

**STATE ENVIRONMENTAL QUALITY REVIEW
(SEQR)**

**FINAL
SITE SPECIFIC/GENERIC ENVIRONMENTAL IMPACT
STATEMENT
FEIS**

**Proposed Action:
City of Rochester Port Public Marina and Mixed Use Development Project**

**SEQR Environmental Impact Statement
NEPA Environmental Assessment**

**LEAD AGENCY:
Thomas S. Richards
Mayor, City of Rochester
City Hall, Room 307A, 30 Church Street
Rochester, NY 14614-1290**

Appendix B

**Visual Preference Survey Results
Part 1 and Part 2**

Visual Preference Survey – Part 1



1E rating	1E what do you like	1E how to improve
1: Poor		
3: Good		reduce parking lot
1: Poor	Lake / river view	
2: Fair		
2: Fair		more landscaping
2: Fair	It's a wonderful view, glorious vistas, lots of openness, although I wouldn't want to live in that apartment building	Build an amusement park and make it the "Coney Island of Western NY"
1: Poor	not filled with run down property or non marine type (car dealerships or shopping mall)	Try to preserve visual link to Lake and river
2: Fair		
1: Poor		
4: Great	I like the views of the river and the lake beyond the eastern breakwall.	
3: Good		
4: Great		
1: Poor		
2: Fair	Openness	Coordinate overall look, more landscaping around parking lots
1: Poor		
2: Fair	Nice because of the history in the area and it is important to preserve the history around the area.	
3: Good	Water on the horizon	a light house close to the water, more trees, lawn, and picnic areas
4: Great		
2: Fair	View of lake and river	Less surface parking, more active use
1: Poor		



2E Rating	2E What do you like	2E How would you improve
3: Good		
2: Fair	landscaping, green lawn	open up view to river
2: Fair		
2: Fair		
2: Fair		
4: Great	It shows a largely undisturbed site which could possibly contain a treasure trove of historical and archaeological items!	Leave it alone.
1: Poor	High point for views	get rid of swing bridge. Make it more people friendly
4: Great		
1: Poor		
4: Great		
1: Poor		
4: Great		
3: Good		
3: Good	Landscaping, greenery	
1: Poor		
2: Fair		
3: Good	natural	a picnic table
4: Great		
3: Good	Park like setting, swing bridge	Trim vegetation to increase views toward lake
2: Fair		



1P Rating	1P What do you like	1P How would you improve
1: Poor		
2: Fair	view of marina	reduce # and levels of multi-story buildings - looks very urban
3: Good		
4: Great		
3: Good		too many highrise buildings block the view
1: Poor	It clearly shows the dividing line between the "haves" [\$\$\$\$] and the "have-nots!" It's also very misleading because it depicts the view from above the rooftops of the proposed buildings ~ it would probably be more appropriate to show what the view would look like on the third or fourth floor of the apartment building ~ a view looking into the bedroom windows on the upscale condos!	Reduce the scale of the site plan using the guidelines proposed by the community in 2005 - 2006 and previous ~ lower buildings, smaller footprints, more open space and better vistas like you'd expect in a "quaint village setting."
4: Great	Good mix of residential and marine related activity ie basin promenade and trees	eliminate railroad tracks
3: Good		
4: Great		
1: Poor		The large (unnecessary) building in this proposed plan would ruin views from businesses on Lake Ave and cast shadow over the street. They are ostentatious and are being sold to the city as positive development but as a life long Charlotte resident... this is not Miami or even Chicago... center city is 11 miles from the proposed marina development. People may summer there but I cannot see them staying through harsh Charlotte winters. Digging out an unnatural marina will also be permanent and though a study has been done the long term impact is not known.
4: Great		

1: Poor	I think is a waste of the city money there is other things that need improving like the broken down houses but lets keep putting money into this port maybe we should get a fast ferry again	
3: Good	It's denser which will create more life around the port.	It looks like a barricade. There should be more connection between the buildings and different access points to the port.
2: Fair	Marina for visitors	Get rid of high rise and imbalanced look caused by concentration of structures on E side of street
4: Great		
3: Good		The project itself is overdue for the area. Along with the current dock space to be added (either for rental or ownership I dont know) but my suggestion is that the project should include significant more public dock space for people visiting the area. Several people i know would like to come to the river and get something to eat but are limited due to dock space. I think more people would visit the port and provide more revenue to local buisness. More boaters would rather travel by water in the summer to visit for lunch or dinner or shopping. Dock Space to the Port of Rochester definatly needs to be improved.
2: Fair	the bright blue water, the grass peir	smaller buildins
1: Poor		This project will deny our community its vista of the lake and river!
4: Great	Views to lake and river preserved, attractive buildings and new marina added	Light rail line along railroad would create great opportunity for busy transit stop at lower right of picture, would address decreased parking supply and increased parking demand
4: Great		Road Median? Bike lanes?



2P Rating	2P What do you like	2P How would you improve
2: Fair		
2: Fair		remove tower that blocks view
3: Good		
1: Poor		
3: Good		
1: Poor	It's too misleading to find anything good. No cars represented either traveling or parked. The once undisturbed rich archaeological site has been destroyed. A 12-story building blocks the C-G Light	Don't touch the lighthouse site. Chop off the top 8-10 stories of the high-rise. Lower the heights of the buildings on the left side of the frame.
3: Good	open spaces, tree lined road	re-consider the 12 floor high rise. get rid of RR tracks
3: Good	I think I see a walk way, near by & making the river Publicly Available.	If the footprint is small enough, then the hieght is OK. ALSO: The school nearby is built on quick sand .Engineering holes need to be explored , carefully, relative to height.
4: Great		
1: Poor		This builing is too large and will block people's view of the river. Consider something smaller and less ostentatious.
3: Good		
1: Poor		
2: Fair	Improved pedestrian and bike paths	The height of the building is too high.
1: Poor		Get rid of or reduce highrises; they do not fit style of surrounding neighborhood
3: Good		
3: Good		
1: Poor	Trees and trail	Eliminate the high rises
1: Poor		
4: Great	Sight distance greatly increased, new buildings add feel of vitality to area	Keep some plantings to minimize the clear-cut appearance of the greenspace
3: Good		



3E Rating	3E Like	3E Improve
4: Great		
3: Good		
2: Fair		
2: Fair		
3: Good		
4: Great	I love winter scenes.	Get the City to work with the community to remove the invasive plant species and all the trash, garbage and graffiti.
1: Poor	open	make easy access to waterfront
4: Great	Concept is great.	Add a Tall flag pole that exceeds the height of nearby trees:...visible from the Park.
2: Fair		
4: Great		
2: Fair		
4: Great		
3: Good		
2: Fair	Calling attention to the view	Integrate into overall look of/plan for area
2: Fair		
2: Fair		
1: Poor	the railroad looks like a nice trail or a frozen stream bed in the winter	leaves on the trees, clear skies, hiding the ferry terminal building (is that the fast ferry to the far right)
4: Great		
3: Good	Parklike, natural setting	More order to the vegetation, possibly a trail connection through to decrease sense of isolation
3: Good		



3P Rating	3P Like	3P Improve
1: Poor		
1: Poor		open up the view. too many trees and tall buildings block total view
3: Good		
3: Good		
3: Good		
1: Poor	I see more "underlook" than "overlook." Where's the scenic winter view? Where are the rows of cars traveling and parked, some parked on the grass because they can't find a convenient parking space!	Improve the view from the old "putting" golf course by removing invasive plant species, and policing the area to prevent homeless encampments under the bridge and graffiti on the bridge walls.
3: Good	looks finished	not sure of building heights
3: Good		
4: Great		
1: Poor		How will it look in the winter? After mid October Charlotte is a ghost town. There will not be enough interest in year round residence to make large buildings like this a viable option for development.
3: Good		
1: Poor		
3: Good		
2: Fair		Highrise is out of place and blocks view of lake
3: Good		
4: Great		
2: Fair	Trees and grass	get rid of the giant hotel and road, find a view point of the lake or river for the scenic overlook
1: Poor		
4: Great	Kept natural setting but added development in the distance, added trail	More plantings
3: Good		



4E Rating	4E Like	4E Improve
3: Good		
1: Poor		fill in railroad area with green space or walk way/bike trail
1: Poor		
1: Poor		
1: Poor		
2: Fair	It's a fairly clean canvas which could be transformed into a picturesque garden space.	Get the City to work with the community to remove the invasive plant species and all the trash, garbage and graffiti. Turn the green space into garden space, and native species habitat.
1: Poor	railroad has no place in waterfront	eliminate RR tracks and use for roads or walking paths
1: Poor	This is a useless track.	Emminant domain it.
2: Fair		
3: Good		
1: Poor		
4: Great		
1: Poor		
1: Poor		Obvious lack of maintenance
1: Poor		
1: Poor	it has potential, but that's about it	a trolley would be nice, general clean up. hide the marnia
3: Good		
1: Poor	View to river, marina	remove overgrown vegetation, clean up railroad, add multi-use path (rail-with-trail) or light rail station here for future service to downtown, UR
1: Poor		



4P Rating	4P Like	4P Improve
1: Poor		
2: Fair	trees and grass are nice	tall building looks very sterile and urban. this is a port community and that isnt being reflected in the building size, structure
3: Good		
2: Fair		
3: Good		
1: Poor	It's too misleading to find anything good about it.	Chop off the top 8-10 stories of the high-rise. Lower the heights of the buildings on the left side of the frame to about tree level. Turn the green space into garden space, and native species habitat.
3: Good	looks finished and not crude	eliminate RR tracks
3: Good		
4: Great		
1: Poor		This building is TOO TALL. Think about smaller builds that will be easily maintained. The city is being sold a bill of false goods by developers who do not realize that these buildings will be over priced and stand vacant entirely or for most of the year because Charlotte is not an ideal location from mid October-mid April.
3: Good		
1: Poor		
2: Fair		The building is too high.
1: Poor		Highrise is incongruous; sterile look of big space around tracks seems unrealistic
3: Good		
3: Good		
1: Poor	grass is cleaned up, new trees	eliminate the ugly building, plantings on the far bank, a trolley would be nice
1: Poor		
4: Great	Cleaned up overgrown vegetation and railroad, added vibrant buildings	Space out street trees a bit to increase chance of view to river, add light rail station for future service to downtown, UR
1: Poor		



5E Rating	5E Like	5E Improve
3: Good		
2: Fair		remove small building and open up landscaping
1: Poor		
2: Fair		
2: Fair		
2: Fair	Most of the "visual pollution" caused by the County maintenance building and equipment is hidden behind the overgrowth	Move the maintenance facility somewhere else.
1: Poor	no comment	no thought in what is there
2: Fair		
2: Fair		
3: Good		
1: Poor		
4: Great		
1: Poor		
3: Good		Get rid of ugly structure
1: Poor		
1: Poor		
1: Poor	The pine tree is nice	a fence around the maintance building
4: Great		
2: Fair	View toward lake, terminal building	Remove decrepit industrial building
3: Good		



5P Rating	5P Like	5P Improve
1: Poor		
1: Poor		extremely intrusive. too close to road. concrete walls - urban feel - doesnt reflect lakeside feel. very depressing.
2: Fair		
4: Great		
2: Fair		I don't like the buildings so close to the street
1: Poor	OMG! It looks like a prison facility.	This doesn't say "quaint village" setting to me!
4: Great	cosmopolitan, fresh	street level shops?
3: Good		
2: Fair		
1: Poor		This picture is ridiculouse and speaks for itself. Who would give an approving rating to a huge wall that obstucts views and casts large shadows on the MAJORITY of successful summer businesses in Charlotte!?!
2: Fair		
1: Poor		
2: Fair		
2: Fair		Stark contrast to buildings on other side of street. Does not have the feel of a lakeside village. Where is parking??
2: Fair		
3: Good		
1: Poor	nothing, it's a wall	seriously are we supposed to look into peoples windows
1: Poor		
2: Fair	Building up to sidewalk with tree lawn and street trees	Building looks stark, unapproachable, at street level
3: Good		



6E Rating	6E Like	6E Improve
4: Great		
2: Fair	open feel.	clean up buildings on west side of street
2: Fair		
1: Poor		
3: Good	Love the view of the lake	
2: Fair	Openness and vistas	Balance the east side of Lake Ave with buildings of the same height and set backs
2: Fair	good road condition	needs center divider, diagonal parking, New England charm
1: Poor		
1: Poor		
3: Good		
2: Fair		
4: Great		
1: Poor		
2: Fair		Would be more attractive if properties on west had an incentive to improve image
1: Poor		
2: Fair		
3: Good	I like the tree lined street, and the decorative street light, and street sign, quiet feel to the scene	crosswalks, eliminate the traffic lights, flowers in the flower pots
4: Great		
2: Fair	Nice lighting, landscaping	Add buildings on east side to increase sense of enclosure, enhance existing buildings on the west
2: Fair		Road Median? Bike lanes?



6P Rating	6P Like	6P Improve
1: Poor		
1: Poor		significantly reduce the height of the buildings on the east side. move buildings back from street as they are too close and will be oppressive.
4: Great		
4: Great		
1: Poor		buildins block the view, too congested
1: Poor	OMG! It looks like "David vs. Goliath! It reminds me of the approaches to Atlantic City!	Apply principals of Feng Shui, to create harmony, balance, peacefulness.
3: Good	Buildings help define it	needs diagonal parking,maybe a median, Niagara on the Lake plantings
2: Fair		
4: Great		
1: Poor		The shadows that would be cast on the successful businesses (who do most of their business during sunny summer months) negates any positives that may come with this development.
3: Good		
1: Poor		
3: Good		The denser development is good, but the scale from one side of the street to the other is too extreme.
1: Poor		Balance E W sides a bit more, get rid of ugly high rise. Indicate places for parking for residents and non-residents.
4: Great		
3: Good		
1: Poor	I don't like it, there is a lack of balance of the street, to the west there is an urban village feel, to the east is an urban comercial/bussiness feel, it's unwelcoming, cold	a view of the lake/river would be nice, small outdoor cafes
1: Poor		
3: Good	New, dense buildings make it feel more like a place to be	Buildings on east side dominate those on west, what happened to street lights and traffic signals?
3: Good		Road Median? Bike lanes?



7E Rating	7E Like	7E Improve
3: Good		
1: Poor		
2: Fair		
1: Poor		
3: Good		
2: Fair	i love the openness and the sky.	Seek out development in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
1: Poor	nothing	diagonal parking, more landscaping
2: Fair		
1: Poor		
3: Good		
2: Fair		
4: Great		
1: Poor		
2: Fair		Get rid of ugly looking structures on both sides of street
1: Poor		
2: Fair		
3: Good	decretive street sign and street lights	on street parking, and crosswalks, bike path
4: Great		
2: Fair	Street and sidewalks look nice but there doesn't seem to be much else going on	Mixed use buildings, more people
1: Poor		



7P Rating	7P Like	7P Improve
1: Poor		
1: Poor		move buildings back from streetside. reduce building height and also use building materials such as wood or brick. Reduce scale to smaller level.
4: Great		
4: Great		
2: Fair		
1: Poor	OMG! It looks like "David vs. Goliath! It reminds me of the approaches to Cancun resort.	Seek out development in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
4: Great	clean, no signal light	improve west side of road (to the right in the picture)
3: Good		
4: Great		
1: Poor		See #6.
3: Good		
1: Poor		
3: Good		The denser development is good, but the scale from one side of the street to the other is too extreme.
1: Poor		Balance E-W sides. Strive for an architectural form that is neither "Caribbean/Spanish" nor cutesy colonial
4: Great		
2: Fair		
1: Poor	unbalanced, unwelcoming	lake/river would be nice, small outdoor cafes, a streetcar named downtown
1: Poor		
4: Great	New buildings add sense of vitality, not too tall as to overpower rest of block	New or renovated buildings on west side of street are needed for balance
3: Good		Road Median? Bike lanes?



8E Rating	8E Like	8E Improve
3: Good		
1: Poor	ability to see the water	remove small building
1: Poor		
1: Poor		
3: Good		
2: Fair	Openness and vistas	Seek out development in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
1: Poor	no potholes	needs buildings or shops lining street
3: Good		
2: Fair		
3: Good		
2: Fair		
4: Great		
2: Fair		
3: Good		Get rid of storage clutter on south side of drive
1: Poor		
2: Fair		
2: Fair	decretive crosswalks and street lighting	the terminal building and parking lot is hideous to look at.
4: Great		
2: Fair	Streets and sidewalks are nice, view to port facilities	Add buildings, remove surface parking
1: Poor		



8P Rating	8P Like	8P Improve
1: Poor		
1: Poor		reduce size of buildings. add more porches, signs of life and scale for the neighborhood
4: Great		
4: Great		
2: Fair		Blocks the view of the water, don't like all the buildings
1: Poor	Nothing.	It looks like a side street in some dingy warehouse district.
4: Great	nice wide streets	make sure there are sidewalks on both sides
3: Good		
4: Great		
1: Poor		This is too much. The desire to live in Charlotte is not great enough to warrant this kind of huge development! As a life long resident of Charlotte, the place is a ghost town from mid October- mid April or May. This is not a viable development plan and it is a shame to see the city of Rochester being sold a bill of goods that will be further folly on our part.
3: Good		
1: Poor		
1: Poor		The access points looks overbearing. There should be stronger connections to the water with pedestrian access.
2: Fair		Better architecture. How is parking for visitors to the area going to be incorporated??
3: Good		
2: Fair		Restaurants, Bars and Ice cream Shops should also be put in the plans to attract more families
1: Poor	new trees to the south are nice	a park like setting on the hill overlooking the lake/river would be lovely, crosswalks/sidewalks
1: Poor		
4: Great	Looks like an urban village	sidewalks needed on south side
4: Great		



9E Rating	9E Like	9E Improve
3: Good		
1: Poor		
1: Poor		
2: Fair		
3: Good		
2: Fair	Openness.	Seek out development in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
1: Poor	its functional	needs improvements - no stone
3: Good		
2: Fair		
4: Great		
3: Good		
4: Great		
3: Good		
3: Good		
1: Poor		
2: Fair		
3: Good	I like the fancy sidewalk (although it's in bad shape and poorly done, rocks are nice	a park like setting would be nice
4: Great		
2: Fair	View to terminal building	Remove unkempt surface parking, out of place boulders
1: Poor		



9P Rating	9P Like	9P Improve
1: Poor		
1: Poor		increase space between buldings
4: Great		
4: Great		
3: Good		
1: Poor	Nothing. Very unappealing.	It's very claustrophobic. Seek out development in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
3: Good	much improved over existing	perhaps some cafes in the middle with open air seating
4: Great		
3: Good		
1: Poor		There will only be people using this space during summer months which make up less than a quarter of the year. Residents of Charlotte need smaller more modest spaces that will be sustainable and useful throughout the year, not just in summer months!
4: Great		
1: Poor		
3: Good	The addition of better defined gathering space is nice.	
3: Good		
4: Great		
3: Good		
1: Poor	I like outdoor seating/dinning	remove the buildings so people can sit outdoors and enjoy the water at the same time, this could be anywhere downtown!
1: Poor		
4: Great	Great public space with taller buildings on both sides, this is a place I would like to be	Not a thing
4: Great		



10E Rating	10E Like	10E Improve
3: Good		
2: Fair		
2: Fair		
3: Good		
3: Good		
3: Good	I love winter scenes.	Maybe needs a better job of sidewalk snow removal.
2: Fair	trees	needs to be developed
3: Good		
3: Good		
4: Great		
2: Fair		
4: Great		
3: Good		
3: Good		
2: Fair		
2: Fair		
4: Great	the parking lot looks like a park in the winter:)	Ice Skating!
4: Great		
4: Great	Park setting, view to lake	Screen the surface parking
3: Good		



10P Rating	10P Like	10P Improve
1: Poor		
1: Poor		move buildings back from road
3: Good		
3: Good		
2: Fair		too much of an urban look, not enough nature
1: Poor	It's too misleading. How are you going to have green trees in winter?	what happened to the Lake vista? Seek out development in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
4: Great	good use of buildings	maybe street side diagonal parking
2: Fair		
3: Good		
1: Poor		It is too big! You will never be able to fill this with residents or businesses! Think of smaller, more unique spaces that use aritecture that is more suitable to modesty of Charlotte and less like Miami Beach! Seriously! Stop trying to make a money off of rich retirees, they are not wintering here and this HUGE building will be useless for more than half the year. Small spaces that evoke nautical themes like the lighthouse and old warehouse spaces could be used. Too bad they were destroyed for the fast ferry debacle.
3: Good		
1: Poor		
1: Poor		Acts as too much of a barricade to the water views.
1: Poor	Nothing!	Get rid of highrise -- and how are you going to address attendant parking problems?!? If visitors can't park, they won't come -- esp. families in summer!
3: Good		
3: Good		
1: Poor	at least theres a sidewalk	it's a highrise, nothing special
1: Poor		
4: Great	Completely different, but also a great view	Nothing
3: Good		



11E Rating	11E Like	11E Improve
3: Good		
2: Fair		
2: Fair		
2: Fair		
3: Good		
2: Fair	Openness. Calm, peacefulness.	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
2: Fair	street lights , on street parking	diagonal parking, flower beds
2: Fair		
2: Fair		
4: Great		
2: Fair		
4: Great		
2: Fair		
2: Fair		
1: Poor		
3: Good		
3: Good	decent looking street	highlight the brick median, or narrow the street, bike lanes would be nice,
4: Great		
2: Fair	Street is in good condition, quality streetscape	Fix up buildings on west side, add new buildings on east side
2: Fair		



11P Rating	11P Like	11P Improve
1: Poor		
1: Poor		move buildings back from street
4: Great		
4: Great		
2: Fair		
2: Fair	What, no traffic or parking? It looks like the University Ave business district near Culver.	The buildings on the east side of Lake are still a bit too high if one expects a "quaint village setting."
3: Good	nice boulevard like road	maybe street side parking one side to west
3: Good		
3: Good		
1: Poor		See #6.
3: Good		
2: Fair		
3: Good		
2: Fair		Balance E and West sides somewhat
3: Good		
3: Good		
1: Poor	it's not very interesting to look at	lacks balance, more welcoming street
1: Poor		
3: Good	New buildings on east side add definition, vibrancy (though somewhat out of scale with west side of street)	Rehab or replace buildings on west side
3: Good		Road Median? Bike lanes?



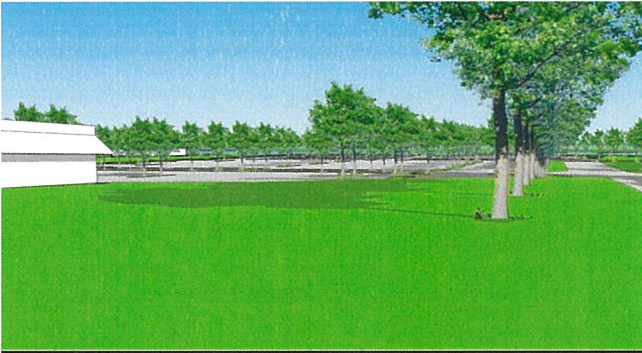
12E Rating	12E Like	12E Improve
3: Good		
1: Poor		
2: Fair		
3: Good		
3: Good		
2: Fair	Openness but it reminds one of a drag race track.	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
2: Fair	sidewalks	its plain
3: Good		
2: Fair		
4: Great		
2: Fair		
4: Great		
2: Fair		
2: Fair		Landscape parking better
2: Fair		
2: Fair		
2: Fair	I like the crosswalk, could be made a little bit better though	it's a parking lot, not a lot of curb apeal on a parking lot
4: Great		
2: Fair	Not bad for a parking lot	Screen the parking, add buildings
2: Fair		



12P Rating	12P Like	12P Improve
1: Poor		
2: Fair		
4: Great		
4: Great		
3: Good		
1: Poor	Misleading. Where is the traffic and rows of parked cars?	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
3: Good	landscaping	bicycle parking, diagonal on street parking
4: Great		
3: Good		
1: Poor		
3: Good		
1: Poor		
2: Fair		
3: Good		But not if adjacent bldg. is a highrise!
3: Good		
3: Good		
3: Good	the trees are nice	sidewalks and crosswalks would be disireable.
1: Poor		
4: Great	Dense building and more trees to screen existing parking	Small building at northeast corner would continue streetscape without taking away lots of parking
3: Good		Road Median? Bike lanes?



13E Rating	13E Like	13E Improve
3: Good		
1: Poor		
1: Poor		
1: Poor		
1: Poor		
1: Poor		Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
1: Poor	some grass, little else	steep hill?
2: Fair		
1: Poor		
1: Poor		Seriously... you chose this picture?
1: Poor		
4: Great		
3: Good		
2: Fair		
1: Poor		
2: Fair		
1: Poor	I love dumpsters! just kidding, other than the dumpster it's a nice park/parking lot setting, looks like a nice place to go on a summer day	extend the park area so more people can picnic down by the beach
3: Good		
1: Poor	View to park, carousel	random dumpsters need to go, screen the parking
1: Poor		



13P Rating	13P Like	13P Improve
1: Poor		
4: Great	nice green space	
3: Good		
4: Great		
3: Good		
1: Poor	Misleading. Where are all the cars? Too much green space which will turn into improvised parking lots.	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
4: Great	open grassy area	maybe a sidewalk
3: Good		
2: Fair		
3: Good	Of course this looks better than the previous option!	Use landscaping and smaller builds! Its that simple!
3: Good		
1: Poor		
3: Good		
3: Good		
3: Good		
3: Good		
2: Fair	looks the same except for the dumpster is gone	
2: Fair		
2: Fair	parking is better screened	looks empty, screen the parking better from Lake Ave to make it feel more like a park than a parking lot
2: Fair		Public Art?



14E Rating	14E Like	14E Improve
4: Great		
4: Great	beautiful open space	
2: Fair		
2: Fair		
3: Good		
3: Good	I love winter scenes.	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
3: Good		
2: Fair		
2: Fair		
4: Great		
3: Good		
4: Great		
2: Fair		
3: Good		
2: Fair		
2: Fair		
4: Great	love it	perfect day for snowshoeing!
4: Great		
3: Good	Park, attractive businesses, and nice streetscape	Add new buildings to east side of street
2: Fair		



14P Rating	14P Like	14P Improve
2: Fair		
3: Good	nice green space and trees	
3: Good		
3: Good		
2: Fair		
1: Poor	Misleading. What happened to the snow?	Practice "Truth in Advertising." None of this comparing apples to oranges.
3: Good		
3: Good		
4: Great		
1: Poor		
3: Good		
1: Poor		
3: Good		
3: Good		
4: Great		
3: Good		
4: Great	still looks good	
1: Poor		
4: Great	New buildings on east side make you feel like you're somewhere important	better screen surface parking from park
3: Good		



15E Rating	15E Like	15E Improve
3: Good		
4: Great		
2: Fair		
1: Poor		
3: Good		
2: Fair	I love snow scenes.	Improve sidewalk snow removal practices for increased pedestrian use.
3: Good		
4: Great		
4: Great		
4: Great	This is the real Charlotte Beach, the one that residents of Charlotte live with for the majority of the year. No amount of architectural folly will change the climate...	
3: Good		
4: Great		
3: Good		
3: Good		
2: Fair		
3: Good		
4: Great	excellent view	Ice skating, snow shoeing, outdoor hockey tournament, curling!
4: Great		
2: Fair	View to terminal building	Screen the parking
2: Fair		



15P Rating	15P Like	15P Improve
1: Poor		
1: Poor	nice green space in foreground	remove/reduce buildings in background
3: Good		
4: Great		
2: Fair		too many buildings
1: Poor	Misleading. Where's the snow? What happened to the benches and sidewalks?	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
3: Good		more landscaping
2: Fair		
4: Great		
1: Poor		It will only look like this for a few months a year.
4: Great		
1: Poor		
3: Good		
2: Fair		Lose the ugly highrise
4: Great		
3: Good		
1: Poor	I like the grass area	looks like hotels arcross from a mall parking lot
1: Poor		
4: Great	New buildings, better landscaped parking	Screen the parking more
4: Great		Public Art?



16E Rating	16E Like	16E Improve
4: Great		
4: Great		
2: Fair		
2: Fair		
3: Good		
3: Good	I love winter scenes.	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
3: Good		
4: Great		
3: Good		
4: Great		
3: Good		
4: Great		
3: Good		
3: Good		
2: Fair		
3: Good		
4: Great	I like it	the tall building to the right is kind of ugly
4: Great		
2: Fair	trail to the east, terminal building in the distance	screen the parking
1: Poor		



16P Rating	16P Like	16P Improve
1: Poor		
2: Fair		reduce building size. dont use concrete bldg material.
2: Fair		
4: Great		
2: Fair		
2: Fair	Not very inviting! The Buildings in the distance make this look more like a NYC neighborhood instead of a "quaint village."	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
4: Great	parking for non-residents	
2: Fair		
4: Great		
1: Poor		It will only look like this for a few months a year.
4: Great		
1: Poor		
3: Good		
2: Fair		UGLY high rise
3: Good		
2: Fair		
1: Poor	lot of trees in the parking lot	still looks like hotels across from a mall parking lot
1: Poor		
3: Good	New buildings	Appears to be new surface parking in park?
4: Great		



17E Rating	17E Like	17E Improve
4: Great		
1: Poor		re-purpose concrete parkinglot
1: Poor		
1: Poor		
3: Good		
2: Fair	I love winter scenes.	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
2: Fair	snow plowing done	
3: Good		
2: Fair		
4: Great		
2: Fair		
4: Great		
2: Fair		
3: Good		
1: Poor		
3: Good		
2: Fair		it looks like a parking lot in the winter
4: Great		
1: Poor	Lots of surface parking, no active uses	Add marina, buildings
1: Poor		



17P Rating	17P Like	17P Improve
1: Poor		
2: Fair		marina looks great but need to reduce scale and soften style of buildings.
4: Great		
4: Great		
3: Good		
1: Poor	Misleading. Where's the snow? Where are the 8-foot high security fences [which will obstruct the views]around the marina to protect the boat owners and their sizable investments [\$800k - \$5 million for a 70-foot boat] from theft, vandalism? The buildings in the background are way too high and imposing.	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness. Practice "Truth in Advertising!"
4: Great	marina	buildings appear a bit too high. Think Coburg for height and design
4: Great		
4: Great		
1: Poor		There is no need to dig a new marina. It will not stimulate enough revenue to make this worth it. These buildings are too big and make no sense for Charlotte. Think smaller and more modest.
4: Great		
1: Poor		
4: Great	The building density makes the area feel more metropolitan. Having the marina make the space more pleasant.	
1: Poor		Please, please some architecture we can be proud of ... and no ugly highrise
4: Great		
4: Great		
2: Fair	the bright blue water is nice, sailboats are nice	the giant hotel shaped buildings really detract from everything
1: Poor		
4: Great	Hard to believe this could be Rochester!	Nothing
4: Great		



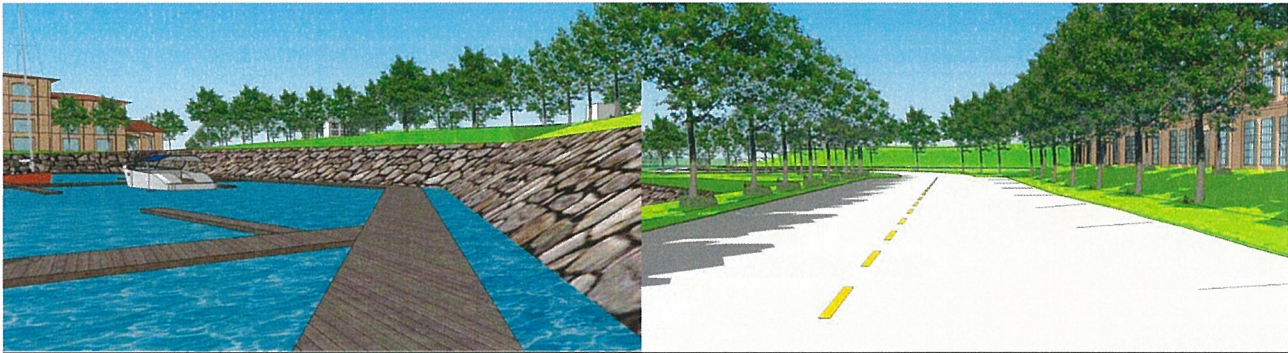
18E Rating	18E Like	18E Improve
4: Great		
3: Good		
1: Poor		
2: Fair		
3: Good		
2: Fair	I love snow scenes.	
1: Poor	no comment	
3: Good		
2: Fair		
3: Good		
2: Fair		
4: Great		
2: Fair		
3: Good		
3: Good		
3: Good		
4: Great	looks fantastic	
4: Great		
2: Fair	Nice trees	Better define street, reduce high security feel of fencing, lights
1: Poor		



18P Rating	18P Like	18P Improve
1: Poor		
2: Fair		love the marina, buildings must be reduced and styles need to be more inline with port/village style
4: Great		
4: Great		
3: Good		
1: Poor	Misleading. Where's the snow? Where are the 8-foot high security fences [which will obstruct the views]around the marina to protect the boat owners and their sizable investments [\$800k - \$5 million for a 70-foot boat] from theft, vandalism? The buildings in the background are way too high and imposing.	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness. Practice "Truth in Advertising!"
4: Great	marina	
3: Good		
4: Great		
1: Poor		Digging a new marina is a permanent undertaking. Remember that this will stand empty for the majority of the year once the snow birds fly back to Florida. And there is no way of knowing the long term environmental impact of something like this. And there is no reason to chance it what with the issues Charlotte Beach already faces. And those huge buildings are ugly and will cast unwanted shadow and stand EMPTY for 6-8 months out of the year. This is not Miami, Chicago or even Detroit. Our city center is MILES from our water front and modesty is key to making it a successful port. There is no need for huge garish buildings.
4: Great		
1: Poor		
4: Great	looks like the site has the potential to have more life.	
2: Fair		Too much high rise. Style feels inauthentic for this area
4: Great		
4: Great		Looks Good, hope the water is that blue!
1: Poor	the marnia looks nice, kinda of looks like what all over there	I don't like the buildings in the background
1: Poor		
4: Great	Wow	Nothing
4: Great		



19E Rating	19E Like	19E Improve
2: Fair		
1: Poor		reconfigure road and soften landscape
1: Poor	Come on?	
1: Poor		
1: Poor		
1: Poor		Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
1: Poor	nothing	
2: Fair		
1: Poor		
4: Great		
1: Poor		
4: Great		
2: Fair		
1: Poor		
1: Poor		
1: Poor		
1: Poor		
4: Great		
1: Poor	Poor pavement, no definition, no sidewalks, lots of surface parking	Curbs, sidewalks, tree lawn, etc
1: Poor		



19P Rating	19P Like	19P Improve
3: Good		
4: Great		
4: Great		
4: Great		
3: Good		
1: Poor	Misleading. Where are the 8-foot high security fences [which will obstruct the views]around the marina to protect the boat owners and their sizable investments [\$800k - \$5 million for a 70-foot boat] from theft, vandalism?	Practice "Truth in Advertising!"
4: Great	promenade	maybe an elevated promenade like Coburg around Marina
4: Great		
3: Good		
1: Poor		Digging a new marina is a permanent undertaking. Remember that this will stand empty for the majority of the year once the snow birds fly back to Florida. And there is no way of knowing the long term environmental impact of something like this. And there is no reason to chance it what with the issues Charlotte Beach already faces.
4: Great		
1: Poor		
4: Great		
3: Good		
3: Good		
4: Great		
4: Great		soooo... where are all the trucks and boat trailers that come to use the port/marnia going to park if we eliminate that?
1: Poor		
4: Great	I'm on a boat!	Fewer empty slips!
4: Great		



20E Rating	20E Like	20E Improve
3: Good		
2: Fair	trees are nice	reduce pavement
1: Poor		
2: Fair		
3: Good		
2: Fair	Openness, but it reminds me of a drag race track. Spencer Speedway!	Seek out development for the east side of Lake Ave in keeping with the existing buildings. Apply principals of Feng Shui, to create harmony, balance, peacefulness.
2: Fair	wide roads, curb cuts	
2: Fair		
1: Poor		
4: Great		
2: Fair		
4: Great		
3: Good		
3: Good		A bit more landscaping
2: Fair		
3: Good		
3: Good		
4: Great		
3: Good	Nice street, well landscaped	Needs buildings
1: Poor		



20P Rating	20P Like	20P Improve
1: Poor		
3: Good		all good except view of bulding at the end
4: Great		
4: Great		
2: Fair		too congested
1: Poor	Misleading. Where are the 8-foot high security fences [which will obstruct the views]around the marina to protect the boat owners and their sizable investments [\$800k - \$5 million for a 70-foot boat] from theft, vandalism? Where are the rows of cars parked and traveling?	Practice "Truth in Advertising!"
4: Great	better flow	maybe low landscaping. add street level promenade with handrails
4: Great		
4: Great		
1: Poor		Digging a new marina is a permanent undertaking. Remember that this will stand empty for the majority of the year once the snow birds fly back to Florida. And there is no way of knowing the long term environmental impact of something like this. And there is no reason to chance it what with the issues Charlotte Beach already faces.
4: Great		
1: Poor		
3: Good		
2: Fair		Lose the ugly high rise
3: Good		
4: Great		
3: Good		crosswalks, get rid of the highrise
1: Poor		
4: Great	Attractive buildings on one side, attractive marina on the other, what's not to like?	Pave the trail/sidewalk on the east side
4: Great		



21E Rating	21E Like	21E Improve
3: Good		
2: Fair		
2: Fair		
2: Fair		
2: Fair		
2: Fair	It's winter!	
1: Poor	nothing	
3: Good		
3: Good		
3: Good		Re
3: Good		
4: Great		
2: Fair		
2: Fair		
2: Fair		
2: Fair		
1: Poor		
4: Great		
3: Good	River, terminal building	More activity
1: Poor		







21P Rating	21P Like	21P Improve
1: Poor		
1: Poor		buildings are too tall and dont represent a harbor/port feel. very hard and depressing..
3: Good		
4: Great		
3: Good		
1: Poor	Misleading. Did that light gray building in the background suddenly get bigger? Where's the snow?	Practice "Truth in Advertising!"
3: Good		needs wharf side boat docking?
4: Great	Great, conditioned on footprint details	
2: Fair		
4: Great		
4: Great		
1: Poor		
3: Good		
1: Poor		Ugly, ugly high rises. And where is the parking?
4: Great		
3: Good		More Public Dock Space City Could make money if they put in parking meters like for cars....
1: Poor		
1: Poor		
4: Great	New buildings	Nothing
4: Great		

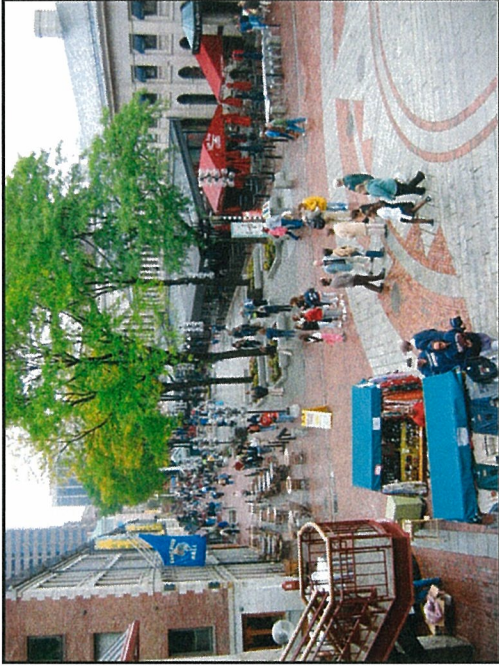
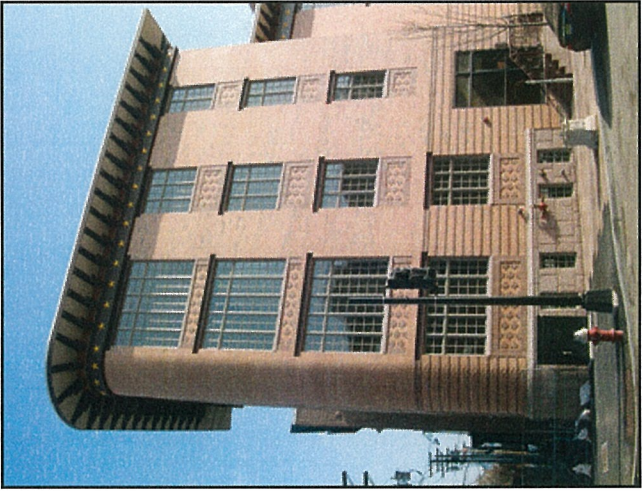
Visual Preference Survey – Part 2



City of Rochester
Port Public Marina & Mixed Use Development Project
Visual Preference Survey – Part 2


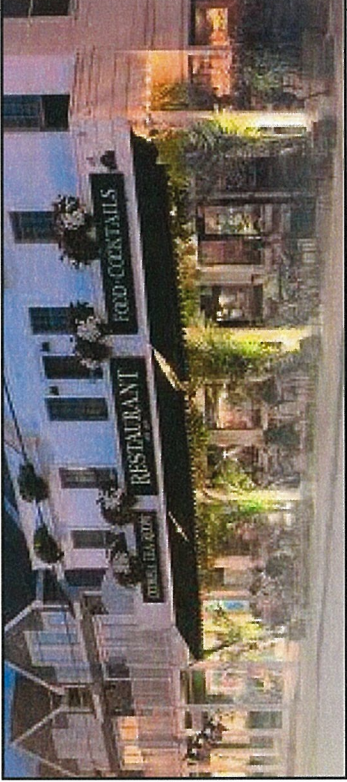
Development Example	Rating 1 Poor, 2 Fair 3 Good, 4 Great	What do you like about it?	How would you improve it?
	2.8	<ul style="list-style-type: none"> • Buildings small scale • Low buildings, leaving vistas • Uniformity of sign holders • Shows adherence to design guidelines • Someplace I'd like to go • Pleasant for Pedestrians • Uniform look but w/variety • Like sidewalk seating 	<ul style="list-style-type: none"> • Add more people • Needs better street signs • Treatment • Needs street trees • Wider sidewalks
	2.6	<ul style="list-style-type: none"> • Nothing • Like court yard w/trees & no cars • Will kept courtyard w/businesses along the periphery 	<ul style="list-style-type: none"> • Reduce height • Too sterile, stark, industrial • Where do the cars go? • Sterile • Uninteresting • Overdeveloped

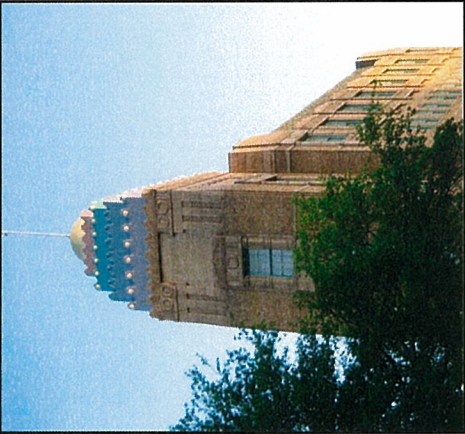


Development Example	Rating 1 Poor, 2 Fair 3 Good, 4 Great	What do you like about it?	How would you improve it?
	2.6	<ul style="list-style-type: none"> • Building style in line w/Port Harbor falls • Yuck, Nothing , Garish • Varied fronts & roofs • Nice seaside flavor • Harmonizes well w/historic Charlotte • Decent Architecture 	<ul style="list-style-type: none"> • One level too high • Demolish & start over • Very private • Unapproachable • Suburban • Car-oriented • Unwelcoming
	2.4	<ul style="list-style-type: none"> • Good street landscaping • Historic architecture • First floor retail • Dense 	<ul style="list-style-type: none"> • Too high • Too ornate • Looks like a circus • Too tall • Architecture is inconsistent w/the area • Tacky imitation Moorish • Has nothing to do w/Rochester

Development Example	Rating 1 Poor, 2 Fair 3 Good, 4 Great	What do you like about it?	How would you improve it?
	2.4	<ul style="list-style-type: none"> • Smaller scale • Clean streets & building facade • Dense • Urban • Attractive street scape 	<ul style="list-style-type: none"> • Wider sidewalks
	2.9	<ul style="list-style-type: none"> • Inviting • Nice visual interest • Fun for kids • Family-friendly • Active space 	<ul style="list-style-type: none"> • Put up security fence around the water feature so people don't step and fall

Development Example	Rating 1 Poor, 2 Fair 3 Good, 4 Great	What do you like about it?	How would you improve it?
	2.9	<ul style="list-style-type: none"> • Good mix and variety • Likes the shed roofed enclosure area for year-round use • Lively • No car interference • Pedestrian friendly • Active • Sidewalk café • Many businesses 	<ul style="list-style-type: none"> • Style not in line w/Port feel • Add more gardens and greenery to soften brick • Where do cars go? • Might be nice w/water vistas
	1.9	<ul style="list-style-type: none"> • Attractive architecture 	<ul style="list-style-type: none"> • Reduce height • Change materials • Add greenery to soften brick & glass • Not interesting • Not appropriate for Charlotte- neither historic nor in ambience • No active 1st floor • Does not fit w/Port2.4

Development Example	Rating 1 Poor, 2 Fair 3 Good, 4 Great	What do you like about it?	How would you improve it?
	2.4	<ul style="list-style-type: none"> • Nice size • Inviting • Reduced density • Dense housing • Balcones • Up to the sidewalks 	<ul style="list-style-type: none"> • Too urban • Wrong style for Charlotte • No street side activity • More windows on the street • 1st floor commercial
	2.5	<ul style="list-style-type: none"> • Materials • Porches • Dense • Attractive • Water-oriented 	<ul style="list-style-type: none"> • Too high • Suggest 4 floors max • Feels like Disney • Seems private, are there walkways? Retail? • Garish • Horrible

Development Example	Rating 1 Poor, 2 Fair 3 Good, 4 Great	What do you like about it?	How would you improve it?
	2.9	<ul style="list-style-type: none"> • Appropriate size buildings • Tiers add separation and order • Public access to water • Nice wide promenade • Absence of ugly high rises • Street-level interest • Dense • Water-oriented 	<ul style="list-style-type: none"> • Too urban • Ugly yellow trash bins • Railing at water's edge? • Can't tell if there is retail businesses facing the walkway
	3.1	<ul style="list-style-type: none"> • Small town • Harbor like • Homey • Quaint village • Inviting • Outside seating • Ok sidewalk width • Nice mixed styles • Historic • Excellent façade • Sidewalks café • Nice feel 	<ul style="list-style-type: none"> • Needs wider sidewalks

Development Example	Rating 1 Poor, 2 Fair 3 Good, 4 Great	What do you like about it?	How would you improve it?
	2.1	<ul style="list-style-type: none"> • Has some visual appeal • Historic 	<ul style="list-style-type: none"> • Hate the materials • Doesn't belong in waterfront theme • Dated • "Orientalistic" • Ugly
	1.9	<ul style="list-style-type: none"> • Nice if you can't use the waterfront & don't care about blocking views • Unappealing • Dense • Sterile 	<ul style="list-style-type: none"> • A reasonable look for here, but not a whole development in this style • Unadorned • Looks cheap • Separated from water • Minimal public access • No 1st floor retail
	2.2	<ul style="list-style-type: none"> • Visually interesting • Low building provides feeling of openness • The mix of different windows • Building materials & the recessed porches give it a harmonious flair • Vibrant architecture • 1st floor retail 	<ul style="list-style-type: none"> • Change the materials & color • Add more greenery • Not a waterfront look • Looks like a bad strip mall • Could be more inviting • Too synthetic