



City of Rochester Local Waterfront Revitalization Program 2010 Program Amendment



**Prepared by:
City of Rochester Bureau of Planning & Zoning
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CITY OF ROCHESTER
LOCAL WATERFRONT REVITALIZATION PROGRAM (LWRP)
2010 PROGRAM AMENDMENT

prepared by the
City of Rochester Bureau of Planning and Zoning
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2010 PROGRAM AMENDMENT

SUMMARY OF 1990 DOCUMENT EDITS AND CHANGES

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Section VII	CONSULTATION WITH OTHER AFFECTED FEDERAL, STATE, REGIONAL AND LOCAL AGENCIES	no changes
Section VIII	LOCAL COMMITMENT	no changes

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CITY OF ROCHESTER
LOCAL WATERFRONT REVITALIZATION PROGRAM (LWRP)

2010 PROGRAM AMENDMENT

INTRODUCTION / BACKGROUND:

The New York State Local Waterfront Revitalization Program (LWRP) is designed to give coastal communities an opportunity to analyze their shoreline areas, establish policies to guide development and implement appropriate waterfront land uses and projects. An LWRP is a planning framework for future public and private development activities or actions within the waterfront revitalization area. Approval of an LWRP also makes municipalities eligible for state financial assistance to implement proposed projects. According to New York State's Coastal Program Report, the Local Waterfront Revitalization Program is:

“a voluntary New York State program that allows community's to implement a clear overall concept of how a community's waterfront should be used. This is often the most effective action a municipality can take to encourage private development that is consistent with community objectives.”

The city's existing LWRP was prepared by the City Bureau of Planning and approved on September 13, 1990 by the Rochester City Council, on November 26, 1990, by the New York State Secretary of State, and on January 28, 1991 by the U.S. Office of Ocean and Coastal Resource Management. The purpose of the city's LWRP was to recommend how the Genesee River and Lake Ontario could be protected as a unique and unified resource and developed to enhance Rochester's quality of life and stimulate economic growth. The boundaries of plan included the city's lakefront (including Durand-Eastman Park) and the city's river front from the Port of Rochester south to the Lower Falls.

The Port Site and River Street area were both included in the original concept plan presented in the 1990 LWRP. The combined concept plan for that area came out of a consultant study known as the “River Harbor Design/Feasibility Study”. The city completed a draft update of the LWRP in 1996 and submitted it to the New York State Department of State (NYS DOS) for review. The city completed the port ferry terminal and other port infrastructure improvements in 2001-2002 to coincide with the development and arrival of a fast ferry service between Rochester and Toronto. Sasaki Associates were hired to prepare the Port of Rochester Master Plan in 2006. In 2008, the Abonmarche/Passero/Edgewater waterfront design team was hired by the city to complete a more detailed marina engineering report and feasibility study for the Port Site.

This document is an AMENDMENT to the existing 1990 LWRP and integrates recent design and

engineering studies and recommendations for the Port Site and proposes new LWRP goals, policies and implementing techniques, development objectives, recommended land uses and a conceptual development plan for that site based on those studies. The amendment applies to the Port Site only and replaces certain sections of the city's 1990 LWRP as noted on page 2. All remaining sections of the 1990 LWRP continue in effect as adopted.

The amendment establishes a broad and flexible development and design framework to guide future land use, zoning and funding decisions at the Port Site in a way that addresses LWRP goals and policies, preserves and protects significant environment features and adequately responds to future market conditions. Residents of the Charlotte community along with developers, business owners and other community stakeholders were actively involved in the development of the conceptual land use plan and the goals, policies and objectives that form the development framework described in this amendment.

The amendment will be submitted to Rochester City Council and the New York State Department of State for review and approval. Following approval by NYSDOS, the amendment will be submitted to the US Department of Commerce / NOAA, Office of Oceanic and Coastal Resource Management for federal concurrence. Completion of this review process will allow additional design/engineering studies and permit applications for the construction of the marina basin to proceed.

Remove:

Section II, Sub-Section 6. C. Market demand for new uses (pages II-20 - II-23)

Replace with the following:

6. **WATER-DEPENDENT AND WATER-ENHANCED USES**

C. **Market demand for new uses**

Water-dependent uses which are appropriate for and compatible in the city's waterfront areas include marinas, a boatel, boat slips, docks and launching ramps, public beaches and swimming areas. Water-enhanced uses which are appropriate for and compatible in these areas include recreational facilities, some types of housing and commercial/retail development and hotel, boatel or bed-and-breakfast facilities.

Future demand within the LWRP boundary for water-dependent uses such as marinas and boat slips was investigated as part of an engineering and marketing study for the Port Site completed for the city in 2009 by a consultant team. The Marina Engineering Report and Feasibility Study concluded that a marina project was economically feasible on the Port Site, given the existing and projected future demand for boat slips in the Rochester harbor area. The specific marina product recommendations presented in the market study included the following:

- * Construction of a marina containing 100 – 200 slips with slip sizes ranging from 35 feet to 100 feet in length (potential demand currently exists for 200 – 500 additional slips in the harbor area)
- * Development of marina and boat services offsite
- * Development of a “flexible” mix of seasonal and transient slips within the marina
- * Development of a “waterfront events” area adjacent to the marina to promote public access and usage and stimulate commercial development in the area
- * Charging \$80 to \$85 per lineal foot as a summer rate for dockage (this slip rate results in a marina debt supportable cost of approximately \$32,000 per slip based on 2009 dollars)

The market study also identified the following housing product recommendations:

- * Development of taller, high-density buildings on the site that respect views (six to ten stories) and minimize the use of existing parking and parkland
- * Development of two to four-story town homes and/or residential lofts over commercial / retail uses directly fronting the marina and along Lake Avenue
- * Development of a hotel or condominium hotel on site with adjoining conference facilities
- * Continued development of cruise ship dockage along the river front

(It should be noted that these are recommendations of the market study and that they do not necessarily comply with current zoning regulations on the site.)

An earlier Port of Rochester Master Plan prepared by Sasaki Associates in 2006 included a market demand analysis for housing, retail, office, hospitality and marina / recreational boating development on the site. As a part of that analysis, existing reports and documents were reviewed and interviews and site visits were conducted. In addition, published data was analyzed to assess the viability of each market segment. The market study used both quantitative and qualitative data to gauge what could be reasonably supported in the area. Using the research, a likely trade area for each use was determined, the supportable square footage in the given trade area was calculated, and then a likely capture rate for the uses that would locate at the Port was projected. This assessment of area economic conditions found that the Port Site could reasonably support the following maximum development:

- * Residential: 1,100 new units
- * Retail: General 17,000 sf
- * Retail: Convenience 28,000 sf
- * Eating and Drinking: 33,000 sf
- * Office: 51,000-76,000 sf
- * Hotel: Limited opportunity for boutique/condo hotel
- * Marina: 100+ boat marina and potential future small-scale ferry service
- * Destination Use: Limited seasonal opportunities

These amounts were projected to be supportable within the next 5-7 years, based on data collected and analyzed at the time of the report and without the introduction of additional extraordinary economic conditions or circumstances that would change the given market.

Remove:

Section II, Sub-Section 7. A. Recreational opportunities (public parkland) (pages II-23 - II-24)

Replace with the following:

7. RECREATIONAL OPPORTUNITIES AND PUBLIC ACCESS

A. Recreational opportunities (public parkland)

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. Previous market studies (such as the Monroe County Waterfront Recreational Opportunities Study completed in 1989) have identified Rochester and Monroe County as having 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 continued river surge problem that is eroding and undermining the launch area and persists even after the construction of

the Army Corps of Engineers wave surge control structure in the mid-1990's. Additionally, the location of the boat launch and associated parking in this area are not considered to be the highest and best use of land at the Port Site.

The west breakwall 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, however, experienced undermining and erosion due to major winter storms. The east pier has varying surface conditions and is not as suitable for public access.

The northern portion of the Port Site is dedicated parkland which is shown on **Map II-11 on page II-57(b)**. Should future development be proposed in this area, the city will be required to utilize New York State parkland alienation procedures to alienate parkland acreage and to replace it with appropriate and equivalent parkland acreage in another area (either on-site or off-site).

Remove:

Section II, Sub-Section 11. B. Flooding (pages II-45 - II-46)

Replace with the following:

11. FLOOD HAZARD AREAS

B. Flooding

As noted earlier, the Genesee River follows a well-defined channel through much of its course through the City of Rochester. Flooding along the river has been virtually eliminated with the construction of the Mt. Morris Dam in 1952. The dam is located about 35 miles south of the city. The only large area of the city which is below the 100 year flood elevation is Genesee Valley Park, which is largely open space. Flood plain development has been kept to a minimum in the city due to the steep topography of the river gorge. Areas of lower elevation near Lake Ontario have been protected from flooding by filling, breakwalls and construction of bulkheads.

The City of Rochester participates in the National Flood Insurance Program administered by the Federal Emergency Management Agency (FEMA). FEMA recently completed a new Flood Insurance Study (FIS) and Flood Insurance Rate Maps (FIRM) for the city. The FIS and FIRM became effective on August 28, 2008. These maps establish flood hazard areas in the city based on the 100-year and 500-year flood plain. Flood hazard areas in the City of Rochester are generally located along the Genesee River, south of the Court Street Dam and near the mouth of the Genesee River at Lake Ontario. Portions of the Port Site located just south of Ontario Beach Park and west of the river are located with flood zone AE and may require flood insurance and/or the construction of new development above the base flood elevation established by FEMA. Ontario Beach Park and Durand-Eastman Park (to the east along Lake Ontario) may also lose some beach area in the event of significant flooding which occurs during times of peak lake levels.

Remove:

Section II, Sub-Section 12. B. Other erosion problems (page II-47)

Replace with the following:

12. EROSION HAZARD AREAS, SILTATION AND DREDGING

B. Other erosion problems

An additional erosion problem continues to occur in the lower Genesee River, north of the O'Rourke 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.

In the mid-1990s, the Army Corps of Engineers constructed a wave-dampening stone revetment along the inner seawall areas of the eastern and western breakwaters of the pier structures extending into Lake Ontario. Although these structures have reduced wave energies in the harbor, it has not effectively eliminated them. During strong northerly winds, there is a 3- to 6-foot surge at the northern end of the Port Site, which is further reduced to 1 to 2 feet at the southern end of the site. Appropriate marine and coastal engineering will need to be developed into any marina development plan for the Port Site to reduce these wave energies to an acceptable condition for recreational marina / boating purposes. Accordingly, a southern entrance is much preferred to a northern entrance for any marina basin constructed on the site.

Remove:

Section II, Sub-Section 14. TRANSPORTATION NETWORK (pages II-48 - II-49)

Replace with the following:

14. TRANSPORTATION NETWORK

The transportation network within the city's LWRP boundary involves an extensive system of existing streets, 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, 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). Transportation network issues that exist within the city's LWRP include general traffic congestion in the vicinity of Ontario Beach Park and the Port Site during major events and festivals and periods of peak summer use as well as the potential for improved 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, Kodak 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 Site. The northern terminus of Lake Avenue is Beach Avenue, near Ontario Beach Park.

In the mid-1990's a combined reconstruction and rehabilitation project for Lake Avenue was completed which included geometric improvements at several intersections, a variety of surface and sub-surface structural improvements, provision of new pedestrian and bicycle facilities, streetscapes and wide pedestrian sidewalks in several areas and the redevelopment of the Beach Avenue / Lake Avenue intersection from a T-intersection into a 2-leg intersection with pedestrian crossings.

Traffic congestion in the vicinity of Ontario Beach Park continues to be a problem during periods of peak park use during the summer as well as during special events or festivals held at the park or on the Port Site. Traffic volumes on Lake Avenue fluctuate between 14,000

and 20,000 vehicles per day according to the Monroe County Department of Traffic Engineering. These volumes can increase significantly during major events and festivals or on warm summer weekends when the beach is open for public use. The city has instituted remote parking areas and shuttle service into and out of the area and has also redirected traffic flow on Lake Avenue to accommodate additional traffic volumes and improve efficiency of Lake Avenue and the transportation network during these types of events and occurrences.

The former Stutson Street Bridge was replaced in the mid-1990's with the new O'Rourke Bridge. The new bridge was relocated to the south of the old location on an alignment which connected with the existing Lake Ontario State Parkway (LOSP) and allowed a more efficient flow of traffic across the Genesee River and along Lake Avenue. This new alignment helped to alleviate much of the traffic congestion and convoluted traffic circulation patterns that formerly existed at the Lake Avenue / Stutson Street intersection.

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 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, Port Site, Turning Point Park, Seneca Park and Maplewood Park.

Remove:

Section II, Sub-Section 15. B. Summary of local laws and regulations (Table II-5)
(page II-52)

Replace with the following:

15. OTHER ISSUES

B. Summary of local laws and regulations

TABLE II-5

LOCAL WATERFRONT REVITALIZATION PROGRAM
RELEVANT LAWS AND REGULATIONS

<u>ZONING DISTRICT OR</u> <u>OTHER REGULATIONS</u>	<u>PRIMARY</u> <u>LWRP AREAS</u>	<u>SUMMARY OF</u> <u>REGULATIONS</u>
Harbortown-Village (H-V) District	Port Site East/west river banks Summerville area River Street Site Portions of upland area	Permits water-dependent and/or water-enhanced development; minimum waterfront setbacks are required; special permit required for uses within 30/100 feet of Genesee River
Open Space (OS) District	Public parkland Genesee River gorge Riverside Cemetery	Restricts development to parks, cemeteries and outdoor recreational facilities; special permit required for many uses
Site plan review procedures	All LWRP areas	Requires review of site plan design for virtually all development or rehabilitation within boundary; includes criteria for review of plans
Environmental review procedures	All LWRP areas	Requires detailed environmental review for all Type 1 and Unlisted actions; review requires identification of proposed mitigating measures; Type 1 actions include development in sensitive environmental areas within shorezone

Remove:

Section II, Sub-Section 16. B. (4) General description of development parcels within the LWRP
(page II-53)

Section II, Sub-Section 16. C. The Port Site (pages II-53 - II-59)

Replace with the following:

16. DEVELOPMENT OPPORTUNITIES AND CONSTRAINTS

B. General description of development parcels within the LWRP

- (4) The Port Site (22 acres). This area once housed a large blast furnace and later supported commercial shipping operations. In 2004, the City of Rochester completed the construction of a Ferry Terminal Building on the site, along with significant parking and other public infrastructure improvements, in anticipation of the arrival of a Fast Ferry service between Rochester and Toronto which began in 2004. The ferry service was abandoned in 2006 and the terminal building remains with its current use as restaurant and office space. A large portion of the remainder of the site is used for parking for Ontario Beach Park and commercial establishments on Lake Avenue. A 4-ramp boat launch which is owned and operated by Monroe County is also located at the southern end of the site.

C. The Port Site

SITE DESCRIPTION

The 22-acre Port Site is bordered to the north by Ontario Beach Park, west by Lake Avenue, south by the former CSX railroad right of way, and to the east by the Genesee River. This property contains a number of physical features, including approximately 1,400 lineal feet of river shoreline on the Genesee River. The site contains a 53,200 square foot former ferry terminal building. Additional features on the site include a 104-car/trailer space boat launch (owned and operated by Monroe County) and approximately 830 public parking spaces mixed between a grid pattern roadway and site utility infrastructure system. The site topography varies approximately 30 feet sloping from Lake Avenue easterly to the river's edge. Soils are generally poor throughout the site with the best soils located on the westerly portion of the property.

BACKGROUND/HISTORY

Over its history, the port site has been used for a variety of purposes. In the mid-19th century, it served as the home to a carnival and amusement park, including roller coasters, a midway and baseball fields. The river and lake provided the desirable commercial and recreational venues of a beach and a waterfront environment for strolling. At the same time, the area served as a stop on the Underground Railroad, bringing slaves from farther south for travel to Canada and freedom. Around 1870, a portion of the site was converted to an iron manufacturing plant, with a blast furnace that made pig iron for other fabricators in the Rochester area. Again, the river/beach setting provided easy access for shipping to bring iron ore and other raw materials to the plant, and to ship product out. An extensive network of railroad facilities, including multiple tracks and a turntable, were also constructed to support the movement of goods and materials for the factory. The blast furnace was initially very successful, but started to struggle in the late 1800's, operating on an intermittent basis until it was permanently shut down and dismantled in the 1920's. The site then became a shipping facility, loading and unloading materials destined for Toronto and other cities on both sides of Lake Ontario. The rail network first established to serve the blast furnace helped support this use, as one of the primary exports was coal.

A terminal building was constructed on the site in the 1920's to facilitate the lake shipping trade and passenger travel through the port. Trade through the port followed increases and declines with the wars of the early 20th century. Primary cargoes for the port were coal and touring cars with passengers bound for Toronto and other Canadian ports. With the development of the roadway and railroad networks around the western end of the lake, both of these trades slowly tapered off. Passenger and car ferry service ended in the late 1940's and freight continuing but at very low volumes into the 1950's.

It was in this same post World War II time frame that the current use of the port as a marina for pleasure craft started to develop. The Coast Guard estimated the total number of private pleasure boats on the river at 900 in the early 1950's. The terminal continued to be used for imports of newsprint and cement and exports of coal, but trade continued to slow through the 1950's and 1960's.

The conversion of the port area to support a high-speed ferry service began in 2000 with the reconstruction of the terminal building as a passenger terminal, including extensive customs facilities for walk-on passengers and vehicle processing. Ferry service to Toronto was initiated in June of 2004. In 2005 the ferry was operated by the City of Rochester. Ferry operations ceased in January 2006.

REGIONAL CONTEXT

The Port Site is located roughly seven miles north of downtown Rochester. Approximately 400,000 people live within ten miles of the site, which includes the majority of the Rochester metropolitan area. The population within 100 miles of the site is approximately 2.6 million; this area includes the metropolitan areas of Buffalo (70 miles to the west) and Syracuse (70 miles to the east). Regional access is provided by the interstate highway system which connects to limited access highways that bring traffic within a half-mile of the site. The Rochester Regional Transit Authority provides bus service from the site to downtown; there is no rail or boat service providing public transportation to the site.

The Port Site lies at the end of a strip of annexed land on both banks of the Genesee River between downtown Rochester and the lake. The site and its immediate environs provide the only access to the lake within the corporate limits of Rochester. This location creates the opportunity for many services that are unique to the region: Ontario Beach Park and Durand Eastman Beach are the only public swimming beaches in the vicinity of Rochester. The Genesee River provides marina services with immediate lake access to the western Rochester area; other marinas are typically at the southern ends of bays and inlets along the lakeshore, moving them well inland from the lake itself.

As the site is bordered on the north by Lake Ontario, most services needed by the residents of Charlotte are to the south of the development site. There is small-scale retail immediately adjacent to the site, but large regional shopping centers are clustered in the Town of Greece (to the south and west of the site) and the Town of Irondequoit (across the river and to the south and east), as well as in downtown Rochester. Likewise, major employment centers are nearer to downtown and on the south side of the downtown core. While Canada is only 50 miles across the lake from the site, the influence of Canadian trade is limited with the cessation of the ferry service to Toronto. There is a small amount of private boat traffic back and forth across the lake, but it does not have a significant impact on retail and business opportunities.

NEIGHBORHOOD CONTEXT

The Port Site is shown on **Map II-9 on page II-57 and Map II-10 on page II-57(a)**. The site lies within the community of Charlotte, formerly a separate village that was annexed by the City of Rochester in 1916. The site is bordered by different land uses on each side. To the north lies Ontario Beach Park, with an expansive sand beach that is heavily used in the summer months, as well as an historic carousel, band stand, and picnic shelters. The band stand is host to a Wednesday evening concert series in the summer. There is also a large community center within the park. The eastern border of the site is the Genesee River, the opposite bank of which is home to a series of

marinas and yacht clubs that house as many as 900 boat slips. The site's immediate southern edge is the former CSX rail right-of-way, now abandoned except for a single track that carries coal to a nearby power plant. Beyond the rail line is a collection of light industrial properties, concentrated along the river and rail line. The original Genesee River lighthouse, built in 1822, overlooks the site from a bluff south of the rail corridor.

The western edge of the Port is defined by Lake Avenue, which connects the site and Charlotte to downtown Rochester along the Genesee River. The eastern side of Lake Avenue is undeveloped, with the exception of two single-story restaurants north of Corrigan Street. Lake Avenue is developed on its western side with older two and three story structures, mostly wood frame residential buildings, which have been converted to retail stores, restaurants and bars over the years. Behind the buildings fronting Lake Avenue are residential properties. These properties front the cross streets of Lakeland, Fleming, Hinchey, Corrigan, and Estes Streets, which run parallel to Lake Avenue. This residential community is separated from a larger residential area by an active recreation park that borders the western side of Estes Street.

The community of Charlotte maintains a strong identity among its residents and throughout the Rochester metropolitan area. Charlotte has an active community association that promotes its image and identity very effectively. The community plays host to a number of events and festivals throughout the year, and is frequently visited for its various attractions by many from Rochester and beyond. The community also maintains a strong sense of its history, through a local historical society and many points of historical interest, such as the Genesee Lighthouse.

SITE OPPORTUNITIES AND CONSTRAINTS

Site opportunities and constraints for the port site are shown on **Map II-11 on page II-57(b)**. The greatest asset of the site is its location near the mouth of the Genesee River and the Lake Ontario shore. This location provides extraordinary physical access to boating and other water-dependent activities. The context of existing and proposed marinas and mature vegetation of Ontario Beach Park create an ambiance that will be desirable to potential residents and visitors. The proximity to the park also creates a recreational and entertainment amenity to the site: the park includes swimming supported by a large bathhouse; basketball and beach volleyball courts; a bandstand that supports a regular summer concert schedule; a historic carousel; and picnicking and passive recreation facilities. A strong connection between the park and the development, particularly as a visual amenity, has been one of the most important issues for participants in the public meetings.

Transportation into and out of the site is one of the problems that must be resolved in advancing future development plans. The site is currently fed primarily by Lake

Avenue, which can become a restriction for access during peak times (festivals and summer concerts at the beach). There are several opportunities to address this, particularly the development of River Street that can be used to re-route traffic around the Lake Avenue railroad crossing, usually the choke point in traffic movements. Also, greater use of Beach Avenue and its connections to the Lake Ontario State Parkway and Route 390, possibly combined with improvements to Estes Street to take traffic off Lake Avenue, can be used to mitigate the overall traffic picture. In the long term, there are opportunities to use the railroad corridor heading south along the river and west towards Greece as a transportation link, either through the development of bike and walking trails within the right-of-way or for some form of public transportation.

One of the greatest issues facing development will be dealing with the geo-technical and geological conditions of the site. The industrial uses during the late 1800's and early 1900's deposited a layer of slag across much of the site, ranging in depths from two to ten feet. This material is not considered a restriction to redevelopment, but its placement will be controlled (it must be placed with sufficient cover to isolate it). Slag removed from the site will be considered a regulated solid waste. The city is in the process of making a 6NYCRR Part 360 Beneficial Use Determination request to the New York State Department of Environmental Conservation which will allow reuse of slag as aggregate or other similar purposes in construction and filling projects. Slag that is not beneficially reused will be managed by the city as a solid waste and transported for proper disposal at a permitted facility. The site's geology will also place limits on the structures to be developed: the soils will only support four to five stories of wooden-framed construction on spread footings; depth to bedrock is generally in excess of 100 feet, making pile-supported construction expensive.

In the mid-1990s, the U.S. Army Corps of Engineers constructed a wave-dampening stone revetment on the inner seawall area of the east and west breakwaters of the pier structures extending into Lake Ontario. Although this structure has reduced wave energies in the harbor, it has not effectively eliminated them. During strong northerly winds or major northeastern storm events, there is a 3-foot to 6-foot surge at the northerly end of the site, which is further reduced to 1 to 2 feet at the southerly end of the site. Appropriate marine and coastal engineering will need to be developed as part of any new marina plan to reduce these wave energies to an acceptable condition for recreational marina / boating purposes. Accordingly, a southern marina entrance is much preferred to a northern entrance.

Designated parklands are located on the site in both the northerly area adjacent to Ontario Beach Park and in the southern portion of the site within the boat launch area. These generalized areas are conceptually shown on **Map II-11 on page II-57(b)**. If development is pursued on any of these lands, the exact boundaries of the

designated parklands affected will be determined by the City of Rochester and any required alienation will be completed in accordance with city and State of New York statutes and procedures. Ownership issues will also need to be addressed between the city and Monroe County regarding the boat launch area.

Insert Map II-10 and Map II-11 (pages II-57(a) and II-57(b))
Rename existing Map II-10 (Significant Coastal Fish and Wildlife Habitats) to
Map II-12 (page II-67)

(Maps shown on following pages.)

Map II-10

Map II-11

Remove:

Section III, Policy 1A (page III-5)

Section III, Policy 1F (page III-5)

Replace with the following:

POLICY 1A **REDEVELOP VACANT AND UNDERUTILIZED LAND AND STRUCTURES LOCATED AT THE PORT SITE AT THE MOUTH OF THE GENESEE RIVER, IN A MANNER WHICH ADDRESSES BOATING DEMAND, LEVERAGES PRIVATE INVESTMENT AND INCLUDES A MIX OF WATER-DEPENDENT AND/OR WATER-ENHANCED COMMERCIAL, RESIDENTIAL AND RECREATIONAL USES.**

POLICY 1F **REDEVELOP, RECONFIGURE OR RELOCATE, IN COOPERATION WITH MONROE COUNTY, THE EXISTING PUBLIC BOAT LAUNCH FACILITY AT THE PORT SITE IN A MANNER WHICH CREATES THE HIGHEST AND BEST USE OF LAND, MAXIMIZES DEVELOPMENT POTENTIAL OF LAND-SIDE PARCELS, CONTINUES TO MEET PUBLIC BOAT LAUNCH DEMAND AND MINIMIZES ENVIRONMENTAL AND TRAFFIC IMPACTS .**

EXPLANATION OF POLICIES

...Several significant development opportunity areas have been identified within the city's Local Waterfront Revitalization Program (LWRP) boundary. These sites include the Port Site at the mouth of the river on Lake Ontario...

Remove:

Section III, Policy 5A (page III-9)

Replace with the following:

POLICY 5A PROMOTE AND ENCOURAGE APPROPRIATE WATER-DEPENDENT AND WATER-ENHANCED LAND USES AND DEVELOPMENT ON THE PORT SITE.

POLICY 5B PROMOTE AND ENCOURAGE APPROPRIATE WATER-DEPENDENT DEVELOPMENT ALONG RIVER STREET AND UPGRADE THE EXISTING INFRASTRUCTURE IN THE AREA.

EXPLANATION OF POLICIES

...The Port Site is serviced by separate sanitary and storm sewer systems maintained by Monroe County. ...

Remove:

Section III, Policy 9B (page III-16)

Replace with the following:

POLICY 9B REDEVELOP, RECONFIGURE OR RELOCATE, IN COOPERATION WITH MONROE COUNTY, THE EXISTING PUBLIC BOAT LAUNCH FACILITY AT THE PORT SITE IN A MANNER WHICH CREATES THE HIGHEST AND BEST USE OF LAND, MAXIMIZES DEVELOPMENT POTENTIAL OF LAND-SIDE PARCELS, CONTINUES TO MEET PUBLIC BOAT LAUNCH DEMAND AND MINIMIZES ENVIRONMENTAL AND TRAFFIC IMPACTS .

Remove:

Section III, Policy 13A (page III-21)

Section III, Policy 13 EXPLANATION OF POLICIES (page III-22)

Replace with the following:

**POLICY 13A PROMOTE THE MAINTENANCE OF THE EAST AND WEST PIERS
LOCATED ON LAKE ONTARIO AT THE MOUTH OF THE
GENESEE RIVER.**

EXPLANATION OF POLICIES

..... The maintenance of the east and west piers located on the lake and river is promoted and encouraged. The west pier provides some erosion protection from high wind and wave action for beach areas to the west and has probably contributed to the deposition of additional material and the creation of a larger beach area for Ontario Beach Park.

Remove:

Section III, Policy 19C (page III-26)

Section III, Policy 19 EXPLANATION OF POLICIES (page III-27)

Replace with the following:

POLICY 19C REDEVELOP, RECONFIGURE OR RELOCATE, IN COOPERATION WITH MONROE COUNTY, THE EXISTING PUBLIC BOAT LAUNCH FACILITY AT THE PORT SITE IN A MANNER WHICH CREATES THE HIGHEST AND BEST USE OF LAND, MAXIMIZES DEVELOPMENT POTENTIAL OF LAND-SIDE PARCELS, CONTINUES TO MEET PUBLIC BOAT LAUNCH DEMAND AND MINIMIZES ENVIRONMENTAL AND TRAFFIC IMPACTS .

EXPLANATION OF POLICIES

The redevelopment and/or potential relocation of the public boat launch facility operated by Monroe County and located at the southern end of the Port site will be promoted and encouraged. Any new facility will be developed in cooperation with Monroe County and other adjoining municipalities and will be designed, located and constructed to reduce environmental and traffic impact, take maximum advantage of land side development opportunities, revitalize underutilized areas of riverfront and increase public access to the river for boating, sailing and fishing based on identified market demand.

Remove:

Section III, Policy 20A (page III-28)

Replace with the following:

**POLICY 20A PUBLIC ACCESS TO THE WATERFRONT SHALL BE PROVIDED
AND MAINTAINED AS PART OF THE DEVELOPMENT OF
WATER-DEPENDENT AND/OR WATER-ENHANCED MIXED USE
FACILITIES AT THE PORT SITE.**

Remove:

Section III, Policy 21A (page III-30)

Replace with the following:

**POLICY 21A FACILITATE DEVELOPMENT OF MARINAS, BOAT DOCKS AND
BOAT LAUNCHING RAMPS, FISHING ACCESS AND OTHER
WATER-DEPENDENT AND WATER-ENHANCED
RECREATIONAL USES IN APPROPRIATE LOCATIONS ALONG
THE GENESEE RIVER, PARTICULARLY AT THE PORT SITE AND
ALONG RIVER STREET.**

Remove:

Section III, Policy 22A (page III-31)

Replace with the following:

**POLICY22A FACILITATE DEVELOPMENT OF AN APPROPRIATE MIX OF
WATER-RELATED RECREATIONAL USES WITH OTHER
DEVELOPMENT ON THE PORT SITE AND ALONG RIVER
STREET.**

Remove:

Section III, Policy 23B (page III-32)

Replace with the following:

**POLICY23B REDEVELOP THE PORT SITE AND THE RIVER STREET AREA IN
A MANNER WHICH IS COMPATIBLE WITH AND
COMPLEMENTS THE CHARACTER AND INTEGRITY OF
SIGNIFICANT ARCHITECTURAL AND/OR HISTORIC
STRUCTURES IN THE AREA AND WHICH SPECIFICALLY
PROTECTS AND ENHANCES THE GENESEE LIGHTHOUSE.**

Remove:

Section IV, Sub-Section 3. E. Subarea D - River Harbor Zone and Lakefront Area
(pages IV-14 –IV-15)

Replace with the following:

E. Subarea D - River Harbor Zone and Lakefront Area

LWRP Subarea D contains the river harbor zone at the mouth of the river, and lakefront areas adjacent to Ontario Beach Park and along Beach Avenue. This subarea is characterized by extensive water-related recreational and commercial activity and includes two major undeveloped or underutilized sites that together form the focus of the city's diverse waterfront areas.

The river harbor zone within Subarea D extends from the mouth of the Genesee River on Lake Ontario, to the southern end of existing marina development on the river, near Denise Road. This zone includes: the Summerville area and U.S. Coast Guard Station on the east bank of the river near Lake Ontario; extensive private marina development also located on the east bank of the river, north of Stutson Street; the Port Site and River Street Site located on the west bank of the river, north of Stutson Street; and, additional private marina development located on the west bank of the river, south of Stutson Street in the vicinity of Petten Street. The vast majority of this area is zoned as a Harbortown Village (H-V) District.

The 22 acre Port Site includes a ferry terminal building, a 4-ramp boat launch facility, and a large surface parking area. The port site is owned by the city with the exception of the existing boat launch facility which is owned by Monroe County. The entire area is zoned as a Harbortown Village (H-V) District. Access to the port site is obtained via Lake Avenue and Beach Avenue. Development constraints on the site include the possible need to realign the sanitary sewers in the area, bedrock depths and soil types with bearing capacities that limit the height of buildings that can be constructed on the site, and the existence of subsurface slag material that needs to be removed or relocated before development can begin.

The River Street site, located to the south of the port site and immediately adjacent to

the river, has a unique neighborhood character that results from its topography and relative seclusion, its architecture, as well as the many small bars, restaurants and commercial establishments found in the area. The site also includes an abandoned railroad station that has significant development potential. In addition, the site is located adjacent to the Genesee Lighthouse which is listed on the National Register of Historic Places. The city owns the land immediately adjacent to the west bank of the river, from an area near the Pelican Bay Marina on the north, to an area just north of the O'Rourke Bridge. These land holdings include the abandoned railroad station.

Development constraints on the River Street site include the location of a sewer pumping station and RG&E substation in the area, the dissection of the site by the Conrail tracks, the lack of adequate parking, and the design and condition of River Street itself.

The lakefront zone within Subarea D extends from the river west along Lake Ontario to the city line near Greenleaf Road. This zone includes Ontario Beach Park which is located on the lake at the mouth of the river, as well as existing lakefront residential development located on the north side of Beach Avenue, to the west of the park.

Ontario Beach Park contains 39 acres and features one of the best natural sand beaches on Lake Ontario. The park is accessed from Lake Avenue and Beach Avenue. Recreational uses in the park include the beach and Robach Community Center, supervised swimming, a soccer field, 2 softball fields, basketball courts, volleyball courts on the beach during the summer, 6 picnic pavilions, an outdoor performance pavilion and various concession stands. An antique Dentzel carousel which has been designated as a Rochester Historic Landmark is located at the eastern end of the park. The park is zoned as an Open Space (OS) District and is leased to Monroe County which is responsible for its operation and maintenance.

The city has prepared a comprehensive development plan for the Port Site that proposes the establishment of a significant public marina, mixed-use development including housing adjacent to the marina basin, improved public access to the marina and the river and surface parking areas. This plan is graphically illustrated as a development concept for the Port Site on **Map IV-2 on page IV-39**. The plan includes two phases of development that ultimately require the relocation of the county boat launch facility.

The city has also developed conceptual recommendations for the redevelopment of the broader river harbor area which includes River Street, the Lake Avenue corridor north of the Lake Ontario Parkway, and the area between Lake Avenue and River Street, north of Stutson Street. These recommendations include construction of boat slips and a pedestrian walkway along the river, development of open space areas and picnic shelters along the river, redevelopment of the railroad station, construction of

additional parking areas, and development of new housing.

The city recognizes that LWRP Subarea D, which includes the Port Site and the River Street Site, represents a significant opportunity to develop or enhance water-related recreational and commercial uses adjacent to the lake and river. These uses could include boating, fishing, passive recreation activities such as walking, hiking and biking, as well as marine-related stores, shops, bars and restaurants. Major special events such as fishing derbies, water sports activities and concerts could also be included in the development program. Subarea D is the only area within the city's LWRP where greater public access to and use of the river and lake could be provided, and where the local economy could be stimulated through the development of uses which must be located on or near the water in order to prosper. The city considers Subarea D to be its prime opportunity site and the one which requires the most city involvement to ensure that appropriate redevelopment occurs in a manner which will realize the area's full potential. Subarea D contains eleven geographic sub-zones that will be utilized later to delineate specific land use recommendations:

- (D1) Beach Avenue residential area;
- (D2) Ontario Beach Park;
- (D3) Lake Avenue / Estes Street area;
- (D4) Port Site;
- (D5) River Street Site;
- (D6) Lake Avenue commercial area;
- (D7) Petten Street area;
- (D8) Marina area;
- (D9) Summerville area;
- (D10) Railroad to Stutson Street (east bank of river);
- (D11) Stutson Street to Rattlesnake Point (east bank of river).

Remove:

Section IV, Sub-Section 4. A. Introduction (page IV-19)

Replace with the following:

4. RECOMMENDED LAND USES FOR EACH LWRP SUBAREA

A. Introduction

In order to aid city staff in the preparation of development objectives for the waterfront area, as well as to help develop the specific recommendations of the land use plan, an LWRP Citizen's Advisory Committee (CAC) was formed. This group met on a regular basis with city staff over a period of several years. The group analyzed the LWRP subareas in terms of the appropriate LWRP policy goals and statements outlined in SECTION III, in order to develop appropriate land use recommendations for each of those areas. These recommendations included both water-dependent and water-enhanced recreation, commercial and open space uses.

The CAC developed generalized land use needs and objectives for the various subareas within the city's LWRP. These land use objectives were based on a review and analysis of the city's LWRP policies and included the following:

- * Environmentally-sensitive or unique areas of special concern within the LWRP boundary should be preserved and enhanced. These areas included such natural features as steep wooded slopes, watercourses, flood plains, erosion-hazard areas, beaches, bluffs, scenic views and vistas, fish and wildlife habitats, and architecturally or historically significant sites.
- * Appropriate water-dependent uses and activities should be developed in the shorezone that take advantage of their waterfront location, enhance the visual and aesthetic qualities of the waterfront, and contribute to the economic development of the city.
- * Appropriate water-enhanced or water-dependent recreational uses and activities should be developed along the lake and river that take advantage of their waterfront location, enhance the visual and aesthetic qualities of the waterfront, and increase the type and variety of recreational opportunities available. These uses or activities included marinas, boat-docks and slips,

boat launching ramps, public walkways, picnic and other open space areas, fishing and swimming areas, other more passive recreational activities, and marine-related commercial uses.

- * Existing and stable residential, commercial and industrial areas should be protected and enhanced.
- * The Port Site and the River Street site should be recognized and treated as unique development opportunities within the waterfront area. A water-dependent, mixed-use development should be created on the port site that takes maximum advantage of its unique waterfront location, enhances the use and ambience of the shorezone, improves public access to the waterfront, increases public recreational opportunities, addresses boating demand and leverages future private investment.
- * A mix of water-dependent and water-enhanced uses and activities should be developed on the River Street site and within the river harbor area in general, that takes maximum advantage of their waterfront location, enhances the unique neighborhood and maritime ambience and history of the area, provides public access to the river, increases public recreational opportunities, and rehabilitates existing structures as much as possible.

Having developed a generalized set of land use goals or objectives to be implemented within the LWRP boundary through specific land use recommendations for each subarea, the CAC reviewed the specific LWRP policies in terms of their relevancy to each subarea. The LWRP policies were grouped into three broad categories and were then evaluated against each subarea to determine whether and how each policy should be considered when determining specific land use recommendations for the six subareas. The results of this evaluation process are contained in **TABLE IV-1 on pages IV-21 and IV-22**. In developing the land use recommendations for the six LWRP Subareas, the committee also reviewed and considered the existing land use controls that are in place within the City of Rochester's LWRP boundary.

The LWRP policy evaluation for each subarea indicated those policy goals and statements that the committee considered important and relevant for the various geographical areas within the LWRP boundary. This evaluation also led to discussions regarding how each policy should be implemented or addressed in the proposed land use plan. Specific land use recommendations were then developed for each subarea from a wide range of potential uses or activities.

Additional development objectives were created for the Port Site as a result of the completion of the Marina Engineering Report and Feasibility Study by a consultant team in 2009. These development objectives are intended to form a policy

framework within which future development proposals for the port site can be reviewed, evaluated and approved. The development objectives are summarized in Section IV, Sub-Section 5, **RECOMMENDED PROJECTS WITHIN THE LWRP.**

Remove:

Section IV, Sub-Section 4. F. Subarea D - River Harbor Zone and Lakefront Area
(D4) Port Authority Site (pages IV-28 - IV-29)

Replace with the following:

(D4) Port Site

Marina and marina support facilities
Public walkway and trails
Boat docks
Boat launch / ramp
Fishing areas
Museum / aquarium
Waterfront education / research facilities
Water-related retail support facilities
Picnicking areas
Parking areas and parking structures
Outdoor entertainment
Festival site
Hotel, boatel, conference center
General retail facilities, including restaurants
Housing
Mixed-use buildings and development
Parks, open space
Visitor information center
Transportation terminal

Remove:

Section IV, Sub-Section 5. B. Development of the Port Authority Site (pages IV-33 - IV-37)

Section IV, Sub-Section 5. C. Summary of Ontario Beach Park / Port Authority Site Concept Plan Components (pages IV-37 - IV-42)

Replace with the following:

5. RECOMMENDED PROJECTS WITHIN THE LWRP

B. Development of the Port Site

In 2008, the city, in conjunction with a team of marina and waterfront development consultants and engineers, investigated the land use and marina market potential as well as development and engineering constraints of the 30-acre Port Site located at the northern terminus of Lake Avenue, along the west bank of the Genesee River near the outlet with Lake Ontario.

The Port Site is bordered on the north by Ontario Beach Park, on the west by Lake Avenue, on the south by the former CSX railroad right of way, and on the east by the Genesee River. The property contains a number of physical features including approximately 1,400 lineal feet of river shoreline on the Genesee River, a 53,200 square foot former ferry terminal building, a 4-ramp boat launch with 104 car/trailer parking spaces (owned and operated by Monroe County) and approximately 830 public parking spaces contained within a grid pattern roadway and site utility infrastructure system. The site topography varies approximately 30 feet, sloping from Lake Avenue easterly to the river's edge. Soils are generally poor throughout the site with the best soils located on the western portion of the property.

The city recognized that this site offered a unique opportunity to develop a focus for the city's waterfront areas that could attract visitors and tourists from Rochester and Monroe County as well as from outside the metropolitan area. The site could provide increased public access to the waterfront along with a variety of water-dependent recreational activities and uses and could also leverage significant private investment if developed properly.

The city and consultant team recognized that the existing large parking area and expanse of open space on the site was not the highest and best use of the land and was inconsistent with a series of general project goals that were reviewed with

community stakeholders and are identified below.

Port Site Development Goals:

- * Preserve and enhance the “village” character of Charlotte
- * Create a family-oriented, four-season development
- * Maintain and enhance visual and physical access to the water
- * Improve access into and out of the port area
- * Enhance economic development and business activity within Charlotte
- * Improve pedestrian circulation and safety in the area
- * Protect /enhance the environmental, historic and cultural resources in the area, and
- * Develop a mixed-use project that balances public uses and needs with appropriate private development that expands the tax base

An extensive marina and waterfront development market analysis was completed by the city’s consultant team in 2008. The analysis concluded that a marina project was economically feasible on the site, given the existing and projected future demand for boat slips in the Rochester harbor area. The specific marina product recommendations presented in the market study included the following:

- * Construction of a marina containing 100 – 200 slips with slip sizes ranging from 35 feet to 100 feet in length (potential demand currently exists for 200 – 500 additional slips in the harbor area)
- * Development of marina and boat services offsite
- * Development of a “flexible” mix of seasonal and transient slips in the marina
- * Development of a “waterfront events” area adjacent to the marina to promote public access and usage and stimulate commercial development in the area
- * Charging \$80 to \$85 per lineal foot as a summer rate for dockage (this slip rate results in a marina debt supportable cost of approximately \$32,000 per slip in 2009 dollars))

The market study also identified the following housing product recommendations:

- * Development of taller, high-density buildings on the site that respect views (six to ten stories) and minimize the use of existing parking and parkland
- * Development of two to four-story town homes and/or residential lofts over commercial / retail uses directly fronting the marina and along Lake Avenue
- * Development of a hotel or condominium hotel on site with adjoining conference facilities
- * Continued development of cruise ship dockage along the river front

Based upon the market analysis and a series of community meetings and workshops,

six conceptual plan options were developed by the consultant team. The options investigated various sizes, shapes and locations for the marina basin within the site and for the marina entrance along the river, as well as various land side development parcel configurations and parking and public infrastructure scenarios.

It became apparent during the development of the various options that the marina basin entrance needed to be located as far south as possible, in order to minimize the effects of the existing wave surge problem in the Genesee River. In the mid-1990s, the Army Corps of Engineers constructed a wave-dampening stone revetment on the inner seawall area of the westerly breakwater of the pier structure extending into Lake Ontario. Although this structure has reduced wave energies in the harbor, it has not effectively eliminated them. During strong northerly winds, there is a 3- to 6-foot surge at the northerly end of the site, which is further reduced to 1 to 2 feet at the southerly end of the site. Appropriate marine and coastal engineering must be incorporated into the proposed marina design to reduce these wave energies to an acceptable condition for recreational marina / boating purposes. Accordingly, a southern marina entrance was recommended by the consultant team. It also became apparent that the marina needed to have a more central location within the site and a more natural or “organic” shape and design, in order to maximize development potential around the basin and public access to and interest in the water and to leverage private investment in the site.

The six development options were then reviewed and further discussed by key stakeholders for the project. The conclusion of that public input and a final analysis by the consultant team was to prepare a refined “Option 7” plan that incorporated the most feasible design and engineering elements from the other scenarios. The plan addressed all key project goals and issues, minimized costs and environmental impacts and provided maximum private investment opportunities surrounding the proposed marina basin. Key elements of the recommended plan include:

- * Development of residential condominium units on the site, with some units sited directly adjacent to the marina basin
- * Development of commercial/retail uses along Lake Avenue and around/adjacent to the marina basin
- * Construction of a new natural or “organic” shaped marina basin with slip sizes ranging from 35 to 100 feet
- * Development of a slip mix in the marina that is 50% seasonal and 50% transient initially, but can be adjusted to meet market demand in the future
- * Dedication of some slips to adjoining private residential development through a publically available slip license structure
- * Development of major public spaces along and/or around the marina basin for future public use and access and for the programming of waterfront events, festivals and exhibitions; development of a marina promenade

(extensive public boardwalk 10 feet to 30 feet in width) that is open to the public and connects to the river pier to the north and the city's river/bike path/trail system to the south

- * Development of a landscaped pedestrian connection from Lake Avenue to the marina basin and public marina promenade, and
- * Development of dock space to accommodate visitors from other ports on Lake Ontario as well as for tour and charter boats

It will be necessary to eliminate some of the parking spaces that currently exist on the site in order to allow for the creation of appropriate land areas that could be utilized to develop the marina basin and surrounding residential development. Based upon input in the public workshops/focus groups, it was felt that public parking on the site should not be reduced to less than half of the existing parking or approximately 450 spaces. Additionally, the majority of the parking nearest to Ontario Beach Park should be preserved to the degree it can to balance the site's development potential with existing and future public usage of site amenities and the park.

Existing permanent parking spaces would also be maintained in the area south of Beach Avenue, west of Lake Avenue and east of Estes Street. As facilities and activities are developed at Ontario Beach Park and the port site, the parking supply and demand situation would be closely monitored by the city. If additional parking became necessary, the city would investigate various alternatives for either reducing demand or increasing the supply of spaces. These alternatives could include the development of off-site parking lots and the use of a bus shuttle system to bring people into the area, new signage to direct vehicles to existing, underutilized parking areas, the use of parking fees, the development of temporary, overflow parking, or the construction of a parking garage on the port site.

The recommended plan is proposed to be developed in two phases. The initial phase would not require additional property transfers, would avoid alienation of parklands, and would not require boat launch relocation. The consultant team proposed that Phase I could begin after an 18-month entitlement period and Phase II could begin as soon as three years thereafter, depending on various market conditions affecting the marina, residential and commercial development absorption rate during Phase I.

Phase II requires the relocation of the Monroe County boat launch and parking area. The existing boat launch is located within a designated parkland area and contains approximately 104 car-trailer parking spaces, in addition to a 4-lane boat launch ramp configuration. If development were to proceed in this area, a replacement launch would need to be constructed on other lands to mitigate the elimination of this launch. Any parkland alienation would need to be initiated through the New York State parkland alienation process. It was the opinion of the consultant team that a boat launch is not the highest and best use of this land and that it should be relocated.

Relocation of the boat launch would permit expansion of the marina basin and enhanced land side development surrounding the basin.

As a result of the implementation of the concept plan outlined above, the Port Site would be transformed into a new, mixed-use waterfront development area with significant water-dependent and/or water-enhanced public amenities and new public marina. The proposed concept plan addresses many of the LWRP policy goals and statements contained in SECTION III as well as the overall project goals and development/design objectives agreed upon by city staff, the consultant team, citizens and stakeholders. The plan would also implement the specific land use recommendations for the site that are contained in this Section. The plan promotes tourism, enhances the area's image as a recreation and waterfront attraction, strengthens the economic base of the region, promotes public access to the shore zone, increases the amount and type of water-related recreational activities and opportunities, addresses boating demand, enhances beach accessibility and use for large numbers of people, and improves overall pedestrian and vehicular circulation in the area.

A summary of the elements of the proposed Port Site Concept Plan is provided below. **MAP IV-2 on page IV-39** illustrates the concept plan. This is a schematic plan that represents development ideas in a conceptual manner only. Specific elements, components, locations and configurations of actual projects such as the marina basin, public amenities and any land side development would be determined only after detailed design, engineering and environmental studies were completed.

C. Summary of Port Site Development/Design Objectives

The proposed concept plan for the Port Site was developed based on a series of development and design objectives that were proposed by city staff and then reviewed by the consultant team as well as residents of Charlotte and other community stakeholders at a variety of community meetings and workshops. These objectives address major LWRP goal and policy statements described in SECTION III and create a development framework within which all projects, actions and activities proposed on the site will be reviewed and evaluated through the city's LWRP consistency review legislation and procedures. The objectives are listed below.

- (1) Maintain and enhance local use and enjoyment of the site, Ontario Beach Park, the Genesee River and Lake Ontario:
 - a) relate and connect new development to existing neighborhood land uses, features and amenities
 - b) connect streets, neighborhoods, districts and amenities to each other

- and to the river and lake
 - c) establish and/or maintain public access to and along the waterfront
 - d) preserve local open space, recreational facilities and other public amenities
 - e) maintain significant views and vistas to and from the lake and the river and to and from the Genesee Lighthouse along streets, sidewalks and trails
- (2) Develop the site in a way that maximizes city tax revenues and other important revenue streams:
- a) create development parcels and a phased development approach that satisfies reasonable market demand and maximizes investment return potential while preserving a village character and scale
 - b) encourage the development of a small-scale, private ferry service using existing infrastructure when feasible
 - c) utilize existing public infrastructure where feasible
 - d) utilize existing public infrastructure and facilities to create revenue streams where appropriate and feasible
- (3) Encourage the use and development of the site as a waterfront tourist destination through appropriate water-dependent and/or water-enhanced uses and public amenities:
- a) develop a public marina with transient slips and amenities
 - b) develop “specialty” retail or unique retail experiences in appropriate locations
 - c) establish a “village” atmosphere or design character on the site
 - d) create a visitors / information center and link it to the Seaway Trail
 - e) establish a “critical mass” of uses, attractions and amenities to attract visitors
 - f) develop site as an “entrance” or “gateway” into the city / region
 - g) create public spaces to accommodate festivals and events that compliment the beach, park and marina
 - h) encourage the development of a small-scale, private ferry service using existing infrastructure when feasible
 - I) create at least one destination attraction (recreational or entertainment oriented)
 - j) establish a directional signage system to guide visitors and tourists
 - k) develop a hotel, boatel and/or bed and breakfast facility on or near the site
- (4) Improve pedestrian circulation, safety and enjoyment on the site:

- a) complete a river front promenade with connections to the existing Genesee River trail
 - b) establish a comprehensive pedestrian / visitor signage system
 - c) connect streets, neighborhoods, districts, trails and amenities to each other and to the river and lake
 - d) create a significant pedestrian experience at the north end of Lake Avenue at the park
 - e) develop Lake Avenue and River Street as the major pedestrian spines of the area
 - f) connect the site to River Street, the Turning Basin and the parks and river gorge to the south.
- (5) Create a 4-season “character” and functionality on the site:
- a) develop a significant public space or venue that can be programmed for 4-season uses
 - b) create public spaces to accommodate festivals and events that compliment the beach, park and marina
 - c) establish a year-round residential population base
 - d) develop an appropriate mix of recreational, entertainment and retail uses
 - e) create at least one destination attraction (recreational or entertainment oriented)
 - f) create a visitors / information center and link it to the Seaway Trail
- (6) Encourage an appropriate mix of land uses, public amenities and development that facilitate the creation of a “village” scale and character on the site:
- a) develop an appropriate mix of land and building uses (in horizontal and vertical relationships) that takes advantage of proximity to the lake, river, park and other amenities
 - b) establish an appropriate village scale, massing, density and aesthetic for buildings (heights, facades, dormers, roof lines and construction materials)
 - c) create buildings with street level window storefronts, awnings and pedestrian- scale signs and lighting
 - d) establish a consistent public streetscape design theme with pedestrian-scale details
 - e) develop a comprehensive signage system (directional and historic/interpretive)
 - f) create a unique pedestrian experience along Lake Avenue and River

Street

- g) establish a year-round, residential population base on the site
- (7) Develop alternative means of transportation to, from and through the site and the Charlotte neighborhood:
- a) encourage the establishment of a multi-modal terminal (ferry, bus, car rental, taxi, bike, shuttle)
 - b) develop a system of off-site, remote parking lots for major events
 - c) develop a shuttle system to move visitors from remote lots to the site
 - d) establish a village “people mover” (i.e., jitney, carriage rides, water taxi) to move people to/from attractions and parking
 - e) investigate acquisition of the CSX right-of-way (if feasible) for use as access to remote lots, additional parking and/or other means of internal circulation and movement
 - f) develop walking trails and bike paths to and through the site
- (8) Protect/enhance waterfront recreational, historic and cultural resources on or near the site:
- a) preserve and enhance the Genesee Charlotte Lighthouse and connect it, physically and visually, with surrounding development and amenities
 - b) preserve and enhance the Robach Community Center, Dentzel Carousel, and Genesee River Pier and riverwalk
 - c) establish additional attractions / amenities within Ontario Beach Park and the beach itself to encourage and promote public use and enjoyment in accordance with appropriate plans and studies
- (9) Preserve and enhance business activity on the site and in the Charlotte neighborhood:
- a) preserve and enhance the existing commercial corridor along Lake Avenue as the Charlotte Harbortown Village “Main Street”
 - b) create new infill mixed-use development along the east side of Lake Avenue, on the site
 - c) develop new commercial/retail opportunities on the site that complement existing commercial development along Lake Avenue
 - d) develop new mixed use development along River Street that creates an exciting new waterfront ambience
 - e) develop street intersections within the site for ground floor retail/commercial uses
 - f) develop “speciality” retail or unique retail experiences in appropriate

locations

- (10) Utilize the waterfront portion of the site for water-dependent and/or water-enhanced uses:
 - a) develop a river front trail system connecting the site with River Street, the Turning Basin and the parks and river gorge to the south
 - b) complete a river front promenade and connect it to other waterfront trail systems
 - c) encourage the development of a SUNY/Brockport Great Lakes Natural Resource Center or similar facility along the river
 - d) develop a public marina(s) with transient slips and appropriate amenities that can also service new residential development
 - e) develop public boat launches at appropriate locations along the river that allow access for trailered and car-top boats

- (11) Develop the site as a “water gateway” into Rochester, Monroe County and the Genesee/Finger Lakes Region:
 - a) establish a multi-modal terminal (ferry, bus, car rental, taxi, bike, shuttle)
 - b) establish a directional signage system to guide visitors and tourists
 - c) establish a village “people mover” (i.e., jitney, carriage rides, water taxi) to move people to/from attractions and parking
 - d) develop a public marina with transient slips and amenities
 - e) encourage the development of a small-scale, private ferry service using existing infrastructure when feasible
 - f) develop public boat launches at appropriate locations along the river that allow access for trailered and car-top boats
 - g) develop a hotel, boatel and/or bed and breakfast facility on or near the site

- (12) Develop the site in a way that minimizes negative environmental and neighborhood impacts, adequately addresses housing, commercial and boating market demand issues and does not create additional significant parking, access or circulation problems:
 - a) locate site development in areas that can accommodate that development to minimize environmental impacts, preserve open space, public access and amenities and maintain significant views to and from the lake and river
 - b) develop an appropriate mix of transportation options to, within and through the site

- c) maintain public access to and along the waterfront and connect new development and the surrounding neighborhood to the water as much as possible
 - d) create development parcels and a phased development approach that satisfies market demand and maximizes investment return potential
 - e) balance parking demand needs with protection of environmentally sensitive areas and concerns for site “walkability”
 - f) preserve local open space, recreational facilities and other public amenities
- (13) Improve water quality at Ontario Beach Park:
- a) research and document the specific causes of and factors influencing the water quality problems at Ontario Beach
 - b) develop and implement an appropriate mitigation system to improve beach water quality and enhance public access to the water for swimming based on Army Corps of Engineers recommendations
- (14) Preserve and enhance significant views and vistas within and through the site:
- a) place buildings and structures on the site in a manner that preserves, protects and enhances existing significant views, vistas or panoramas of the Genesee River, Ontario Beach Park and the Genesee Lighthouse
 - b) create view sheds from Lake Avenue to the river along streets, trails or public open spaces
- (15) Maintain and enhance public safety throughout the site by providing adequate security amenities or features and by designing trails, open spaces, public and private development, parking areas and marina dock spaces to include adequate lighting and identifiable “defensible space” elements.
- (16) Create a public marina on the site that addresses market demand for new public and private boat slips (including transient slips), protects Genesee River water quality, interfaces with the Genesee River in a manner that does not substantially increase the wave surge problem within the river or within the basin, addresses other environmental concerns, creates appropriate development parcels surrounding the basin and leverages private development interest in the site:
- a) create a basin and marina entrance design that reduces siltation within the basin
 - b) create a basin entrance that reduces or minimizes wave surge

- problems within the basin
 - c) enhance water quality in the basin and provide for adequate “flushing” of basin water
 - d) enhance landside development opportunities with an appropriate basin size, shape and location on the site
 - e) include a public walkway and public access around the basin as well as open spaces or public space features and amenities
 - f) develop a marina “focal point” or “icon” to draw attention to the site and serve as a public marker for the marina, and as a “gateway” for the Charlotte community and the City of Rochester itself.
 - g) develop a marina basin and river front docking area that encourages and promotes cruise ship and charter fishing activity
 - h) provide appropriate marina amenities and services adjacent to the basin
 - I) encourage the development of a small scale private ferry service (without vehicular ferry service) if market demand exists and utilize the existing terminal and dock space along the pier or within the new basin to accommodate this activity
- (17) Redevelop and extend River Street north through and into the site, on an alignment that closely follows the existing access road along the east side of the CSX right-of-way and that connects to Portside Street to provide an alternate means of getting into and out of the main portion of the site. Continue the extension of River Street north to Ontario Beach Park and associated parking areas following a traffic analysis and an evaluation of alignment options and traffic circulation patterns that considers overall implications for land side development parcels and the marina basin configuration.
- (18) Encourage the development of a small-scale, private ferry service on the site (without vehicular service), utilizing a portion of the existing terminal building, parking and queuing areas and other public infrastructure. If a ferry service is not developed, encourage appropriate alternatives for the re-use of the ferry terminal building such as an inter-modal terminal or visitors center.
- (19) Encourage a higher and better use of land side development parcels and opportunities on the site by pursuing the relocation of the Monroe County Parks Maintenance Facility off the site, to a building and parcel of land appropriate for such use, that minimizes adverse impacts and is located in an area conducive to the efficient conduct of the activities and functions associated with that facility.
- (20) Encourage a higher and better use of land side development parcels and

opportunities on the site by pursuing the reconfiguration of all or a portion of the Monroe County Boat Launch Facility (4 ramps) in its approximate existing location or by relocating the facility off the site in a manner and location consistent with launch ramp demand, appropriate design and engineering considerations and minimal adverse environmental and traffic impacts.

- (21) Pursue development of a SUNY/Brockport Natural Resource Center and/or permanent Great Lakes Research Facility on the site, either within a portion of the existing terminal building or in a stand-alone facility, adjacent to the Genesee River and/or public marina.
- (22) Investigate the acquisition and development of the CSX right-of-way for potential parking, circulation and access if that land becomes available and that option is determined to be feasible.
- (23) Develop remote parking areas and shuttle systems to satisfy long-term peak demand during major events, festivals or other activities on the site.
- (24) Preserve and protect Ontario Beach Park and all existing designated parkland areas (including associated parking) and replace parkland lost to development through required New York State parkland alienation procedures.
- (25) Develop the site as a mixed-use, waterfront village community that includes appropriate public amenities and attractions and a strong residential or housing component built around a major public marina facility.
- (26) Preserve and enhance existing viable businesses and development in the area immediately to the west of the site, fronting along Lake Avenue, in a way that leverages further private development of the site and enhances the overall “commercial corridor” or “Main Street” character of Lake Avenue.
- (27) Create an urban design environment within the site that:
 - a) relates building first floors to streets with high levels of transparency, prominent and clearly identifiable entrances and appropriate design details
 - b) establishes a regular rhythm of windows and bays over building facades
 - c) terminates the tops of buildings with a combination of recessed wall planes, cornices, roof forms and other architectural details
 - d) locates parking to the rear of buildings and at the center of blocks
 - e) maintains waterfront views and vistas down side streets to the river

- and north on Lake Avenue to the lake
- f) incorporates building architectural styles or details that reflect the area's waterfront history and that complement the lighthouse, bath house, carousel and other historic design details from Ontario Beach Park
 - g) incorporates appropriate design elements that reflect an historic amusement park / Ontario Beach Park / maritime theme and identifies a specific waterfront design "icon" that can be used and repeated in public spaces and featured in building architectural details and styles
 - h) enhances pedestrian movement to and from the lake and the river through wide sidewalks, pedestrian scale street furniture, lighting and signage, prominent landscaping and street trees and other design elements
 - I) develops public pocket parks, open spaces and landscaped areas throughout the site to maintain a park like ambience and provide for public functions/activities within development
 - j) utilizes specific design elements such as landscaping, paving materials, signage and lighting to create "gateway" experiences for pedestrians, motorists and boaters at major water and land-side entryways into the site

Remove:

Map IV-2 (page IV-39)

Replace with the map (concept plan) on the following page.

Map IV-2

Add:

Map V-1(a) "H-V Harbortown Village Zoning District at Port Site" to Map V-1 "Zoning in the LWRP" (page V-5)

Add the map on the following page.

Map V-1(a) "HV- Harbortown Village Zoning District at Port Site"



Remove:

Section V, Policy 1 (A) (1) (2) LEGISLATION THAT IMPLEMENTS THESE POLICIES
(page V-9 - V-10)

Replace with the following:

(A) LEGISLATION THAT IMPLEMENTS THESE POLICIES:

- (1) The city's Harbortown Village (H-V) zoning district has been adopted to encourage the development of water-dependent and/or water-enhanced uses on the Port Site. The district generally promotes marinas, boat docks, slips and launching ramps as well as hotels, motels, museums, aquariums, tourist information centers, housing and mixed-use development. Certain uses adjacent to the Genesee River are allowed subject to special permit. The district includes minimum lot coverage and yard setbacks and also establishes additional design standards beyond city-wide requirements.

Remove:

Section V, Policy 1 (B) (1) (5) ADDITIONAL PUBLIC AND/OR PRIVATE ACTIONS THAT IMPLEMENT THESE POLICIES (page V-10 - V-11)

Replace with the following:

(B) ADDITIONAL PUBLIC AND/OR PRIVATE ACTIONS THAT IMPLEMENT THESE POLICIES:

- (1) The city prepared and will promote, in cooperation with other governmental agencies, a phased redevelopment plan for the port site which embraces the development policies of the LWRP. The proposed plan includes construction of a marina for approximately 120 boats, a public walkway or promenade adjacent to the marina basin and river, land side residential and mixed use buildings, related marine services and marina-related commercial establishments, open space areas and other public amenities which could be used for public events, festivals and performances and surface parking facilities. The goal of the proposed plan is to encourage water-dependent and/or water-enhanced uses on the site that are compatible with existing land uses, address recreational opportunities and boating demand, encourage private investment on the site and improve the area's economic stability.

Implementation of the Port Site redevelopment plan will include the following tasks or activities:

- * Abandon the River Street right-of-way as necessary on the Port site
- * Develop mitigation plan and alienate parkland if necessary
- * Complete design/engineering study for the marina basin
- * Apply for marina basin permits with NYS DEC and Army Corps of Engineers
- * Prepare/distribute RFQ/RFP for development parcels on Port site
- * Select developer for phase I (and potentially Phase II)
- * Update city's LWRP (Focus Area 1) utilizing NYSDOS grant
- * Complete Harbor Management Plan for Port of Rochester utilizing NYSDOS Environmental Protection Fund (EPF) LWRP grant
- * Apply for and obtain necessary funding for marina construction
- * Relocate Monroe County maintenance facility
- * Begin marina basin construction (phase I)
- * Begin landside development (phase I)
- * Relocate/reconfigure Monroe County boat launch as necessary

- * Begin marina basin construction (phase II)
- * Begin landside development (phase II)
- * Investigate purchase of CSX right-of-way running west of Port site
- * Develop off-site remote parking areas and shuttle service as needed

- (5) The city will promote and encourage, in cooperation with other Monroe County and other governmental agencies, the redevelopment, relocation or reconfiguration of the public boat launch facility on the Port Site in a manner which creates the highest and best use of land, maximizes development potential of land-side parcels, continues to meet public boat launch demand and minimizes environmental and traffic impacts. This project may involve the development of new boat launch ramps or facilities in other areas along the Genesee River within the Rochester Harbor area.

Remove:

Section V, Policy 13 (B) (1) **ADDITIONAL PUBLIC AND/OR PRIVATE ACTIONS THAT IMPLEMENT THESE POLICIES** (page V-21)

Replace with the following:

(B) ADDITIONAL PUBLIC AND/OR PRIVATE ACTIONS THAT IMPLEMENT THESE POLICIES:

- (1) The city will work with Monroe County and the U.S. Army Corps of Engineers (USACE) to encourage the maintenance of the east and west piers located on Lake Ontario at the mouth of the Genesee River. The west pier provides some erosion protection from high wind and wave action for beach areas to the west and has probably contributed to the deposition of additional material and the creation of a larger beach area for Ontario Beach Park.

Remove:

Section V, Policy 16 (B) **ADDITIONAL PUBLIC AND/OR PRIVATE ACTIONS THAT
IMPLEMENT THESE POLICIES** (page V-22)

Replace with the following:

**(B) ADDITIONAL PUBLIC AND/OR PRIVATE ACTIONS THAT IMPLEMENT
THESE POLICIES:**

None required or identified.

Remove:

Section V, Policy 22 (B) (1) **ADDITIONAL PUBLIC AND/OR PRIVATE ACTIONS THAT IMPLEMENT THESE POLICIES** (page V-27)

Replace with the following:

(B) ADDITIONAL PUBLIC AND/OR PRIVATE ACTIONS THAT IMPLEMENT THESE POLICIES:

- (1) The city prepared and will promote, in cooperation with other governmental agencies, a phased redevelopment plan for the Port and River Street sites which provides for water-related recreation, as part of a multiple-use which is compatible with other land uses and activities within the areas. The proposed plan includes construction of a new marina basin, development of a public walkway immediately adjacent to the basin and river, development of related marine services and land-side mixed-use buildings, rehabilitation of an historic railroad station into a restaurant or similar use, and construction of new public open spaces, picnic and outdoor seating and viewing areas. The proposed water-related recreational uses are based on reasonably anticipated demand levels for such activities determined during a lengthy inventory, planning and analysis process undertaken by the city and outside consultants.

Remove:

Appendix: Rochester River Harbor Redevelopment Design and Feasibility Study
