

**ORIGINAL DRAFT JANUARY 12, 2001
amended October 31, 2005***

**HARBORTOWN DESIGN DISTRICT
(O-HTD)
DESIGN GUIDELINES**

The Harbor Town Design District (O-HTD) has been established to preserve and enhance the spirit of Charlotte, a 200-year-old waterfront community and a port of entry to the United States. The Harbor Town Design Guidelines shall correlate with enforcement of the Zoning Code of the City of Rochester and with implementation of the Local Waterfront Revitalization Plan (LWRP).

The Introduction begins by quoting the Sector 1 Vision Statement that was prepared by the community previous to and separate from preparation of this document.

Four (4) separate, but related design zones/areas are identified within the HarborTown Design District Guidelines. The distinctions are made to assure appropriate historic interpretation in promoting the integration, intermingling and visual and physical proximity of the varied community, retail, harbor and recreational activities within the area. These areas are:

- 1) North River Street/Latta Road/Stutson Street**
- 2) Port Area- the Port of Entry for Rochester, New York**
- 3) Lake Avenue- a Main Street corridor**
- 4) Lakeside- recreational waterfront**

***The Original Draft of the Design Guidelines was submitted to the Department of Zoning in 2001. Since the department was revising the entire Code for the City of Rochester at that time, these guidelines were not implemented. Many of the design standards/items set forth in the original draft have already been installed. In light of a master plan for the Port of Rochester, Sector 1 would like to resubmit this revised edition in an attempt to continue the cooperation between stakeholders/residents and City Hall regarding future design plans that will both occur in and affect the future of our neighborhood.**

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ATTACHMENTS:

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Attachment No. 2	Historic photos of Charlotte
Attachment No. 3	Landmark Society list of historically significant buildings located in Charlotte
Attachment No. 4	Booklet on NBN-Sector 1's Targeted Funding Project- the Bill Davis Overlook
Attachment No. 5	Summary of Findings of community Visioning Session- November 2000
Attachment No. 6	Final Report of the Harbor Advisory Economic Development/Tourism Subcommittee- March 14, 2001

HARBOR TOWN DESIGN DISTRICT (O-HTD) DESIGN GUIDELINES

I. INTRODUCTION

Neighbors Building Neighborhoods, NBN Sector 1's "Vision Statement" for the Charlotte Community:

"Charlotte is a unique blend of neighborhoods in a historic waterfront area forming a partnership among residents, businesses and recreational services into a 'Community That Cares'; thoughtfully developing the natural resources that lie along our riverfront and lakeshore borders with sensitivity to our history and contributions; striving to provide and maintain a safe, clean, family oriented environment for all who live, work and visit."

A. LOCATION (See Attachment No. 1- Map of O-HTD)

The Harbor Town Design District Guidelines shall be applied to the area shown on Attachment #1 and whose boundaries are described below:

Ontario Beach Park, properties fronting on Lake Avenue north of the Lake Ontario State Parkway (LOSP), properties fronting on Latta Road and Stutson Street between Lake Avenue and the Genesee River, properties fronting on River Street from Number 335 to its northern limit, all properties on Lighthouse Street and both banks of the Genesee River north of Turning Point Park.

Please note that in preparing the Design Guidelines included herein, Sector 1 has also applied the design standards to include those streets that run west from Lake Avenue that are north of the CSX Bridge, namely Lakeland, Fleming, Hincer and Corrigan Streets.

B. STATEMENT OF PURPOSE

The Harbor Town Design District (O-HTD) has been established to preserve and enhance the spirit of Charlotte, a 200-year-old waterfront community and a Port of Entry to the United States. The Harbor Town Design Guidelines shall correlate with enforcement of the Code of the City of Rochester and with implementation of the Local Waterfront Revitalization Plan (LWRP).

The community of Charlotte has been Rochester's port since 1792. Incorporated as a "village" in the Town of Greece in 1869, the area was annexed to the City of Rochester as the 23rd ward in 1916. Charlotte's port development has been important to and intertwined with the development of the City of Rochester, due to its strategic location at the mouth of the Genesee and access to Lake Ontario. Since this

area is steeped in history, it is important to the community to ensure that redevelopment in the area interprets and reflects its rich maritime heritage. Enhanced development of the port area is a high priority for the City of Rochester; it is equally important to the residents and stakeholders of the Charlotte community that future development in the area is in keeping with the spirit and tenets of the original 1984 LWRP (and its subsequent update) and the November 2000 (see attachment #5- Charlotte Visioning Workshop's Summary of Findings).

Mayor Johnson created a Harbor Advisory Committee in 1999. Participants included stakeholders from Charlotte who worked with the City's Department of Economic Development in hosting both a Visioning Session and Design Symposium. The March 14, 2001 "Final Report of the Harbor Advisory Economic Development and Tourism Sub-Committee" identified five goals for the Charlotte area to:

- Promote year-round use for the area
- Develop the harbor and beach areas as a local and regional destination
- Make the Port of Rochester a Great Lakes tourist destination
- Create an international gateway to the United States
- Institute viable investment opportunities for private development

The Harbor Town Design Guidelines are intended to influence redevelopment within the district (O-HTD) for the purpose of:

- Creating an attractive waterfront district that will preserve and protect the existing significant physical, historic, topographic, natural and recreational features in the area
- Protecting and enhancing services to the residential community
- Reinforcing and celebrating its history as the Port of Rochester, a "working riverfront and port."
- Preserving and enhancing the cultural "village" of Charlotte as a maritime community;
- Celebrating both the history and the future of this unique waterfront community, located on the south shore of Lake Ontario and at the mouth of the Genesee River
- Promoting the integration, intermingling and visual and physical proximity of the varied community, retail, harbor and recreational activities that maximizes public access to the waterfront
- Promoting tourism and encouraging/attracting year-round business activity in the area
- Protecting public access to our waterfront resources and cultural assets within Charlotte
- Celebrating the Harbor District and Rochester, New York as a Port of Entry to the United States.

The guidelines identify FOUR distinct and separate yet related design areas within the Harbor Town Design District (O-HTD) as noted below:

North River Street/Latta Road/Stutson Street- a "Working Waterfront"

A Port of Entry, Rochester, New York, USA

Lake Avenue- a Main Street Corridor

The Lakeside- a Recreational Waterfront

The specific historic background of each area is included at the beginning of each section that serves as a backdrop for the guidelines recommended herein.

The Design Guidelines presented herein shall be applied through a Certificate of Design Compliance (CDC) review process that will be implemented by the Director of Zoning. The 21-day process shall involve solicitation of community comment on the CDC application. Due to the extensive development

planned for the Charlotte area, the sector is requesting that a panel, representative of the Charlotte community, shall be named annually. This panel will serve as an advisory board to the Director of Zoning in order to directly and continually involve the Charlotte community in all decisions that will affect its future. The panel's board members shall be comprised of the following:

- The NBN Sector Leader or a designee chosen by the Sector 1 co-chairs
- A member of the Charlotte Community Association
- A member of the Charlotte Harbor Merchants Association
- A licensed architect or landscape architect
- Two (2) residents from within the O-HTD
- A member of the Charlotte Community Development Corporation

C. GENERAL INTENT FOR DEVELOPMENT WITHIN THE (O-HTD)

Street Corridor Development

The Street Corridors shall be defined by existing street walls and the boundaries of the public right-of-ways. The Street Corridors shall have strong streetscapes and strong pedestrian orientations that shall promote the integration, intermingling and visual and physical proximity of the varied community, harbor, retail and recreational activities within the area. The Street Corridors, to the full extent possible shall protect and enhance critical views of, and connections to, the significant historic, natural and park features that are unique to the Charlotte area. The Street Corridors shall provide a high level of amenities that will accommodate vehicular, pedestrian and bicycle traffic. Streetscape amenities shall include lighting, kiosks, bollards, trees, directional and interpretive signage, decorative pavements and off-street parking.

Site Development

Site Development features shall relate to and enhance the Street Corridors. Site Development shall be guided by the intent to extend and strengthen street walls, to ensure strong visual and physical connections to the public right of ways and trail systems, to protect significant vistas and to encourage and facilitate year-round activities that will attract both residents and tourists to the waterfront. Sidewalks, parking areas and plantings shall be included on the site to both enhance and heighten the overall pedestrian experience. Parking and pedestrian areas shall be lighted and shall include other amenities that enhance user safety. Maintenance and service areas, facilities and equipment shall be screened from the public's right of ways.

Sector 1 has in the past and still suggests that any ideal master plan for the Harbor District should include a shuttle for all special events- an internal trolley within the port area and eventually a light rail transit system (or other plan) that alleviates traffic congestion on Lake Avenue north of the O'Rorke Bridge and minimizes the need for on-street on-site parking within the port.

Historic site development shall be in accordance with the latest revision of the Secretary of the Interiors Standard for Treatment of Historic Properties/Guidelines for Treatment of Cultural Landscapes.

Architectural Development

Architectural development shall be guided by the dual intent of celebrating Charlotte’s history and future as Rochester’s “unique waterfront community” and facilitating/enhancing year-round activity. Architectural development shall strengthen the street edge and shall be harmonious with the area’s design theme. Historic restorations shall be in accordance with the latest revision of the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Historic Buildings.

Architectural development shall be sensitive to the LWRP findings that discourage obstruction of the views to and from the area’s historic and natural features, including but not limited to the Charlotte Genesee Lighthouse, Ontario Beach Park, the harbor and the riverfront. In both residential and commercial areas, the existing predominant setbacks shall be maintained. All buildings should be oriented to the street and building facades shall respect area history, while at the same time reflect a maritime “new millennium” spirit.

II. DESIGN GUIDELINES

A. NORTH RIVER STREET/LATTA ROAD/STUTSON STREET- a Working Waterfront:

1. Location

The area adjacent to the west bank of the Genesee River, from the current Monroe County Boat Launch facility, southerly to Petten Street (site of the future public boat launch facility) including North River Street*, Latta Road from Lake Avenue east to the Genesee River, all of Lighthouse Street and Stutson Street from Lake Avenue east to the Bill Davis Overlook and the Genesee River. *Please note that North River extends from the port southward to Stutson Street.

2. Area History/Background of the Area- River/Latta/Stutson

Given its unique geographic position at the mouth of the Genesee River where it empties into Lake Ontario, Charlotte evolved into a transportation crossroads and an important port on Lake Ontario. Despite being sparsely populated, this area has been an important port since the War of 1812. Schooners and cargo ships loaded and unloaded along the river where River Street and Latta Road meet, transporting goods such as wheat, pork, potash, salt, whiskey and lumber.

President Thomas Jefferson appointed Samuel Latta as the “Collector of Customs” for the Port of the Genesee in 1805. During the War of 1812, the British seized the Latta house. Located on the southwest corner of Lake Avenue and Latta Road, the Sam Latta house is the oldest building in Charlotte.

After this war, goods began flowing into and out of the port area to Canada and other destinations on Lake Ontario and Charlotte became a major lake port. Merchants brought grain and produce to Charlotte to be stored in two grain elevators located between Petten Street and Latta Road. In the early 1800's, Captain Horatio Throop of Pultneyville built a 200-ft. dry dock at the base of Petten Street (then known as Marshall Street). Wheat from Canada was unloaded from schooners and taken to be milled into flour upriver at the Falls and once again passed through Charlotte as barrels

were shipped back to Canada. Customs House shipping records of 1856 reveal that over 5000 bushels of Canadian wheat came into the port. This gave rise to Rochester's nickname as the "Flour City." The port at Charlotte was the main route of transporting goods until the Erie Canal was built in the 1820's. By the time of its incorporation as a village in 1869, Charlotte had already been an active and bustling commercial port for over 60 years with 3 boat-building yards, numerous warehouses, offices for commercial forwarding agents and hotels along the river. The first hotel was built in 1807 by James Currier at the lower end of River Street near Latta Road. The U.S. Hotel followed in 1809, built by Erastus Spaulding "up on the hill" at the northwest corner of Stutson and River Streets.

In 1849, a plank road was built from Ridge Road north to Charlotte; wagons took goods and people south into the City of Rochester. Charlotte was serviced by 3 railroad lines, the first of which started operation on May 11, 1853. The New York Central Railroad's first depot burned down on March 26, 1902 and its replacement structure still stands today on River Street.

When it became a village in 1869 within the town of Greece, Charlotte had six official streets: River Street (originally called Water Street), Latta Road, Lighthouse Street, Petten Street originally called Marshall Street), Stutson Street and Lake Avenue (then known as Broadway.)

Although commerce was the lifeblood of the port, the River Street waterfront was also a destination place for recreation as thousands of seasonal visitors came to enjoy the area's activities. The area surrounding the New York Central train depot was a hub of activity and a disembarkation point for passengers arriving by boat and by train. Travel to the new "frontier" of Michigan and the western Great Lakes began with the opening of the Welland Canal in 1829. Luxurious pleasure steamers departed daily from the Port of Charlotte, traveling east to the St. Lawrence River and west to Lewiston and Niagara Falls. Some steamboats could accommodate almost 700 passengers.

Steamboat service between Canada and Rochester started in 1834 and visitors from Canada became a daily sight in Charlotte, as northern neighbors from Port Hope, Cobourg, Toronto and Kingston arrived daily. Passengers also arrived by train from points east and from as far away as the oilfields of western Pennsylvania. By the time the Victorian-era Ontario Beach Park reached its heyday as the "Coney Island of Western New York," the population of the little village of Charlotte would swell to over ten thousand due to its summer visitors.

The most significant structure in Charlotte is the Charlotte Genesee Lighthouse. Located at the north end of Lighthouse Street, the tower was built in 1822 and is the 2nd oldest tower on the Great Lakes. The 2-room keeper's house was replaced by a brick structure in 1863. The structures and grounds are owned by the County of Monroe and have been leased to and operated by the Charlotte Genesee Lighthouse Historical Society since 1984. The lighthouse is listed on both the New York State and National Register of Historic Places. The lighthouse has always been and will continue to be the "symbol" of the Charlotte community. During the design and reconstruction of Charlotte streets, the community specifically showcased the lighthouse on its street signs and banners within the Port of Rochester and along its main boulevard of Lake Avenue.

3. Design Theme for the Area

This area shall be used as a secondary north-south circulation element to facilitate ingress/egress into the port area and shall provide enhanced pedestrian and vehicular access to the riverfront. Design shall accommodate future operation of a trolley/shuttle service through this area. Development shall be designed to celebrate and recall the village of Charlotte when this area was a prominent Great Lakes “working waterfront”. Pavement treatments, street lighting, signage, benches, trash receptacles and other street furniture shall be consistent throughout the area. Suitable development shall include retail, commercial, restaurants, boater docks, boat excursions, marine related businesses, a visitor/tourist information center, museums, art galleries, passive park areas, bed and breakfasts and other family-oriented activities.

In spring of 2006, NBN Sector 1 will be installing “Historic plaques” throughout the area on historically and architecturally significant buildings, providing a visual display that celebrates Charlotte's history as a village and working waterfront.

Primary access to this leg of North River Street will be via Latta Road, which shall be designed as a "gateway to the waterfront” and to strengthen the connection between Lake Avenue and River Street both historically and visually. The streetscape along Latta Road has decorative pedestrian level lighting, on-street parking and special sidewalks.

Lighthouse Street shall be celebrated as the primary pedestrian and bicycle entryway to the historic Charlotte Genesee Lighthouse. It features include a specially paved pedestrian walkway, decorative pedestrian-level lighting, signage and on-street parking.

North River Street (from Stutson Street at the south to the pedestrian walkway at the north) shall commemorate and rejuvenate the vitality of the historic village of Charlotte when it served as the core of an active and bustling port. Design shall physically and visually integrate transportation, retail, harbor, tourist and recreational activities.

The streetscape of North River Street has been designed to reflect the historical and functional distinctions between the riverfront and the commercial district of Lake Avenue. The streetscape enhances both visual and physical connections to the river, the Charlotte Genesee Lighthouse and the riverway trail system; it includes pedestrian-level lighting, permanent benches, sidewalks, bike racks, signage and trash receptacles.

This street also functions as a secondary north-south vehicular right-of-way leading into the Port area. Consequently, it is imperative that pedestrians be visually and physically separated from vehicular traffic. Public access to the riverfront promenade connects it to the trail system along the west bank of the River. New docks will accommodate transient boaters to the area.

The area along the west bank of the Genesee River that extends north from Petten Street into the Port of Rochester shall be consistent with the character of River Street and at the same time

shall provide amenities specific to recreational boating and the Genesee River Trailway. The construction of a two-lane boat launch will bring more traffic to Petten Street and the parking lot at the south end will be designed to accommodate a number of cars and trailers.

Stutson Street (between Lake Avenue and North River Street) has become a quiet residential street since the removal of the Stutson Street Bridge. The once traffic-ridden street now sees little vehicular traffic. Since the 2005 installation of the scenic Bill Davis Overlook, the street enjoys frequent visitors and is actively promoted as an “outdoor museum.” It celebrates Charlotte's waterfront history and has become a new focal point within the Charlotte community. . Public and private improvements shall be consistent with the design theme and guidelines for this area, and variances shall be reviewed in light of these guidelines. Plans are underway to reconstruct Stutson Street in 2006/2007 under the city’s Capital Improvement Program. The Charlotte community has been quite vocal in its desire to see Stutson Street historically restored and to include pedestrian level lighting and some type of specialized street pavement (not asphalt). During the public meetings held by City staff for Stutson Street reconstruction, Sector 1 has voiced its preference for this specialized street pavement and also to salvage the original McClintock cubes that currently lie under the asphalt and incorporate them in the streetscape design. This portion of historic Stutson Street leads to the Bill Davis Overlook is intended to encourage additional pedestrian traffic, just as the Riverway Trail; the Sector prefers that any plan for the redesign of this portion of Stutson Street in no way encourages or promotes any additional vehicular use of Stutson Street

This section of Charlotte – Stutson Street, lower Latta Road and North River Street- contains many historically significant structures that had been erected during the heyday of Charlotte as a river port and immediately surrounding its 1916 demise as an independent village. Among its most significant buildings are the following:

- the Tapecon building at #10 Latta Road, built in the mid 19th century, which housed a ship's chandlery, hardware store, dry goods/grocery, village post office; for many years this building served as the first “Customs House” for the port.
- the "brick block" at the southwest corner of River and Latta Streets (built circa 1840's-1850's) that housed saloons, hotels, rooming houses and the first location of Ferguson Hardware, the oldest business in Charlotte.
- 385 River Street was the port’s second “Customs House” and currently a private residence; it is located halfway down the hill between Stutson Street and Latta Road.
- The NY Central Railroad depot is eligible for the National Register of Historic Places. It provides a recognizable focal point for the area, and along with the aforementioned structures shall be preserved and serve as the cornerstone of architectural redevelopment in the Latta/River Street area.
- Stutson Street from Lake Avenue to the Bill Davis Overlook. The Landmark Society has designated every building on this portion of Stutson Street as being “architecturally significant” (see Attachment #5.) Listed here are: the 1915 Charlotte Village police station, the 1917 Village firehouse the oldest church in the Village (Lakeside Presbyterian) and the 1925 former Odd Fellows Hall. All of its homes date from the 1920’s.

ADDENDUM: Although not included within the geographic confines of the O-HTD, the street known as River Street (that portion of River Street that has been severed from North River Street due to construction of the O’Rorke Bridge) is an important part of Charlotte history in as much as it contains some of the oldest homes in Charlotte. These houses were the homes of shipbuilders, boat captains and families who have been in the Charlotte area for generations. One of the six original streets of the Village, the Charlotte community in general and River Street residents in particular would like to have this street display the same decorative street lighting and specialized pavement amenities that reflects and celebrates that street’s heritage as the oldest residential street of Charlotte.

4. Specific Guidelines for the Area

a. Street Corridor Development

- 1) Pedestrian level lighting shall be installed on Stutson Street, consistent with the black lamppost fixtures already installed on Lake Avenue and on the O’Rorke Bridge. These “ped” poles will be in addition to standard light fixtures, identical to those already installed on North River Street and Latta Road and are currently being installed on the bike path/ pedestrian trail along the river north of Petten Street. The Charlotte community would like the street pavement to be designed in such a way as to recreate the “look” of the historic McClintock cube pavement that was originally installed on Stutson Street, remained until 1956 when the street was paved over, and currently lies beneath the asphalt.
- 2) Landscape features shall be installed to emphasize the separation of pedestrian/bicycle ways from the motor vehicular right of ways. Such features shall include bollards, planters and planting areas. Pressure treated guide rails are not acceptable. All such landscape treatments shall be of a height and species to not impair vistas of the waterfront or harbor.
- 3) Street furnishings are to be placed so that they do not impair vistas of or access to the riverfront.
- 4) All pavement treatments shall relate to and interpret a Great Lakes “working waterfront” 19th Century theme and shall be consistent with the treatments previously installed on previously reconstructed streets, sidewalks and trail-ways within the Harbor area.

b. Site Development

- 1) Planting zones between privately owned properties and the public right of way are discouraged and shall be incorporated only as needed to screen service maintenance areas or as required by the Code of the City of Rochester for surface parking lots.
 - a) Interior landscaping is encouraged, but shall be limited to low-growing species, which do not compromise views of the river or the lighthouse.
 - b) Pedestrian walkways shall be clearly defined.
- 2) Parking Facilities: off street parking adjacent to the waterfront or the street must be screened from the view of pedestrians.
 - a) Screenwalls shall not exceed four (4) feet high and shall be set back in accordance with the Code of the City of Rochester. If plantings are to be used for screening purposes, they shall be

limited to low growing shrubs or evergreen vines.

b) Parking areas shall be well lit in accordance with City of Rochester Municipal Code

3) Signage:

a) Signs shall be of a scale and design appropriate to the use and building they serve.

b) Signs must not visually impair views of adjacent structures the waterfront or other significant features.

c) Signage shall relate to pedestrian and low level vehicular traffic.

d) Signs attached to the building facades shall not be back-lit.

4) Maintenance and service areas, facilities and equipment shall be screened from public right of ways.

5) Interpretive signage shall be installed on site to celebrate the history of the property, if appropriate. Since these guidelines were submitted in 2001, Sector 1/NBN has received a grant for a "historic plaque project" that will install and maintain historic marker plaques on 30 buildings in Charlotte that have identified by the Landmark Society as architecturally significant. These will be installed in Spring 2006. Many of these buildings have been specifically named within these guidelines and have been featured on Bill Davis Overlook signage. In addition to this NBN-sponsored community project, individual residents have been encouraged to research the history of their own homes and have elected to have plaques installed on their homes. This ongoing program will be encouraged and promoted by the Charlotte Community Association as a means of instilling neighborhood pride in the historic significance of private homes in the area)

c. Architectural Development

1) Views of the riverfront, harbor and other significant features including the Charlotte Genesee Lighthouse, the Colonel Patrick O'Rorke Bridge, the harbor and the opposing shore shall not be obstructed.

2) Historic restorations shall be made in accordance with the latest revision of the Secretary of the Interior's Standards for Rehabilitation for Historic Structures.

3) New buildings shall reflect a Great Lakes maritime theme and shall take their "spirit" from historic pictures of this area. (Refer to Attachment No. 2- Historic Charlotte Photos)

4) The use of first-floor awnings is encouraged.

5) Mixed-use two story structures are encouraged; second story facades shall not "overhang" the first story.

6) The proportion of window and door openings to total exterior facade is crucial to the perception of bulk and scale for individual buildings. Openings on street facing walls should not be greater than 50% or less than 30% of the total area of facade.

B. A PORT OF ENTRY- Rochester, New York, USA

1. Location

The area that is bounded by the western spur of the rail line on the south, the east limit of the Lake Avenue right of way on the west, Ontario Beach Park on the north and the Genesee River on the east.

2. Area History/Background of the Area

When Congress created the “Port of the Genesee” in 1805, the entrance to the mouth of the Genesee River was a marshy inlet. Navigation was severely hindered by two treacherous sandbars. Sailors guided their vessels into the port by way of a lantern-lit pilot tree until the government erected the lighthouse in 1822. In 1829, \$10,000 was appropriated by Congress to erect two parallel piers on each bank of the Genesee and to dredge out the intervening sandbars in order to make the river mouth more navigable. The federal government then cleared 157 acres of trees so that lake ships could have an unobstructed view of the lighthouse lantern. All of these improvements were made in order to create a first-class harbor at Charlotte.

The port historically encompassed a vast area along both banks of the Genesee, not just what we see today surrounding the terminal building. Besides the three shipyards at Charlotte, Hosea Rogers built ships on the east bank of the river in Irondequoit.

Both commerce and recreation were the heartbeat of the village and each spurred the area’s economic development. In 1869, the start of operation of the blast furnace would shape the future of the village of Charlotte. It was located on the same land as today’s ferry terminal building and its nearby parking lots. The shipping of coal and pig iron from Charlotte throughout the Great Lakes region became more prolific than earlier shipments of grain and produce from Rochester markets. Coal was needed to fire the furnaces at the blast furnace and railroad tracks were extended down River Street into the present port area.

Three (3) railroads, an electric trolley and excursion boats all converged in Charlotte. The port became the transportation hub for not only for Charlotte, but also the entire nearby City of Rochester. Arthur Yates, one of the founders of the BR&P Railroad (the Buffalo, Rochester and Pittsburgh), built coal docks at the base of Harborview Terrace. This rail line transported coal from western Pennsylvania mines to the port area via NY Central tracks. In the early 1900's, the BR&P Railroad built its own set of tracks that led from its downtown station on West Main Street, crossed over Lake Avenue at Boxart Street and proceeded east to the river. The ships Ontario No. 1 and Ontario No. 2 traveled between the ports of Rochester and Cobourg, Ontario, carrying not only passengers on the upper decks, but also 24 rail cars on the lower deck, laden with coal for Canadian customers.

Amidst the blast furnace's smoke and noise on the west bank of the Genesee sat Marty McIntyre's "Beach House." Built in the 1850's and little more than a shanty, it was renowned throughout the Rochester area as a place to rent a pleasure boat and a bathing suit for an afternoon of fun and leisure. In 1872, Captain John Burns purchased McIntyre’s land and built the resplendent Spencer House, a 76-room hotel where the river met the lake, located at the northeast corner of today's port site. The hotel had sheltered picnic grounds, spacious rooms, horse stables, a ten-pin bowling alley and live music in the dining room. Although it burned to the ground in the winter of 1882, the Spencer House was a harbinger of things to come for the port area. Hotels would soon spring up throughout the port.

Captain Burns unintentionally helped to shape the future of the port by giving an easement to the New York Central in 1876 and allowing tracks to be laid through his property along the river. When the hotel “mysteriously” burned down in 1882, the railroad purchased the property and extended its tracks from the blast furnace north to the lake, which allowed rail travelers the opportunity of being dropped off not only on River Street, but also in the port area. Hotels sprang up throughout the port, making Charlotte a recreational destination for the entire western end of Lake Ontario. The railroad bought up the

surrounding waterfront property and Ontario Beach Park opened in 1884, thereby creating an economic boom in the Charlotte area as thousands of visitors now flocked to the lakeshore in the summer months.

Railroad companies found that they could make money by carrying passengers as well as commercial goods. The Lake Shore Railway Company (1867) planned out a route to connect Oswego with Lewiston. It merged with the RW&O (Rome, Watertown and Ogdensburg) and a swing bridge was built in 1874-75 that spanned the Genesee River. Popularly known as the "Hojack Line," the railroad transported passengers to a number of lakefront resorts along its route. When locomotives became heavier, a new bridge became necessary. In 1905, the King Bridge Company built a second swing bridge. Though no longer functional, the bridge has been a part of the waterfront for a century. It celebrated its 100th anniversary in 2005 and is one of a handful of mechanical swing bridges left in the United States.

The heyday of Ontario Beach Park came to an end in the 1920's, yet the port area was still a vibrant commercial area. The blast furnace remained in operation until 1927 and its buildings were razed. After Charlotte became the 23rd ward, three large warehouses were constructed in the port and the Port Authority took over operation of the Port of Rochester. Ships continued to be a major source of activity at the port. With the construction of the St. Lawrence Seaway in the 1950's ships from overseas could now travel across the Atlantic Ocean and into Lake Ontario, stopping to unload at the Port of Rochester.

The Port Authority was abolished in 1977. The 21-acre parcel of land and warehouses were under lease to the Pittston Warehouse Company, who used the warehouses to store goods brought in by rail and by truck. In 1982, the City of Rochester bought out the remainder of the company's lease on the property. A Democrat and Chronicle newspaper headline read "CITY REGAINS WATERFRONT," with a sub-title that read: "Former Port of Rochester land will now be developed for public recreation."

The port site had docks for pleasure craft, landing sites for the ferryboats *Yosemite* and *Windsor*, and the boatyards of the Rochester Yacht Club. The United States Lifesaving Service (later the Coast Guard) operated out of a boathouse built in 1876. Yearly regattas were held on the lower river starting in the 1870's. Leisure boating drew spectators from miles around to the port area.

Design Theme for the Port Area

The Port of Entry shall celebrate both the history and the future of the Port of Rochester. A waterfront district shall be created to attract both residents and tourists to the area while maintaining the area's cultural and historic legacy. Improvements shall be compatible with those installed along the pedestrian walkway in Ontario Beach Park, with those installed along the River Street "working waterfront" area and those improvements made to the commercial district along Lake Avenue. The area shall maintain this unified and continuous theme, making it unique within the City of Rochester. Its street corridors shall be "tourist friendly" and shall welcome visitors to Charlotte and Harbor District, to the City of Rochester and to the United States. By maintaining a publicly accessible waterfront with a unified design theme, the port will continue to be the pedestrian-friendly family area that local residents have historically enjoyed while attracting new visitors.

The streets within this area shall function primarily as access to the terminal, to parking areas and to new

construction at full buildout. The waterfront at the port is a highly visible area that is already widely used by thousands of people each year. Both Portside Drive and the eastern portion of Corrigan Street have been constructed to improve traffic flow in the area. The vehicular circulation system must be sensitively integrated with the pedestrian circulation system to achieve the dual purpose of facilitating traffic and assuring public safety. Design shall accommodate future installation of special travel lanes for a shuttle service throughout the area.

At full buildout, the master plan for the port area should include an internal trolley or shuttle. On-street parking shall not be a priority in the port area and any parking on East Corrigan Street and Portside Drive is strongly discouraged. During the planning process for future buildout, a master plan shall include special attention to the congestion caused by service and delivery vehicles during both daily and special event use. A master plan for the Harbor District that employs a shuttle or light rail transit system would alleviate traffic congestion and minimize the need for on-site parking. The port area already has defined substantial utilitarian and ministerial functions during the summer months. At present, there is need for park vehicles to use the access roads, for trucks to deliver goods to the terminal and use the access roads during Harborfest and Winterfest events. Limos, taxis and busses deliver passengers to the terminal and park during special events. To the maximum extent possible, architectural development and site design must underplay such uses and future plans should concentrate on creating a visually exciting presence that showcases and celebrates Rochester's waterfront, Ontario Beach Park, the terminal building and the Port of Entry to the United States.

Street edges shall be well defined and animated. Lighting shall be consistent with Lake Avenue and serve both vehicular and pedestrian traffic. Celebratory banners, flower baskets and public art shall be incorporated into the design. Sidewalk treatments shall be decorative and celebratory and shall be compatible with the Lake Avenue and River Street treatments.

Building facades must be oriented to the public on all sides so that the views of the waterfront are both preserved and enticing- from the street, from the opposing shore, the Lighthouse and Lake Avenue. The streets shall be tree lined, with ornamental and low growing species that will not impact views to and from the waterfront. Plantings that have year round interest shall be incorporated into street edge planters and garden areas. Gateway features shall be located appropriately within the right of ways. Special pavements shall be installed to emphasize street crossings and bus/trolley stops.

4. Specific Design Guidelines:

a. Street Corridor Development

- 1) There shall be a visually identifiable main entrance" to the Port. (e.g. installation of "Welcome to the Port of Rochester" sign, placed on Lake Avenue at the two entrances into the Port, namely Portside Drive and Corrigan Street. These signs should be readily visible, and substantial in nature and physically set off this area as the gateway to the port.
- 2) Taxi stands, tour bus and trolley stops shall be located off the right of way and in front of the terminal building. Special event shuttle busses that run from off-site parking locations currently drop off passengers on Beach Avenue, not in the port area. At full buildout, with the addition of mixed use buildings and residential housing, both traffic density and circulation

will prove to be a challenge. Ease of traffic flow in to and out of the port can either attract or discourage visitors to the port.

- 3) Banners, interpretive signage and public art shall be incorporated into the public right of ways. Bilingual (French and English) signage should be considered, in order to direct people into and out of the port area, onto Lake Avenue and south to interstate routes out of the city east and west. There are currently signs that direct people INTO the terminal area, but none that show how to reach interstate routes FROM the port area.
- 4) Street trees shall be low growing and not obstruct the view of the terminal building or the river. This area shall be both vehicular and pedestrian friendly and future planning must utilize a design that will serve the needs of both.
- 5) Internal and external shuttles shall be integrated into the master plan for the port area so that traffic problems do not discourage frequent visits to the port area. Visitors to the port are must be able to enjoy a year round experience. The sector has actively promoted the use of shuttle busses for special events in the area for many years. This is no longer a convenience, but a necessity, if the city and Charlotte community's vision of economic growth is to occur in this area.

b. Site Development

- 1) It is strongly encouraged and suggested that a "Special Assessment" District be a part of the master design plan for the port site of the O-HTD. Under Campaign #4 (Quality Services) of the Mayor's 2010 Plan, the city administration will submit a proposal to City Council that includes Latta Road, River Street, North River Street, Lake Avenue from the LOSP to Beach Avenue, Portside Drive and Corrigan Street from Lake Avenue to North River Street. The Sector 1 team supports the creation of a special assessment district.
- 2) Interpretive signage shall be installed on site to celebrate the history of the area, where appropriate subject to review of the Certificate of Design Compliance.
- 3) **Parking Facilities-** At full buildout, parking must be restricted to certain locations within the area. Portside Drive and the eastern portion of Corrigan Street were constructed to improve traffic flow in the area. The vehicular circulation system must be sensitively integrated with the pedestrian circulation system to achieve the dual purpose of facilitating traffic and assuring public safety. Design should include provision for the installation of special travel lanes for a shuttle service throughout the port area. Street edges shall be well defined and animated. On-street parking shall not be a priority; shared parking, a parking garage and opportunities for off-site parking alternatives should minimize the number of open-air surface parking spaces needed in the port area. There should be dedicated parking spaces used exclusively for the beach and park. Future on-street parking, though discouraged, should be metered and diligently policed (included in the special assessment).. All parking might be confined to paid parking lots and/or a parking garage integrated into the master plan for the port area. Adequate parking for those who do not use the shuttle service has posed a historically ongoing problem within the port area during seasonal and special events-traffic is extraordinarily heavy during special events such as the Wednesday night summer concerts, the Harborfest celebration in June and the Lakeside Winter Celebration in February. The Ontario Beach Park Program Committee currently operates shuttles from an off-site Greece location to bring people to a dropoff site at the west end of Ontario Beach Park by the Robach

Community Center. At the present time, these special-events shuttle busses have been supported and paid for by the private sponsorship of Wegmans Food Markets and with grants obtained by the Ontario Beach Park Program Committee.

The community and sector has voiced a concern that internal and external shuttle services must be a permanent part of the solution to the traffic at the port/terminal area. The annual Harborfest routinely draws over 100,000 people to the area over a 3-day period to Ontario Beach Park. Weekly Wednesday night concerts (from June through August) can draw almost 10,000 people per event. This does not include the daily vehicular traffic for the daily port visitors-fishermen, terminal workers and those who come to the park to take a boat ride or walk on the pier. Any surface public parking included in the port area should be screened from the right of ways.

- 4) On-site storage of necessary day-to-day equipment and vehicles used by the Monroe County Parks Department shall be attractively screened from public view. Off-site parking for terminal and park maintenance equipment and vehicles is strongly encouraged.
- 5) Exterior lighting shall not conflict with street lighting.
- 6) Signage:
 - a) Signage shall harmonize with the building it serves in scale and materials.
 - b) Signage shall be unobtrusive on the surrounding visual environment
 - c) Lighted signs shall be designed to avoid physical or visual conflict and shall appear only at ground level/1st story.
 - d) Signage shall be primarily oriented to low-level vehicular traffic and visual clutter shall be avoided in the interest of public safety

c. Architectural Development

- 1) Building heights and orientation shall enhance and not impair the views to the Charlotte Genesee Lighthouse, the Genesee riverfront, Ontario Beach Park, the lakefront and the main Lake Avenue corridor.
- 2) It is desirable that all building facades within the port area be oriented to the public on all sides (or seemingly “backless”) so that the view from anywhere within the port area shall be visually consistent and attractive.
- 3) Roof tops shall not be used for parking or vehicle storage; utilities that must be located on rooftops shall be screened so that they do not detract from vistas of the waterfront.
- 4) Design and location of service and maintenance structures shall consider the impact on significant vistas of the park and the waterfront.
- 5) Design of fenestration shall focus on creating “transparent” buildings so that visitors themselves become as significant to the vistas as are the river/lakefront, the Charlotte Genesee lighthouse and Ontario Beach Park.

C. LAKE AVENUE, A MAIN STREET CORRIDOR:

1. Location

Lake Avenue from the Lake Ontario State Parkway (LOSP) to Beach Avenue.

2. Area History/Background of the Area

The historic Charlotte business district was located on the Genesee River along River Street and Latta Road and was the area's working waterfront. The move "up the hill" to Lake Avenue began in the late 19th century when "business blocks" 2 or 3 stories high were constructed on Lake Avenue (then known as Broadway) between Stutson Street and Latta Road.

Traveling north from the parkway, the buildings on the west side of Lake Avenue are:

- the George Ruggles Homestead (boat builder, inventor, President of the Village)
- at the SW corner of Lake Avenue/Stutson Street- the "Denise Block" that housed a dry-goods store, the village post office and was later home to the first bank in Charlotte.
- at the NW corner of Lake Avenue/Stutson Street- Meyerhoff's Meat Market on the first floor and the Charlotte Telephone Company on the second (currently Elab Boutique)
- the next buildings contained a jewelry store, barber shop, confectionery/candy store, a 5 and 10 cents store, the A&P supermarket (currently Rochester Trophies and Captain's Cabin)
- Lake Methodist Church
- A 3-story commercial building housing Decker Dry Goods Store and the Cole Pharmacy.
- Ferguson Hardware Store
- the Latta Meech house at 4437 Lake Avenue, built in 1806 and the oldest building in Charlotte. (Currently apartment and Chez Marie) Previous owners of this building had renovated the architectural façade of this building in order to thwart a past community effort to have building declared a historic landmark. Nevertheless, it ranks high on the list of most significant historic structures of Charlotte. As such, every effort must be made to preserve this building. The community would like to have this building restored to its original and efforts made to restore it to its original look.
- the NW corner of Lake Avenue and Latta Road, known as the "Jardin block"- this building's architectural integrity has been preserved and the new Charlotte branch Post Office opened in this building in 2004. The present parking lot was the former site of a movie theatre.
- Traveling north to the CSX Bridge are private homes, a funeral home and a high-rise apartment complex built in 1975 that is currently undergoing enormous renovations.

Traveling north from the Parkway on the east side of Lake Avenue, structures are:

- the historic St. George Episcopal Church, now Christian Community Church
- north of the parking lot were Manchester's garage and gas station, a candy shop, tailor shop, meat market and other wood-framed buildings that also housed the Post Office. The current structure at the SE corner of Lake Avenue and Latta Road "Rab's Woodshed" is the only surviving frame building of its era still standing
- the NE corner of Latta Road and Lake Avenue (now a plaza) was the site of a sprawling 3-story hotel known by the various names of Lake House, Latta House and Kenmore Hotel.
- the present Holy Cross Church structure, built in 1882, and its parking lot offers an excellent view of the lighthouse.

- the former Masonic Lodge was once the site of the trolley car barns
- the building currently occupied by Suss Motors was (in the 1930's) a car dealership and a gas/service station known as Quinn's Garage.

North of the CSX railroad bridge, the east side of Lake Avenue was occupied by the various buildings belonging to the blast furnace, which operated from 1869 until the late 1920's. Between the current streets of Portside Drive and Corrigan Street were the corporate offices and other related structures of the blast furnace. On the west side of Lake Avenue, both Hincer and Corrigan Street have homes that were built by the owners of the blast furnace for their foundry employees. From Corrigan to Beach Avenue stood a 2-story hotel, Larry Sexton's hot dog and ice cream stand and another hotel/dance hall. The eastern portion of Beach Avenue was closed to construct a pedestrian walkway leading to the pier. Historically, this road led the amusements of Ontario Beach Park, the baseball stadium and the ferry landing.

On the west side of Lake Avenue (north of the CSX railroad bridge) there were a row of rooming houses and hotels, an established row with eateries and bars extending all the way to Beach Avenue. In the early 20th century, these businesses included the Fleming, the Kinsella and Kane Hotels and the original site of Charlotte Appliance. The existing residential structures once housed grocery stores and hot dog stands. The present LDR Char-Pit started in the 1950's on the site of a former gas station. This portion of Lake Avenue played host to thousands of seasonal visitors who came not only from the city, but also from Canada, Pennsylvania and other areas of New York State. Railroads and trolleys dotted the landscape, carrying many summer tourists to the shore of the great Lake Ontario.

3. Design Theme for the Area

The Lake Avenue Street Corridor from the Lake Ontario State Parkway to Beach Avenue is the "Main Street" of the village and the major gateway welcoming visitors to the waterfront and to the City of Rochester. Lake Avenue is envisioned as a grand entryway to the waterfront, a boulevard lined with cafes, restaurants, galleries, nightclubs and shops, similar to those that will one day be included in the port. The architecture shall celebrate the new millennium, while respecting the area's history. Renovations to existing structures are strongly encouraged and shall incorporate features that encourage year round interest. Landscape features and public amenities along the boulevard shall welcome and suit pedestrian and bike traffic. The streetscape character shall echo the Victorian era features of Ontario Beach Park and provide strong physical and visual connections to significant historic and natural features. While present on-street parking is both formal and visible, any future construction shall include off-street parking that is screened from the street. Wide tree-lined decorative sidewalks have been incorporated to provide for seating, strolling, storefront-related activities and evening use. Special pavements have been installed at street crossings. Bus/trolley stops shall be located appropriately along the Street Corridor. The streetscape now features decorative lighting, kiosks, signage, and banners. Street furniture should also include gateway elements, bicycle racks and planters with year round interest.

A gateway feature signifying the entrance into the commercial district of Charlotte will be installed between the Lake Ontario State Parkway and Stutson Street. This part of Lake Avenue leads directly into the Port Entry and Ontario Beach Park. City funding has already been

allocated for this area and a community Art Committee is currently weighing the options for installation in early 2006.

Development along the boulevard shall link both physically and visually, the properties located north of the bridge over the CSX tracks with those south of the bridge. These guidelines are also meant to be applied to the streets west of Lake Avenue and north of the CSX Bridge, namely: Lakeland, Fleming, Hincer and Corrigan Streets. These streets should also be tree lined, feature pedestrian level lighting that accommodates hanging flower baskets, concrete sidewalks, and metered on-street parking, where appropriate.

4. Specific Design Guidelines

a. Street Corridor Development

- 1) Parking is currently on street and parallel to the curb. Future commercial construction shall have off-street parking
- 2) Landscaping will include planting zones within the right of way in the curb parks and in planters. Curb parks shall feature street trees; species and spacing shall be in accordance with the City of Rochester Street Tree Master Plan. In commercial areas, curb parks shall also feature plantings that include flowering shrubs, annuals and perennials. In residential areas, the curb park shall be planted with grass. Flowering planters may be affixed to the light poles and shall be planted with flowering annuals.
- 3) Paving
 - a) Sidewalks in commercial areas and at crossings will be stamped concrete. All other sidewalks will be plain concrete.
 - b) Street pavements- street pavements will be macadam and the pavement on the railroad bridge will be concrete.
- 4) Lighting and Furniture
 - a) Lighting along Lake Avenue is consistent with the lighting on “The O’Rorke Bridge”. The posts and lanterns are black, complementing those installed in the parking lots of Ontario Beach Park.
 - b) Permanent benches and decorative trash receptacles should be placed in front of commercial zones, especially along the Avenue from Stutson Street to Latta Road and Fleming Street to Beach Avenue.
- 5) Signage- interpretive signage shall be installed throughout the right of way to celebrate the history of Lake Avenue.

b. Site Development

Parking

- a) Access to off-street parking by way of secondary streets is encouraged. For off-street lots with direct access to Lake Avenue, definition of one exit and one entrance is

- encouraged. Interior landscaping with both shrubs and canopy trees is encouraged.
- b) All off-street surface parking adjacent to the street must be screened from the view of pedestrians. Screen walls of three to four feet in height are strongly encouraged and such walls shall be set back in accordance with the Code of the City of Rochester.

Exterior lighting shall not conflict with street lighting.
Plantings are strongly encouraged.

c. Architectural Development

- 1) The use of awnings is encouraged along Lake Avenue with the following provisos:
 - a) Awnings shall not be backlit for the purpose of use as signage.
 - b) Awnings shall be canvas or shingled to echo the Victorian- era features of Ontario
- 2) Signage
 - a) Signs shall be of a scale and design appropriate to the use and building they serve.
 - b) Signs must not visually impair views of adjacent structures
 - c) Signage shall relate to pedestrian and low level vehicular traffic.
 - d) Signs attached to the building facades shall not be back-lit.
- 3) Historic restorations must be made in accordance with the latest revision of the Secretary of the Interior's Standards for Rehabilitation for Historic Structures.

D. THE LAKESIDE- A RECREATIONAL WATERFRONT

1. Location

The area that includes the Beach Avenue right of way from its eastern limit to the west limit of Estes Street and Ontario Beach Park, including the parkland situated west of Estes Street.

2. Area History/Background of the Area

Beach Avenue has historically functioned as the gateway to the waterfront. The creation of the Victorian-era Ontario Beach Park occurred in 1884, when a group formed the Ontario Beach Improvement Company. The New York Central Railroad made the area a "destination point" on Lake Ontario. This was a historic practice of railroad companies at the time, assuring that passengers would travel by train and then have services and amenities at their point of destination. This highly successful and insightful planning made Charlotte a famous recreational resort, as well as a center of commerce and shipping. That is not to say that the area was undeveloped until the amusement park opened. In the year 1854, the steamer Highlander carried over 700 passengers per trip out into the lake four times a day.

In 1865, Dr. Edward Mott Moore, surgeon and Father of the Monroe County Park System, touted the health benefits of the "summer air and lake breezes." This began an influx of city residents who would summer by the shore. Dr. Moore founded the Infant's Summer Hospital

in 1887 (at the present site of Beach Avenue's Shore Winds Nursing Home) Dr. Moore built his own summer home on the lakefront and was soon followed by other well-to-do Rochesterians who began building summer cottages at the shore. After Ontario Beach Park opened, people would rent or buy the "shell of a cottage, furnish it for the summer with their own belongings, but eat their meals in one of the park's hotels. Thus developed the area that has been celebrated in photographs and postcards- a tourist destination along the waterfront. The Cottage Hotel and the Hotel Ontario were located in the park. West of these hotels was the City's municipal bath house (present site of the Roger Robach Community Center.) Summer visitors to Ontario Beach Park could enjoy a roller coaster, a ride on the 1905 carousel, a Japanese tea garden, daredevil rides, a band shell, an auditorium for concerts and a midway. The addition of a large baseball stadium at the river also drew visitors from the city for Sunday baseball games (something that was prohibited with City of Rochester limits!). A boardwalk was constructed along the lakeshore. Circus and daredevil acts from Coney Island would travel to Rochester by train and make a stopover at Ontario Beach Park during the summer months-hence the nickname for Charlotte as "The Coney Island of the West."

With the advent of the automobile, coming to Charlotte ceased to become the novelty that it had once been. People could now travel to more distant locations by car. By the 1920's, most of the park's rides had been dismantled and the heyday of the amusement park was over. Ontario Beach Park became a summer picnic spot, and visitors came to enjoy swimming, ride the carousel and enjoy other waterfront activities. Outdoor concerts were held at the new band shell. Bathing was still the summer's biggest attraction. When the City of Rochester purchased the park property, a bathhouse was constructed in the 1930's as a Public Works project. The building was used not only for changing rooms, but also for dances in the 2nd floor ballroom and visitors could gaze out at the lake from one of the building's verandas.

3. Design Theme for the Area:

The eastern leg of the Beach Avenue right of way, within the Port of Entry area (extending east from Lake Avenue) has been constructed as a pedestrian friendly garden walk that provides year round interest; features include special pavement treatments, decorative pedestrian-level lighting, information kiosks, benches and trash receptacles. The promenade serves as a strolling path, echoing the area's historic and old-fashioned boardwalk, connecting to the pier and river promenade and providing access to the river and the public facilities at the terminal building.

Given the community's desire to preserve the spirit and history of this Victorian era park, it is desirable and recommended that full historic restoration of the bathhouse be considered. This would include replacing the majestic architectural spires that once stood atop the building when it was built in the 1930's. The present first-floor space currently provides public access to the building and is used primarily during the summer season for park programs. The grand ballroom that once graced the second floor stood neglected for years,

but has recently undergone renovations in 2002 that included installation of a new dance floor and kitchen. The space is used primarily for the Spring and Fall dance series put on by the Ontario Beach Park Program Committee and is occasionally rented out for special events. It is also recommended that one or more of the historic and recognizable grand archways be recreated to delineate the entrance to Ontario Beach Park and to complement the current brick pillars.

While Beach Avenue and Estes Street are not officially located within this (O-HTD), the Charlotte community/Sector 1 is committed to continue area enhancements along both Estes Street and Beach Avenue.

The city-owned/county-maintained parkland located along Estes Street, while not historically a part of the Victorian-era park, has now been integrated into today's Ontario Beach Park. Every effort should be made to visually connect this area to the lakefront parkland and to the Lake Avenue main boulevard. Sector 1- Charlotte contributed \$20,000 of targeted funding to the reconstruction of the baseball fields (located just south of the soccer fields) on behalf of the community and for the direct benefit of the Charlotte Youth Athletic Association. The baseball fields are visually pleasing to the streetscape of the Estes street area; its "pocket-park" atmosphere is one short block away from the main Lake Avenue corridor. Maintained by the CYAA and the Monroe County Parks Department, this area should be preserved for its current recreational use for the local youth of the Charlotte community. While teams from throughout the Rochester area use the soccer fields, the baseball fields are primarily locally patronized, used by local Charlotte residents and are a tremendous contribution to the quality of life of Charlotte families.

Further development and enhanced use of this area is strongly encouraged. Estes Street provides an alternate access route to both Lake and Beach Avenues. Development on the west side of Lake Avenue is not restricted to the height restrictions of the east side of Lake Avenue, thereby allowing for multi-story construction. Construction of a mixed-use building (with potential retail), a small hotel, townhouses and/or condominiums

City-owned property immediately south of the baseball fields provides another valuable opportunity for commercial development in the area- high-end townhouses, a hotel and a location for the much-needed transportation hub (with access from Lakeland Avenue) Additionally, it is recommended that streetscape features be included and installed along Beach Avenue, west to the city limit. This continuous design theme will serve to celebrate the history of the residential neighborhood and enhance the visual experience of this location along the lakeshore.

4. Specific Design Guidelines

a. Street Corridor Development

Beach Avenue from Lake Avenue to the City limit and Estes Street from Beach Avenue to Hincer Street shall echo the Victorian features of Ontario Beach Park and shall provide strong physical and visual connections to Lake Ontario and to Ontario Beach Park. Streetscape features shall include directional and interpretive signage.

- 1) Crosswalks and street pavement have been newly installed both on Beach Avenue and at the corners of Estes Street; they feature enhanced pavements consistent with those in the pedestrian walkway of Ontario Beach Park and those along Lake Avenue.
- 2) Street lighting includes pedestrian level lighting that accommodates both hanging flower baskets and banners, compatible with lighting on Lake Avenue and throughout Ontario Beach Park.
- 3) Street tree and planting improvements shall feature low growing ornamental species.
- 4) A landmark feature should be considered at the intersection of Beach Avenue and Estes Street in order to distinguish the residential community along the lakeshore from the public recreational and commercial areas.

b. Site and Architectural Development

Site and Architectural Development along Estes Street shall echo the history and spirit of Ontario Beach Park and shall be oriented to the street. The parcel bounded by Fleming Street, Lake Avenue, Beach Avenue and Estes Street presents an ideal location for future economic development and construction. The area is suited for the construction of multi-story buildings easily accessible from both the main Lake Avenue corridor and Beach Avenue, yet overlooking the scenic adjacent open-space parkland.

A specific project is currently being developed by the Charlotte Community Development Corporation (CCDC) for a parcel of land of approximately two acres. The site is bounded by Lake Avenue on the west, Fleming Street on the south, Estes Street on the east and Hinchey Street on the north. The leadership of this 501(c)3 CCDC is community based and was started as part of the City's Neighbors Building Neighborhoods program. The project concept is consistent with both the design theme plan for the above stated area and the Design Guidelines presented in this document.