna Rail to Trail Bridge over the Genesee River links the BOA with the University of Rochester, and functions as a conduit for students traveling north-south to/from destinations in the Corn Hill neighborhood and Center City. The City of Rochester and State of New York have control of 90 percent of all vacant land within the BOA, which should speed land assembly, design and redevelopment activities for these properties. In addition, 41 percent of public properties are considered potential brownfields, which increases the likelihood of environmental remediation due to increased access to State and federal funding. The entire length of the Genesee River within the BOA is under public control, further improving opportunities for public access to the waterfront. The location of the BOA and existing ownership patterns offer the opportunity for a unique waterfront destination catering to both families and college student, and improve the likelihood of discretionary spending entering the local economy. Further, the Study

Area's rich industrial and cultural history can become a theme for neighborhood revitalization by leveraging interpretive opportunities with public realm improvements.

"Algae Control Project" (2011)

In an effort to develop a procedure to gather and remove algae from the bathing beach area at Ontario Beach Park, the United States Army Corps of Engineers (USACE), Monroe County Parks Department (Count) and the City of Rochester (City) developed a methodology which was field tested in the Summer of 2011. The project is necessary because in periods of heavy algae accumulation, the beach is often closed for human health reasons.

The algae removal system involves "herding" and pumping algae from the bathing beach area to Lake Ontario. The removal system consists of a suction intake assembly, suction hose, portable self-priming pump, discharge pipe and diffusers to remove surface algae accumulations. The discharge pipe was permanently installed in March, 2014 through the USACE-owned west pier and discharges into the lake between the west and east piers. The discharge piping, which is 55' long, is located well outside the navigation channel.

The system is operationally ready on a full-scale basis and is implemented seasonally and "as-needed" at the start of the "algae season" each year (around July 1st). The portable self-priming pump, suction intake assembly and suction hose are assembled on the beach. Discharge piping is assembled between the pump and connected to the permanent installation through the west pier. A safety barrier (such as a snow fence) is set up to control access to the work area. The suction head assembly is deployed by a front-end loader in the near-shore zone adjacent to the west pier. It is placed into position on the lake bottom by the loader and moved, as needed, according to the water levels or algae accumulations. The typical discharge flow rate is approximately 1,500 gallons per minute and occurs from the west end of the beach easterly towards the west pier. At the end of each algae season, the seasonal equipment is removed from the beach and stored until the next season.

"Aqueduct Master Plan" (May, 2009)

The City of Rochester undertook a planning process to develop a master plan for the Historic Erie Canal Aqueduct and adjoining Broad Street Corridor. The Master Plan creates a vision for the future of the district through rediscovering its past and its essence: the Genesee River and the Erie Canal. The plan establishes the Broad Street

Corridor as a significant public realm enhanced and defined by water creating a new distinctive identity for the district. The Master Plan calls for the transformation of the Broad Street Corridor from a primarily vehicular use to an amenity enhanced concourse of water, open space and enhanced streetscapes.

To be known as the Canal District, this revitalized area of the city will embrace and celebrate its historic heritage by connecting the district and the city more directly with the Genesee River. The master plan calls for the removal of the roadway addition of the 1920's and 1970's leaving the original 1842 structure to cross the Genesee River. The canal raceway would be restored to once again contain water. This re-watered canal crossing the river will re-establish the presence and importance of the Erie Canal in downtown and become the welcoming and defining gesture of the Canal District. The Broad Street Corridor will continue the historic Erie Canal theme toward the west with a series of water features such as fountains in the central portion of the district and a larger water basin at the western end of the district.

The master plan recommendations link the public realm improvements to private development initiatives. It supports the continuation of Main Street as the primary retail street within the center city; thus re-establishing the historic spine of Rochester retailing. Retail opportunities will include a local high-visibility restaurant, a relocated visitors' bureau and shop, bike rentals and watercraft rentals to be used in the re-watered Aqueduct. The initial retail phase will connect the Canal District across the Aqueduct and connect the Four Corners District with the Canal District along Exchange Boulevard. Retail is also recommended at the newly formed Aqueduct Commons and along the block of Exchange Boulevard from Main Street to the re-watered Aqueduct.

The Canal District will also be the home for a new neighborhood of residents. The new residential district will offer residential apartments and condos in a variety of sizes to meet market and the expanding student, workforce and senior population. It will appeal to younger singles, couples, empty-nesters and retirees. New residential development is recommended primarily west of Plymouth Avenue. Residential buildings will define the streets and re-watered aqueduct. It is an important recommendation of the master plan that all off street parking be shielded from sidewalks and green space. Parking areas and structures should be lined with retail at the designated locations and with residential units above the street level.

The major focus of the Canal District is the reclaimed vehicular street that has been transformed into a spine of enhanced streetscapes. Beginning with the reconfigured Erie Canal Aqueduct, this public realm corridor offers a gracious boardwalk with opportunities for passive and active recreation uses for residents and visitors. The

public realm changes in character, scale and use as it crosses the river and traverses the new Canal District. Tracing the original path of the Erie Canal, the water-themed space transforms from pedestrian only boulevard, to river overlook, to major urban plaza, to pedestrian friendly vehicular roadway, to green space and to urban gateway. As the linear framework and focus of the district, this spine of water provides new vistas into the district from other parts of the city and a new perspective of surrounding historic buildings and the city skyline beyond

"Green Infrastructure Rapid Assessment Plan – Densmore Creek Watershed" (2013)

Similar to many developing areas, growth in Monroe County has caused some unfortunate consequences to water quality. One consequence is that developed areas shed larger volumes of stormwater from impervious surfaces (roads, buildings and parking lots) than natural landscapes. Because there is more volume, there is more pollution. Typical pollutants include: petroleum products and heavy metals from vehicles; fertilizers, chemicals and animal waste from lawns; and sediment from eroded streambanks, construction sites and roadways.

In 2010, Densmore Creek and two other minor tributaries were added to the New York State Department of Environmental Conservation's (NYSDEC) Waterbody Inventory/Priority Waterbodies List. This list is updated every two years by the NYSDEC who must consider a restoration strategy to reduce the input of the specific pollutant(s) that cause "impairments" or restrict a listed waterbody's use. Impaired water does not support appropriate uses (drinking, swimming, fishing, etc.) and may require the development of a Total Maximum Daily Load (TMDL – a prescribed diet that reduces the inputs of the listed problem pollutant) or some other restoration strategy. Pollutants noted on the list for Densmore Creek are oxygen demand, urban runoff and phosphorous from municipal sources.

As a result, the Stormwater Coalition of Monroe County, in conjunction with the Monroe County Department of Environmental Services (MCDES), received funding from New York's Environmental Protection Fund to evaluate the Densmore Creek watershed and develop plans to improve it. Due to limited funding, a method was devised to quickly evaluate this watershed for stormwater retrofit potential. It is anticipated that implementation of the retrofit projects identified in this study will help to reduce the impairment level and avoid the regulatory approach of TMDL development.

An inventory of potential retrofits sites was generated using GIS mapping tools. Next, the appropriate stormwater management practice was determined for the properties identified, and those were ranked based on their feasibility, how much they would

improve water quality and cost effectiveness. While the stormwater management practice types focused on green infrastructure (stormwater volume-reducing practices such as infiltration), project types include retrofitting stormwater ponds as a highly cost-effective practice. Stormwater pond projects rank well and are a recommended component of watershed restoration.

Overall, 62 retrofit project sites were identified and ranked within the following two project categories:

1) New stormwater ponds, upgrades to existing stormwater ponds and adding stormwater storage to existing drainage channels.
2) Green Infrastructure (GI) – this category was divided and ranked by where a GI project might be installed and includes:
    a) Public Rights of Ways – all paved cul-de-sacs were identified for retrofitting with a rain garden/bioretention pond. Also, the large, green spaces adjacent to the NYS Route 104 and 590 Expressways were also selected for stormwater storage ("new ponds") and/or bioretention.
    b) Older Residential Neighborhoods – of the 3,073 single family homes in this watershed, 2,869 of them (93%) were built before 1975, typically before stormwater runoff was detained and/or treated for flood or quality control. There are 24 large subdivisions listed for possible green infrastructure neighborhood retrofits totaling 1,993 residences.
    c) Other Locations – such as areas with large impervious surfaces, i.e., shopping malls, were also identified and included for retrofitting.

<u>"Erie Harbor Park Master Plan" (2010)</u>

In 2009, the City received a matching grant from the New York State Department of State (with funds provided under Title 11 of the Environmental Protection Fund) to conduct planning and preliminary design for this important site. The resulting study created a vision for the currently underutilized Erie Harbor Park site and showcased its potential to be a tremendously valuable community asset. Subsequently, the report resulted in the formation of a phased implementation plan for public improvements. In 2011, the City received a second matching grant from the State to advance the planning and preliminary design report into final design and creation of final bid documents for the Promenade at Erie Harbor (and related features).

The area that we refer to as Erie Harbor Park flanks the Johnson-Seymour Raceway, a mill race located on the east bank of the Genesee River in the heart of downtown Rochester. The raceway dates back to the early 1800's and continues to function today

as the primary source of flow for coolant for the Central Library's air conditioning units. This mill race was one of the first private capital works undertaken in Monroe County, and dates back to 1817 when it was opened by Elisha Johnson to serve his milling operations. A dam that predates the current Court Street Dam allowed water to flow into the Johnson and Seymour Raceway from the Genesee River. By 1820, an oil mill, saw mill, paper mill, and flower mill could be found along the race, and by 1855, there were at least six flour mills using water power from the race. The Rochester, Fitzhugh, and Carroll Raceway mirrored the Johnson and Seymour, on the western bank of the Genesee River, and have since been filled in, making the Johnson and Seymour the only remaining raceway from Rochester's early industrial days that still flows in downtown.

Project Goals:

The goals set forth for the Erie Harbor Park Planning and Preliminary Design project were established by the City of Rochester, and confirmed and/or enhanced during the public process, which included two public meetings. The goals were used throughout the project when creating initial concepts, evaluating them, and ultimately getting to a preferred alternative. They are:

1. Enhance the Erie Harbor Park public open space and waterfront.
2. Improve access from South Avenue and Woodbury Boulevard to accommodate safer pedestrian and potential vehicular access to the site.
3. Extend the Genesee Riverway Trail along the site's waterfront to promote increased utilization of the public waterfront and the larger regional trail network.
4. Provide park signage, trail way-finding, and explore interpretive opportunities to educate the public of the site's industrial history.
5. Explore the potential for a portion of the site to yield a mixed-use development that incorporates commercial and retail uses.
6. Consider the goals outlined in the master plan for Rochester's Historic Canal District which include the potential to re-water the original course of the Erie Canal which ran through downtown, including the Erie Harbor Park site.
   Phase 1 has been completed. Phase 2 and 3 are scheduled for 2014-2015 and 2015-2016, respectively.

<u>"GardenAerial Project"</u>

The "GardenAerial project will transform the immediate area of the rim of the Genesee Gorge at High Falls, creating an exciting new public greenspace and trail destination at the very birthplace of Rochester, New York." The GardenAerial is a multi-phased construction project in the heart of downtown Rochester, NY that will restore public

access to the High Falls Gorge on the Genesee River. Already underway, the GardenAerial is transforming this historically industrial site into a sustainable destination to feature the stunning natural beauty of the High Falls. Streetscapes redeveloped with green infrastructure, additional public green-spaces, an integrated trail network, and a viewing bridge directly over the falls are among the planned initiatives. The High Falls Gorge is a world-class site; with the growing momentum of the GardenAerial it has the potential to renew interest in downtown Rochester as a place to live, enhance quality of life for Monroe County residents, and attract visitors from outside the state.

Phase 1, under way now, will create and prepare new trails and gardens on the east and west sides of the gorge. Trail improvements on the East side (near Genesee Brewery) as well as the initial construction work on the FlourGarden (at Browns Race) will begin in 2014. Pedestrian access and structural feasibility studies will also take place in 2014 to prepare assets and circulation pathways for Phase 2 of the project.

Phase 2 includes design and construction of a new pedestrian bridge across the top of High Falls and a downtown connection "system" – thus completing a 3/4 mile hub trail around the rim of the Gorge. It will also include the possible re-adaptation, reprogramming, reconstruction of HydroPower Station #4, the oldest extant hydroelectric station in the city of Rochester. These architecturally stunning additions to High Falls will finally give residents and visitors breathtaking access and "up close" engagement with the river and the falls for the first time in over a century.

Phase 3 will include the creation of a stunning arboretum, floating high above the Genesee Gorge ON the Pont de Rennes Bridge, an urban greenway, a new "garden" in the sky. It also hopes to include the construction of a new, environmentally friendly public WinterGarden and Horticultural Genetic Specimen Bank on the east side of the gorge — a stunning new venue with a panoramic view of the falls and gorge.

<u>"Genesee Valley Park West Master Plan" (2012)</u>

The City of Rochester Department of Environmental Services and Department of Recreation and Youth Services, in conjunction with the Genesee Waterways Center, Inc. are developing a master plan for the portion of Genesee Valley Park west of the Genesee River. Genesee Valley Park, one of three original parks in the Rochester Park System, was designed by Frederick Law Olmsted and constructed in the 1890s. The southwest quadrant of the park was designed for active play and water sports. The Erie Canal was routed through the park (1905-1923) and the park was expanded to include former railroad and Genesee Valley Canal lands.

The Genesee Waterways Center, a 501(c)3 non-profit organization, promotes canoeing, kayaking, rowing and sculling in the Rochester region. In addition to whitewater kayaking at Lock 32 in Pittsford, the GWC leases the Genesee Valley Park boathouse from the City. From the boathouse, the GWC offers various flat-water training courses, minority outreach programs, boat rentals, and is the home of the University of Rochester Crew team. The boathouse has 600' of ADA accessible dock and is one of the few hand carried boat launches on the Genesee River open to the general public. By 2008 the GWC had outgrown the existing facility and was granted a permit to erect a structure adjacent to the boathouse. This structure is a temporary solution and does not meet the long term goals of the City or the GWC.

The City, in partnership with the GWC, has acquired a NYS Department of State - Environmental Protection Fund grant to conduct a master plan for this section of Genesee Valley Park. The master plan process will include, but not be limited to the following: inventory and analysis of the park's current conditions including the boathouse, pool and ice rink complex, ballfields, tennis courts, vehicular and pedestrian circulation, lodge, play equipment, scenic vista/viewshed and vegetation analysis; historic landscape analysis; a hydro-geological study of Genesee River shoreline along the immediate project area; alternative schematic designs for an expanded/new boathouse and the park as a whole; recommendations for historic landscape treatment(s); cost estimates; recommended implementation strategies and funding sources; management and operation recommendations; public input sessions; and a recommended master plan with SEQR Long Form Environmental Assessment.

As of December 2014, about 80% of the plan has been completed. Existing park conditions have been analyzed and the following guiding principles have been proposed:

- Park features and infrastructure should contribute to and enhance the park's role as a multi-modal crossroads.
- Rethink spatial organization of park features that are no longer constrained by past limitations.
- Renew park ties with its significant history and re-establish visual ties between east and west.
- Modernize building facilities to meet current and future demand.
- Re-prioritize and enhance sports fields, playground and picnic areas.
- Establish a local benchmark of how park land should interface with the river, include green infrastructure and enhance the ecological recreation experience.
- Plan circulation and facilities infrastructure to promote both the neighborhood and the regional draw.

- Respond to the growing health care and fitness crisis by focusing on wellness and developing new public-private partnerships.
- Plan facilities and programming to accommodate multi-generational, multi-purpose, and long-term recreation trends.
- Focus on exceptional experience and attraction to the park over perceived demand and recreation "standards."
- Limit and mitigate physical and visual impacts from adjacent development and non-park infrastructure.

"LYLAKS BOA Draft Nomination Study" (2014)

The Lyell-Lake-State Street (LYLAKS) Revitalization Strategy is sponsored by the City of Rochester through the Department of Environmental Services, with funding provided by the New York State Department of State and technical assistance from the New York State Department of Environmental Conservation. The purpose of this study is to assess the current status and development potential for former industrial, commercial and underutilized lands, as well as adjacent residential neighborhoods. The study seeks to establish a vision for a transforming area of the City and to identify a strategy for implementing a series of projects and programs that will result in improved business opportunities and an enhanced visitor experience and quality of life.

The proposed BOA encompasses approximately 602 acres of land located west of the Genesee River immediately north of Downtown Rochester. The Study Area expands around two primary corridors – Lyell Avenue which runs east to west and Lake Avenue/State Street which runs north to south. Lands within the BOA have been adversely impacted by not only brownfield sites themselves, but also by the indirect impacts associated with vacant and underutilized properties, including vandalism, theft, drugs, loitering and other criminal misconduct.

The proposed BOA is comprised of 2,800 parcels, and although most parcels are residential, the BOA also contains a diverse mix of commercial, industrial and public open space properties. As land use within the BOA has shifted over time from predominantly industrial uses to residential and recreational uses, contamination issues linger long after the intensive industrial uses have disappeared. The Pre-Nomination Study identified 161 potential brownfield sites, with the Nomination Study identifying an additional 45 potential brownfield sites. Potential brownfield sites identified during these studies have included the former BeeBee Station, the Orchard-Whitney site, the Volunteers of America property and the former Kleen Brite property.

Through comprehensive public engagement, a vision for the Study Area was proposed that succinctly describes where the community sees itself in the future. The vision illustrates generally how the community proposes to enhance the Study Area, laying the groundwork for a set of thoughtful and appropriate means to achieve that vision:

"LYLAKS is a vibrant, safe, livable, attractive and stable community, comprised of diverse residential neighborhoods, a mix of commercial uses that residents utilize on a daily basis and offices where key community job creators are located. The LYLAKS BOA community is a place where blight, contamination and vacancy have been replaced with homes, businesses and open space amenities by people with a sense of community loyalty, pride and duty. The LYLAKS community is also a premier regional tourist destination, where visitors come to watch a game at Sahlen's Stadium or Frontier Field, use the comprehensive network of pedestrian and bicycle trails and take advantage of the neighborhood's scenic waterfront along the Genesee River gorge."

The vision statement of the LYLAKS BOA is shaped and supported by a set of six guiding principles that set the framework for revitalization strategies within the LYLAKS BOA. Each principle is supported by a series of key objectives that transform the community vision into measurable, achievable goals for revitalization.

Principle 1: Attract New Businesses & Support Existing Industries to Promote Jobs
Principle 2: Improve Housing & Neighborhoods
Principle 3: Improve the Quality of Life
Principle 4: Branding & Marketing
Principle 5: Encourage Redevelopment on Brownfield Sites
Principle 6: Engage Residents in Revitalization Activities

Revitalization of LYLAKS will start with streetscape enhancements and infrastructure improvements to discourage further deterioration of LYLAKS. Private investors will begin to see the promise in LYLAKS for its proximity to the downtown, its affordability, its natural and scenic resources, its traditional urban neighborhood form and the potential of transforming long-neglected vacant buildings and lots into new mixed-use developments.

Several major projects in LYLAKS will be made possible through collaboration between private investors and the City of Rochester. The redevelopment of the Orchard-Whitney site; the conversion of vacant lots into an urban farm and food hub; the redevelopment of former industrial sites along the River into mixed use waterfront development; and deteriorated neighborhoods that will be rehabbed by townhomes and mixed use

development surrounding the stadiums will be defining projects for the LYLAKS of tomorrow.

Over the coming decades, urban food production, processing and distribution has the potential to repurpose acres of vacant land at the epicenter of LYLAKS to make it the heart of the region's local food movement. Jobs will be created as farmers, food processors, distributors, managers, youth coordinators and local food industry businesses locate around LYLAKS' growing urban agriculture movement. The clustering of the local food industry in the heart of LYLAKS will draw other food and local-centric businesses including restaurants, cafes, bookstores, bike shops and boutiques that serve LYLAKS residents and visitors. The farm will be a destination for local food and urban agriculture enthusiasts – they will be able to take educational tours of the facility, eat at the job training café, shop at the farm stand and visit other local businesses. The farm will serve as a leading example of Rochester's innovative transformation of industrial landscapes into the generators of a more localized, cleaner, greener economy.

The opening up of the Genesee River waterfront for uses other than heavy industry will have transformative effects on the quality of life for LYLAKS residents and the local economy. The redevelopment of the BeeBee Station site from an abandoned factory to a regional destination that highlights the natural assets of the waterfront will serve to create jobs for LYLAKS residents, improve the perception of the area and encourage the establishment of nearby service businesses. The success of the BeeBee Station redevelopment will spur on other mixed use waterfront development projects and the creation of public open space amenities to further the LYLAKS as a destination for residents and visitors alike. The creation of public open space along the waterfront and the connection to the Riveryway Trail and El Camino Trail along the waterfront will attract trail users into the neighborhood.

Intensive investment and development along the corridor between the two stadiums will act as a gateway welcoming visitors into LYLAKS. Although visitors now feel unsafe traveling beyond the parking lot of the stadium, an infusion of restaurants and shops on Oak Street will encourage visitors to take advantage of these services and explore the neighborhood's nearby parks. The Stadium Corridor will also introduce a new kind of housing stock and resident into LYLAKS – the townhouses that line Saratoga Avenue and Verona Street will be filled with empty-nesters and young professionals who want to have an authentic urban neighborhood experience and live in a walkable community. The diversity of the LYLAKS population will help small businesses succeed here by requiring a wider range of community needs and providing spending power. The mixed-use commercial development and townhouses will look like they've always been here –

they will help reinvigorate this once vibrant community with their dense, walkable streets and bustling neighborhood activity.

The LYLAKS Revitalization Strategy is a long-range plan broken up into three phases: Short-Term (0-7 years), Mid-Term (8-15 years) and Long-Term (15+years).

Phase 1 focuses on improvements to the public realm and infrastructure by improving and expanding the open space and trail network by better connecting these assets through streetscape enhancements, the active reuse of vacant and underutilized sites and buildings and developing the economic vitality of the neighborhood. The enhanced LYLAKS **open space and trail network loop** will highlight the area's abundant green space while providing residents and visitors with safe and easily accessible recreational destinations within LYLAKS and beyond. **Streetscape enhancements** and improvements to infrastructure will serve to make LYLAKS more walkable, attractive and safer while encouraging residents and visitors to explore the integrated and connected open space amenities within LYLAKS and adjacent neighborhoods. **Infill development** on vacant lots is an essential aspect of the LYLAKS Revitalization Strategy. The conversion of vacant lots will improve the aesthetics of the area, encourage further investment and improve the perceived safety and **economic vitality** of the neighborhood.

Phase 2 of the LYLAKS Revitalization Strategy builds off of the progress and initiatives established in the Short-Term Plan. The public investment in updating infrastructure, streetscape enhancements and improving open space and trails is intended to lay the framework for private investment interest. Building on the initial investments in Phase 1, LYLAKS will be primed for more capital-intensive, privately funded projects including **neighborhood mixed use development**, **waterfront development** and **new residential development**.

Phase 3, the Long-Term Plan (15+ years) of the LYLAKS Revitalization Strategy builds off of the progress and initiatives established in the Short-Term and Mid-Term Plans. The areas of strategic investment – The Orchard-Whitney site and surrounding vacant and underutilized sites, the waterfront, creative redevelopment of vacant JOSANA residential neighborhoods, the Lyell Avenue Corridor and the Stadiums Corridor will continue to be the focus of redevelopment efforts. Beyond these sites there will be continued efforts to better connect the LYLAKS community to its various assets through an enhanced open space and trail network. The effort to transition vacant lots into active uses will continue to increase as LYLAKS becomes more attractive to private investment while several key waterfront parcels will be transformed into sites that highlight the waterfront as a major community asset.

Statewide Plans and Initiatives

New York State: Canal Recreationways Plan

Background: The New York State Canal Recreationways Commission prepared a statewide strategy for revitalizing the Erie Canal.

Overview: The plan includes land use recommendations, project proposals and marketing recommendations. The Canal Corridor replaces this plan. The recommendations are the same for the Rochester area.

New York State: Statewide Comprehensive Outdoor Recreation Plan (SCORP)

Background: This plan was adopted in 1994. The purpose of this plan is to guide all park and recreational development within New York State.

Overview: The policies within this plan were reviewed to make sure this plan is in harmony with state objectives.

The Seaway Trail, Inc.: Seaway Trail Master Plan

Background: The Seaway Trail, Inc. has established a master plan for the development of the Seaway Trail scenic byway running along the Lake Erie, Lake Ontario and St. Lawrence Seaway shorelines.

Overview: This plan looks at enhancing the entire trail system. Monroe County's Seaway Trail Communities Plan calls for more specific recommendations for Rochester and our surrounding area.

J. INVENTORY IMPLICATIONS (SWOT ANALYSIS)

Throughout the public participation process, there were several occasions where people were able to comment on the Strengths, Weaknesses, Opportunities and Threats (SWOT) for all of the focus areas as well as boundary wide. Below is a summary of these comments.

Boundary Wide

Overall, people believe that the entire LWRP area has much to offer. It is rich in history, diverse and unique and has many tourist attractions. The waterfront is close to Toronto as well as to the Finger Lakes. However, most people agreed that the waterfront area lacked promotional and marketing efforts; adequate signage and wayfinding; and coordinated oversight and management. There was also concern regarding the often poor water quality that results in too many days of the beaches being closed to swimming.

Regarding the future potential of the corridor, people saw many opportunities. If water quality could be improved and oversight and management of the harbor be coordinated, then the waterfront could flourish. Improvements to view sheds, trails and wayfinding would also help to enhance the waterfront experience. However, some of the obstacles that people saw standing in the way of these improvements include lack of funding for projects, perception of crime and safety issues at the lake, environmental remediation costs and continued water pollution.

Focus Area 1 – Lakefront

People view the Lakefront as "the front" to the City. It allows for both passive and active recreation in the way of picnicking, swimming and boating. It also provides scenic views and vistas of both the lake and the river. It has historic features as well as modern ones. However, along with these positives come some negative impacts. There is a great deal of traffic congestion at the lake and not enough adequate parking, although people believe that what parking is available is located too close to the lakefront. There is also concern over coastal and beach erosion, and the continued problem of poor water quality.

Regarding the future potential of the lakefront, people saw the port development to be a huge asset which will include the relocation of the boat launch, a new marina and a Harbor Management Plan. With this development might come other opportunities including a ferry service, water taxis, and possibly the creation of off-site parking with a shuttle or trolley service. However, with these improvements might come some

negative impacts, including continued traffic congestion and parking issues; loss of the Charlotte "village" character; destruction of view sheds from increased development, and a lack of a market for the new development.

Focus Area 2 – Riverfront (natural)

The greatest strength of this area of the riverfront is its scenic views of the gorge and the lower and middle falls. The greatest obstacles as seen by participants are the physical barriers inherent in Lake Avenue and St. Paul Street as well as the vacant industrial land.

Regarding the future potential of this area of the riverfront, people saw many opportunities to increase the public access to the gorge. Suggestions include creating a plateau area on Lake Avenue; making trail connections that go across the river; creating a zip line attraction as well as other activities and educational tours. The greatest obstacles to some of these suggestions are the limited access to the gorge itself and the possible encroachment and/or destruction of natural habitats.

Focus Area 2 – Riverfront (urban)

The greatest asset of this area is its proximity to downtown with a captive audience of thousands of people on daily basis. Given this close proximity, many of the features of this area are within walking distance from downtown, e.g. High Falls, Pont de Rennes, the historic Aqueduct, etc. However, this proximity is not without its challenges. For example there is a lack of physical access to the water and obstructed view sheds. These impediments cause disruptions to the trail system and leave it disconnected along the waterfront. There is also a lack of amenities along this area of the waterfront, e.g. lighting, trash removal, etc.

Regarding the future potential of this area of the riverfront, people viewed this area as having great potential given that some projects are currently underway (GardenAerial and LYLAKS BOA) and others are receiving closer looks (Beebee Station Redevelopment Site, Aqueduct Redevelopment potential, Festival Site Opportunities, etc.). However, lack of funding for major projects and the costs associated with environmental remediation continue to be significant obstacles.

Focus Area 3 – Canal

One of the greatest assets of this area is its existing trail system. The canal provides easy access for boaters, bicyclists and pedestrians. It is near Genesee Valley Park, the University of Rochester and major expressways for easy vehicle access. However, there

are still many areas along the canal that lack physical access to the water due to topography. There is also a lack of neighborhood connections to the canal that, coupled with the industrialization of canal land, have proven to be major obstacles.

Regarding the future potential of the canal, there are many projects underway or in development stages that will greatly enhance this area including the University of Rochester Master Plan; the Genesee Valley Park redevelopment, and the Vacuum Oil BOA. There is also the potential to develop canal boat tours and to create new canal landings for increased access. However, there are still formidable obstacles to maximizing the canal including convoluted access patterns, the encroachment of commercial and industrial uses along the canal, and as with almost all of the areas along the waterfront, the extensive costs associated with environmental remediation.

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 Convoluted access patterns on canal Lack of open space near canal Underutilized land Environmental remediation costs Siltation / erosion

K. ADDITIONAL PLANNING AND DEVELOPMENT ISSUES

The following additional LWRP planning and development issues have been identified by the Waterfront Advisory Committee, three focus groups, citizens and stakeholders during the public input process:

1. Rochester has "Three Great Waterways" that are connected to many of our communities' historical, natural and recreational assets. However, the benefits of these waterways and all its associated assets have not been fully utilized by our community.

   The majority of our city's historical, natural resources and recreational assets are located within our waterfront corridor. For example to the north we have the Charlotte Light House, yacht clubs, Ontario Beach Park, "The Gorge" (Seth Green Island, Lower Falls and Middle Falls, Seneca Park and the Zoo), Turning Point Park, Historic Maplewood Neighborhood and Park. Closer to downtown we have the High Falls Entertainment District, Frontier Field, Riverside Convention Center, hotels on the waterfront, the historic Broad Street Aqueduct, riverside parks and the Blue Cross Arena (War Memorial). Moving further south, we have the Historic Corn Hill Neighborhood, a world class flat water racing course, Genesee Valley Park and the Erie Canal and trail.

2. The second largest industry in New York State is tourism. Water, entertainment, sports, cultural destinations and family are the major attractions for the leisure tourist. Rochester's tourism industry is mostly made of people attending business meetings and conventions. However, there is a great opportunity for our city to increase its tourism industry by focusing more on leisure tourism. Recent statistics indicate that the bulk of the visitors (approximately 50%) are transient business persons here on a business trip. Convention/meeting visitors comprised approximately 29% of visitors, with leisure visitors making up about 21%.

   Tourism in the United States today has its most significant impact when it focuses on the family. One hour west of Rochester and two hours southeast of Rochester are two entertainment visitor attractions that bring 12 million visitors to one area, Niagara Falls, and 300,000 to the second area, Corning, New York. The Niagara Falls visitor connection is particularly valuable to Rochester. The primary market for these two locations is families. Both locations bring their customers into Monroe County as they pass through either on the New York State Thruway or State Highway 390, representing a potential visitor market.

3. Rochester is experiencing signs of urban revitalization within our "center city". However, we are within a regional setting of slow growth or decline in economic growth and population.

   Many exciting recent developments are breathing life into Rochester's downtown. Some examples of this urban revitalization are; the Midtown Plaza site redevelopment, Sibley Building redevelopment, new Transit Center, Frontier Field, renovated War Memorial, the new Bausch and Lomb Library, High Falls Entertainment District, the New Blue Cross and Blue Shield Building and new residential infill development.

   Upstate New York is a still a national island of slow growth or decline in economic strength and population. The healthy United States economy is mirrored by improved conditions in New York City, in the Mid-west, and in New England. Rochester could be a leader in catching the New York State economy up to the rest of the country.

4. Rochester has many community assets. However, our city has a perceived poor image both locally and nationally that is hindering the growth of our city. The president of the Industrial Management Council has indicated that the number one economic development goal for Rochester is the betterment of its national image.

   High tech jobs are going unfulfilled because companies cannot attract people to Rochester. With a relatively low unemployment rate and the unfilled jobs, the attraction of new people to the area would result in true economic growth. However, this growth is affected by the image of Rochester and the Western New York region. An entertainment economy could help to cure this problem.

   The Visitor's Association, in attracting conventions and meetings to Rochester, has indicated one of its problems is the poor image that local residents have of the Rochester area. This poor resident perception is a serious issue for any continued economic growth in the area. (Note: On the other hand, outsiders who have moved to Rochester often talk about the positive quality of life that exists in the area compared to other locations.) A perceived high quality of life that exciting leisure activity brings can be the main attraction to offset a negative local image and to increase a desire to move to any city, e.g., Orlando grew from a small Florida city to a major national city through entertainment and tourism.

5. Rochester like many other cities is experiencing a lack of use in its downtown area. We are just beginning to realize how we can use entertainment to revitalize our downtown.

   As with almost every other major mid-sized city in the nation, the core downtown empties at five o'clock when people return to the suburbs. The main retail mall downtown has lost many of its major tenants. Suburbanites have a perception of crime and fear associated with downtown. And like most mid-sized American cities, the downtown is seen as "dead" in terms of nightlife and other forms of activities. The downtown is deserted on weekends, and few people are seen on the streets, other than at bus stops in the evenings during mid-week.

   Many American cities have turned to entertainment as a strategy to attract people to downtown. Entertainment, as an economic strategy, has been primarily focused in large cities with other entertainment resources already in place and with a tourism market of some capacity in place, e.g., Boston and Baltimore. This tourism base, along with a large local population base, attracts national businesses willing to invest significant private dollars in a downtown, e.g., a Rouse Corporation. For Rochester to compete against other cities for visitors, it must determine how to compete locally to bring suburbanites back to the downtown and must determine how to compete in a unique way for the outside tourist to see Rochester as a viable destination compared to other cities.

6. Rochester like many other Northern Cities has seasonal constraints. However, we have not tried to counter this factor by providing winter time activities.

   All northern cities, except international cities such as Boston and New York, are dramatically affected by the regional climate. The hotels, for example, in Rochester on average have occupancy rates of 46.6%, 46.2% and 52.8% in the winter months of December, January, and February respectively, while the summer months have rates of 70.4%, 69.3% and 73.1% in June, July, and August respectively. The winter often has a sobering effect on the activities of Rochesterians with many leaving town for warmer climates. Although there is good local skiing, there is not an effective entertainment attraction to Rochester in the winter. The weather, along with the poor national and local image, has a negative effect on attracting people to Rochester and is often given as a main reason for not moving to Rochester.