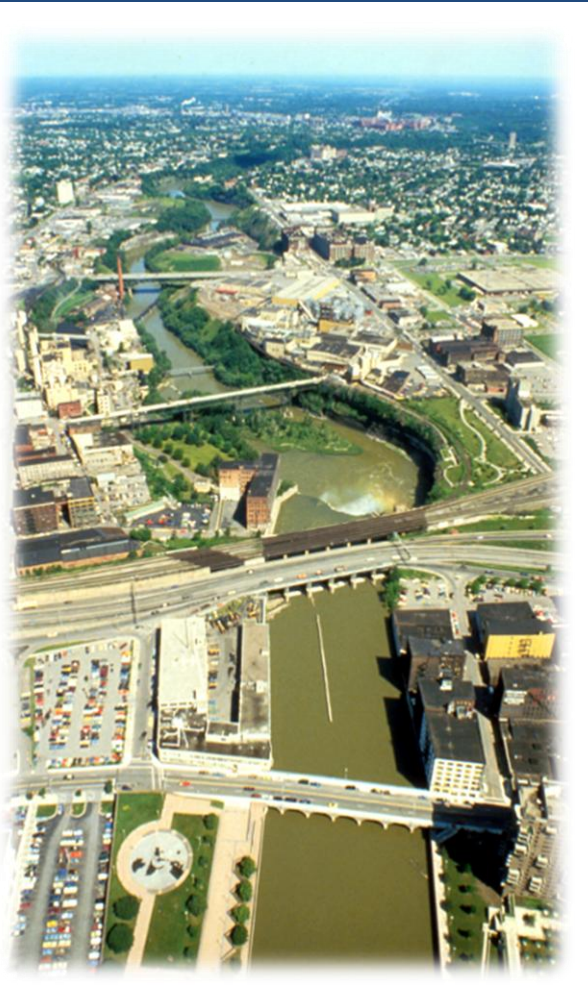


Rochester’s LWRP History & Background

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



LWRP Update Process & Timeline

A Waterfront Advisory Committee (WAC) consisting of representatives from various community groups, neighborhood organizations and other waterfront stakeholders was formed. Committee members provided valuable input and feedback that helped guide the development of the LWRP Update. To date there have been a total of six WAC meetings, three focus group meetings and two public meetings since the project began.

The following tasks must be completed to satisfy New York State Department of State (NYSDOS) requirements:

- Submit Draft LWRP to City Council / NYSDOS

60 Day Review of Draft LWRP by NYSDOS

Final Public Information Meeting

Complete LWRP Final Document

SEQR Review of LWRP Final Document

City Planning Commission / City Council Approval

NYSDOS Approval
- Status

June 2015

Summer 2015

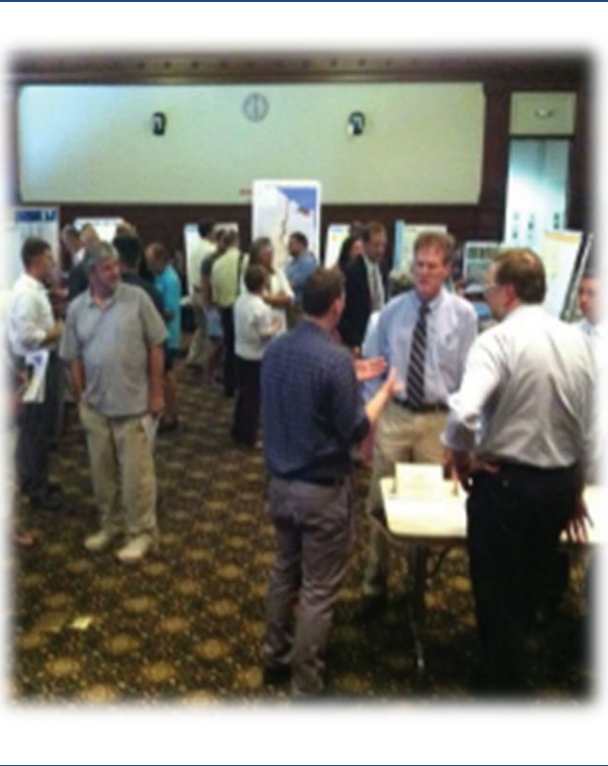
Summer 2015

Fall 2015

Fall 2015

November 2015

December 2015



LWRP Inventory & Analysis

Due to the unique nature of Rochester’s distinctly different waterfront areas, the LWRP boundary was divided into three focus areas: Lake Ontario, the Genesee River corridor and the Erie Canal. Each focus area was further divided into smaller sub-zones to identify appropriate land uses within each focus area (see sub-zone map to the right).

Public Input

A web-based public input page was developed by the project consultant team and hosted on the City’s website that provided a venue for interested stakeholders to identify current issues, specific project ideas, and waterfront priorities. Visitors to the webpage had the option of taking a brief survey, leaving a general comment or geographically identifying a specific project idea or issue on an interactive map.

A completed land use matrix indicating appropriate uses for each sub-zone area was compiled from input received through the web-based public input as well as at each of the following WAC and focus group meetings:

- WAC Meeting #1

• Public Meeting #1

• WAC Meeting #3

• WAC Meeting #4

• Lake Focus Group Meeting

• River Focus Group Meeting

• WAC Meeting #5

• Canal Focus Group Meeting

• WAC Meeting #6

• Public Meeting #2
- March 2013

June 26, 2013

October 26, 2013

November 20, 2014

December 2, 2014

January 22, 2014

February 24, 2014

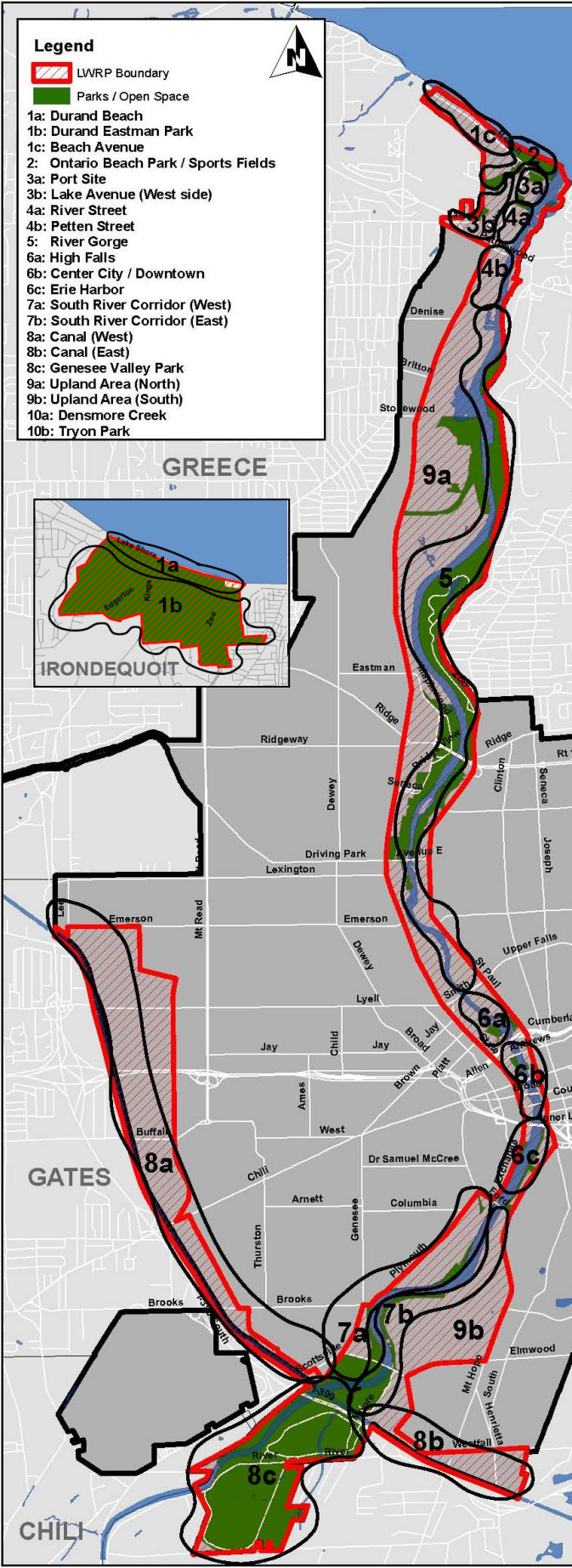
March 18, 2014

March 25, 2014

April 9, 2014

Future LWRP Land Use Matrix by Sub-Zones

Potential LWRP Land Uses (1a) X=Durand X= Beach Ave	LWRP Sub-Zones																									
	1a	1b	2	3a	3b	4a	4b	5	6a	6b	6c	7a	7b	8a	8b	8c	9a	9b	10a	10b						
(1) Boat Docks and Slips				X		X	X				X	X	X		X	X										
(2) Pump-out Facilities				X							X	X	X		X	X										
(3) Marinas / Marina Related Support				X		X	X				X	X	X		X	X										
(4) Fishing Areas	X	X	X	X				X			X	X	X	X	X	X										
(5) Swimming Areas	X	X	X																							
(6) Car-top Boat Access	X							X			X	X	X			X	X									
(7) Festivals/Events/Outdoor Entertainment	X	X	X	X					X	X	X	X	X			X										
(8) Parking	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X							X
(9) Shipping (*Passenger vessels, water taxis, etc.)					*	*	*	X			*	*			X	X										
(10) Water-related Retail Support				X				X	X	X	X	X	X	X	X	X	X									
(11) Housing (single-family)	X				X	X			X	X	X	X	X					X	X							
(12) Housing (multi-family)				X	X	X	X		X	X	X	X	X		X	X										
(13) Public Walkways and Trails	XX	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
(14) Passive Recreation (picnicking, etc.)	X	X	X					X	X	X	X	X	X	X	X	X	X			X						
(15) Active Recreation			X					X				X	X	X		X	X	X								X
(16) Hotel, (Boate), Bed and Breakfast	X			X					X	X	X	X	X	X	X			X								
(17) Commercial, General Retail				X	X	X			X	X	X	X	X	X	X			X								
(18) Restaurants				X	X	X	X		X	X	X	X	X	X	X	X										
(19) Bars / Nightclubs					X	X			X	X	X			X	X											
(20) Field Sports	X	X									X	X	X				X	X								
(21) Power Generating Facilities									X	X	X															
(22) Manufacturing										X								X								
(23) Museums, Aquariums, Zoo (* College)				X		X		X	X*		X	X*		X	X		X	*								
(24) Offices				X	X	X	X		X	X	X	X						X								
(25) Water Treatment Facilities								X																		
(26) Other (Views)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
(27) Other (Urban Wild/Storm Water/Green Infrastructure)	X	X	X				X	X				X	X				X	X							X	



LWRP Inventory & Analysis - Continued

Through input and feedback received via the web-based public input page as well as at the series of WAC and Focus Group Meetings, a SWOT Analysis was compiled which identifies and summarizes the Strengths, Weaknesses, Opportunities, and Threats for each focus area.

This information was used to develop and finalize project recommendations, policies and sub-policies that protect, strengthen and enhance Rochester’s unique and diverse waterfront assets and will help guide future waterfront development activities.

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 nighbds 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 Olmstead 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 Lake 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 Beebe 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 Habitat encroachment of industrial uses Lack of water-oriented uses Poor design of adjacent land uses Convolutated access patterns on canal Lack of open space near canal Underutilized land Environmental remediation costs Siltation / erosion

LWRP Policies and Projects

There are 44 state coastal policies that the LWRP is required to address. A list of relevant state policies and local sub-policies are categorized into 11 broad categories which include waterfront development, public access, recreation, fish & wildlife, flooding & erosion, historic & scenic, energy & ice management, water & air quality, agriculture, wetlands and “other”.

A list of 50 project recommendations that address these policies has been developed and includes both familiar ideas that build upon current projects and entirely new concepts received from the WAC and public input process. Project recommendations are categorized as either “proposed” or “future”. The following list highlights major project recommendations contained in the LWRP:



GardenAerial Trail Hub Concept

The Local Waterfront Revitalization Plan Update is being prepared in cooperation with the New York State Department of State with funds provided under Title 11 of the NYS Environmental Protection Fund.

#7 - Port of Rochester Marina Development (Phase II)

#11- River St. Mixed-Use Development

#16- Lake/Ridge/Maplewood Planning Study

#21- “Genesee Falls Park” Masterplan

#26- GardenAerial Trail Hub/ High Falls Access Improvements

#25- High Falls Zip Line

#27- Riverfront Promenade / Charles Carroll Park Improvements

#31- Erie Canal Aqueduct Redevelopment

#40- Vacuum Oil BOA Plan Implementation

#43- Westside Canal Parkway & Trail



For more information visit: WWW.CITYOFROCHESTER.GOV/LWRP



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council



City Council Workshop
May 28, 2015

About the LWRP

First adopted in 1990, the LWRP is a policy plan that guides landside development for areas along the City’s waterfront. An update is currently underway that expands the existing boundary to include all waterfront areas within the City limits that border Lake Ontario, the Genesee River, and the Erie Canal (see map of boundary and significant natural features).

Benefits of an LWRP

- **Provides clear direction:** an LWRP reflects community consensus and can help attract appropriate types of development in keeping with community character.
- **Technical Assistance:** an LWRP establishes long term partnerships among local government, community organizations and the State.
- **State and Federal Consistency:** Permitting, funding and implementing must be consistent with an approved LWRP. This provision is a strong tool that ensures all levels of government work in unison and cooperate to build a stronger economy and healthier environment.
- **Financial Assistance:** an LWRP provides a unified vision and therefore increases a community’s chance to obtain funding for projects.

