



PLANNING

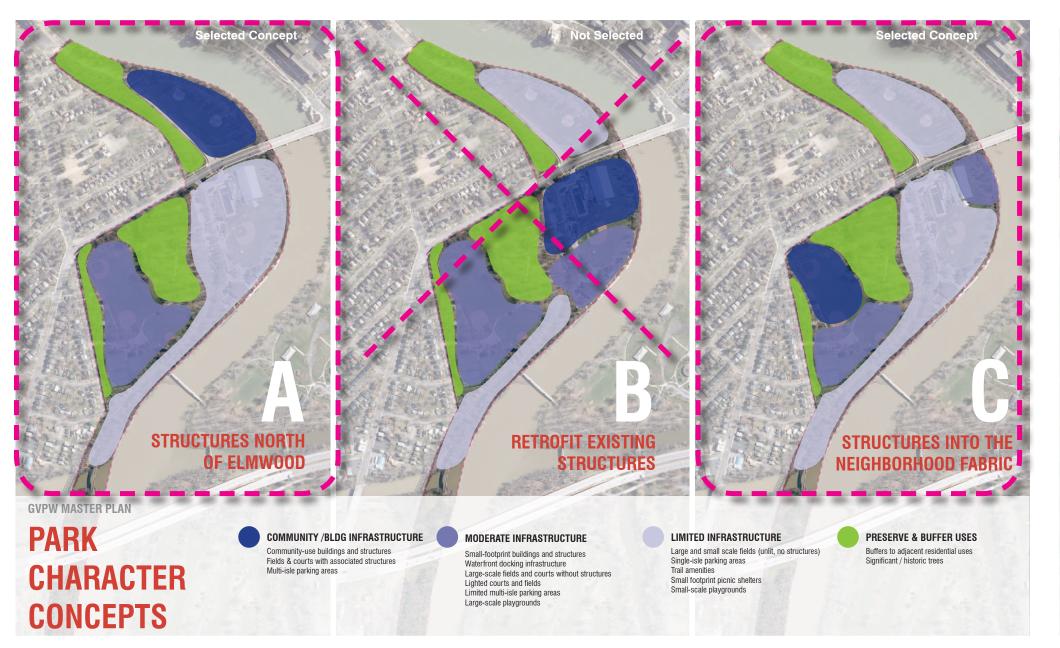
PROCESS

- MASTER 1. Park Inventory & Analysis (complete)
 - 2. Historic Park Research (Cultural Landscape Report) (complete)
 - 3. Recreation & Demographic Research (complete)
 - 4. Park Master Plan Concepts / Schematic Plans (complete)
 - 5. Preliminary Master Plan (in process)
 - 6. Final Master Plan (to be developed)

be seen along the river from the eastern side of the park include: the whole of Genesee Valley park, 1. Ice Rink / Sports Complex 2. Ball Field #4 (fencing, light 3. Genesee Waterways Center 4. Docking Infrastructure **Concept Constraints Preliminary Park Treatment** A. Preserve significant trees, predominantly on Frost Parcel. vegetation and open up bridge approaches, especially south bank. 3. Genesee Street as residential and one-way. . Existing pool and rink facility not compatible with entry realignment with Brooks II scheme. realignments, open up views to rive C Chili parcels added to park. Protect G Sports, Recreation & Wellness Center from future industrial use. New D. Brooks Landing Phase II nearing construction phase. integrated into neighborhood fabric . 100-year flood plain north of Elmwood Avenue "ownership" to Southwest Quadrant. Landscape treatment and/or activity F. Sanitary Force-Main Utilities in former RR ROW

Along the River





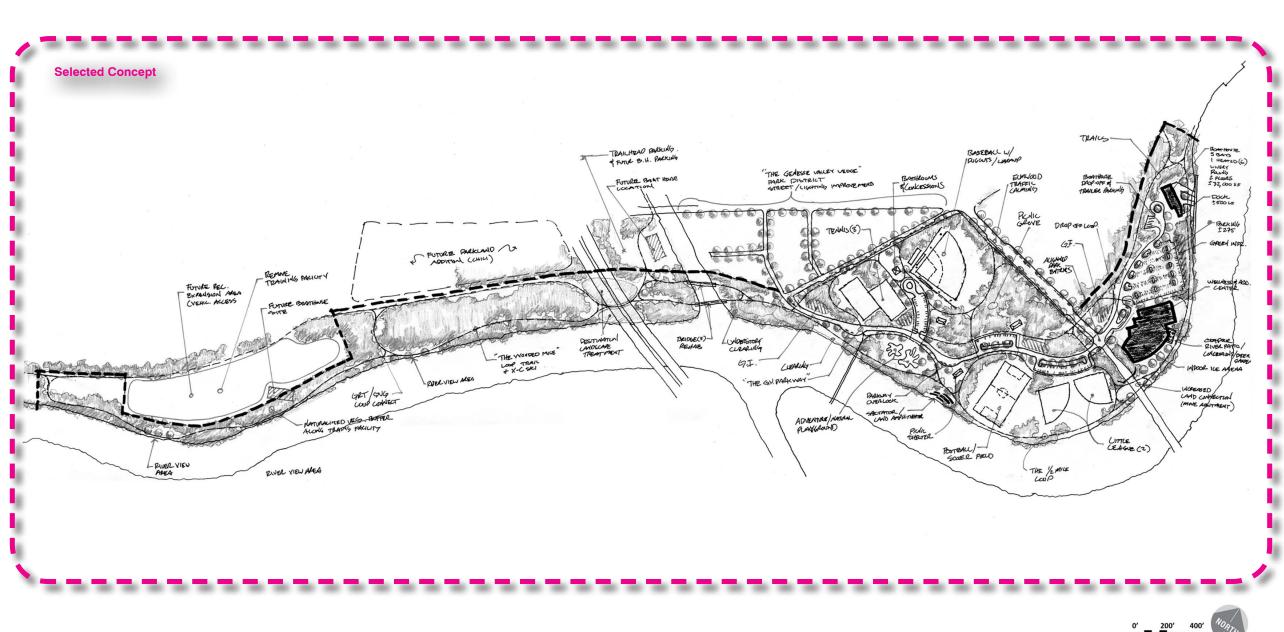
SELECTED CONCEPTS (2014)

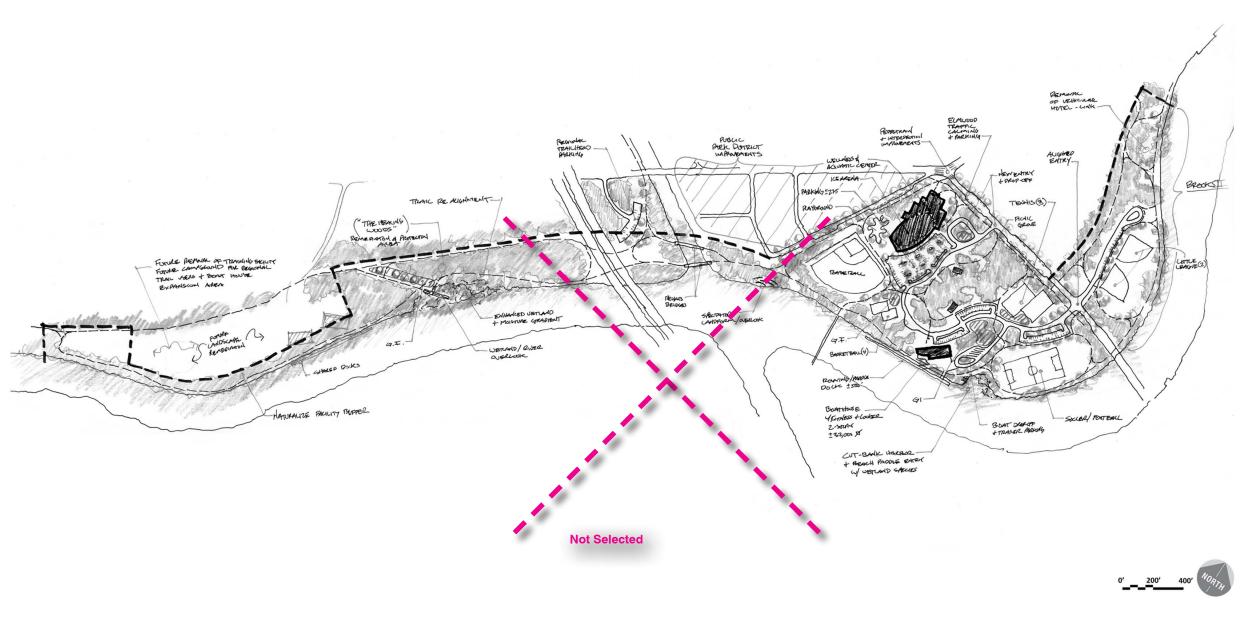


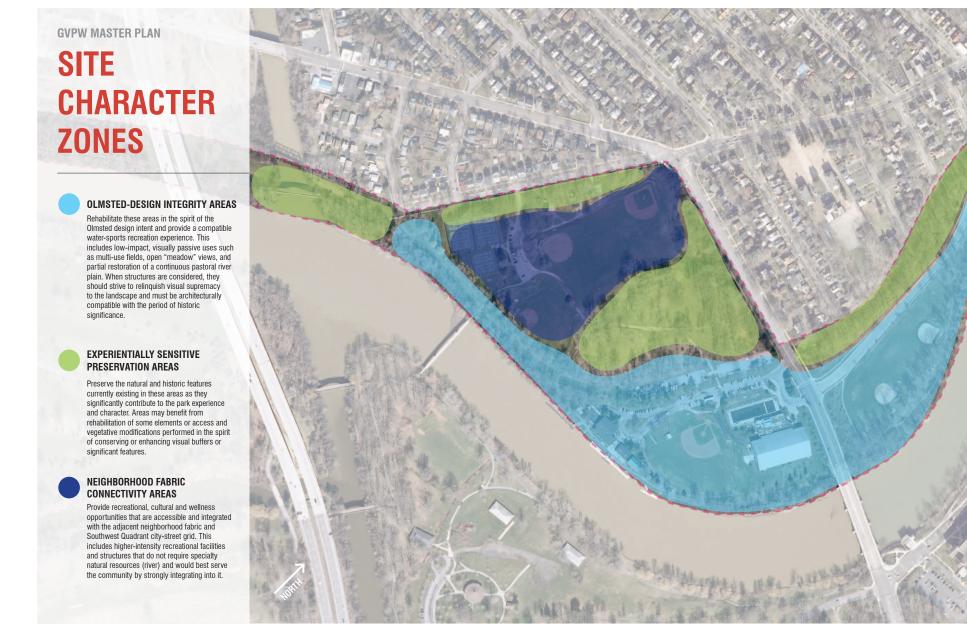
HIGH INFRASTRUCTURE USES LOW INFRASTRUCTURE USES

SCHEMATIC PLANS (2014)

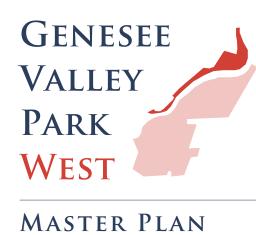
Olmsted's original decision to selecthis land for what was to become











Resist Design Fashion in Infrastructure: Active

recreation use of west side of river is potentially

damaging to broader park experience without a

facilities turn-over and is easily subject to whims

and design trends that may be incompatible with

preservation goals.

long-range plan, as recreation demands increased

MASTER PLAN GUIDING PRINCIPLES

(2012)

Park features and infrastructure should contribute to and

Capitalize on the Canal: Erie Canalway Trail, Genesee Valley Greenway, Genesee Riverway Trail. Canal trail has an estimated 102,000 annual users alone. 75% are bike riders. Need to enhance ability for canal through riders to take advantage of recreational opportunities, camping, etc.

Enhance Community Walking Infrastructure: Rate of leisure walkers is very low. Relatively low neighborhood-level walking (walk to park), but rate of drive-to-park leisure walkers is high. Need to provide adequate multi-use trail network and adjacent connections to serve all types of users.

Bikes and Boats: Circulation and trails, including blueways, are a major component of the park and perhaps the most significant, considering the lack of general connection to the broader city grid. Park design and infrastructure must be dedicated to biking as multi-modal option. Park also serves as a hand-carry boat epicenter, allowing access to multiple nearby waterways.

Wayfinding: A number of trails converge in GVPW and wayfinding is a major issue for all orientation skill levels. A comprehensive wayfiding signage program should accompany circulation improvements.

Greenway Incomplete: Current missing link south of park limits access to all points south (unsafe road riding not suitable for recreational users). Trail is outside city boundary and park, but NYS Parks/ NYSDOT must fix missing link in order to complete Greenway link to City.

Bus Infrastructure: Many bus routes serve the park and provide good mobility, however, the integration of bus facilities into the park circulation is poor and negatively effects park users. Redesign vehicular bus circulation to minimize conflict with other park users (includes UR buses) / remove "park & ride" distinction









Rethink spatial organization of park features that are no longer constrained by past limitations.

Constraints that No Longer Exist: Existing park layout and circulation is a direct design result of constraints that no longer exist, including former buildings and the railroad / canal.

Circulation Links are Fragmentary: Facilities / parking / recreation features have been added and removed for more than 100 years, creating retrofitted linkages without comprehensive circulation design.

Newly Contiguous Park Land: Park land has only been contiguous since late 1970s (after previous master plan) and funding has never been in place to rethink the park as a whole contiguous piece of land.

Historic Attempts to Relocate Railroad: Attempts to deal with design constraint of railroad began when park was originally designed (1890) Additionally, the park was designed at a time when the automobile was not in mass-production / wide acceptance.

Successful Use of Rail Corridor Since 1970s: City has successfully used rail corridor for trail development since it has been abandoned (and expanded parking) but holistic circulation design has not been developed.

Corridor Now Serves Utilities: Rail corridor now serves as major utility corridor which complicates reorganization of facilities. It is important to understand the new constraints of the utility corridor, which may impact feasibility of building locations o other major facilities.







Renew park ties with its significant history and re-establish visual ties between east and west

Significant History: Defined as one of the six great pastoral Olmsted parks. Distinction has irreplaceable value. Cultural value will increase dramatically if rehabilitated. Genesee Valley is potentially more historically significant than much-loved Highland Park due to Olmsted's desire to work on the river above all else.

Secretary of the Interior Standards: Rehabilitation is the preferred overall Secretary of the Interior standards treatment - over preservation, restoration and reconstruction. Some restoration, reconstruction and preservation is appropriate on a feature/smallarea basis (bridge, trees). Few features remain from the park's period of significance, but those that remain should be treated appropriately. Preserve / reconstruct bridge is short-term high priority.

Rehabilitate the Concept, Not Condition: Rehabilitate the park toward the historic concept, not the historic condition. Preserve the visual character of the wide river plain by minimizing visual impact of facilities in the main park area south of Elmwood.

National Register / National Landmark Status: Park (entire GVP) should be individually listed on the National Register, with ultimate goal of National Landmark status for the entire Olmsted park system. Must be rehabilitated towards original concept to make a contribution towards and achieve national register / national landmark status.

Period of Significance: Period of significance is determined to be wide ranging, from 1890 (Olmsted work began in Rochester) to World War II when park management shifted to a more utilitarian approach. Character of any new facilities should be clean, modern and appealing but reflect a style from the park's major historic periods. Any and all treatments must consider the entire GVP context as the period of significance pre-dates the County/City east/west management division



Modernize building facilities to meet

Attendance and Demand: Sports Complex (ice/ pool/sport court) attendance is not as high as it should be based on population and services provided - comparative analysis to similar facilities in similar climate. Summer: 20K combined pool/court users vs. 30K+ for city with 30% less population. Demand is there for recreation services offered but users with choice prefer other facilities.

Downtime: Indoor sports complex requires 4 to 6 weeks per year downtime to change surface. Dedicated facilities would be more cost efficient and allow expanded use.

waterfront facilities growth (east side currently) causing impacts to broader park integrity -

Field House: Field House is well-used but needs modernization/upgrades. There is no dedicated off-street parking for facility. Vehicles park on lawn around building. 1973 master plan placed useful life of building at 10 years (to 1983) but it continues to

profit facilities with year-round access are gaining popularity for those who can afford fees. This reduces diversity of user base and can result in low funding-low-maintenance loop.

need modernization and increased visual appeal. Many are beyond life expectancy. However, new infrastructure must be appropriate for the park's

partially extend life of facilities but do not attract increased attendance or offer additional services maintenance-only replacements.

Bathrooms: Building bathrooms (GWC) not always obviously accessible or limited use during events, portable bathrooms are undesirable.

drowning rates are 300% higher.









Picnic Areas: Picnic area and grills in grove are

but given choice many leagues prefer alternate facilities with amenities. Fields have no dugouts, practice areas, some with limited shade and seating for spectators. Spectators use shaded grass over bleachers on hot days.

Re-prioritize and enhance sports fields,

playgrounds and picnic areas.

Ball field #4 has had some improvements but is not the preferred choice for hard ball leagues. Also impacted by alternate uses that increase maintenance costs (events, parking,

Lack of Ball Field Amenities: Ball fields are used

Ball fields north of Elmwood (#5 and #6) have drainage issues that often limit use. Need to balance usable sand-lot type fields for neighborhood use with fields that include desirable amenities. Ball field 3 impacted by nearby drainage issues, standing water around spectator area.

Multi-use Fields: Multiuse field is impacted by ball fields. No dedicated soccer/football area. Create dedicated multi-use / soccer or football fields that serve cultural populations that do not play base ball.

Tennis: Tennis courts are well used but require reconstruction or relocation due to ground water or insufficient base design. Relocate and integrate tennis courts into higher intensity, visible areas. Reorganize to share tennis parking with additional facility parking needs.

Playgrounds: Playground serves the neighborhood but is in poor condition and does not appeal to kids older than 5 despite age rating on equipment. Not appealing for kids, especially those with potential access to other facilities. Need to provide substantial and varied playground amenities for neighborhood kids of all ages. Create area-wide draw with playground to increase exposure to other recreation and fitness experiences at the park.

used heavily during summer / weekends but vehicles going off-road causing damage to significant trees, trash left everywhere. Need to eliminate vehicular access to wooded grove of significant trees. Provide drive-up picnic areas in another location and limit grove to walk-up use



Establish a local benchmark of how land should interface with the river, include green infrastructure and enhance the ecological and recreational experience.

Stormwater and Green Infrastructure: Untreated storm water from pavements and park areas is discharged to river, increasing river pollution and water temperature. Need to develop green infrastructure plan for storm water capture and treatment before discharge into river.

River Bank Ecology: Ecological gradients (moisture) between land and river are not as diverse at they should be to create positive impacts on river and provide diversity of recreation experience. Increase diversity of riverbank ecology through selective bank cut, riparian-area development, and native plantings.

Vegetation: Shoreline includes thick understory regetation and heavily wooded. Current maintenance scheme requires yearly cut back to allow visual and physical access. Process requires excessive maintenance and costs. More pronounced on east side. Selectively thin river bank trees for visual interest and replant understory with native mass plantings that compliment the riparian edge and do not require yearly cutting.

Significant Trees: Park includes significant historic trees that should be protected and managed. No succession plan is currently followed for significant trees. Trees are planted in all available non-recreation field open areas resulting in loss of visual diversity. Protect significant historic trees and develop a park tree management plan that protects the diversity of species and visual contrast.

Turf Maintenance: Maintenance costs for lawn mowing is substantial at more than \$2K per acre/ year for non-recreation field areas. Recreation field turf maintenance is substantially more. Convert nonrecreation field turf to prairie, meadow or drainage wetland. Recreation management journals are new

proponents of this conversion for economic reasons. Sedimentation and Maintenance: River

has excessive sedimentation, partially due to natural character of upstream soils but also due to agricultural land uses south of City. River characteristics do support healthier ecology than downstream (north) of urban center. Utilize dock and revetment infrastructure location and design that reduces impacts of sedimentation on water recreation experience

Bank Cut Harbor: Natural resource-based recreation is highest growing recreation sector. Water sports recreation is heavily reliant on quality of river experience. Develop bank cut harbor to increase shoreline diversity, park experience, and provide alternate novice water sports area and kayak







Plan circulation and facilities infrastructure to promote both the neighborhood and the regional draw.

Park is Surrounded by Barriers: Surrounding land uses are enormous barriers to connectivity and mobility. Park is surrounded on 3/4 sides by land uses that prohibi access. Park is only connected to the urban street grid on 25% of periphery the 19th Ward and PLEX.

Airport: Airport is 900 acre barrier that includes airportcentric industrial land uses.

Limited Access Choices: I-390 highway, Erie/Barge Canal and the Genesee River act as barriers that funnel pedestrian and vehicular traffic to choke points.

U of R Blocks Eastern Neighborhood Access: University of Rochester is pedestrian focused (internally) but acts as a large adjacent land use, separating neighborhoods from the park. Medical Center and Parking: URMC Medical Center

requires substantial amount of parking which has been

placed at periphery of park. Created inhospitable access

Park Size as a Barrier: Genesee Valley Park (eastern portion) also limits mobility to an extent, functioning as

to nearby parkland from UR and Medical Center and

neighborhoods beyond.



Accommodate Vehicular Needs / Stop Off-Road Parking: Park's inhospitable land use context necessitates increased vehicular draw from surrounding areas to increase user base. The park would be much



Neighborhood Park with Regional Facilities: Park context makes it serve as a neighborhood park for 19th Ward and PLEX, but the park has facilities, infrastructure, size and natural resources of regional park.

more successful if it were surrounded by more residential neighborhoods - but the current context requires careful



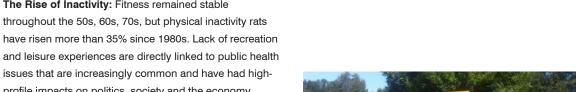
The Impacts of Inactivity: 75% of all US health care on those linked to inactivity and obesity. Inactivity Rates and Health Care Spending: New

3-Mile Radius Around GVPW: Out of pocket health

Tobacco Free Parks: A polarizing issue but trend is clear. Even 28% of smokers support tobacco-free parks. It's insincere to promote wellness and fitness while condoning a widespread public health issue.

Access to Fitness Equipment: This includes community gyms and fitness centers as well as outdoor gyms with weather and vandal resistant fitness equipment for strength and cardio training, free for all to use.

Shift and Increase in Recreation Resources: A radical increase in resources devoted to wellness and healthy living is the national strategy being developed to combat inactivity and heath care costs. Includes a proliferation of health and wellness programs and an increasing role of public-private partnerships and employer programs.



Respond to the growing health care and fitness crisis by

focusing on wellness and developing new public-private

profile impacts on politics, society and the economy. The Recent Trend of Health and Wellness: Recent "trend" toward healthy living is more than a "trend" - it is the early stages of a massive critical response to a genuine crisis.

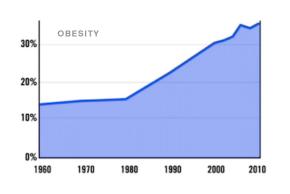
The Rise of Inactivity: Fitness remained stable

expenditures are a result of chronic diseases, with a focus

York has the 6th highest inactivity rate and health care spending is \$8,342 per capita. Utah has the lowest inactivity rate in the nation and also has the lowest health care spending per capita (\$5,031). This includes employer benefits and Medicaid spending.

care costs for households in the 3-Mile radius area around GVPW totaled \$116,148,419 in 2012. This does not include portions of insurance paid by employers or Medicaid - only out of pocket expenses.









Unprogrammed Recreation Demand: Reductions in leisure time result in reduced demand for organized sports. Increased demand for flexibility, choice, unstructured gym time, personal outdoor experiences, no set schedules, no long seasons leagues or multi-week tournaments.

Economic Disparity and Diversity: Income is a key variable in participation rates. Equipment-focused sports are inaccessible for some households. Fees moving towards ability-to-pay rather than age-based. Diverse cultural participation requires broader programming, as some cultures only have interest in sports with simple equipment needs like soccer.

Facilities Consolidation: Trend for public facilities is the same as market-trends of less but larger, more efficient facilities, all under one roof. Facilities need to provide multi-purpose and multi-generational opportunities.

Resource-Based Recreation: Trails are the #1 desired amenity for all parks and open space. They are multipurpose, self-programmed, and serve to enhance connectivity. Water sports are also seeing a demand increase for similar reasons (equipment costs and safety are an entry-barrier, learn-to swim is important). To encourage users trails and waterfronts must be monitored and managed similar to other "equipment" or users will quickly find better options if choice is available.

Sports Tourism: Mega-sporting events include community runs, marathons, regattas, and triathlon, and result in long-distance travel for many participants and families. Sports tourism has been good for local economies and is one of the fastest growing segments of the industry. It requires excellent facilities, and sophisticated marketing / planning. Events are often operated by non-profits or businesses that seek to use public facilities.

Aquatic Facilities: General trend is toward multigenerational/purpose facilities with pools, slides, spray areas, zero-depth entry, lazy rivers. Users will travel long distances to experience large and quality facilities. Aquatic facilities are popular for all ages and also allow for wellness programming such as aquatic therapy and injur

training. Some trends move toward spray parks replacing pools, but swimming is a core skill for and is especially important for minority and lower income population where

Mobility/Accessibility: Accessibility includes not just required ADA access to buildings and facilities but providing recreational experienced to those with disabilities. Mobility trends show that increased resources are going towards planning for how users will get to a park, wether dedicated trails, community ride share, and ease of direct access from neighborhoods.

Technology: Digital fitness tracking expected to see incredible growth (32 million people by 2016, from nearly 0 in 2005). Devices now in cell phones, or other low cost electronics, to record workouts, collect performance data, goal setting, share with friends, doctors and insurance. May also contribute to lower individual health care costs similar to vehicle insurance for auto-tracking. Even as an immature technology it's a \$70B/year industry.

Other: Natural / adventure playgrounds, looped/distancemarked walking paths, half-sized fields.



Focus on exceptional experience and attraction to the park over perceived demand and recreation "standards"

Standards No Longer Apply: Recreation standards (number of facilities per capita) were discontinued by National Recreation and Parks Association in 1995. The NRPA revisions now function as general guidelines and they recommends that facilities planners consider local conditions and specific demand rather than a set number or ratio of facilities per capita.

The Experience Economy: Residents are increasingly seeking quality recreation experiences while cutting back on other necessities - even during a recession. But providing goods and services is no longer enough. Studies show that we receive more pleasure and satisfaction form investing in quality experiences over material goods - this is the Experience Economy.

Let Demand Rise Above Supply: Meeting perceived demand by maintaining a standardized number of facilities may be less important than actually making people want to use the park that has wonderful facilities The best case scenario is that demand outstrips supply and the park is very well used and maintained, resulting in increased willingness to fund additional programs and services. Special attention needs to be directed towards equal opportunity of facilities - not pay-to-play however.

Desirability and Diverse User Base: Public parks are being used more than ever, but the Trust for Public Land notes that there is quickly a point where a park stops attracting people who have choices (more money



and more free time). The park is unhealthy if it cannot attract a diverse user base and results in a low-use-low-

Those Who Can Pay Will Pay: Quality facilities significantly increases the willingness to pay by those who can afford it which results in increased operating expenditures. The trend is toward much higher quality facilities but less of them, as well as public-private

maintenance feedback loop.







Adjacent Development and Non-Park Infrastructure

of rowing and watersports is a positive for Genesee Valley Park, the community and the river. However, pressure from various user groups continues to expand rowing and waterfront infrastructure along the river bank. New facilities designed inexpensively and hastily thwart the original purpose of the park – to provide the citizens with a meaningful natural river experience close to the City.

Brooks Landing Hotel and Hi-Rise: While new reinvestment and development at the Brooks Landing area is, in many respects, a positive effect for the community, the negative visual impacts on the Olmsteddesigned park are significant. Existing visual impacts should be mitigated and new developments should be designed in the context of the park and consider its presence as the publicly-owned core of the community.

may be greatly unanticipated as the University expands.

Interstate-390: A comprehensive plan was prepared in

significant auditory impacts from high speed traffic. The sounds from the traffic can be heard throughout the park,

Canal Authority Work: Lands adjacent to the canal function as park land but are actually owned by NYS Canal Authority. Dredging equipment is parked alongside a river overlook, at the foot of the historic pedestrian bridge, near a wooded grove of significant white oak trees. This is a visual nuisance and impacts from Canal Authority employees parking within the trees or driving off-road, or over sidewalks and trails to get to the barge

Monroe County Training Facility: The Monroe County Safety (Fire/Police) Training Facility was originally built on

Industrial Land Use Along Scottsville Road: A considerable stretch of industrial land uses exist along continue along this corridor. A select few parcels of former





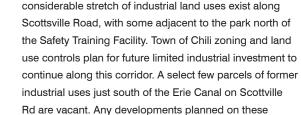
Rowing Infrastructure Pressure: Increasing popularity including from the river.

are causing damage to the park landscape.

University of Rochester and the UR Medical Center: Much of the visual influence of the University of Rochester on the Park north of Elmwood Avenue is positive, with a well-maintained river edge and generally compatible buildings. The continued expansion and influence of both the UR and the Medical Center on the neighborhoods surrounding the park should be carefully controlled with respect to impacts to the public parkland. Current negative impacts, such as private parking on public lands, and private bus system using the park circulation infrastructure should be addressed. Long term impacts

the early 20th century to address the impacts caused by the canal being brought through the park. The same cannot be said for Interstate 390, which also bisected the park, albeit much later (1970s). The Interstate creates

public parkland along the river front. The facility serves a public need, but negative visual and auditory impacts to park, trail and blue way users are high. These impacts include controlled fire burns, gunshots, chemical smells and possible environmental impacts from untreated stormwater discharge of a significant amount of paving



parcels should have potential park impacts assessed

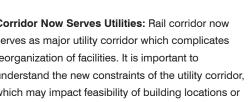


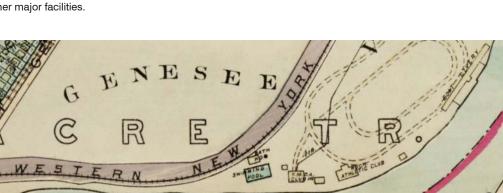






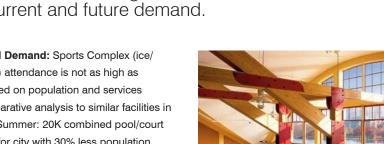


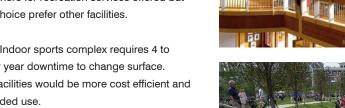


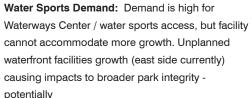












Competition from Private Facilities: Private / for-

Modernization and Appeal: All building structures

Recent Upgrades: Recent equipment replacements



