

The City of Rochester's Local Waterfront Revitalization Program (LWRP)

*"A 30 Year Success Story for Rochester's Three Great Waterways:
Lake Ontario, the Genesee River and the Erie Canal"*

Presentation to New York State Department of State
July 9, 2015



Department of
Neighborhood and Business Development
Bureau of Planning and Zoning

Rochester's LWRP: A 30 Year Success Story

Presentation Outline



Presentation Outline:

- (1) LWRP History/Background
- (2) Waterfront Tour
- (3) Waterfront Resources
- (4) Waterfront Successes
- (5) Waterfront Issues/Opportunities



Lake Ontario



Genesee River



Erie Canal

Rochester's LWRP: A 30 Year Success Story

LWRP History/Background

- Almost 30 years of LWRP planning, public participation and project implementation have been completed by the City of Rochester. During that time, the LWRP has provided a clear vision and critical set of policies, goals and recommendations to guide the future development of the Lake Ontario shoreline, and the Genesee River and Erie Canal corridors.
- Major waterfront development projects that have been implemented within the current and expanded LWRP boundary include the Genesee River wave surge project, Port Site redevelopment and new marina, River Street redevelopment, Genesee River Trail segments, O'Rorke Bridge, other park, bridge and trail improvements, signage and wayfinding improvements, land acquisition, river overlooks, and other public infrastructure and environmental remediation improvements.
- Rochester's LWRP has resulted in significant waterfront access improvements, water quality improvements, water-dependent and water-enhanced recreational improvements and erosion and flooding control improvements within the program boundary (lake, river and canal).
- The city's LWRP has leveraged millions of dollars of public and private financing for implementation of water-dependent and water-enhanced development projects within the boundary. The LWRP has also leveraged significant funding from state and federal planning grants to complete a wide variety of waterfront planning, design and public participation activities.
- Rochester's LWRP has created significant opportunities for the public (residents, neighborhood organizations, property owners and other stakeholders) to become involved in and affect the overall development of the city's waterfront areas. The LWRP has been an important tool and "venue" for community feedback and input regarding the city's overall waterfront vision, goals, policies and implementation recommendations. Thousands of residents have participated in the LWRP planning process during the past 30 years through various community meetings, public information meetings, focus group meetings, special events, conferences and on-line surveys.

Rochester's LWRP: A 30 Year Success Story

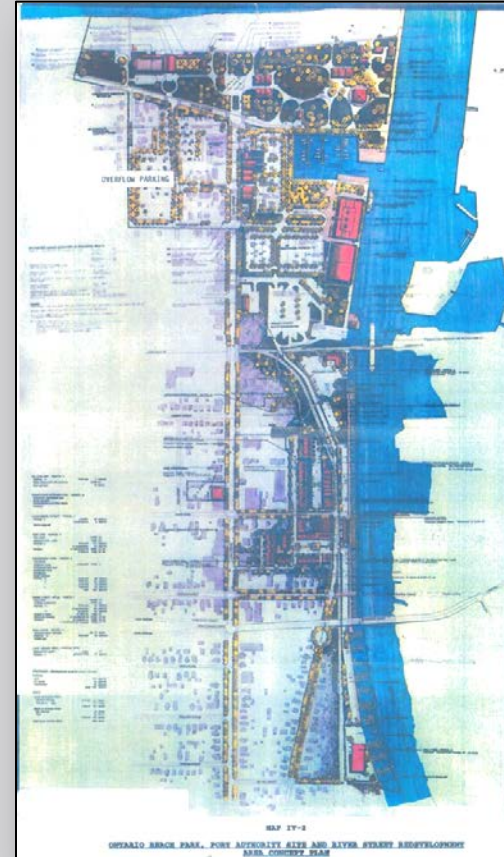
LWRP History/Background

■ 1972

Coastal Zone Management Act (CZMA) passed by Congress; as a result, New York State creates the Local Waterfront Revitalization Program (LWRP) for its coastal communities.

■ 1990

Rochester's LWRP is written by City Planning Office and adopted by City Council and NYSDOS; Major projects implemented from the plan include Genesee River Trail segments, O'Rorke Bridge over the Genesee River, Army Corps of Engineers Wave Surge Project at the Port of Rochester and various public infrastructure improvements at city and county parks.



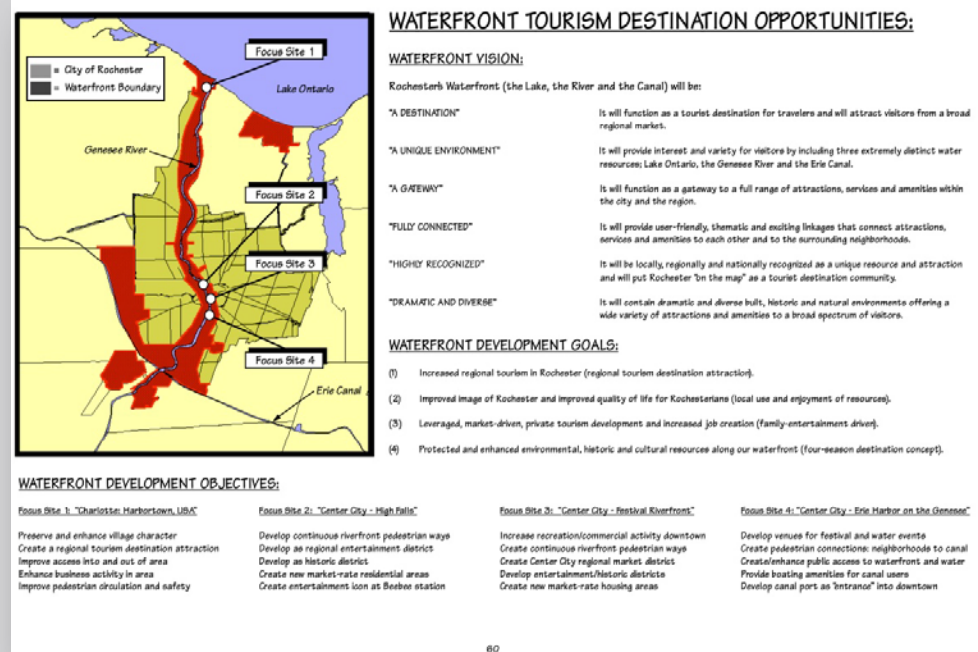
1990 LWRP
Port Development Plan

Rochester's LWRP: A 30 Year Success Story

LWRP History/Background

■ 1999

Draft LWRP Update written by City Planning Office and submitted to NYSDOS for approval; Fast Ferry development begins at Port Site; Draft LWRP Update never receives final approval from NYSDOS; New City Comprehensive Plan that address waterfront development opportunities completed by City Planning Office and adopted by City Council (Renaissance Plan).



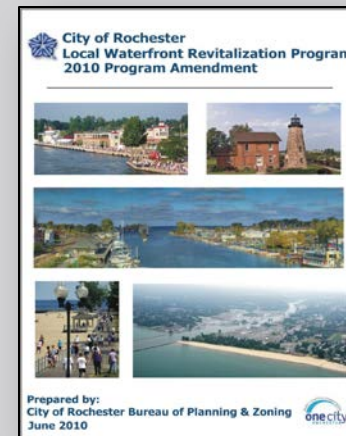
"The Renaissance Plan" (1999)
Waterfront Development Vision/Goals
Incorporated into Draft LWRP Update

Rochester's LWRP: A 30 Year Success Story

LWRP History/Background

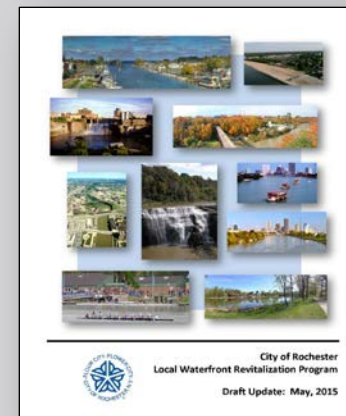
■ 2011

Funded by NYSDOS EPF grant, LWRP Amendment completed by City Planning Office to address termination of Fast Ferry operations at Port Site and new marina proposal and other landside redevelopment plans for the area; Amendment approved by NYSDOS.



■ 2012 - 2015

Funded by NYSDOS EPF grant, LWRP Update Project undertaken by City Planning Office; Update expands LWRP boundary to include all of the city's waterfront areas and will address new waterfront planning priorities and opportunities. Harbor Management Plan for Port area also prepared. Update coordinated with preparation of Health Impact Assessment (HIA) by U of R.



Rochester's LWRP: A 30 Year Success Story

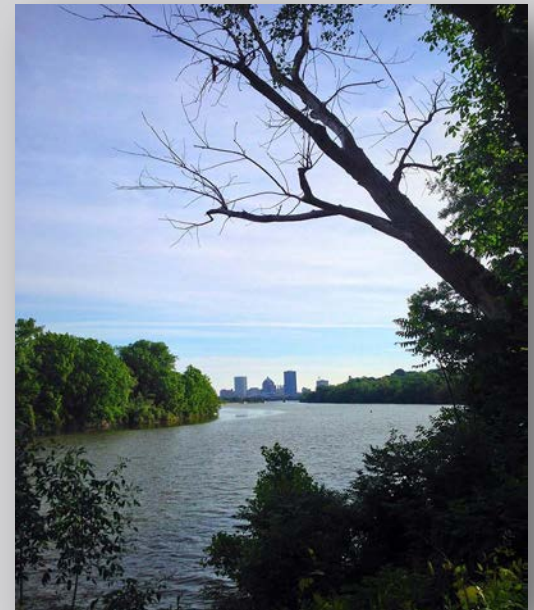
LWRP History/Background

2015 LWRP Waterfront Vision:

"The City of Rochester's three great waterways and their unique assets and resources are a "world-class" attraction that enhances the quality of life for residents and visitors, preserves and protects the environment, encourages economic investment and is integrated into the fabric of our community."

2015 LWRP Waterfront Goals:

- Promote connectivity and accessibility
- Encourage sustainability
- Develop four-season destination attractions
- Encourage appropriate investment
- Preserve community character
- Create a healthy place to live, work and play



Rochester's LWRP: A 30 Year Success Story

LWRP History/Background

2015 LWRP - Current Project Highlights:

Key current project recommendation highlights include:

- (B) Port of Rochester Marina and Landside Development (Phase I)
- (J) Brewery Line / CSX Trail Connection
- (L) JOSANA Rails to Trails Project
- (M) High Falls Access Improvement Study
- (N) Crossroads Garage / Charles Carroll Park Redevelopment Study
- (P) Vacuum Oil BOA Plan
- (R) Genesee Valley Park Master Plan
- (T) Genesee River Natural Resource Plan

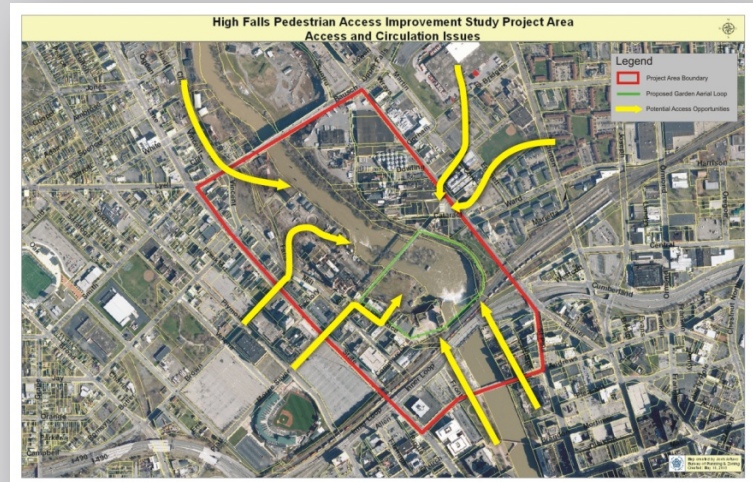
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LWRP History/Background

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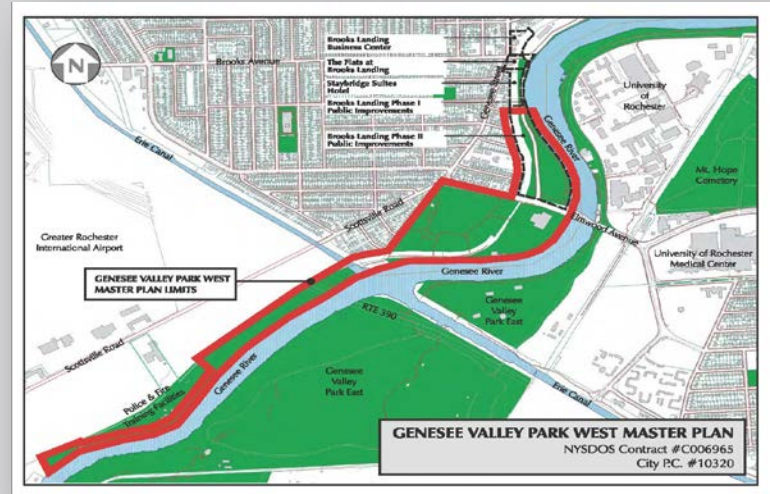
Current LWRP Projects

Rochester's LWRP: A 30 Year Success Story

LWRP History/Background



P



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Current LWRP Projects

Rochester's LWRP: A 30 Year Success Story

LWRP History/Background

2015 LWRP – Future Project Highlights:

Key proposed or future project recommendation highlights include:

- (#7) Port of Rochester Marina and Landside Development (Phase II)
- (#11) River Street / Latta Road Mixed-Use Redevelopment
- (#16) Lake Avenue / Ridge Road / Maplewood Drive Planning Study
- (#21) "Genesee Falls Park" Master Plan
- (#25) High Falls Zip Line Attraction
- (#26) "GardenAerial" Trail Node / High Falls Access Improvements
- (#27) Riverfront Promenade / Charles Carroll Park Improvements
- (#31) Erie Canal Aqueduct Redevelopment
- (#40) Vacuum Oil BOA Plan Implementation Projects
- (#43) Westside Canal Parkway, Trail and Access Improvements
- (#44) LWRP Management / Oversight Structure

Rochester's LWRP: A 30 Year Success Story

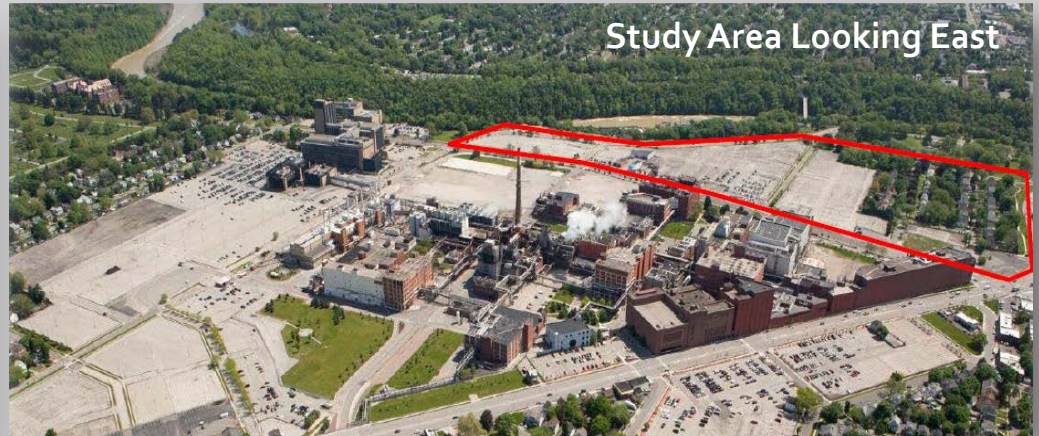
LWRP History/Background



(#7) Port Redevelopment Project: Phase I and II

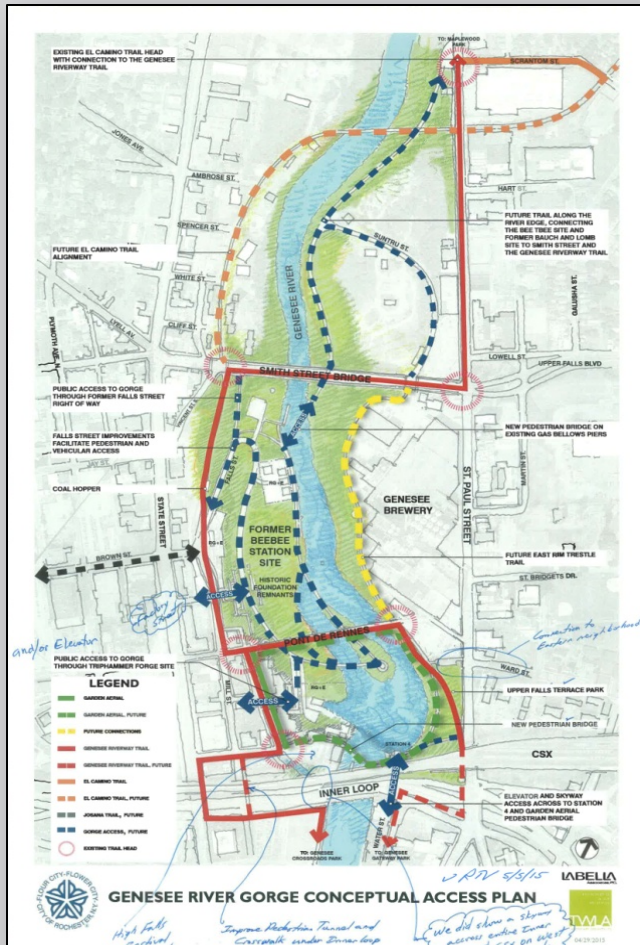
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LWRP History/Background

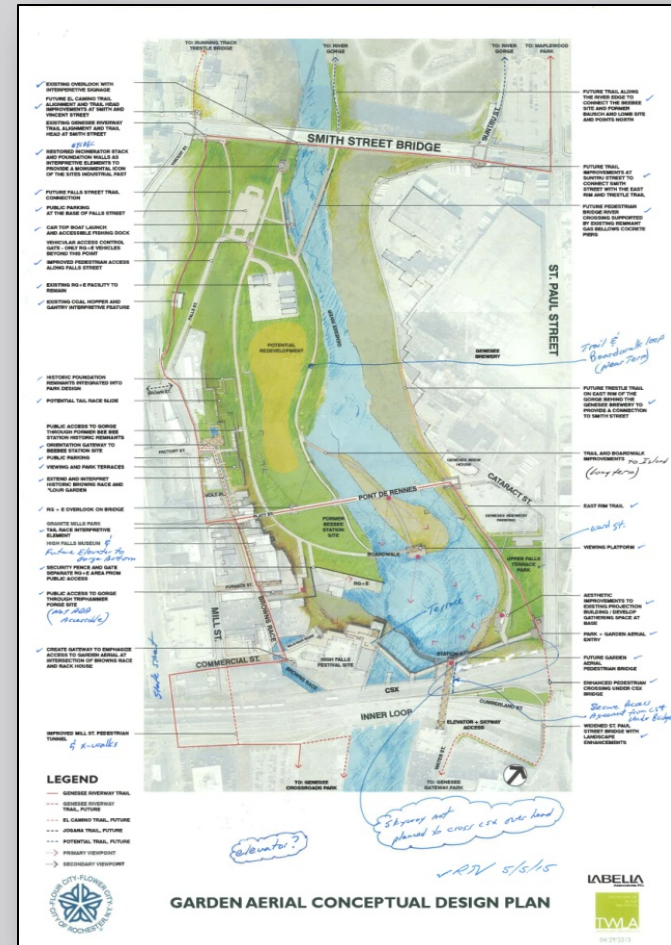


Rochester's LWRP: A 30 Year Success Story

LWRP History/Background



(#21) "Genesee Falls Park" Master Plan



(#26) "GardenAerial" Project

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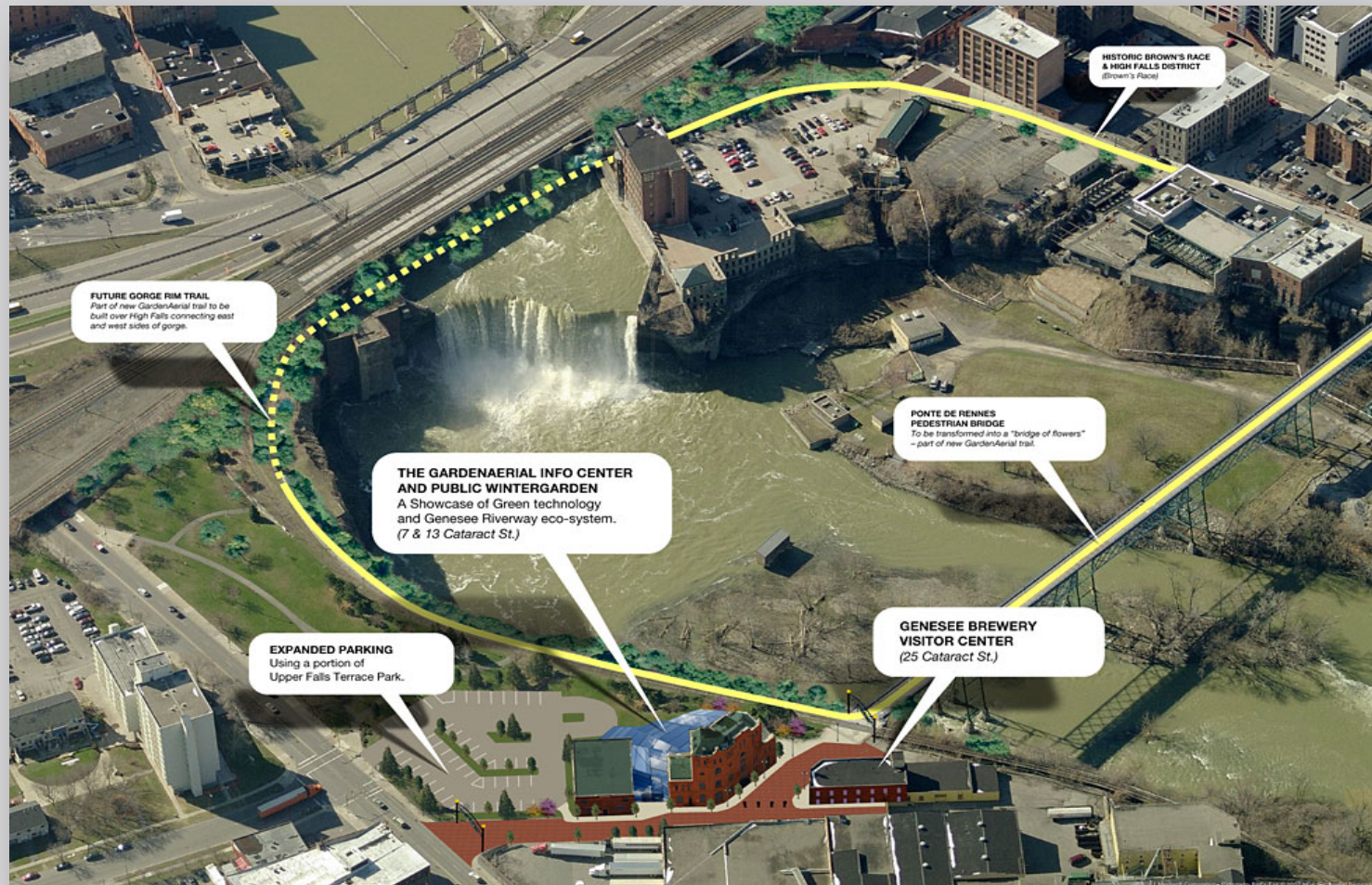
LWRP History/Background



(#21) "Genesee Falls Park" Master Plan - Potential New Pedestrian Bridge Location

Rochester's LWRP: A 30 Year Success Story

LWRP History/Background



(#26) "GardenAerial" Project

Rochester's LWRP: A 30 Year Success Story

LWRP History/Background



Rochester's LWRP: A 30 Year Success Story

LWRP History/Background



(#40) Vacuum Oil BOA Implementation Projects

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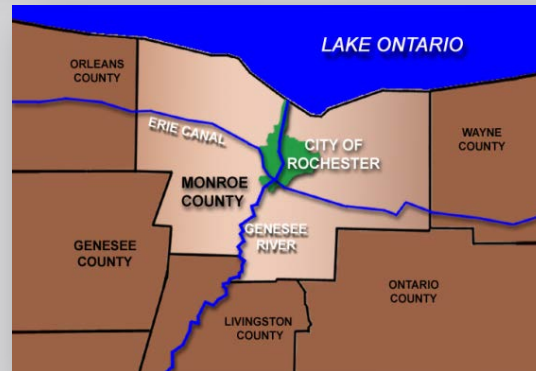
Waterfront Tour



Northeast Region



Western New York
Finger Lakes

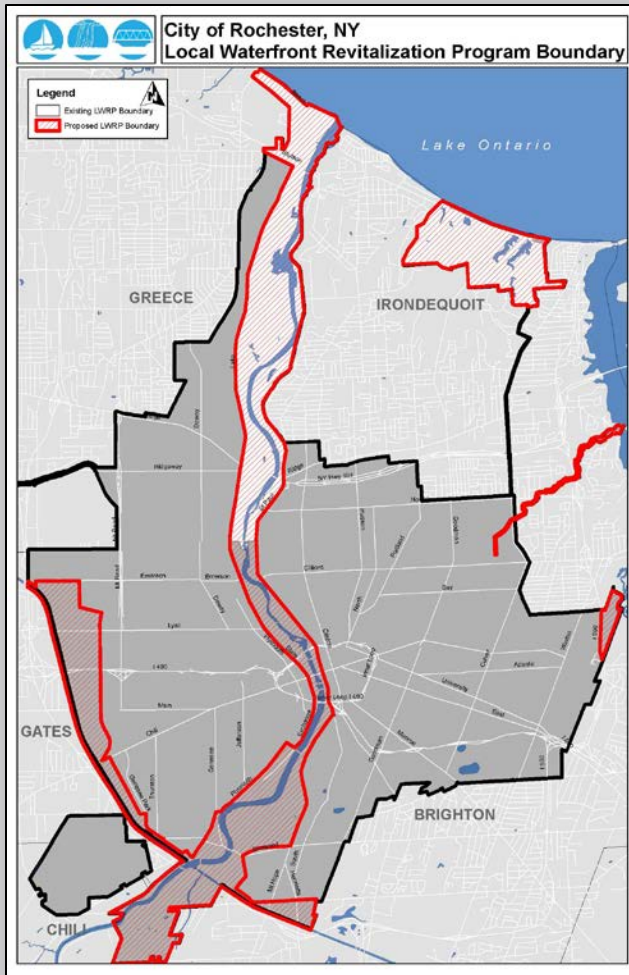


Monroe County

Rochester's "Three Great Waterways" - Lake Ontario, Genesee River, Erie Canal

Rochester's LWRP: A 30 Year Success Story

Waterfront Tour



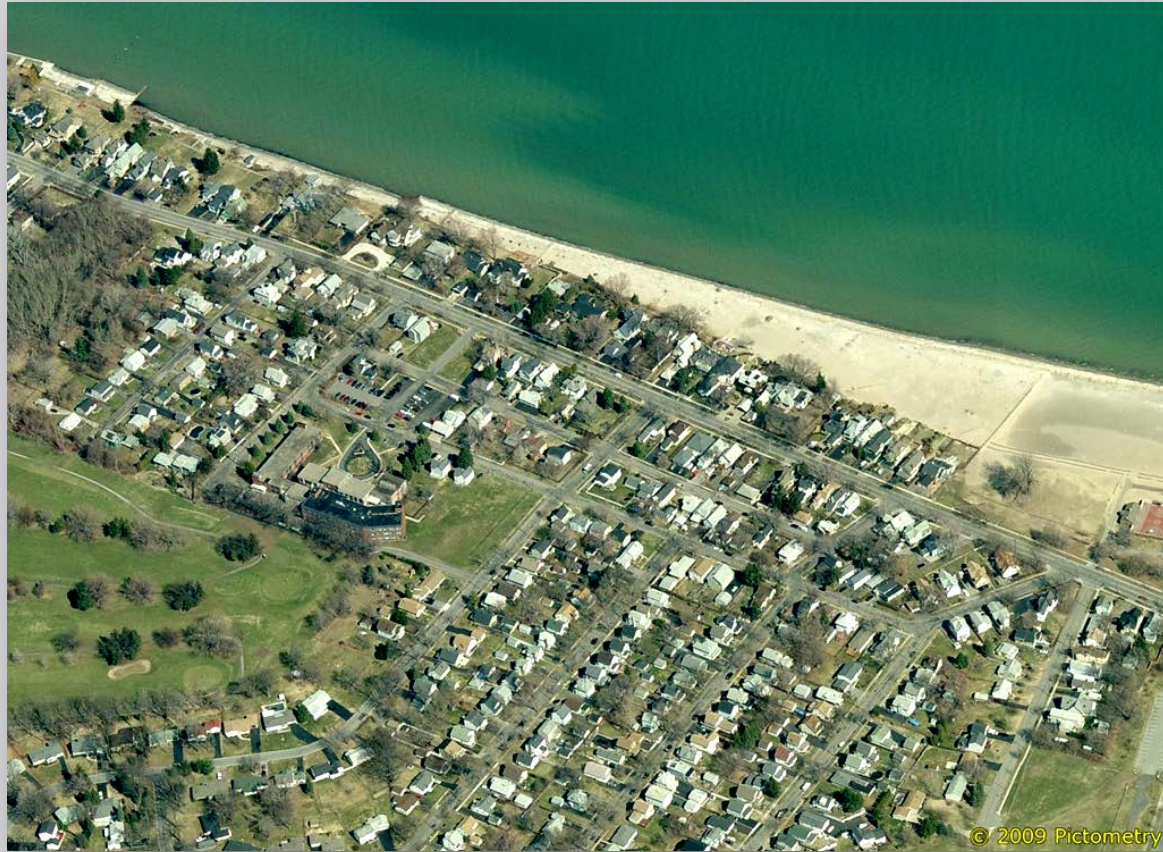
LWRP Boundary:

The original 1990 LWRP program boundary (in white) has been expanded in the 2015 LWRP update. The boundary has been extended from Lower Falls south to include High Falls, downtown Rochester (Center City riverfront), the south river corridor, Genesee Valley Park, Erie Canal waterfront and the Densmore Creek ROW.



Rochester's LWRP: A 30 Year Success Story

Waterfront Tour



Lake Ontario Shoreline / Charlotte Neighborhood / Beach Avenue

Rochester's LWRP: A 30 Year Success Story

Waterfront Tour



Genesee River at Lake Ontario



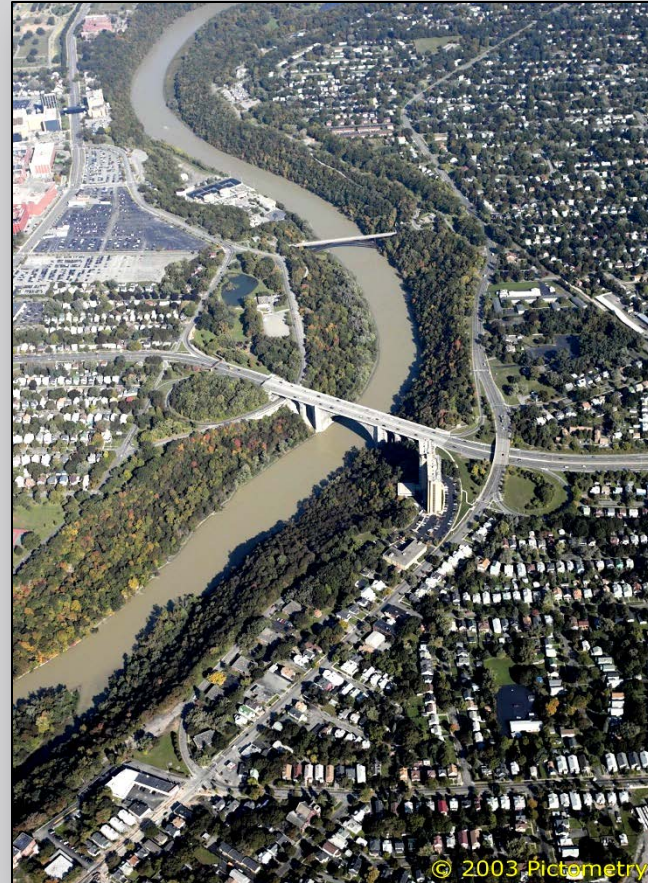
Genesee River at Turning Basin

Rochester's LWRP: A 30 Year Success Story

Waterfront Tour



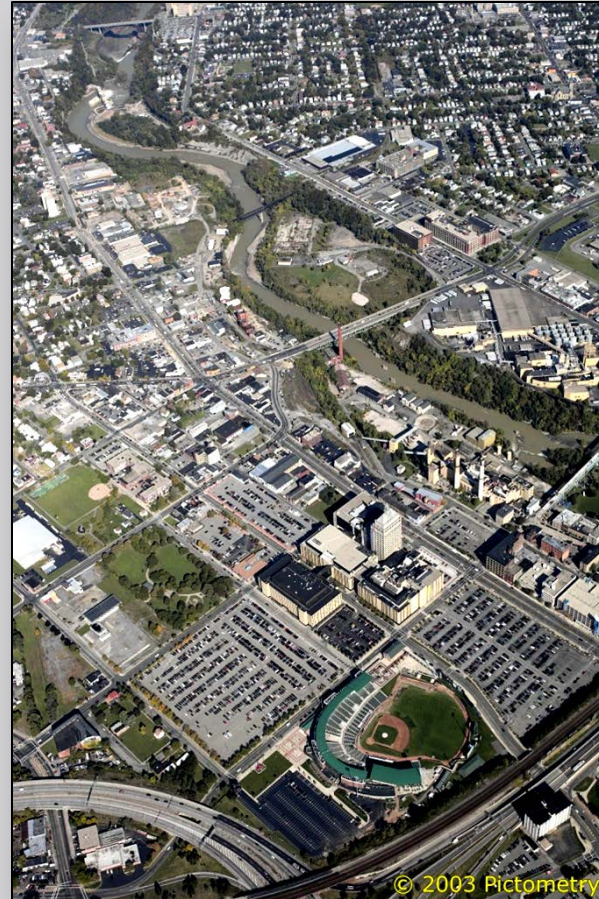
Genesee River at Seneca Park



Genesee River at Maplewood Park

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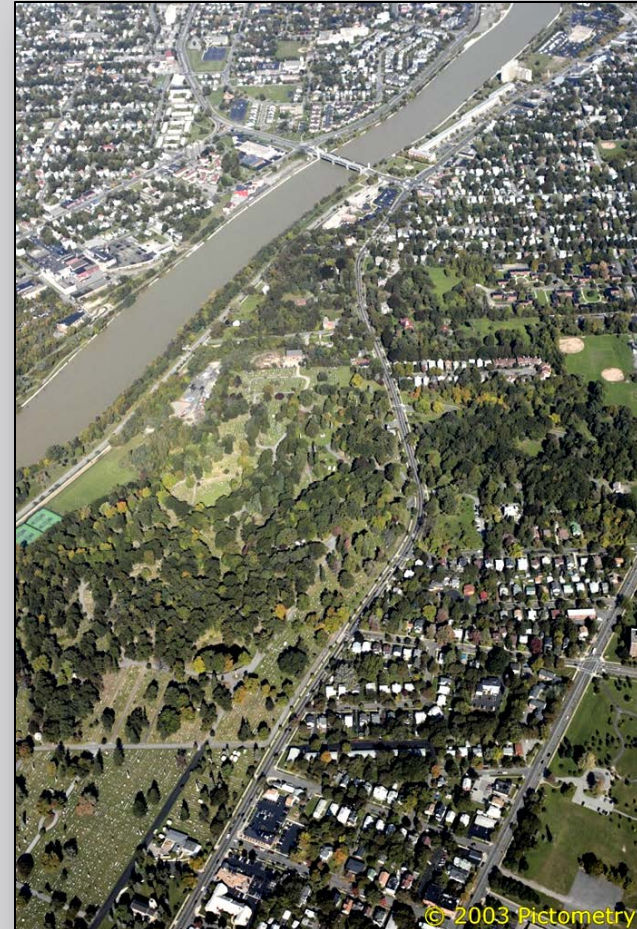
Waterfront Tour



Genesee River Gorge: Lower Falls, Middle Falls

Rochester's LWRP: A 30 Year Success Story

Waterfront Tour



Genesee River: High Falls, Downtown Rochester and South River Corridor

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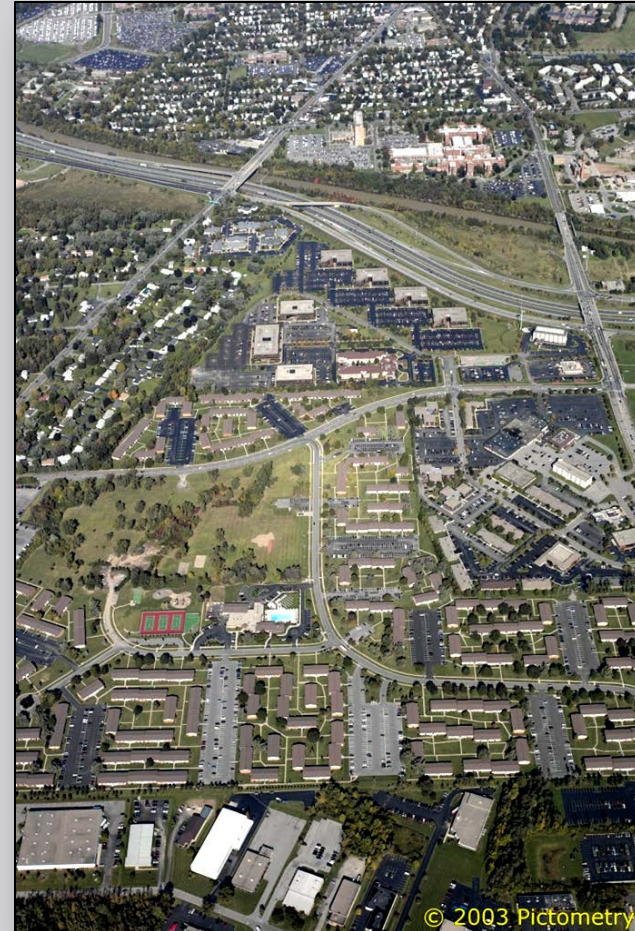
Waterfront Tour



Genesee River South Corridor and Confluence with Erie Canal

Rochester's LWRP: A 30 Year Success Story

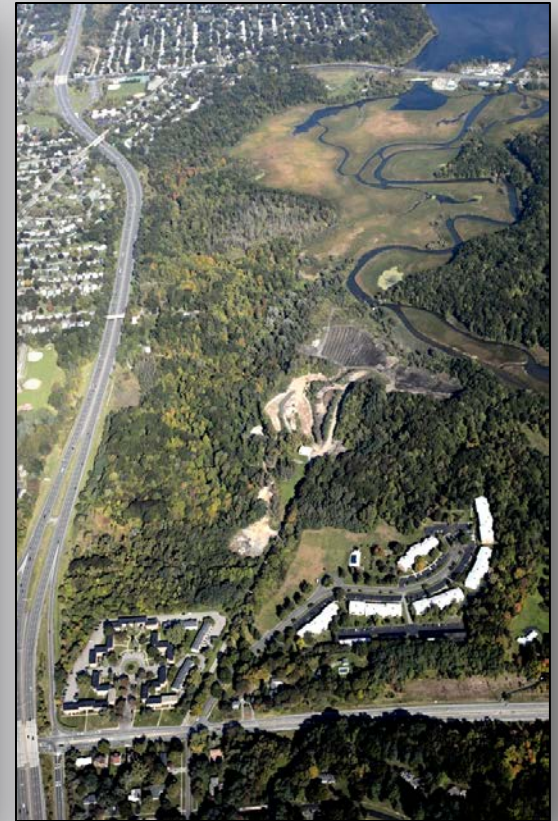
Waterfront Tour



Erie Canal: Western Canal and Eastern Canal

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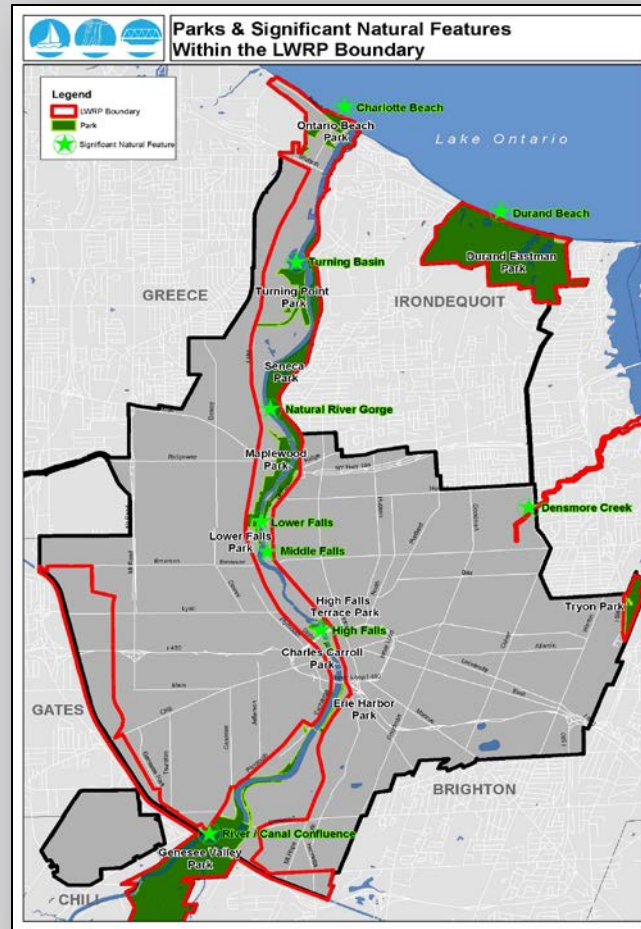
Waterfront Tour



Lake Ontario at Durand Eastman Park/Beach, Densmore Creek and Tryon Park (Irondequoit Bay)

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



LWRP Significant Natural Features and Waterfront Resources

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



Lake Ontario - Ontario Beach Park – Port Site

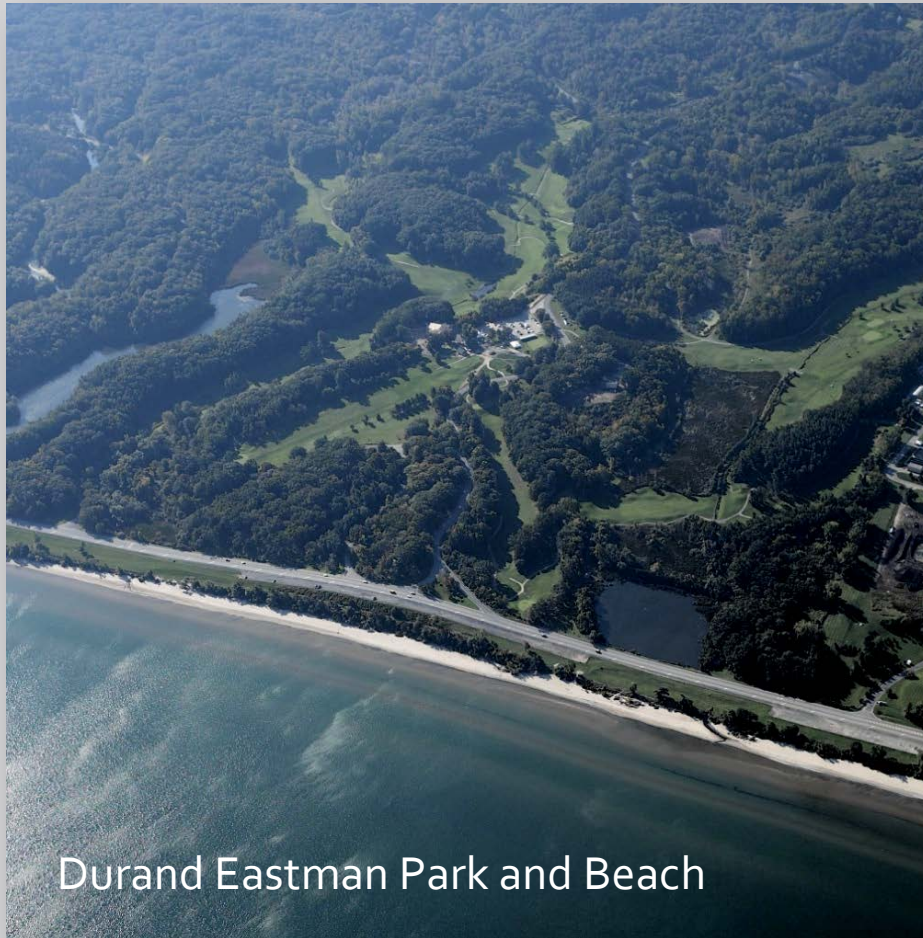


Ontario Beach Park

City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources

Lake Ontario – Mouth of the Genesee River (Harbor Area)



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources

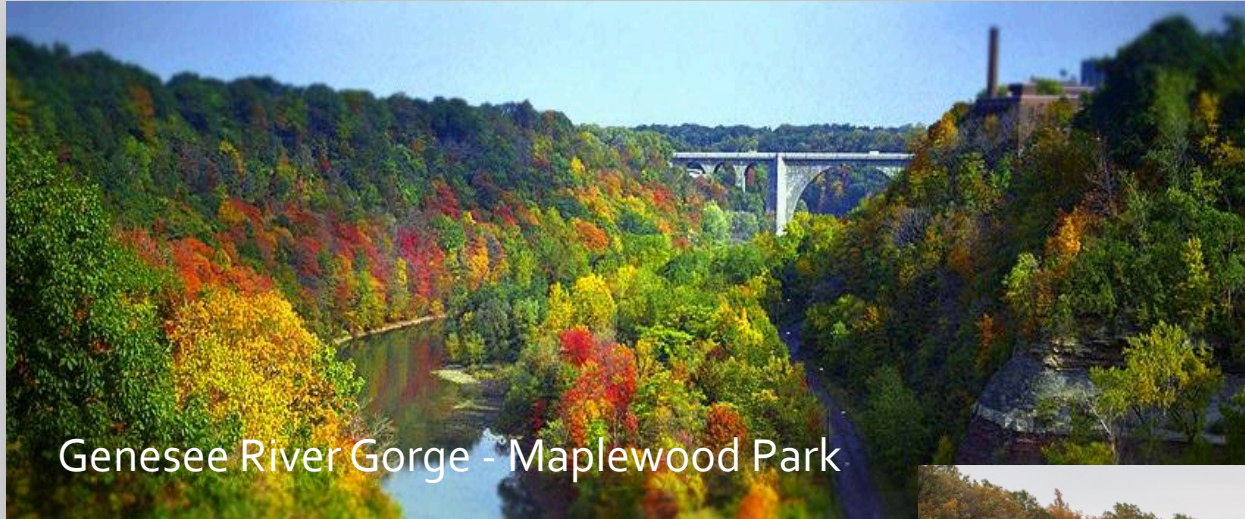


Maplewood Park and Pedestrian Bridge

City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



Genesee River Gorge at the Lower Falls

City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



Genesee River Gorge / Lower Falls

City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



Genesee River Gorge
at High Falls

City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

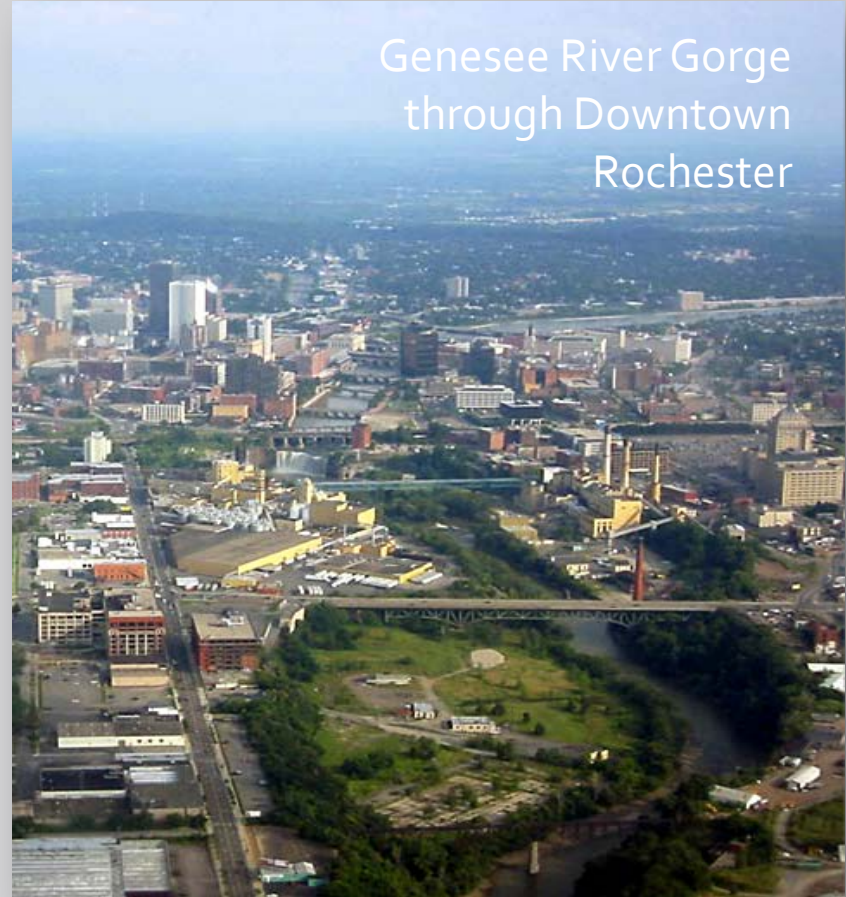
Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

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Waterfront Resources



Genesee River through
Downtown Rochester

City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



Genesee River through Downtown Rochester



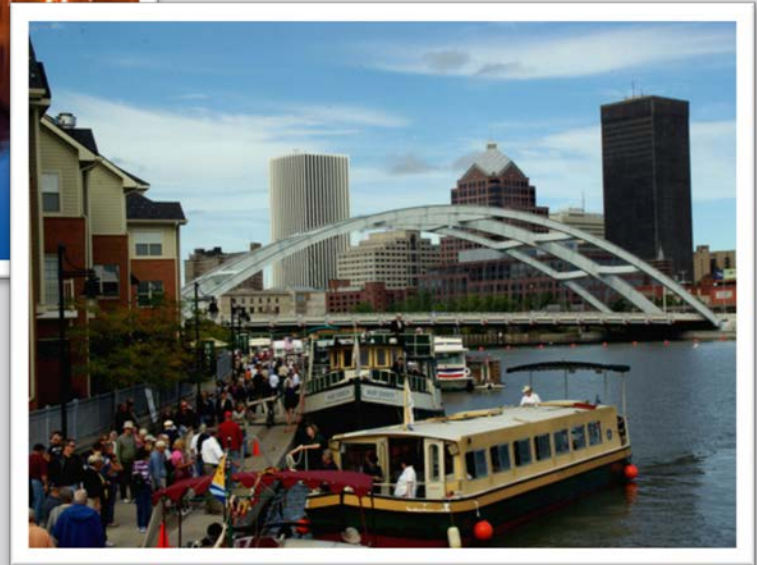
City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



Genesee River through Downtown Rochester
(Corn Hill Landing)



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

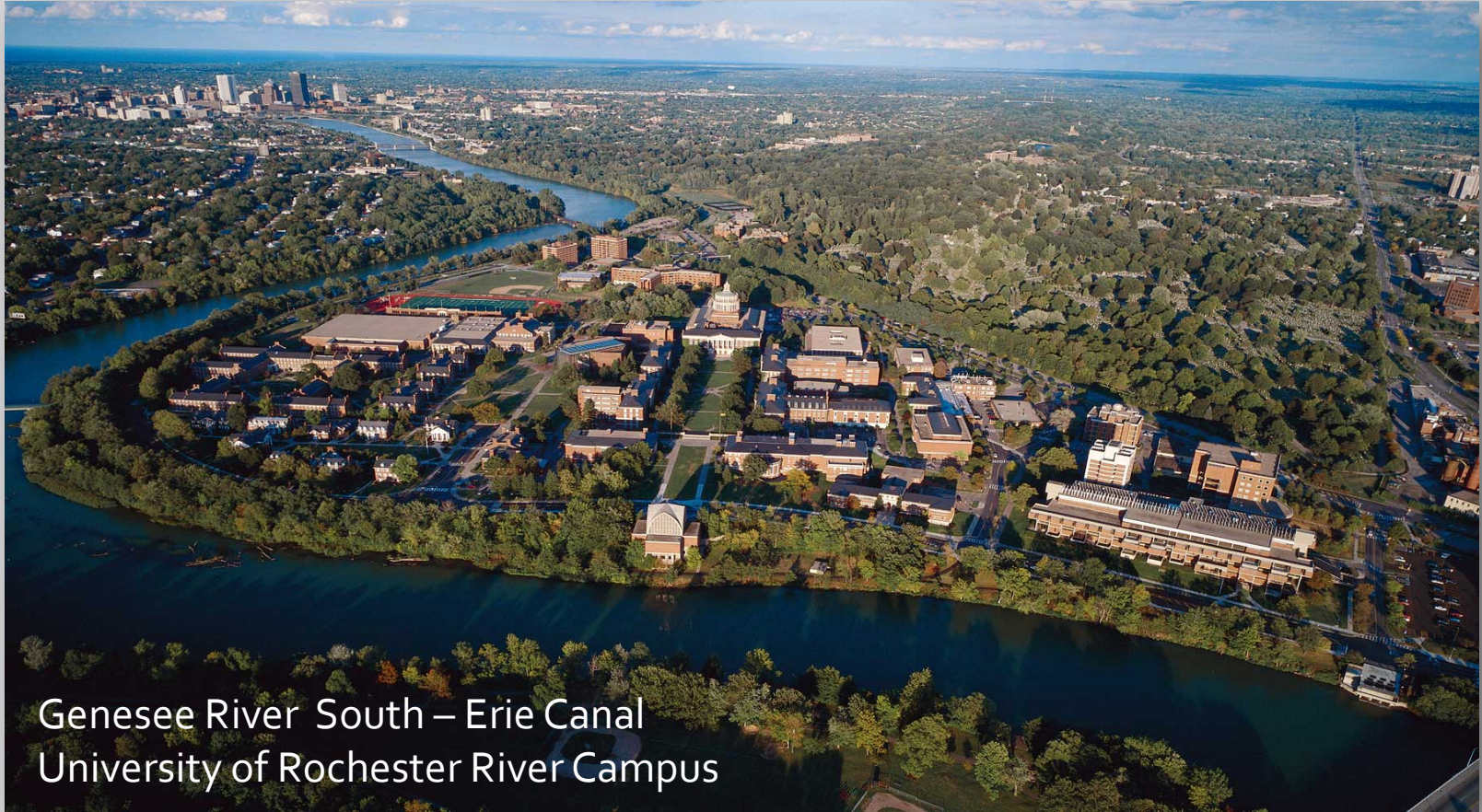
Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



Genesee River South – Erie Canal
University of Rochester River Campus

City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources



City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

Waterfront Resources

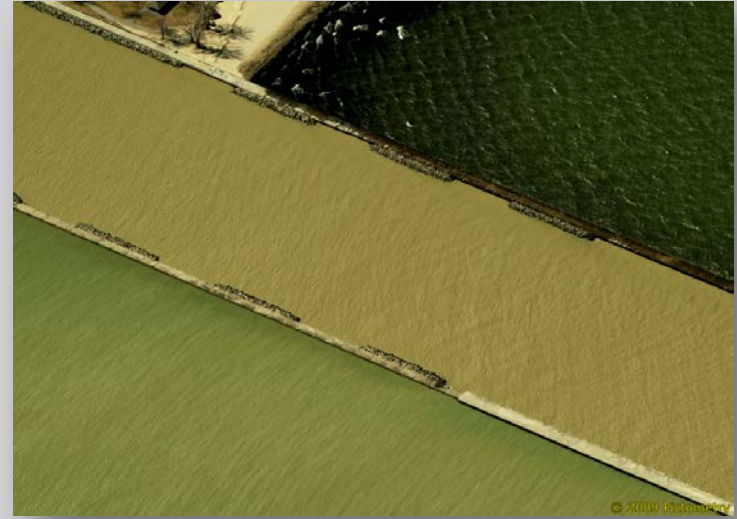


Genesee Valley Park
at the Genesee River / Erie Canal confluence

City of Rochester Waterfront Resources and Assets Identified in LWRP

Rochester's LWRP: A 30 Year Success Story

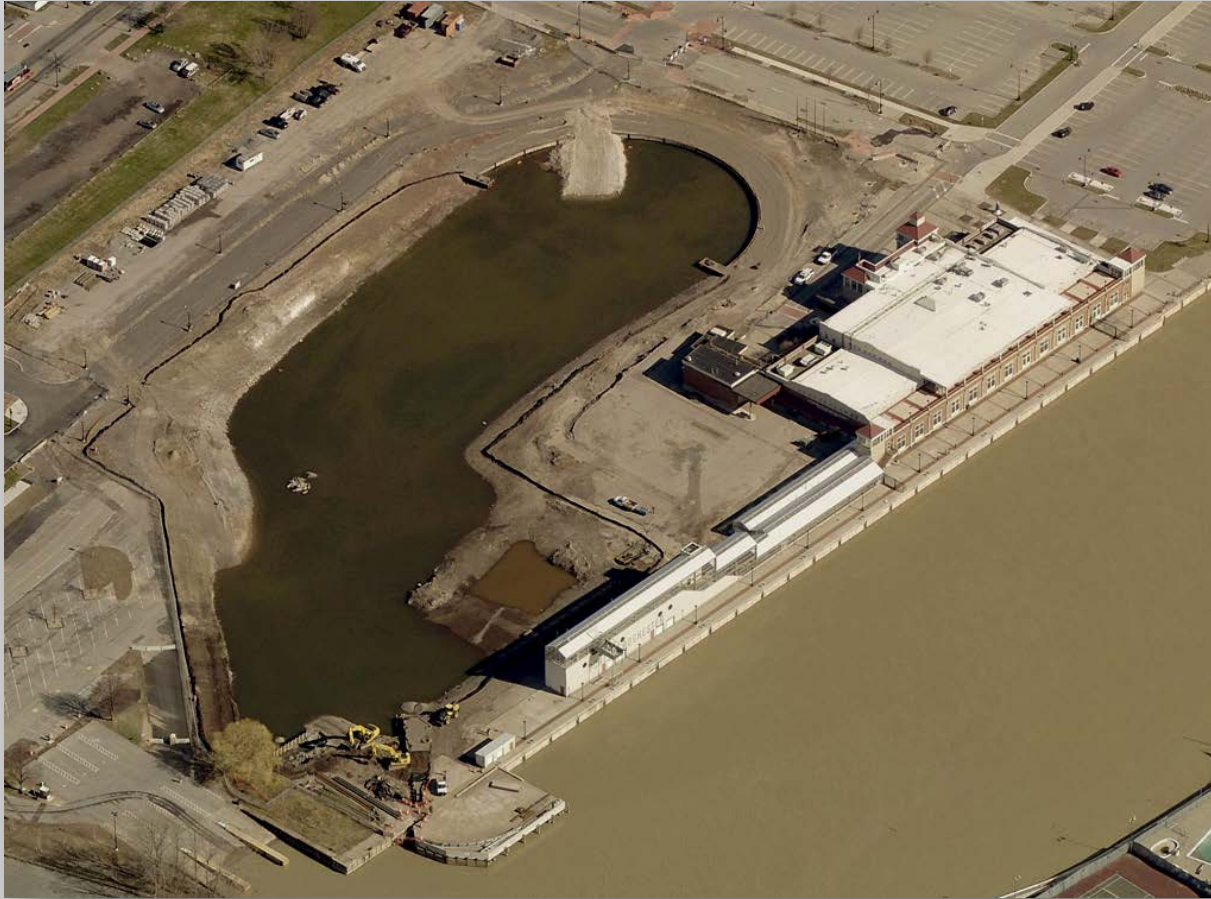
Waterfront Successes



LWRP Projects: Genesee River Wave Surge Project

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Port Redevelopment Project / New Marina

Rochester's LWRP: A 30 Year Success Story

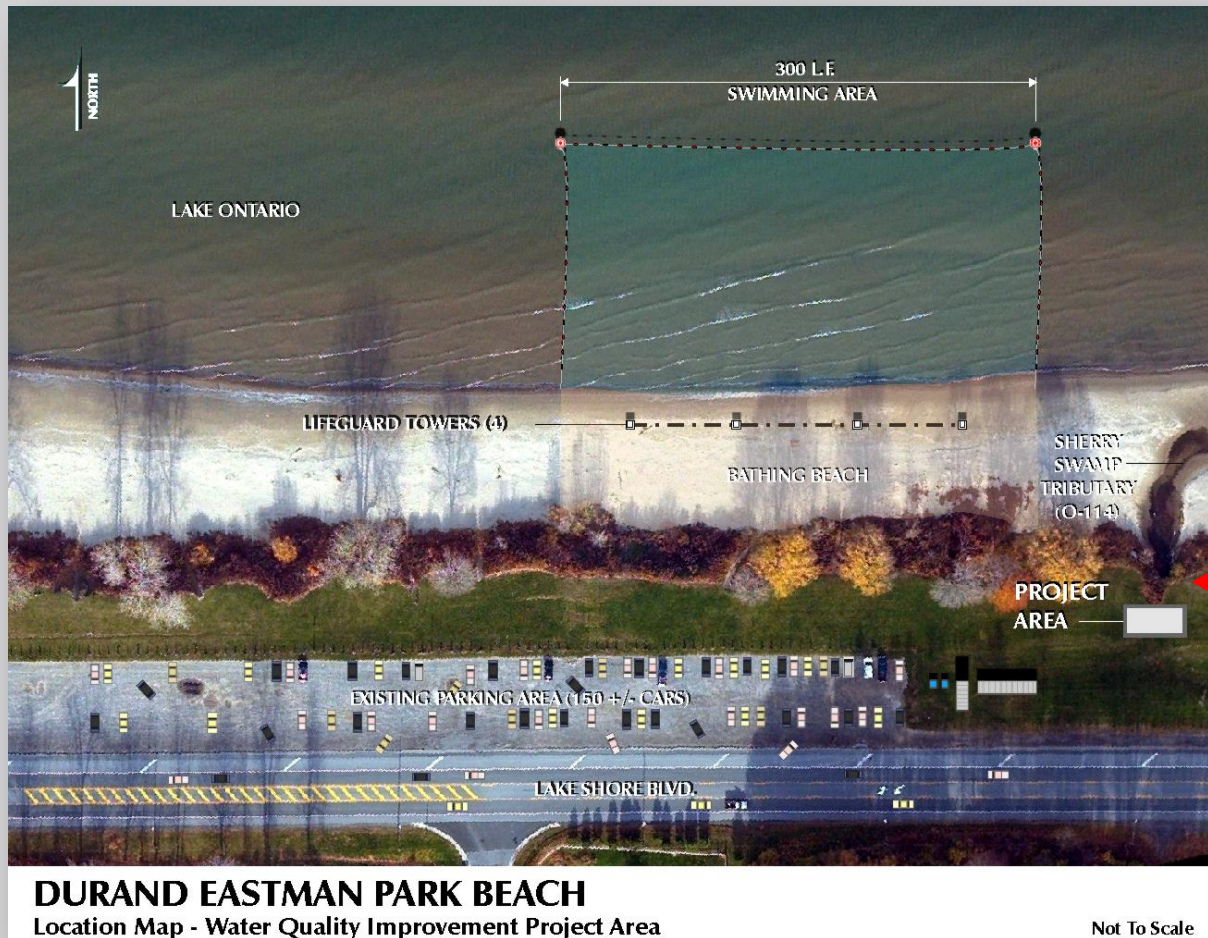
Waterfront Successes



LWRP Projects: Ontario Beach Park Algae Control Project

Rochester's LWRP: A 30 Year Success Story

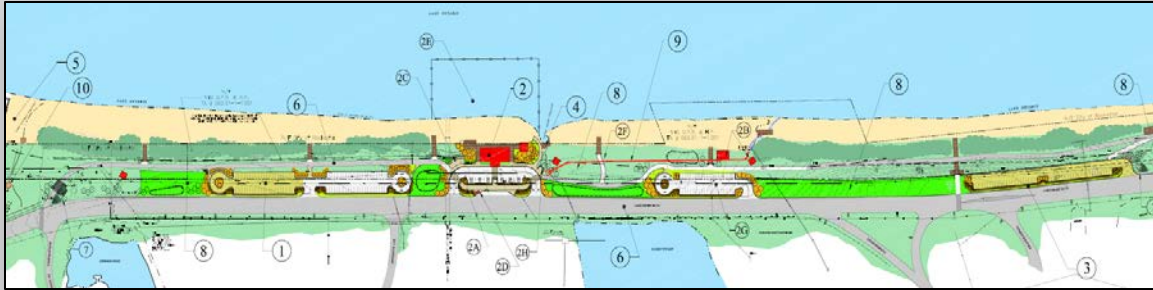
Waterfront Successes



LWRP Projects: Durand Eastman Park Beach Water Quality Improvement Project

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Durand Eastman Park Beach Improvements

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: New O'Rourke Bridge

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: River Street Improvements, Boat Docks and Trail

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Port River Trail and Promenade

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes

2008 APWA National Project of the Year Award Under \$10M



LWRP Projects: Turning Basin Elevated Pedestrian Trail / Catwalk (Genesee River Trail)

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes




LWRP Projects: Maplewood Park and Genesee River Trail Improvements

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes






GENESEE RIVERWAY


Lower Falls Park

GEOLOGY

The carving action of the river has exposed rock that is over 400 million years old and took over 20 million years to form. The following layers of rock are clearly visible across the gorge:

Formation Name	Approximate Thickness	Approximate Age of Formation
Rochester Shale	90'	410,000,000
Irondequoit Limestone	18'	
Williamson Shale	10'	
Lower Sodus Shale	20'	
Rensselaer Limestone	21'	
Hughesville Shale	21'	
Kodak Sandstone	5'	
Caledonia Sandstone	50'	
Onondaga Shale	1000'	410,000,000





City of Rochester, New York

LWRP Projects: Lower Falls Park and Trail Improvements

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: High Falls Improvements – Vincent Street Trail

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Douglass / Anthony Bridge

Rochester's LWRP: A 30 Year Success Story

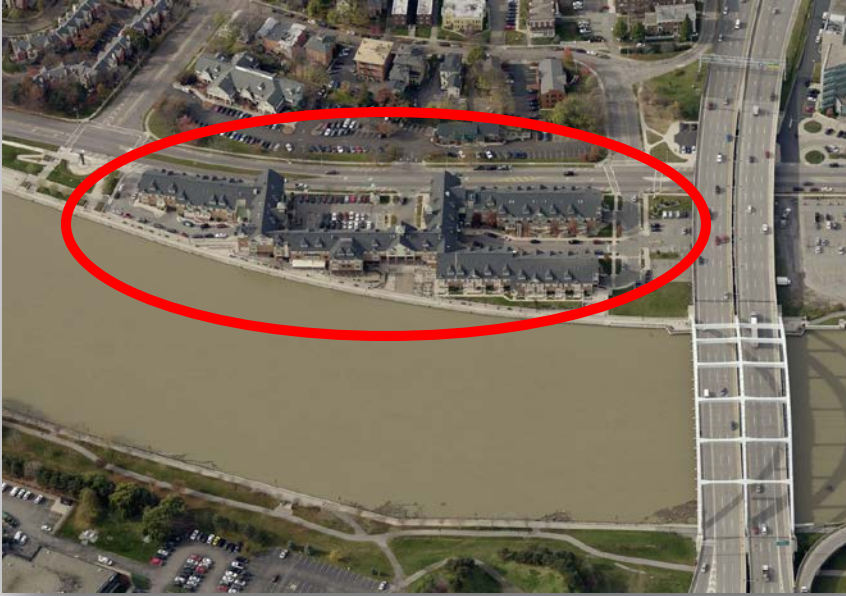
Waterfront Successes



LWRP Projects: Genesee River Trail Improvements (Corn Hill to Downtown)

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Corn Hill Landing

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Erie Harbor Enhancements and Trail Improvements

Rochester's LWRP: A 30 Year Success Story

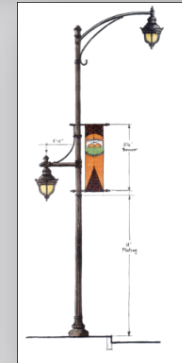
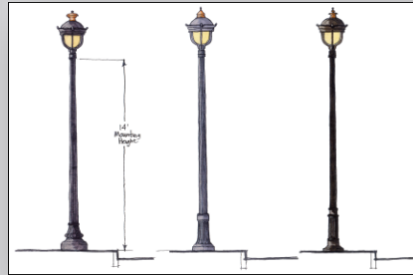
Waterfront Successes



LWRP Projects: Ford Street Bridge Improvements

Rochester's LWRP: A 30 Year Success Story

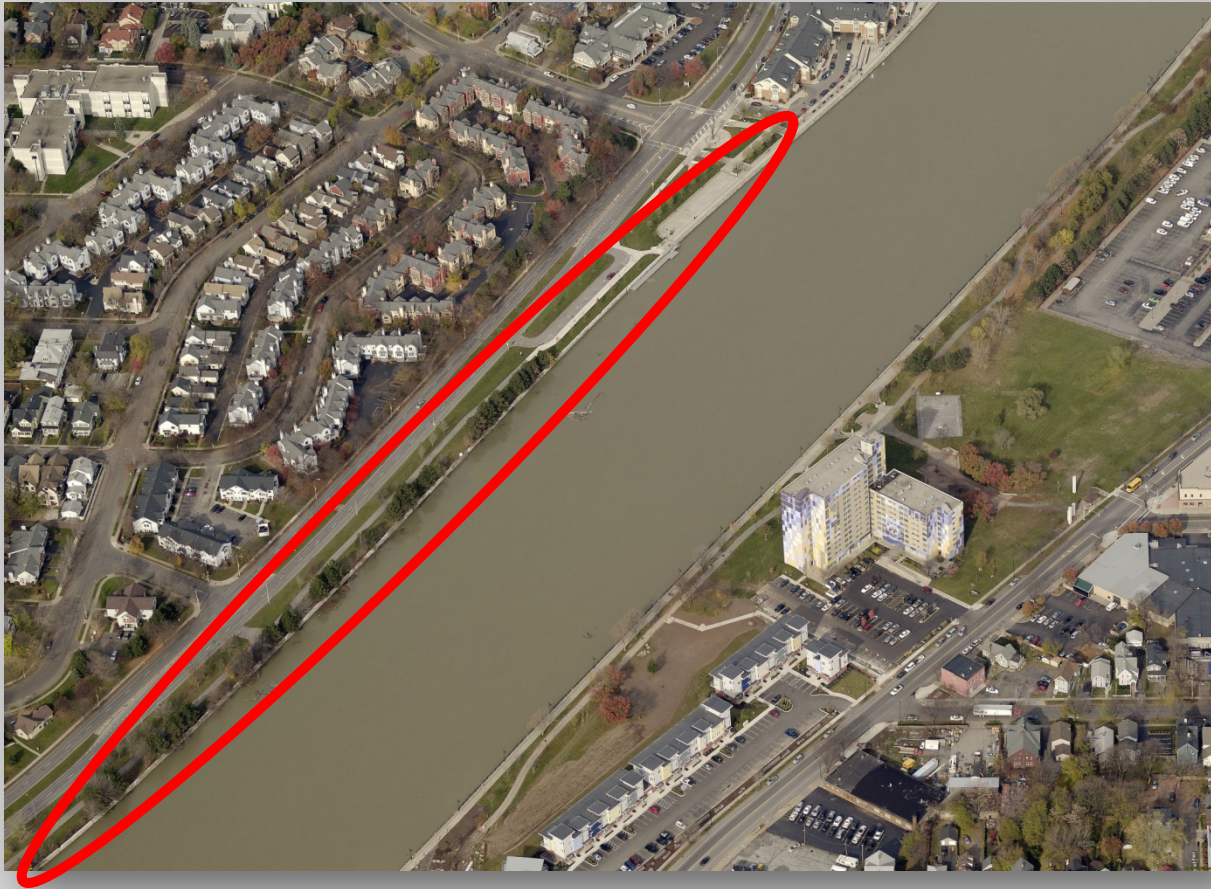
Waterfront Successes



LWRP Projects: Ford Street Bridge Improvements

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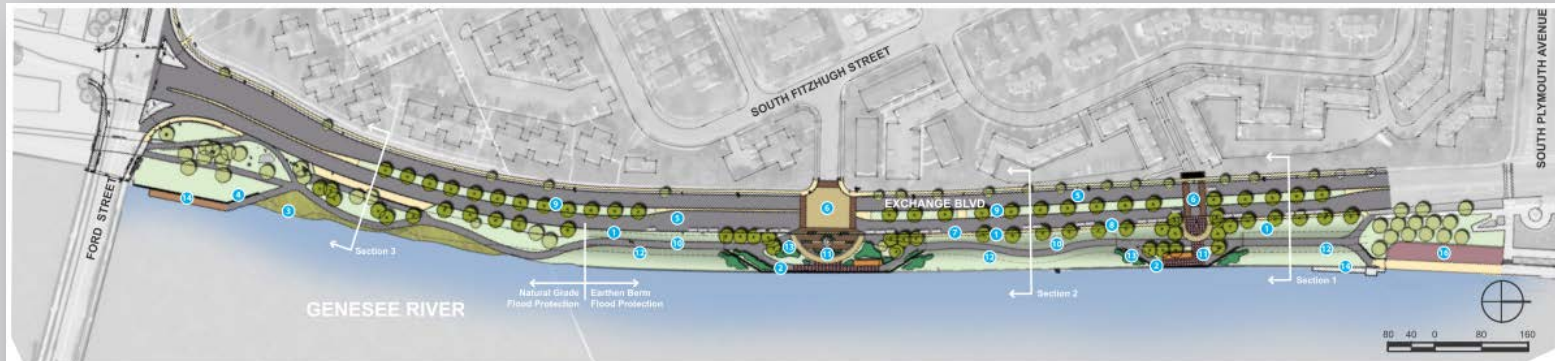
Waterfront Successes



LWRP Projects: Genesee River West Wall Improvements

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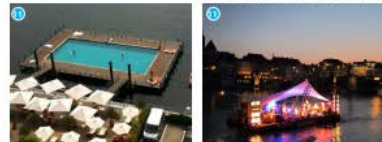
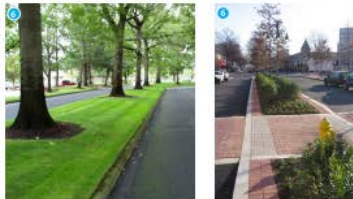
Waterfront Successes



West River Wall - Master PLAN

Legend

- | | | | |
|---|---|-----------------------------------|---|
| 1. Berm Locations | 5. Resurface and Restripe Exchange Blvd | 9. Median Plantings | 13. Plantings |
| 2. Wall Reconstruction | 6. Enhanced Pedestrian Crossings | 10. Pedestrian / Bicycle Trail | 14. Boat Dock |
| 3. Naturalized Shoreline | 7. New Sidewalks | 11. Pedestrian Plazas / Overlooks | 15. Corridor Improvements |
| 4. Wall / Berm Transition at Ford Street Bridge | 8. New Street Lighting | 12. Informal Grass Amphitheater | 16. Existing Corn Hill Landing Plaza Improvements |



LWRP Projects: Genesee River West Wall Improvements

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Erie Lackawanna Pedestrian Bridge

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Erie Lackawanna Pedestrian Bridge

Rochester's LWRP: A 30 Year Success Story

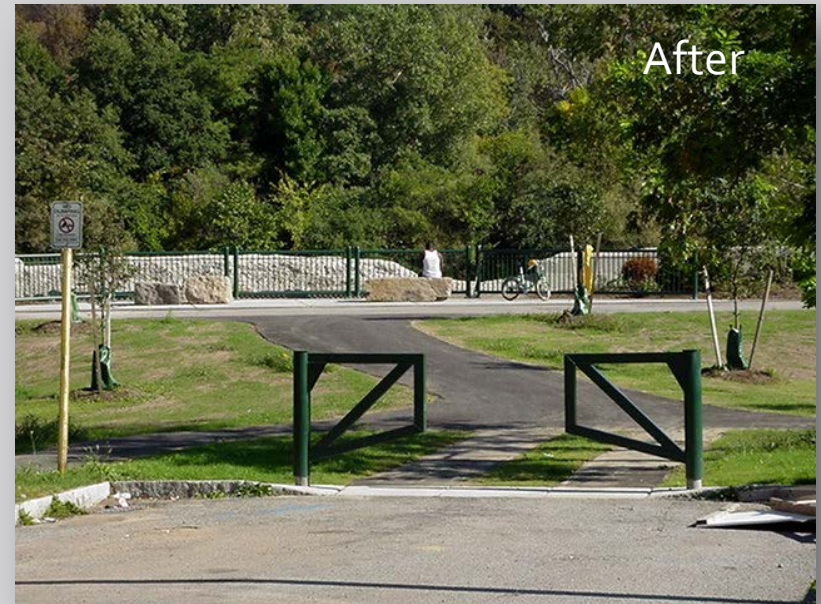
Waterfront Successes



LWRP Projects: Erie Lackawanna Pedestrian Bridge

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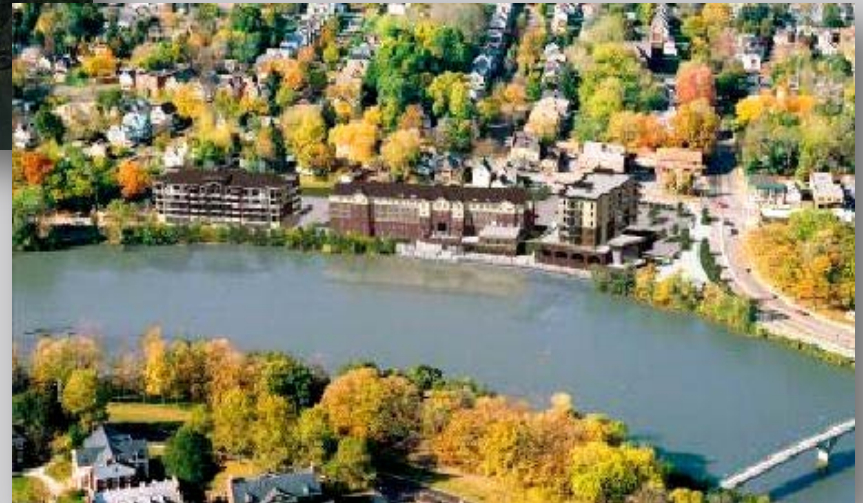
Waterfront Successes



LWRP Projects: Violetta Street Improvements / Trail Access

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Brooks Landing Project and River Trail Improvements

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



LWRP Projects: Brooks Landing Project and River Trail Improvements

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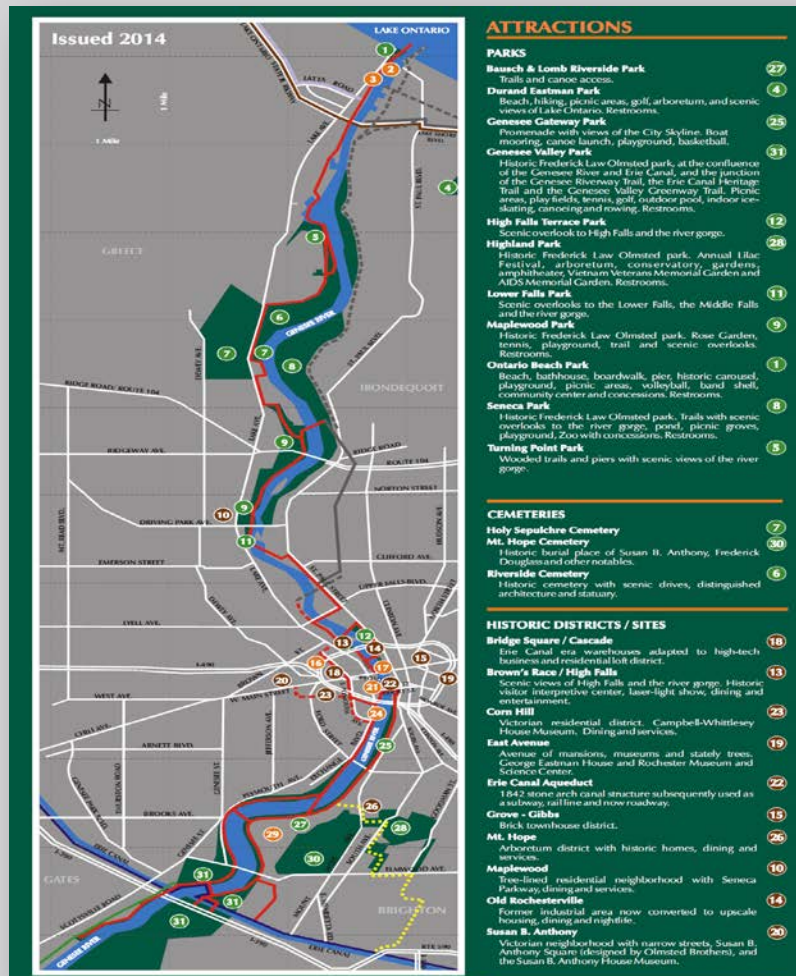
Waterfront Successes



LWRP Projects: Genesee River Trail Improvements (Corridor Wide)

Rochester's LWRP: A 30 Year Success Story

Waterfront Successes



ATTRactions

PARKS

Bausch & Lomb Riverside Park

Trails and canoe access.

Durand Eastman Park

Beach, hiking, picnic areas, golf, arboretum, and scenic views of Lake Ontario. Restrooms.

Genesee Gateway Park

Promenade with views of the City Skyline. Boat mooring, canoe launch, playground, basketball.

Genesee Valley Park

Historic Frederick Law Olmsted park, at the confluence of the Genesee River and Erie Canal, and the junction of the Genesee Riverway Trail, the Erie Canal Heritage Trail and the Genesee Valley Greenway Trail. Picnic areas, playground, tennis, golf, outdoor pool, indoor skating, canoeing and rowing. Restrooms.

High Falls Terrace Park

Scenic overlook to High Falls and the river gorge.

Highland Park

Historic Frederick Law Olmsted park. Annual Lilac Festival, arboretum, conservatory, gardens, amphitheater, Vietnam Veterans Memorial Garden and AIDS Memorial Garden. Restrooms.

Lower Falls Park

Scenic overlooks to the Lower Falls, the Middle Falls and the river gorge.

Maplewood Park

Historic Frederick Law Olmsted park. Rose Garden, tennis, playground, trail and scenic overlooks. Restrooms.

Ontario Beach Park

Beach, bathhouse, boardwalk, pier, historic carousel, playground, picnic areas, volleyball, band shell, community center and concessions. Restrooms.

Seneca Park

Historic Frederick Law Olmsted park. Trails with scenic overlooks to the river gorge, pond, picnic groves, playground. Zoo with concessions. Restrooms.

Turning Point Park

Wooded trails and piers with scenic views of the river gorge.

CEMETERIES

Holy Sepulchre Cemetery

Mt. Hope Cemetery

Historic burial place of Susan B. Anthony, Frederick Douglass and other notables.

Riverside Cemetery

Historic cemetery with scenic drives, distinguished architecture and statuary.

HISTORIC DISTRICTS / SITES

Bridge Square / Cascade

Erie Canal era warehouses adapted to high-tech business and residential loft district.

Brown's Race / High Falls

Scenic views of High Falls and the river gorge. Historic visitor interpretive center, laser-light show, dining and entertainment.

Corn Hill

Victorian residential district. Campbell-Whitelsey House Museum. Dining and services.

East Avenue

Avenue of mansions, museums and stately trees. George Eastman House and Rochester Museum and Science Center.

Erie Canal Aqueduct

1842 stone arch canal structure subsequently used as a tollman toll lane and now roadway.

Grove - Gibbs

Brick townhouse district.

Mt. Hope

Arboretum district with historic homes, dining and services.

Maplewood

Tree-lined residential neighborhood with Seneca Parkway, dining and services.

Old Rochesterville

Former industrial area now converted to upscale housing, dining and nightlife.

Susan B. Anthony

Victorian neighborhood with narrow streets, Susan B. Anthony Square designed by Olmsted Brothers, and the Susan B. Anthony House Museum.

TRAIL LEGEND

Genesee Riverway Trail

Planned Genesee Riverway Trail

Canalway Trail

Genesee Valley Greenway Trail

NYS Seaway Trail

Irondequoit Lakeside Trail

Lake Ontario State Parkway Trail

ElCamino Trail

Proposed ElCamino Trail

Proposed Irondequoit Seneca Trail

Proposed Highland Crossing Trail



POINTS OF INTEREST

Blue Cross Arena at the War Memorial

Venue for indoor professional sports and other large events. Plaza on the river.

Center City

Downtown dining, shopping and entertainment. The Strong Museum, The Eastman School of Music, historic architecture and parks.

Corn Hill Landing

Mooring and services for boats.

Frontier Field

Venue for outdoor sports and other large events.

Genesee / Charlotte Lighthouse

Historic stone lighthouse (1822) overlooking the Port. Tours, interpretive center and scenic vistas.

Port of Rochester

Beach, boat mooring, marine services, cruises, dining and entertainment.

University of Rochester and Medical Center



City of Rochester, NY
Lovely A. Warren, Mayor

LWRP Projects: Genesee River Trail Improvements (Corridor Wide)

Rochester's LWRP: A 30 Year Success Story

Waterfront Issues/Opportunities

LWRP Consistency

- Local, state and federal permitting, funding and direct actions must be consistent, to the maximum extent practicable, with an approved LWRP. This “consistency” provision is a strong tool that helps ensure all government levels work in unison and cooperate to build a stronger economy and a healthier environment.
- The City of Rochester adopted a local consistency law in 1990 and will continue to utilize provisions of that ordinance to ensure that new development and activities along the waterfront (both public and private) are planned, designed and implemented in a manner that is consistent with the city's LWRP vision statement, goals, policies and land use and project recommendations.
- The 2015 LWRP Update and HMP recommend that new development review and land use coordination procedures be implemented that will help ensure that consistency is further institutionalized within the city's current development review process and is further enhanced through coordination efforts with other waterfront communities, agencies and stakeholders.

Rochester's LWRP: A 30 Year Success Story

Waterfront Issues/Opportunities

Critical LWRP Issues / Opportunities

- Continue with Phase II of the Port Site Redevelopment Project, relocate the boat launch and county maintenance facility and expand the Phase I marina.
- Plan, design and implement the "Genesee River Falls Park" concept within the Genesee River Gorge to include the Lower, Middle and High Falls areas and appropriate pedestrian trail access and connections, waterfront parks and other water-enhanced amenities
- Develop the "GardenAerial" trail loop/node concept within High Falls; create and support a High Falls "eco-district" to promote environmental sustainability and waterfront resource protection and enhancement within the High Falls District.
- Promote the redevelopment of the Broad Street corridor and the re-watering of the Broad Street Aqueduct; support improved pedestrian access to, across and along the Genesee River within Center City Rochester.
- Continue to develop new trail connections, segments and amenities for the Genesee River Trail as well as other pedestrian access improvements along the waterfront; create a continuous river-oriented trail and signage system from Lake Ontario south to the Erie Canal and beyond.
- Redevelop selected sites within the LWRP boundary for water-enhanced or water-dependent uses and development (recreation, public space, open space, mixed-use, boat slips/docks, etc.)
- Implement the recommendations of the LWRP and HMP regarding harbor management, harbor improvements, environmental and resource protection and waterway promotion and marketing.

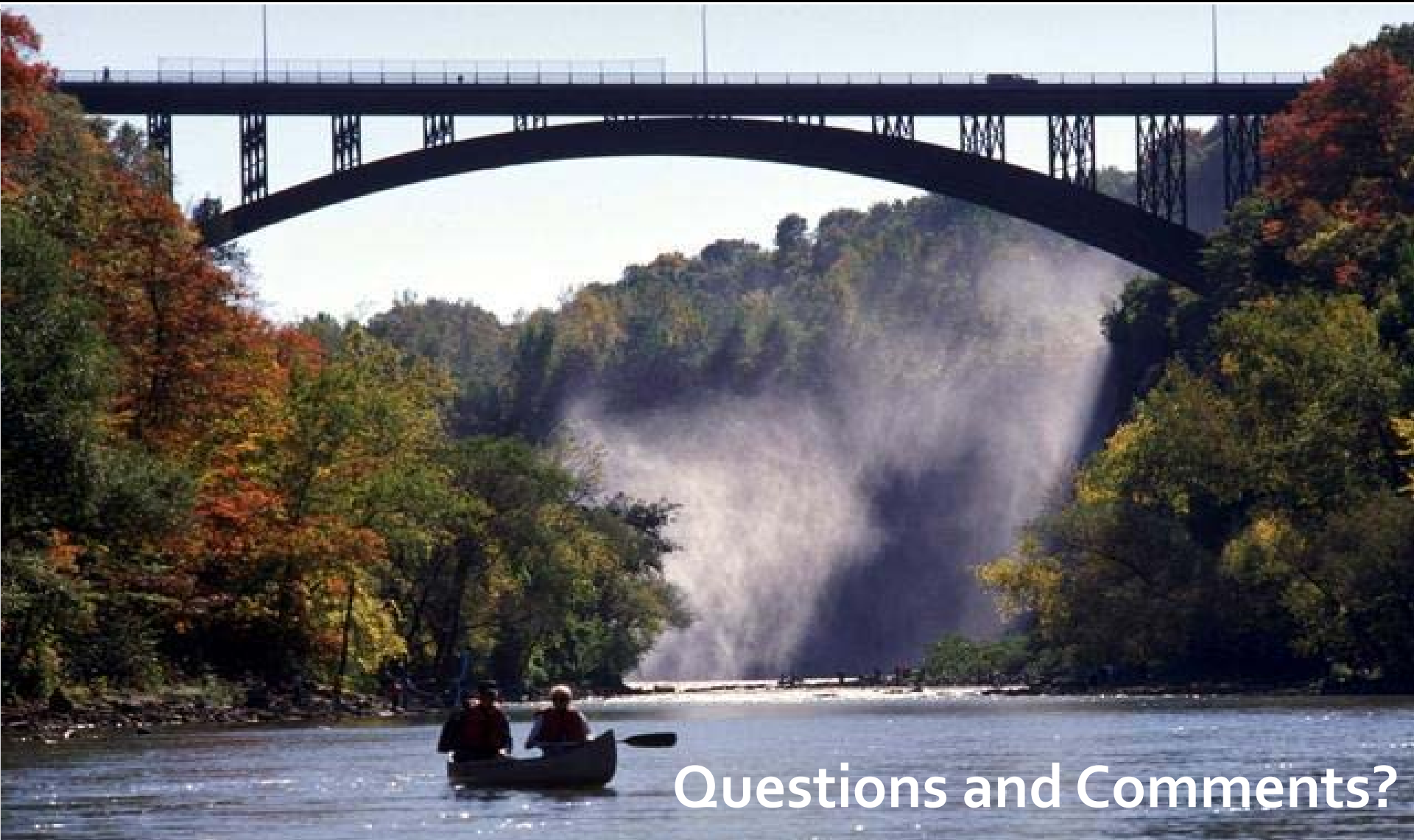
Rochester's LWRP: A 30 Year Success Story

Waterfront Issues/Opportunities

LWRP Management Structure

- Create a Waterfront Owners and Operators Association to improve collaboration, advocacy, and promotion related to harbor operations and waterfront development issues throughout the LWRP boundary.
- Reassess the need for a waterfront-wide management entity after completion of the new marina and the Phase 1 landside development at the Port Site.
- Develop a specific regional promotion and marketing strategy for the City of Rochester's "Three Great Waterways" that will focus on attracting visitors and tourists to the city's waterfront areas (lake, river and canal). This strategy should promote Lake Ontario and the Erie Canal as new "front doors" to the city for visitors coming to the region by boat or cruise ship.
- Create an internal city coordinating committee or team to review and critique waterfront development proposals, plans, infrastructure projects, funding opportunities and priorities and other waterfront issues and concerns.
- Continue the operation of the city's LWRP Waterfront Advisory Committee (WAC) to serve as a citizen's advocacy group for the city's waterfront areas and as a community sounding board for the discussion of important waterfront development issues. Expand the WAC to include sub-committees that will deal with specific waterfront areas of concern including environmental stewardship, development priorities, trail development and access, health impacts, promotion / marketing and project review.
- Develop advocacy and budgetary strategies for ensuring ongoing, long-term dredging for the federal navigation channel, the Port Terminal dock wall area, the public boat launch and the two public marinas at the Port site; work to develop a plan for coordinated dredging (public/private partnerships) as needed throughout the LWRP boundary to save costs and expedite permit administration; work to coordinate debris removal throughout the river corridor.

Rochester's LWRP: A 30 Year Success Story



Questions and Comments?