

5.8 BROOKS-GENESEE LANDING

Location: South Plymouth Avenue & Genesee Street at Brooks Avenue

Profile: The development of a neighborhood center which has a strong relationship to the Genesee River and the University of Rochester is recommended in the South River Corridor Plan and has been supported by University and City actions, including the construction of a connecting pedestrian bridge.

Analysis: An existing neighborhood, commercial and university area could be a destination on the Canal. A developed landing would support excursion boating, recreational boating, and a water taxi/water bus.

Recommendations:

- I. Develop a landing and small scale docking area to support transient boaters, excursion boat tie ups, and a water taxi landing.
- II. Provide visitor services including information, necessary retail, restaurant and possibly small scale lodging opportunities.
- III. Encourage mixed use development which supports neighborhood, University and student uses.
- IV. Investigate the current infrastructure to see if it maximizes the assets in the area (River/Canal, Neighborhood, University and Parks) for the above stated uses.

Recommended Lead Responsibility: Rochester Economic Development

Related Project Sheets:

- < Small Scale Landings
- < Water Taxi

Priority & Schedule: High

- < Existing City Capital Improvement Project
- < Existing Private Sector Interest

Alternatives: Alternative actions considered for this project include:

- < No action
- < Alternative uses

Potential Environmental Impacts & Mitigative Measures:

Traffic impacts: Several roadway and circulation recommendations should be implemented to support any densely built out project (see Transportation/Circulation section)

Public Access: Public pedestrian access to the waterfront should be accommodated where practical. Agreements with private property owners should include public access (waterfront promenade or trailway).

Land use impacts: Adequate buffering or transitional land uses should be established between the commercial uses and existing residential areas.

5.11 PLYMOUTH-FLINT REDEVELOPMENT PROJECT

Location: West bank of Genesee River from Ford Street Bridge, south to S. Plymouth Avenue (near Brooks Ave.)

Profile: Vacant and underutilized land exists along the Riverfront. An opportunity exists to redevelop the area with water enhanced uses.

Analysis: Substantial vacant and underutilized land exists along the Genesee River and inland. Much of the land is City owned. Additional privately owned properties may be available for redevelopment. This area has great potential to become an "urban village" with a commercial center that contains neighborhood services and higher density housing at the center. It is located along or adjacent to an extensive recreational/green space corridor.

After the South River Corridor Plan was completed an engineering feasibility study was completed which suggested potential residential land uses, river-oriented circulation patterns and required utility infrastructure.

Recommendations:

Area 1 -- Northern Industrial

I. Create a cul-de-sac to serve existing industries from Ford Street.

II. Require peripheral landscaping for industrial properties to improve appearance of the area.

III. Appropriately landscape the area where Exchange Street will be closed near Doran Street. Define necessary owner cooperation to accommodate parking and services requirements of industries.

Area 2 -- Violetta / Exchange

I. Provide existing residents an opportunity to relocate into newer infill housing within the district.

II. Extend neighborhood streets to the river.

III. Restrict encroachment of industrial uses into existing or new residential areas.

IV. Develop a clear landscaped buffer between industrially related parking and residential uses.

V. Within sub area 2a, rehabilitate sound structures along Exchange Street and infill with new development where appropriate.

VI. Within sub area 2b, rehabilitate existing sound structures and encourage new infill housing along Exchange Street.

VI. Within sub area 2c, assemble land and redevelop to produce affordable housing which is consistent with the foregoing objectives and is strongly oriented to the river.

Area 3 -- Flint Street

I. Upgrade the visual quality of Flint Street to serve as the gateway for this district.

Provide sidewalks, landscaping, and an attractive overall quality which will encourage pedestrian and vehicular uses.

II. Identify limited expansion areas which will permit growth of existing major industries and define appropriate buffer areas between these and the adjacent neighborhood.

III. Create a unique and widely accessible public recreation use at the river's edge which can be attractive to the larger community as well as to new development. Insure that this public use maintains the continuity of the river edge pedestrian/bicycle trail and provides limited boating amenities.

IV. For sub area 3a, which block the complex from the riverfront and encourage recycling of remaining structures to capitalize on river views and the emerging character of this district as a new neighborhood. Create open spaces and public spaces within this parcel which relate well to the new housing envisioned to the north.

V. For sub area 3b, retain an industrial use but define areas which might serve for potential expansion and create visual buffers to adjacent housing.

VI. For sub area 3c, encourage infill housing which is sufficiently set back from the street to allow sidewalk edge landscaping.

VII. For sub area 3d, retain major industry. Consider expansion, if warranted by industrial growth, toward the South Plymouth /Flint Street intersection.

Area 4 --Riverbend

I. Housing in this area should be of a uniformly high quality, emphasizing its linkage to the river. Where possible, such housing should be of the type and scale which is associated with the housing types in the existing South Plymouth neighborhood.

II. A mix of housing forms and types should be encouraged to create diversity, to vary densities, and to create richness and textures within this area.

III. Renovate the existing railroad bridge for pedestrian use to interconnect the east and west banks of the river.

IV. Encourage infill on major parcels accessible from Cottage St. & Utica Place.

V. Encourage pedestrian connection from the river's edge to Magnolia Street.

VI. Maintain continuity of vehicular access throughout this area between Flint Street and Plymouth Avenue near the Plymouth Avenue Gardens.

Area 5 -- The South Entry

I. Create a type and mix of housing which responds to the location and configuration of this area and which might be highly attractive to members of the university community. This will require acquisition of inappropriate industrial and related uses.

II. Incorporate major open space in association with new housing to enhance and augment the public character of the river open space.

III. Accommodate a new street which can provide access northward to the remainder of the West Bank that will not disrupt traffic operations on South Plymouth Avenue.

Recommended Lead Responsibility: Rochester Community Development

Related Project Sheets:

Genesee River Trail
Small Scale Landings

Priority & Schedule: High

High Visibility Project
Current Private Sector Interest

Alternatives: Alternative actions considered for this project include:

- < No action
- < Alternative uses

Potential Environmental Impacts & Mitigative Measures:

Traffic impacts: Several roadway and circulation recommendations should be implemented to support the build out of the project.

Public Access: Public pedestrian access to the waterfront should be accommodated. Agreements with private property owners should include public access including a waterfront promenade or trailway.

Land Use Impacts: Adequate buffering or transitional land uses should be established between the commercial uses and existing residential areas.

5.12 SMALL SCALE LANDINGS

Locations: Several locations along the Erie Canal and Canalized Genesee River, as noted in the recommendations below.

Profile: Canal boaters and land side users vary in type and need. Several small scale water access points can be developed within the proposed "greenways" while still serving community needs.

Analysis: Several existing roads and facilities establish natural connections between neighborhoods, the community, and the waterways.

Recommendations:

Establish a series of appropriately scaled boat landings and trailheads with a minimal level of service at several Erie Canal and Genesee River locations including:

- < Flint Street
- < University of Rochester just north of Chapel
- < Pinnacle Hill Trail
- < Brooks Avenue
- < Genesee Valley Park
- < Genesee Waterways Center
- < East Henrietta Road
- < West Henrietta Road
- < Red Creek
- < Genesee Valley Golf Course Clubhouse
- < Brooks Avenue
- < Chili Avenue
- < Industrial Heritage Park
- < Lyell Avenue

Develop trailhead parking, hand carry boat launches, a limited number of transient boat slips, signage, lighting and associated improvements at the small scale landings.

Develop the landings in a sensitive manner to minimize the visual and environmental impacts to the natural waterway.

Recommended Lead Responsibility: Rochester Community Development

Priority & Schedule: High

C.5 REGIONAL TRAILWAYS: GENESEE RIVER TRAIL (GENESEE RIVERWAY), GENESEE VALLEY GREENWAY, ERIE CANAL HERITAGE TRAIL & SEAWAY TRAIL

Profile: The City of Rochester has been a leader in our region for developing multi-use trails. The city has concentrated its efforts primarily along the Genesee River through the development of the Genesee River Trail or "Genesee Riverway". There are several other trail systems that pass through Rochester, the Seaway Trail (located along Lake Ontario), Genesee Valley Greenway (located along the South Genesee River) and the Erie Canal Heritage Trail (running east to west along the southern municipal limit and the Erie Canal). The organizations that oversee these trails have been aggressively pursuing enhancements of their respective trailways.

Analysis: Trailway development provides many assets to communities. Walking, roller blading and biking are three very popular recreational activities available to all members of the community. Trailway cities such as Boulder and Madison have a very positive image nationwide due in part to their extensive trail systems .

The Genesee River Trail, Seaway Trail, Genesee Valley Greenway and the Erie Canal Heritage Trail are all located within Rochester. Rochester could serve as the "Center City", where all these extensive trail systems meet and join up into a comprehensive multi-use recreational trailway system for Western New York.

Recommendations:

- I. Complete a regional trail network which connects the Rochester area's unique water resources, including; Charlotte Harbor, Durand Eastman Park, Braddocks Bay, Irondequoit Bay, the Genesee River, Letchworth State Park and the Erie Canal.
- II. Develop a continuous linear river trail system, along both sides of the Genesee River within the boundaries of the City of Rochester, to be know as the "Genesee Riverway". Develop the system either immediately adjacent to the river, as practical, or along appropriate side streets and other access ways that parallel the river. Develop appropriate connections across the river at key points, to allow trail users to access neighborhoods and destinations on both sides. Develop appropriate connections from the primary linear trail system to adjacent or surrounding neighborhoods and destinations, (parks, attractions, etc). Utilize the Genesee River Trail ("Genesee Riverway") to serve as the connector for the Seaway Trail, Erie Canal Heritage Trail and the Genesee Greenway Trail. Coordinate details such as signage, programming and design with agencies in charge of the Seaway Trail, Genesee Valley Greenway, and the Erie Canal Trail.

- III. Officially designate the Genesee Greenway Trail as including the Genesee River Trail, extending the Greenway north to the Seaway Trail and Lake Ontario.
- IV. Pursue designation of the Genesee River Trail as a National Linking Trail from the National Parks Service as recommended in the Erie Canal Corridor Plan: Genesee/Finger Lakes Region.
- V. Pursue designation, from the National Parks Service, of the Erie Canal corridor as a National Heritage Corridor as recommended in the Erie Canal Corridor Plan: Genesee / Finger Lakes Region and the NYS Canal Recreationways Commission.
- VI. For projects relating to the Genesee River Trail provide the following: high quality trail amenities including parking at trail heads, information and safety signs, solid trail surface, landscaping & buffering, lighting where appropriate, visual access where possible, emergency access where possible, and interpretive/entertainment opportunities, among other elements.
- VII. The following segments of the Genesee River Trail are recommended to be completed within the four LWRP focus sites:

Focus Site #1:

- <Construct a waterfront promenade or boardwalk extending from the Petten Street north, connecting to the west pier and the existing beachfront boardwalk. Connect the south end of the promenade to the north end of the Genesee River Trail (Turning Point Park).
- <Develop a strong visual and pedestrian connection to the Charlotte Lighthouse.

Focus Site #2:

- <Develop the entire length of Mill Street with a high level of pedestrian amenities, including sidewalks to carry the Genesee River Trail from Allen Street to the Lake Avenue Plateau site.
- <Provide improved pedestrian access to the area by completing critical sections of the Genesee River Trail, from Andrews Street to Brown's Race via a link underneath the Inner Loop in the existing race) and from the Water Street Historic District to the High Falls Historic District.
- <Provide a public promenade along the gorge rim within the Lake Avenue Plateau Redevelopment Area.
- <Incorporate the Genesee River Trail into the Historic Brewery District / Urban Village, connecting to the High Falls Entertainment Redevelopment Area to the south, and Lake Avenue Plateau Redevelopment Area to the north.

Focus Site #3:

- <Provide continuous public access along the Sheraton 4 Points Hotel.
- <Develop the former Lehigh Valley Railroad Station site as a highly accessible public riverside park, as part of the Urban-Cultural Parks System and the Genesee River Trail.
- <Develop trail connection from War Memorial to Aqueduct
- <Develop trail connection from Aqueduct to Convention Center
- <Develop trail connection from Broad Street to Aqueduct
- <Develop trail connection from War Memorial to Main Street (through Aqueduct Street or cantilevered off of Lawyers Co-op Building)

Focus Site #4:

- < Develop a park and promenade along both sides of the river and incorporate into the Genesee River Trail system.
- < Develop a connection between the Corn Hill Neighborhood and the South Wedge Landing that serves as a pedestrian walkway, as a boater safety feature and unifying element.
- < Develop a strong pedestrian connection/promenade along the River from Corn Hill Landing to Court Street and the Central Business District.
- < Establish a stronger pedestrian, physical and visual connection between the landing and the Landmark's Society's Hoyt-Potter House and Plymouth Avenue
- < Develop trail connection from South Wedge to Broad Street/Aqueduct

VIII. In support of the Genesee Greenway Trail these additional trailway links, loops and connections are recommended within the city and outside of the city:

- < Develop stairs to River at CSOAP Pedestrian Bridge
- < Develop trail connection to Mt. Hope Cemetery/Highland Park (Pinnacle Hill Trail)
- < Develop trail connection from Charlotte Harbor to Braddocks Bay/Seaway Trail
- < Develop trail connection from Charlotte Harbor to Durand Eastman Park
- < Develop trail connection from Durand Eastman Park to the Sea Breeze State Marine Park
- < Develop trail connection from Seneca Park to Irondequoit Waterfront Recreation Area (possibly using abandoned Rochester Running Track)

Recommended Lead Responsibility: Rochester Department of Environmental Services

Related Project Sheets:

- < Conrail Purchase

< River Street Reconstruction
< Irondequoit Waterfront Access Facility
< Ontario Beach park & Promenade
< Irondequoit Waterfront Development District
< Braddocks Bay/Sea Breeze Shuttle
< High Falls Entertainment Redevelopment Area
< High Falls Historic District
< Genesee Brewery Beer Garden
< Bausch Street/St. Paul Redevelopment Area
< Lake Avenue Plateau Redevelopment Area
< Historic Brewery District/Urban Village Center
< State Street/Lake Ave. Streetscape
< St. Paul Streetscape
< Mill Street Extension
< Visitor Gateway
< Festival Marketplace Riverwalk
< Lehigh Valley Station Park
< Rochester Underground
< Court & Exchange Street Redevelopment Site
< RG&E Andrews Street Site
< Corn Hill Landing
< South Wedge Landing
< Reconstruct River Edge (Erie Canal Harbor)
< Erie Canal Harbor Development Parcels
< Erie Canal Museum/Interpretation
< Durand Eastman Park
< Gorge Landings
< Seneca Park
< Turning Point Park
< The Falls Park
< Airport Landing
< Brooks/Genesee Landing
< Erie Canal Industrial Heritage Parkway
< Genesee Waterways Center
< Plymouth/Flint Redevelopment Area
< Small Scale Landings (Erie Canal)
< Airport Development Sites
< East Side River Trail
< South Genesee Natural Area

Priority & Schedule: High

High or moderate priority depending upon trail segment. Immediate coordination with the War Memorial project, the High Falls Festival Site, and Lake Avenue reconstruction project..

Alternatives: Alternative actions considered for this project include:

- < No action
- < Alternative trail alignments
- < Alternative trail priorities

Potential Environmental Impacts & Mitigative Measures:

Topography and Soils / Water Quality: Potential erosion or instability of steep banks in gorge area. Trails to be aligned on suitable slopes where possible. In areas of steep side slopes trails should be considered to be built on an elevated deck.