

Section IV Proposed Land and Water Uses and Proposed Projects

Introduction

The policies of the City of Rochester's Local Waterfront Revitalization Program (LWRP) were developed into a cohesive, physical plan for the city's waterfront area through the identification of appropriate land uses and projects for the various subareas within the LWRP boundary. These land uses and projects, in turn, reflect and implement the city's policy goals and statements for the waterfront area as outlined in Section III Policies. The process of developing appropriate land uses and projects included the identification of general land use subareas, assessment of the city's land use needs, and consideration of the development potential and constraints of major waterfront sites within the LWRP boundary. In addition, the city evaluated the proposed land uses and projects against the applicable policy goals and statements, in order to ensure that the land use plan was consistent with those policy objectives. A citizen's advisory committee (CAC) was formed to aid city staff in the preparation of development objectives and specific recommendations of the land use plan.

Identification of LWRP Subareas

In order to determine the types of land uses and projects which represented the most appropriate use of the city's waterfront resources, the area within the LWRP boundary was divided into 6 subareas. These subareas include:

- Subarea A-Durand-Eastman Park
- Subarea B-Open Space / Critical Environmental Areas
- Subarea C1-Developed portion of the Upland Area
- Subarea C2 -Buildable portion of the Upland Area
- Subarea D -River Harbor Zone and Lakefront Area
- Subarea E-Industrial Areas

Each subarea was further divided into subzones which are shown on [Map IV-1](#).

Each subarea was analyzed according to its development potential and existing land use characteristics, based on the following general classifications:

- Areas of existing stable uses where significant changes in the patterns of development were unlikely to occur.
- Large areas of open space or environmentally sensitive land, or undeveloped or inappropriately developed land suitable for a variety of land uses, or suitable for land banking and/or protection.

- Areas of particular concern, which typically included specific sites where important natural or manmade resources were found, that offered unique development opportunities, and/or contained incompatible uses or blighting conditions that needed to be removed.

Description of LWRP Subareas

Subarea A - Durand-Eastman Park

LWRP Subarea A is the 965 acre Durand-Eastman Park, which is located on the shore of Lake Ontario, in the northeastern-most section of the city. The park is surrounded by the Town of Irondequoit on the west, south and east. The park is located west of Irondequoit Bay and east of the Genesee River. It can be entered from Lakeshore Boulevard, Kings Highway and St. Paul Boulevard. Durand-Eastman Park is leased to Monroe County which is responsible for its operation and maintenance. The park is zoned as an Open Space (OS) District.

Recreational facilities within Durand-Eastman Park include hiking, bridle and cross-country ski trails, picnic shelters, playground areas, a riding stable and an 18-hole golf course with clubhouse. The park also contains approximately 10,000 linear feet of lakeside frontage and an abandoned beach area.

The park is characterized by various unique and sensitive environmental features including several ponds and wetland areas, steep wooded slopes and valleys, small lakes, as well as a portion of the Monroe County Arboretum. Spring flowering trees and spectacular fall foliage colors make this park an area of exceptional beauty with many scenic views and vistas. Unique topography and soils permit many species of plants to grow within the park that are not normally native to this area. Ponds within the park are heavily utilized by fishermen during the spring and summer months. The park is invaluable as a nature area and contains a significant deer population of between 200 and 300 animals, as well as several wetland areas that act as natural fish and wildlife habitats. The park also contains the Frank E. VanLare Treatment Plant which processes sanitary and storm sewage collected from a major portion of Monroe County via a series of underground tunnels.

Monroe County has prepared, in cooperation with the city, a master plan for the future development of Durand-Eastman Park. The master plan recommends that:

- The beach area of the park should be redeveloped and increased in size through the construction of a seawall and/or groins supplemented by a phased program of beach nourishment;
- A bathhouse should be constructed in the beach area along with various safety facilities including lifeguard tower stations and buoys, lines and markers;
- Additional parking should be provided along Lake Shore Boulevard along with suitable safe crossings between the beach area and the remainder of the park;
- A nature center and outdoor amphitheatre should be constructed within the park, along with sufficient accessory parking and support facilities;
- A system of hiking trails should be developed within the park that connects the proposed nature center, satellite nature study areas and wildlife study areas.

The City of Rochester considers Subarea A to be an area which requires special attention and protection because of the many unique and important natural resources and recreational opportunities found there. The presence of sensitive natural features such as steep wooded slopes, wetlands and wildlife habitat areas requires that Subarea A continue to remain in its present undeveloped state as public parkland and open space. Monroe County currently has approximately \$5.1 million worth of capital improvements programmed for the park through 1996. The city agrees with the major recommendations contained in the Durand-Eastman Park Master Plan developed by Monroe County and will promote and encourage several specific park plan improvements through its LWRP.

Subarea A contains two geographic subzones that will be utilized later to delineate specific land use recommendations. See [Map IV-1](#) for LWRP subareas. The subzones in subarea A include:

- (A1) The Durand-Eastman Park shoreline;
- (A2) The remainder of Durand-Eastman Park.

Subarea B - Open Space / Critical Environmental Areas

LWRP Subarea B includes open space and critical environmental areas within the LWRP boundary such as steep slopes, wetlands, floodplains, fish and wildlife habitats, and scenic views and vistas. Subarea B comprises the entire Genesee River gorge, from the Lower Falls on the south to the northern edge of the state-designated wetland area on the west bank of the river near Denise Road. Subarea B includes Turning Point Park, Riverside Cemetery, Seneca Park, Maplewood Park and Lower Falls Park. Virtually all lands contained within Subarea 2, including the public parks, are zoned as Open Space (OS) Districts.

Turning Point Park is located on the west bank of the Genesee River, just south of the Turning Basin. The park can be entered from Lake Avenue via Boxart Street. The southern boundary of the park borders Riverside Cemetery. Turning Point Park is designed as a natural area and contains passive recreational facilities such as hiking trails and picnic areas. The park provides access to the river's edge for fishing and canoeing and is noted for its spectacular views of the river gorge and the turning basin. Turning Point Park is owned, operated and maintained by the city.

The city has proposed various minor physical improvements to Turning Point Park. These improvements include the development of cartop boat access to the river and the enhancement of a pedestrian trail to the south and west, along an abandoned railroad bed. This trail could be potentially linked up with a larger trail system which would run along the length of the river, from the port area south to the Barge Canal.

Seneca Park contains 297 acres and is located on the east bank of the Genesee River, north and south of the Veteran's Memorial Bridge. The park can be entered from St. Paul Boulevard, just north of Route 104. Recreational facilities within Seneca Park include an outdoor swimming pool with bathhouse, a zoo, playgrounds and softball fields, two picnic shelters, as well as hiking, nature and jogging trails. In addition, the park contains steep wooded slopes along the river bank, wetlands, and spectacular scenic views of the Genesee River Gorge. The park was originally designed by Frederick Law Olmstead. The park is leased to Monroe County which is responsible for its operation and maintenance.

Monroe County, in cooperation with the city, is in the process of developing a master plan for Seneca Park. The city supports the maintenance, protection and enhancement of the original Olmstead plan and design for the park. The city supports the development of new pedestrian trails and overlooks within the park, a general upgrading and expansion of the park zoo, as well as an investigation of expanding the park to the north, along the Genesee River. Such an expansion could be used to protect sensitive wetland areas and steep, wooded slopes along the river bank, as well as to provide additional hiking trails for potential nature studies or similar activities.

Maplewood Park contains 14 acres and is located along the west side of the Genesee River, between the Driving Park Bridge and the Veteran's Memorial Bridge. The park can be entered from Hanford Landing, Driving Park Avenue as well as from various pedestrian trails. The park contains passive recreational areas that include informal picnicking and strolling areas. In addition, the park contains one of the largest rose gardens in the country. Several overlooks within the park provide spectacular views of the river gorge. Maplewood Park is owned by the city which maintains the middle and northern portions of the park. Monroe County maintains the southern end of the park.

Monroe County is also preparing, in cooperation with the city, a master plan for the development of Maplewood Park. The city would like to see additional pedestrian trails and paths developed within the park, along with improvements to and expansions of existing parking facilities. The city also supports the connection of the park to an existing pedestrian trail along Bridgeway Drive, and the development of safe, controlled fishing access to the river, in appropriate locations along the park's riverfront.

Lower Falls Park is currently undeveloped and is located along the west bank of the Genesee River near the Maplewood YMCA, just south of the Driving Park Bridge. The park can be accessed from Driving Park Avenue via Hastings Street. The park contains 3 acres and provides spectacular views of the Lower Falls and the surrounding river gorge. The park is leased to Monroe County and is being evaluated as a part of the master plan effort that includes Maplewood and Seneca Parks.

The city supports development of Lower Falls Park as an archaeological and/or interpretive site, focusing on the remains and ruins of former mill structures and other buildings in the area that date back to the early 1800's. Several building foundations can be seen in the park, while other remains are buried and would have to be unearthed and partially restored. The city also supports the construction of river overlooks within the park to enhance scenic views of the gorge and falls.

The remainder of Subarea B includes Riverside and Holy Sepulchre Cemeteries, which occupy a large open space area on the west bank of the river, just south of Turning Point Park and east of Lake Avenue, and the steep wooded slopes, wetlands and wildlife habitat areas within the river gorge.

The city considers Subarea B to be another significant area within the LWRP boundary that requires special attention and protection because of the many unique and important natural resources and recreational opportunities found there. The public parks and undeveloped open space within Subarea B are protected through the use of the restrictive Open Space (OS) zoning district which regulates or prohibits land uses and development activity. In addition, all parkland within this Subarea is publicly owned. The presence of sensitive natural features such as steep wooded slopes, wetlands, wildlife

habitat areas and spectacular scenic views requires that Subarea B be maintained in its present undeveloped state as public parkland and open space.

The city does not foresee any type of significant development taking place within the open space areas of the river gorge in Subarea B. The city does support, however, various improvements to the public parks located in this area as a way to enhance water-related recreational opportunities along the river. The city will continue to work with Monroe County to implement those improvements.

Subarea B contains seven geographic subzones that will be utilized later to delineate specific land use recommendations. These subzones include:

- (B1) Turning Point Park;
- (B2) Seneca Park;
- (B3) Maplewood Park;
- (B4) Lower Falls Park;
- (B5) Seth Green area;
- (B6) Rattlesnake Point area;
- (B7) Riverside Cemetery.

Subarea C1 - Developed portion of the Upland Area

LWRP Subarea C1 includes upland areas that contain existing residential, commercial and industrial development. This upland area extends through an extensive residential zone along Beach Avenue and Lake Avenue, from the city line on the north, to Riverside Cemetery on the south. Another large portion of Subarea C1 includes residential areas around Kodak Park as well as between Lake Avenue and Maplewood Park, from Ridge Road West to Driving Park Avenue. Subarea C1 includes portions of residential neighborhoods such as Charlotte and Maplewood, small strip commercial areas, and the industrial facilities of Kodak Park. There is relatively little undeveloped or underutilized land within LWRP Subarea C1. Zoning classifications contained within the Subarea include large sections of residentially-zoned land (R-1, R-2, R-3, R-4 and R-5), areas zoned for commercial use (C-1, C-2 and C-3) and areas zoned for industrial use (M-2). All portions of Subarea C1 are adequately served by public utilities including storm and sanitary sewers, gas and water lines and streets and highways.

Because Subarea C1 is an upland area, land use and development activities within it do not have an immediate or significant impact on the shore zone. The subarea has a definite urban character and provides little if any physical or visual access to the river. The city considers Subarea C1 to be stable in terms of its present land uses and does not anticipate any significant changes in the area's development patterns. The city does not anticipate rezoning any areas within Subarea C1 as a result of the adoption of the LWRP.

Subarea C1 contains two geographic subzones that will be utilized later to delineate specific land use recommendations. These subzones include:

- (C-1-A) Lake Avenue/Stutson Street area;
- (C-1-B) Remainder of the upland area.

Subarea C2 - Buildable portion of the Upland Area

LWRP Subarea C2 includes the buildable or undeveloped portion of the upland area within the LWRP boundary. This subarea includes two sites where new development is currently underway. The first site is located just north of Riverside Cemetery and west of Turning Point Park, within an existing residential area that extends from Boxart Street to Burley Road. The new development in this area includes 56 single-family residential units constructed within three new cul-de-sacs and on infill lots. In addition, small areas within the subdivision were retained and zoned as permanent open space. The developers are currently completing phase III of the plan. This subdivision is adjacent to a new pedestrian trail which will provide access into Turning Point Park from the south.

The second developable site within Subarea C2 is the former St. Bernard's Seminary located on the east side of Lake Avenue, between Riverside Cemetery and the Kodak Research Laboratories. Eastman Kodak Company has purchased this land which has been rezoned to a Manufacturing-Industrial Planned Development District (M-IPD). This zoning district permits the development of typical manufacturing or industrial facilities and allows flexible planning and design standards. Eastman Kodak will develop the existing Seminary building into a industrial research facility that preserves the architectural and historic integrity of the structure and grounds. Kodak may also construct new buildings on the site, to be located to the north and/or south of the Seminary building, in existing open space areas. The city will ensure, through existing site plan and environmental review procedures, that redevelopment of the building and grounds and construction of new buildings on the site are undertaken in a manner which preserves and enhances the aesthetic and historic qualities of the area.

The city recognizes that Subarea C2 contains developable or underutilized land. Development activities proposed for this area, however, have been clearly defined and will be reviewed and regulated using existing zoning and environmental controls. It is not anticipated that these land uses will have a direct or significant impact on the waterfront area. When the proposed development activities outlined above are completed, the city will consider Subarea C1 to be stable in terms of its existing land uses and would not anticipate any significant changes in the area's development patterns in the foreseeable future. The city does not anticipate rezoning any additional areas within Subarea C2 as a result of the adoption of the LWRP. Subarea C2 contains two geographic subzones that will be utilized later to delineate specific land use recommendations. These subzones include:

- (C-2-A) Boxart Street / Burley Road Area;
- (C-2-B) Eastman Kodak / St. Bernard's Seminary.

Subarea D - River Harbor Zone and Lakefront Area

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

The river harbor zone within Subarea D extends from the mouth of the Genesee River on Lake Ontario, to the southern end of existing marina development on the river, near Denise Road. This zone includes:

the Summerville area and U.S. Coast Guard Station on the east bank of the river near Lake Ontario; extensive private marina development also located on the east bank of the river, north of Stutson Street; the Port Site and River Street Site located on the west bank of the river, north of Stutson Street; and, additional private marina development located on the west bank of the river, south of Stutson Street in the vicinity of Petten Street. The vast majority of this area is zoned as a Harbortown Village (H-V) District.

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

The River Street site, located to the south of the port site and immediately adjacent to the river, has a unique neighborhood character that results from its topography and relative seclusion, its architecture, as well as the many small bars, restaurants and commercial establishments found in the area. The site also includes an abandoned railroad station that has significant development potential. In addition, the site is located adjacent to the Genesee Lighthouse which is listed on the National Register of Historic Places. The city owns the land immediately adjacent to the west bank of the river, from an area near the Pelican Bay Marina on the north, to an area just north of the O'Rourke Bridge. These land holdings include the abandoned railroad station. Development constraints on the River Street site include the location of a sewer pumping station and RG&E substation in the area, the dissection of the site by the Conrail tracks, the lack of adequate parking, and the design and condition of River Street itself.

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

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

The city has prepared a comprehensive development plan for the Port Site that proposes the establishment of a significant public marina, mixed-use development including housing adjacent to the marina basin, improved public access to the marina and the river and surface parking areas. This plan is

graphically illustrated as a development concept for the Port Site on [Map IV-2](#). The plan includes two phases of development that ultimately require the relocation of the county boat launch facility.

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

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

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

Subarea E - Industrial Areas

LWRP Subarea E contains three sites that are zoned and used for industrial activities. The first site is located at the end of Boxart Street, adjacent to Turning Point Park. The site is utilized by the Portland Cement Company. The company receives shipments of cement from special cargo ships which sail up the Genesee River from Lake Ontario, to a small docking area located along the east bank of the river, within Turning Point Park. The cement is then piped to a processing facility located a short distance away, within an M-1 Manufacturing District. The land which is used for the docking area and the pipe system for the cement is in Turning Point Park and is owned by the city. This use is water-dependent

although the site is not located immediately adjacent to the river. Access to the river for the site is controlled by the city.

The second site is located on the east bank of the river, just north of Maplewood Park. The site is owned by Eastman Kodak Company and is used for an industrial waste treatment facility that services manufacturing operations located in Kodak Park to the west. The site is zoned as an M-1 Manufacturing District and is accessed via Hanford Landing and Maplewood Drive.

The treatment plant is a water-dependent use which is located adjacent to the river, within the gorge. In addition to the treatment facility, this portion of Subarea E includes the Kodak Park manufacturing facility located west of Lake Avenue and north of Ridge Road West. This area includes an array of buildings and facilities where Kodak manufactures such products as photographic film, paper, chemicals and other supplies. Kodak's Research Laboratories are also located in this general area. Kodak Park is zoned as an M-2 Manufacturing District.

The third site within LWRP Subarea E is located on the west bank of the river, just south of the Driving Park Bridge. The site is owned by Rochester Gas and Electric Corporation (RG&E) and is used for the Station 5 hydroelectric power plant. This plant generates electricity using hydropower produced by the Middle Falls Dam. Water is diverted from the dam and piped via a tunnel to the power plant. Access to the plant is from Seth Green Drive to the north. The area around the plant, adjacent to the river, provides exceptional fishing opportunities. Public access to this area, however, is not well-developed and is controlled by RG&E. The site is zoned as an M-1 Manufacturing District.

An additional site zoned for manufacturing use contained in Subarea E is located at the top of the west bank of the Genesee River, at the end of Glenwood Avenue. This site is currently being used for a mechanic's laundry.

Two smaller manufacturing facilities are located within the LWRP boundary but outside of the three sites outlined above. These facilities include the Tape-Con Company, located on River Street at Latta Road, and Weyerhaeuser, located on Boxart Street. The Weyerhaeuser facility includes several other smaller manufacturing companies.

The city considers Subarea E to be stable in terms of its present land uses and does not anticipate any significant changes in the area's development patterns. The city does not anticipate rezoning any areas within Subarea E as a result of the adoption of the LWRP. The water-dependent, industrial uses which are currently located in this subarea are expected to remain for the foreseeable future.

Should expansions or modifications to the existing industrial land uses be proposed, the city will review those proposals in terms of the policy goals and statements contained in the LWRP, using existing site plan and environmental review procedures. Should changes in land use be proposed for these areas at some point in the future, the city will ensure that such uses take advantage of their waterfront locations and are appropriate in terms of overall shorezone development priorities.

Subarea E contains five geographic subzones that will be utilized later to delineate specific land use recommendations. These subzones include:

- (E1) Portland Cement Company;

- (E2) Kodak Park;
- (E3) RG&E Station 5 Power Plant;
- (E4) Tape-Con;
- (E5) Weyerhaeuser.

Recommended Land Uses for each LWRP Subarea

Introduction

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

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

- Environmentally-sensitive or unique areas of special concern within the LWRP boundary should be preserved and enhanced. These areas included such natural features as steep wooded slopes, watercourses, flood plains, erosion-hazard areas, beaches, bluffs, scenic views and vistas, fish and wildlife habitats, and architecturally or historically significant sites.
- Appropriate water-dependent uses and activities should be developed in the shorezone that take advantage of their waterfront location, enhance the visual and aesthetic qualities of the waterfront, and contribute to the economic development of the city.
- Appropriate water-enhanced or water-dependent recreational uses and activities should be developed along the lake and river that take advantage of their waterfront location, enhance the visual and aesthetic qualities of the waterfront, and increase the type and variety of recreational opportunities available. These uses or activities included marinas, boat-docks and slips, boat launching ramps, public walkways, picnic and other open space areas, fishing and swimming areas, other more passive recreational activities, and marine-related commercial uses.
- Existing and stable residential, commercial and industrial areas should be protected and enhanced.
- The Port Site and the River Street site should be recognized and treated as unique development opportunities within the waterfront area. A water-dependent, mixed-use development should be created on the port site that takes maximum advantage of its unique waterfront location, enhances the use and ambience of the shorezone, improves public access to the waterfront,

increases public recreational opportunities, addresses boating demand and leverages future private investment.

- A mix of water-dependent and water-enhanced uses and activities should be developed on the River Street site and within the river harbor area in general, that takes maximum advantage of their waterfront location, enhances the unique neighborhood and maritime ambience and history of the area, provides public access to the river, increases public recreational opportunities, and rehabilitates existing structures as much as possible.

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

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

Additional development objectives were created for the Port Site as a result of the completion of the *Marina Engineering Report and Feasibility Study* by a consultant team in 2009. These development objectives are intended to form a policy framework within which future development proposals for the port site can be reviewed, evaluated and approved. The development objectives are summarized in subsection Recommended Projects of Section IV of the LWRP.

Table IV-1 Local Waterfront Revitalization Program Summary of LWRP Policy Evaluations by Subarea

LWRP POLICIES BY GENERAL CATEGORY	LWRP SUBAREAS					
	A	B	C1	C2	D	E
PROMOTE COASTAL USES						
1 Revitalize waterfront areas	X				X	*
2 Facilitate dependent uses	X	X			X	X
4 Redevelop existing built environment		X			X	
5 Encourage development near public services				*	*	*
23 Protect historic structures	*	*	*	*	*	*
9 Expand access/recreational use	X	X			X	
19 Protect public access to water-oriented recreation	X	X			X	
20 Provide public access to shore	X	X			X	X

LWRP POLICIES BY GENERAL CATEGORY	LWRP SUBAREAS					
	A	B	C1	C2	D	E
21 Encourage water-oriented recreation	*	*			*	*
22 Develop recreation as multi-use	*	*		*	*	*
27 Develop energy resources	+	+		+	+	+
6 Expedite permit procedures	*		*	*	*	*
1 Revitalize waterfront areas	X				X	*
PROTECT COASTAL RESOURCES						
7 Protect fish/wildlife habitats	*	*				
8 Control hazardous wastes	*	*	*	*	*	*
4 Promote traditional character of harbor areas		X			X	
24 Protect scenic areas		*		*		
12 Protect dunes and natural protective features	*	*		*	*	*
44 Protect wetland areas	X	X				
27 Site energy facilities in appropriate locations	+	+		+	+	+
31 Consider coastal policies in reviewing water classifications	*	*			*	*
33 Use best management practices to control runoff	*	*	*	*	*	*
40 Control effluent discharge						*
41 Maintain air quality standards	+	+	+	+	+	+
42 Reclassify land based on Clean Air Act	+	+	+	+	+	+
43 Prevent acid rain generators			+	+	+	
25 Protect scenic resources	X	X		X	X	X
REGULATE MAJOR COASTAL ACTIVITIES						
39 Manage solid wastes	*	*	*	*	*	*
15 Control dredging, mining and excavations	+	+			*	
11 Control construction in erosion hazard areas		*		*	*	*
13 Regulate erosion protection structures	*	*		*	*	*
14 Prevent erosion and flooding	*	*		*	*	*
16 Use of public funds for erosion control	*	*		*	*	*
17 Use non-structural flood and erosion protection		*		*	*	*
18 Review major coastal activities		X			X	
KEY: X = very relevant policy; * = relevant policy; + = less relevant policy. Blank: = not a relevant policy						

Based on the LWRP policy evaluations, as well as general land characteristics and development constraints found within the LWRP boundary, a range of potential land uses or activities that was considered appropriate within the subareas was developed by the committee and included:

- Marinas;
- Public walkways, promenades, pedestrian paths, hiking and biking trails, bridal paths;
- Swimming areas and beaches;
- Boat launches and boat ramps;
- Boat docks and slips, finger piers, T-piers;
- Fishing areas;
- Water-related retail support facilities (bait and tackle shops, fishing/boating supply stores, etc.);
- Hotels, boatels, bed and breakfast operations;
- Industrial or municipal waste treatment facilities;
- Power generating facilities;
- Shipping facilities;
- Museums (waterfront-related museum facilities, interpretive centers, historic displays, historic landmarks, etc.);
- Picnicking areas and open space areas;
- Parking;
- General retail facilities including stores and restaurants;
- Office research facilities and laboratories;
- Manufacturing facilities;
- Housing at various densities;
- Field sports (softball, soccer, etc.);
- Waterfront access for cartop boats and canoes;
- Zoo;
- Outdoor entertainment facilities (gazebos, bandshells, performance pavilions, etc.);
- Festival site (water-oriented, mixed-use entertainment area with associated commercial uses);
- Spectator site for off-shore events or activities.

In addition to an identification of the range of appropriate land uses to be considered for the LWRP Subareas, the CAC established whether or not each potential use was water-dependent, water-enhanced or unrelated to the water, in each subarea and subzone.

In order to determine which specific land uses from the above list were appropriate for each subarea, a rating sheet and rating criteria were developed by city staff and distributed to committee members. The rating sheet listed all potential uses for each subarea and subzone, noted the type of relationship the use had with the water, and listed the rating categories and scores to be used. Committee members were asked to evaluate and score each subzone within the six LWRP subareas in terms of how well a particular use located in that area would satisfy the following criteria:

- The particular use in the proposed location PROMOTED COASTAL USES (addressed the applicable LWRP Policies as determined by the committee).
- The particular use in the proposed location PROTECTED COASTAL RESOURCES (addressed the applicable LWRP Policies as determined by the committee).

- The particular use in the proposed location SUPPORTED ECONOMIC CONSIDERATIONS (addressed economic costs and benefits as determined by the committee).
- The particular use in the proposed location SUPPORTED EXISTING OR PROPOSED WATERFRONT DEVELOPMENT POLICIES (addressed other applicable policies contained within existing or proposed master plans, comprehensive development plans, etc., as determined by the committee).

The rating process consisted of an evaluation, by each committee member, of the appropriateness of a particular use in a given subzone, based on how well that use satisfied each of the criteria listed above. For example, committee members were asked to evaluate the appropriateness of a marina located at the Durand-Eastman Park shoreline, based on how well that use in that location would promote coastal uses, protect coastal resources, support economic considerations and support existing or proposed waterfront policy. Committee ratings were based on a scale of 1 to 5, where 5 equaled a superior score.

Using a computerized statistical analysis program, committee ratings for each use in each subzone were analyzed to determine average committee scores, as well as the high and low score given for each criteria. Results from the computer analysis were then reviewed to determine which of the uses that were ranked the highest by the committee were actually appropriate and desirable for each subzone. This review was based on the following additional considerations:

- Was the proposed use realistic in terms of current land use patterns, development trends and projected needs in the proposed location?
- Was the proposed use appropriate in terms of its relationship to the physical features, environmental constraints, and other determinants of the suitability of land for development at the proposed location?
- Did the proposed use concentrate development in a location that includes adequate public infrastructure and services?
- Did the proposed use in the proposed location allocate adequate space for existing and future water-dependent uses and reduce or avoid conflicts between water-dependent and non-water-dependent uses?
- Did the proposed use in the proposed location help maintain or increase public access to the shoreline?
- Did the proposed use in the proposed location minimize, reduce or eliminate the potential for loss of human life and property damage as a result of erosion and flooding?
- Did the proposed use in the proposed location help to protect or enhance important natural, historic, cultural or scenic resources?

Based on a comprehensive review of the rating scores and further discussions of the criteria and other considerations mentioned above for each use in each location, the committee developed a list of proposed land uses for each of the 29 subzones within the LWRP subareas. This list represents the basic elements of the proposed land use plan for the city's LWRP. It should be noted that the lists of recommended land uses for the LWRP subareas do not represent a priority ranking of those land uses for that particular zone, but merely a generalized listing of appropriate types of development for the area, as determined by the committee.

Subarea A - Durand-Eastman Park

Within LWRP Subarea A -Durand-Eastman Park, the following land uses are recommended to be promoted, encouraged and developed:

Recommended Land Uses for LWRP Subarea A-Durand-Eastman Park

GEOGRAPHIC SUBZONE	RECOMMENDED LAND USES
(A1) Durand-Eastman Park Shoreline	Public walkway Swimming areas Fishing areas Picnicking areas Parking Cartop boat access Spectator site for off-shore events
(A2) Remainder of Durand-Eastman Park	Public walkway Fishing areas Treatment facilities Picnicking areas Parking Field sports Outdoor entertainment Bridal paths

The land uses recommended for LWRP Subarea A (Durand-Eastman Park) promote waterfront recreational opportunities, promote public access to the shore zone, preserve or enhance sensitive environmental areas and natural features, and do not conflict with existing land uses, development patterns or zoning classifications. These land uses can be encouraged and developed through the implementation of the Durand-Eastman Park Master Plan, currently being prepared by Monroe County, in cooperation with the city. Treatment facilities are listed as an appropriate use within the major portion of Durand-Eastman Park because of the presence of the existing VanLare Treatment Plant in the park and the realization that this land use will remain in this location for the foreseeable future.

Subarea B - Open Space / Critical Environmental Areas

Within LWRP Subarea B (Open Space / Critical Environmental Areas), the following land uses are recommended to be promoted, encouraged and developed:

Recommended Land Uses for LWRP Subarea B- Open Space / Critical Environmental Areas

GEOGRAPHIC SUBZONE	RECOMMENDED LAND USES
(B1) Turning Point Park	Public walkway Fishing areas Picnicking areas Parking Cartop boat access
(B2) Seneca Park	Public walkway Swimming areas Fishing areas Picnicking areas Parking Zoo Outdoor entertainment
(B3) Maplewood Park	Public walkway Fishing areas Picnicking areas Parking Outdoor entertainment
(B4) Lower Falls Park	Public walkway Museum (historic/interpretive center) Picnicking areas
(B5) Seth Green area	Public walkway Fishing areas Parking Cartop boat access
(B6) Rattlesnake Point area	Public walkway Fishing areas Picnicking areas Parking
(B7) Riverside and Holy Sepulcher Cemeteries	Public walkway Parking

Land uses recommended for LWRP Subarea B (Open Space / Critical Environmental Areas) recognize that this area should remain undeveloped, but that public access to and through the area should be improved. The recommended land uses promote waterfront recreation, preserve or enhance sensitive environmental areas and natural features, do not conflict with existing land uses patterns, and promote public access to the shore zone. These uses can be developed through implementation of the park

master plans being prepared by Monroe County and the city. Development proposed within Turning Point and Lower Falls Park will be undertaken by the city. The proposed land uses for this subarea are permitted and regulated by the Open Space (OS) Zoning District which covers most of this area.

The proposed land uses recommended for Subarea B also address several of the goals and objectives of the Lower Genesee River Land Use Plan which was reviewed and adopted by the Rochester City Council in 1979. These goals and objectives include the development of public physical and visual access to the river gorge, development of passive recreational opportunities on the river, and preservation of sensitive environmental features.

Subarea C1 - Developed portion of the Upland Area

Within LWRP Subarea C1 (developed portion of the Upland Area), the following land uses are recommended to be promoted, encouraged and developed:

LWRP Subarea C1: Developed Portion of the Upland Area Recommended Land Uses

GEOGRAPHIC SUBZONE	RECOMMENDED LAND USES
(C-1-A) Lake Avenue/Stutson Street Area	Public walkway Marine-related retail support facilities Hotel Parking General retail facilities, including restaurants Office research facilities Housing
(C-1-B) Remainder of the Upland Area	Public walkway Hotel Parking General retail facilities, including restaurants Housing

Committee recommendations for LWRP Subarea C1 (developed portion of the Upland Area) promote land uses that are compatible with and enhance well-established development patterns in the upland area of the LWRP boundary. The recommended land uses are also compatible with existing zoning classifications. Although specific sites or locations for each of the recommended uses for this subarea have not been established or identified, they can be accommodated by existing city zoning regulations and site plan and environmental review procedures. Proposed water-related commercial support facilities, such as bait and tackle shops or boating and fishing supply stores, along with retail establishments, were recommended within the Lake Avenue/Stutson Street Subzone to help restore the economic viability of that area, and link it to the multi-use waterfront development projects proposed for the Port Authority and River Street sites.

Subarea C2 - Buildable portion of the Upland Area

Within LWRP Subarea C2 (buildable portion of the Upland Area), the following land uses are recommended to be promoted, encouraged and developed:

LWRP Subarea C2: Buildable Portion of the Upland Area Recommended Land Uses

GEOGRAPHIC SUBZONE	RECOMMENDED LAND USES
(C-2-A) Boxart Street/Burley Road Area	Public walkway Housing
(C-2-B) Eastman Kodak/St. Bernard's Seminary	Parking Office research facilities Manufacturing facilities

Committee recommendations for LWRP Subarea C2 (buildable portion of the Upland Area) promote land uses and facilities that are compatible with and enhance existing, well-established development patterns in this area. The recommended land uses are also compatible with existing zoning classifications. Any proposals to construct new facilities or rehabilitate existing buildings at the Eastman Kodak Company research laboratories at St. Bernard's Seminary will be reviewed under existing site plan and environmental review procedures and will conform with existing zoning regulations and historic preservation requirements.

Subarea D - River Harbor Zone and Lakefront Area

Within LWRP Subarea D (River Harbor Zone and Lakefront Area), the following land uses are recommended to be promoted, encouraged and developed:

LWRP Subarea D: River Harbor Zone and Lakefront Area Recommended Land Uses

GEOGRAPHIC SUBZONE	RECOMMENDED LAND USES
(D1) Beach Avenue residential area	Public walkway Housing
(D2) Ontario Beach Park	Public walkway Swimming areas Fishing areas Water-related retail support facilities Museum Picnicking areas Outdoor entertainment Festival site
(D3) Lake Avenue / Estes Street area	Public walkway Water-related retail support facilities Parking General retail facilities, including restaurants

GEOGRAPHIC SUBZONE	RECOMMENDED LAND USES
	Housing Field sports
(D4) Port Site	Marina and marina support facilities Public walkway and trails Boat docks Boat launch / ramp Fishing areas Museum / aquarium Waterfront education / research facilities Water-related retail support facilities Picnicking areas Parking areas and parking structures Outdoor entertainment Festival site Hotel, boatel, conference center General retail facilities, including restaurants Housing Mixed-use buildings and development Parks, open space Visitor information center Transportation terminal
(D5) River Street site	Marina Public walkway Boat docks Fishing areas Water-related retail support facilities Hotel Parking Housing Outdoor entertainment
(D6) Lake Avenue commercial area	Public walkway Water-related retail support facilities Hotel Museum (Genesee Lighthouse) Parking General retail facilities including restaurants Outdoor entertainment Housing
(D7) Petten Street area	Marina Public walkway Boat docks Fishing areas Water-related retail support facilities

GEOGRAPHIC SUBZONE	RECOMMENDED LAND USES
	Parking Housing
(D8) Marina area	Marina Public walkway Boat docks Fishing areas Parking Cartop boat access
(D9) Summerville area	Public walkway Swimming areas Fishing areas Water-related retail support facilities Parking Outdoor entertainment Marina Boat docks Housing
(D10) Railroad to Stutson Street (east bank of river)	Marina Public walkway Boat docks Water-related retail support facilities Hotel/Boatel Parking Boat launch Housing
(D11) Stutson Street to Rattlesnake Point (east bank of river)	Marina Public walkway Boat launch Boat docks Fishing areas Parking Water-related retail support facilities Housing

The land uses recommended for LWRP Subarea D (River Harbor Zone and Lakefront Area) promote waterfront recreation, preserve or enhance scenic views and vistas and other sensitive or unique environmental areas, increase public access to the waterfront, and do not conflict with existing land uses or development patterns. The recommended land uses also help create a focus for waterfront development and activity within the city's LWRP boundary. Many of the uses can be developed through implementation of the Ontario Beach Park Master Plan prepared by Monroe County, and the comprehensive development plans prepared by the city for the Port Authority and River Street sites. The

land uses recommended by the committee for this subarea take advantage of the unique development potential and recreational opportunities within the shore zone on the lake and at the mouth of the river.

The majority of land uses proposed for this subarea does not conflict with and are permitted and regulated by the existing River Harbor (R-H) and Open Space (OS) Zoning Districts which cover most of this area. The city undertook, however, as a part of the completion of LWRP Section V: Implementing Techniques, an analysis of the existing River-Harbor Zoning District regulations and site plan review procedures to determine if they were adequate to address all of the land use, site plan, design and environmental considerations of the committee's land use recommendations. The results of that analysis are contained in Section V.

The land uses recommended for Subarea D also address several of the goals and objectives of the Lower Genesee River Land Use Plan which was adopted by the Rochester City Council in 1979. These goals and objectives include the development of public physical and visual access to the river gorge, development of passive recreational opportunities on the river, and preservation of sensitive environmental features.

Subarea E - Industrial Areas

Within LWRP Subarea E (Industrial Areas), the following land uses are recommended to be promoted, encouraged and developed:

LWRP Subarea E: Industrial Areas Recommended Land Uses

GEOGRAPHIC SUBZONE	RECOMMENDED LAND USES
(E1) Portland Cement Company	Public walkway Fishing areas Shipping Parking Manufacturing facilities
(E2) Kodak Park	Public walkway Treatment facilities Parking Office research facilities Manufacturing facilities
(E3) RG&E Station 5 Power Plant	Public walkway Fishing areas Power generating facilities Parking
(E4) Tape-Con Site	Water related retail support facilities Hotel/Bed and Breakfast Inn Parking Manufacturing facilities Housing
(E5) Weyerhaeuser	Parking Manufacturing facilities

Committee recommendations for LWRP Subarea E (Industrial Areas) promote land uses and certain waterfront recreational activities that are compatible with and enhance well-established development in this portion of the LWRP boundary. The recommended land uses are also compatible with existing zoning classifications. Much of Subarea E is zoned for manufacturing or industrial use which permits virtually all of the land uses listed above for this area.

Although specific sites or locations for several of the recommended uses for this subarea have not been established or identified, they can be accommodated by existing city zoning regulations as well as site plan and environmental review procedures. Development of fishing areas and passive recreational opportunities along the river will be promoted and encouraged by the city and could be implemented through negotiations with various private industries or land owners. Potential future redevelopment of the Tape-Con Site would proceed based on the recommendations for this area contained in the River Harbor Plan outlined later in this Section. The city considers the development of improved fishing access and facilities at the RG&E Station 5 Power Plant and at the Portland Cement Company to be particularly important. Expansions of, or modifications to, existing industrial facilities or changes in use proposed for these areas will be reviewed by the city based on the LWRP policy statements and land use recommendations outlined in this Section.

Recommended Projects within the LWRP

A. Introduction

As noted earlier, the city has developed and proposed several major projects within the LWRP boundary which are designed to address and implement many of the LWRP policies outlined in SECTION III, as well as the specific land use recommendations contained in this Section. These project proposals represent a significant amount of investigation, research, evaluation and planning on the part of city staff and the CAC. The projects which are proposed as part of the city's LWRP include:

- Development of a mixed-use, waterfront center / festival site at the Port Authority site, along with enhancement of existing water-oriented recreational activities, commercial facilities and public access along the river and within Ontario Beach Park.
- Development of a mixed-use waterfront district within the River Street site, to include enhancement of water-oriented recreational activities and public access along the river, development of new housing, and rehabilitation of existing commercial facilities in the area.
- Development, in cooperation with Monroe County, of a boat launch facility, as well as adjacent public access and water-related recreational activities along the east bank of the river, just south of the Stutson Street Bridge.
- Implementation, in cooperation with Monroe County, of improvements in Durand-Eastman Park, Ontario Beach Park, Turning Point Park, Seneca Park, Maplewood Park, and Lower Falls Park. Specific projects will include improvements in public access to the shore zone, enhancement of existing water-oriented recreational facilities, and development of new water-oriented recreational facilities.

B. Development of the Port Site

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

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

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

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

Port Site Development Goals:

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

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

- Construction of a marina containing 100 to 200 slips with slip sizes ranging from 35 feet to 100 feet in length (potential demand currently exists for 200 to 500 additional slips in the harbor area)

- Development of marina and boat services offsite
- Development of a “flexible” mix of seasonal and transient slips in the marina
- Development of a “waterfront events” area adjacent to the marina to promote public access and usage and stimulate commercial development in the area
- Charging \$80 to \$85 per lineal foot as a summer rate for dockage (this slip rate results in a marina debt supportable cost of approximately \$32,000 per slip in 2009 dollars)

The market study also identified the following housing product recommendations:

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

Based upon the market analysis and a series of community meetings and workshops, six conceptual plan options were developed by the consultant team. The options investigated various sizes, shapes and locations for the marina basin within the site and for the marina entrance along the river, as well as various land side development parcel configurations and parking and public infrastructure scenarios.

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

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

- Development of residential condominium units on the site, with some units sited directly adjacent to the marina basin

- Development of commercial/retail uses along Lake Avenue and around/adjacent to the marina basin
- Construction of a new natural or “organic” shaped marina basin with slip sizes ranging from 35 to 100 feet
- Development of a slip mix in the marina that is 50% seasonal and 50% transient initially, but can be adjusted to meet market demand in the future
- Dedication of some slips to adjoining private residential development through a publically available slip license structure
- Development of major public spaces along and/or around the marina basin for future public use and access and for the programming of waterfront events, festivals and exhibitions; development of a marina promenade (extensive public boardwalk 10 feet to 30 feet in width) that is open to the public and connects to the river pier to the north and the city’s river/bike path/trail system to the south
- Development of a landscaped pedestrian connection from Lake Avenue to the marina basin and public marina promenade, and
- Development of dock space to accommodate visitors from other ports on Lake Ontario as well as for tour and charter boats

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

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

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

Phase II requires the relocation of the Monroe County boat launch and parking area. The existing boat launch is located within a designated parkland area and contains approximately 104 car-trailer parking spaces, in addition to a 4-lane boat launch ramp configuration. If development were to proceed in this

area, a replacement launch would need to be constructed on other lands to mitigate the elimination of this launch. Any parkland alienation would need to be initiated through the New York State parkland alienation process. It was the opinion of the consultant team that a boat launch is not the highest and best use of this land and that it should be relocated. Relocation of the boat launch would permit expansion of the marina basin and enhanced land side development surrounding the basin.

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

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

C. Summary of Port Site Development/Design Objectives

The proposed concept plan for the Port Site was developed based on a series of development and design objectives that were proposed by city staff and then reviewed by the consultant team as well as residents of Charlotte and other community stakeholders at a variety of community meetings and workshops. These objectives address major LWRP goal and policy statements described in Section III and create a development framework within which all projects, actions and activities proposed on the site will be reviewed and evaluated through the city's LWRP consistency review legislation and procedures. See [Map IV-2](#). The objectives are listed below:

(1) Maintain and enhance local use and enjoyment of the site, Ontario Beach Park, the Genesee River and Lake Ontario:

- a) relate and connect new development to existing neighborhood land uses, features and amenities
- b) connect streets, neighborhoods, districts and amenities to each other and to the river and lake
- c) establish and/or maintain public access to and along the waterfront
- d) preserve local open space, recreational facilities and other public amenities
- e) maintain significant views and vistas to and from the lake and the river and to and from the Genesee Lighthouse along streets, sidewalks and trails

(2) Develop the site in a way that maximizes city tax revenues and other important revenue streams:

- a) create development parcels and a phased development approach that satisfies reasonable market demand and maximizes investment return potential while preserving a village character and scale
- b) encourage the development of a small-scale, private ferry service using existing infrastructure when feasible
- c) utilize existing public infrastructure where feasible
- d) utilize existing public infrastructure and facilities to create revenue streams where appropriate and feasible

(3) Encourage the use and development of the site as a waterfront tourist destination through appropriate water-dependent and/or water-enhanced uses and public amenities:

- a) develop a public marina with transient slips and amenities
- b) develop “specialty” retail or unique retail experiences in appropriate locations
- c) establish a “village” atmosphere or design character on the site
- d) create a visitors / information center and link it to the Seaway Trail
- e) establish a “critical mass” of uses, attractions and amenities to attract visitors
- f) develop site as an “entrance” or “gateway” into the city / region
- g) create public spaces to accommodate festivals and events that compliment the beach, park and marina
- h) encourage the development of a small-scale, private ferry service using existing infrastructure when feasible
- i) create at least one destination attraction (recreational or entertainment oriented)
- j) establish a directional signage system to guide visitors and tourists
- k) develop a hotel, boatel and/or bed and breakfast facility on or near the site

(4) Improve pedestrian circulation, safety and enjoyment on the site:

- a) complete a river front promenade with connections to the existing Genesee River trail
- b) establish a comprehensive pedestrian / visitor signage system
- c) connect streets, neighborhoods, districts, trails and amenities to each other and to the river and lake
- d) create a significant pedestrian experience at the north end of Lake Avenue at the park
- e) develop Lake Avenue and River Street as the major pedestrian spines of the area
- f) connect the site to River Street, the Turning Basin and the parks and river gorge to the south.

(5) Create a 4-season “character” and functionality on the site:

- a) develop a significant public space or venue that can be programmed for 4-season uses
- b) create public spaces to accommodate festivals and events that compliment the beach, park and marina
- c) establish a year-round residential population base

- d) develop an appropriate mix of recreational, entertainment and retail uses
- e) create at least one destination attraction (recreational or entertainment oriented)
- f) create a visitors / information center and link it to the Seaway Trail

(6) Encourage an appropriate mix of land uses, public amenities and development that facilitate the creation of a “village” scale and character on the site:

- a) develop an appropriate mix of land and building uses (in horizontal and vertical relationships) that takes advantage of proximity to the lake, river, park and other amenities
- b) establish an appropriate village scale, massing, density and aesthetic for buildings (heights, facades, dormers, roof lines and construction materials)
- c) create buildings with street level window storefronts, awnings and pedestrian- scale signs and lighting
- d) establish a consistent public streetscape design theme with pedestrian-scale details
- e) develop a comprehensive signage system (directional and historic/interpretive)
- f) create a unique pedestrian experience along Lake Avenue and River Street
- g) establish a year-round, residential population base on the site

(7) Develop alternative means of transportation to, from and through the site and the Charlotte neighborhood:

- a) encourage the establishment of a multi-modal terminal (ferry, bus, car rental, taxi, bike, shuttle)
- b) develop a system of off-site, remote parking lots for major events
- c) develop a shuttle system to move visitors from remote lots to the site
- d) establish a village “people mover” (i.e., jitney, carriage rides, water taxi) to move people to/from attractions and parking
- e) investigate acquisition of the CSX right-of-way (if feasible) for use as access to remote lots, additional parking and/or other means of internal circulation and movement
- f) develop walking trails and bike paths to and through the site

(8) Protect/enhance waterfront recreational, historic and cultural resources on or near the site:

- a) preserve and enhance the Genesee Charlotte Lighthouse and connect it, physically and visually, with surrounding development and amenities
- b) preserve and enhance the Robach Community Center, Dentzel Carousel, and Genesee River Pier and riverwalk
- c) establish additional attractions / amenities within Ontario Beach Park and the beach itself to encourage and promote public use and enjoyment in accordance with appropriate plans and studies

(9) Preserve and enhance business activity on the site and in the Charlotte neighborhood:

- a) preserve and enhance the existing commercial corridor along Lake Avenue as the Charlotte Harbortown Village “Main Street”

- b) create new infill mixed-use development along the east side of Lake Avenue, on the site
- c) develop new commercial/retail opportunities on the site that complement existing commercial development along Lake Avenue
- d) develop new mixed use development along River Street that creates an exciting new waterfront ambience
- e) develop street intersections within the site for ground floor retail/commercial uses
- f) develop “specialty” retail or unique retail experiences in appropriate locations

(10) Utilize the waterfront portion of the site for water-dependent and/or water-enhanced uses:

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

(11) Develop the site as a “water gateway” into Rochester, Monroe County and the Genesee/Finger Lakes Region:

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

(12) Develop the site in a way that minimizes negative environmental and neighborhood impacts, adequately addresses housing, commercial and boating market demand issues and does not create additional significant parking, access or circulation problems:

- a) locate site development in areas that can accommodate that development to minimize environmental impacts, preserve open space, public access and amenities and maintain significant views to and from the lake and river
- b) develop an appropriate mix of transportation options to, within and through the site
- c) maintain public access to and along the waterfront and connect new development and the surrounding neighborhood to the water as much as possible

- d) create development parcels and a phased development approach that satisfies market demand and maximizes investment return potential
- e) balance parking demand needs with protection of environmentally sensitive areas and concerns for site “walkability”
- f) preserve local open space, recreational facilities and other public amenities

(13) Improve water quality at Ontario Beach Park:

- a) research and document the specific causes of and factors influencing the water quality problems at Ontario Beach
- b) develop and implement an appropriate mitigation system to improve beach water quality and enhance public access to the water for swimming based on Army Corps of Engineers recommendations

(14) Preserve and enhance significant views and vistas within and through the site:

- a) place buildings and structures on the site in a manner that preserves, protects and enhances existing significant views, vistas or panoramas of the Genesee River, Ontario Beach Park and the Genesee Lighthouse
- b) create view sheds from Lake Avenue to the river along streets, trails or public open spaces

(15) Maintain and enhance public safety throughout the site by providing adequate security amenities or features and by designing trails, open spaces, public and private development, parking areas and marina dock spaces to include adequate lighting and identifiable “defensible space” elements.

(16) Create a public marina on the site that addresses market demand for new public and private boat slips (including transient slips), protects Genesee River water quality, interfaces with the Genesee River in a manner that does not substantially increase the wave surge problem within the river or within the basin, addresses other environmental concerns, creates appropriate development parcels surrounding the basin and leverages private development interest in the site:

- a) create a basin and marina entrance design that reduces siltation within the basin
- b) create a basin entrance that reduces or minimizes wave surge problems within the basin
- c) enhance water quality in the basin and provide for adequate “flushing” of basin water
- d) enhance landside development opportunities with an appropriate basin size, shape and location on the site
- e) include a public walkway and public access around the basin as well as open spaces or public space features and amenities
- f) develop a marina “focal point” or “icon” to draw attention to the site and serve as a public marker for the marina, and as a ‘gateway’ for the Charlotte community and the City of Rochester itself.
- g) develop a marina basin and river front docking area that encourages and promotes cruise ship and charter fishing activity

- h) provide appropriate marina amenities and services adjacent to the basin
 - i) encourage the development of a small scale private ferry service (without vehicular ferry service) if market demand exists and utilize the existing terminal and dock space along the pier or within the new basin to accommodate this activity
- (17) Redevelop and extend River Street north through and into the site, on an alignment that closely follows the existing access road along the east side of the CSX right-of-way and that connects to Portside Street to provide an alternate means of getting into and out of the main portion of the site. Continue the extension of River Street north to Ontario Beach Park and associated parking areas following a traffic analysis and an evaluation of alignment options and traffic circulation patterns that considers overall implications for land side development parcels and the marina basin configuration.**
- (18) Encourage the development of a small-scale, private ferry service on the site (without vehicular service), utilizing a portion of the existing terminal building, parking and queuing areas and other public infrastructure. If a ferry service is not developed, encourage appropriate alternatives for the re-use of the ferry terminal building such as an inter-modal terminal or visitor's center.**
- (19) Encourage a higher and better use of land side development parcels and opportunities on the site by pursuing the relocation of the Monroe County Parks Maintenance Facility off the site, to a building and parcel of land appropriate for such use, that minimizes adverse impacts and is located in an area conducive to the efficient conduct of the activities and functions associated with that facility.**
- (20) Encourage a higher and better use of land side development parcels and opportunities on the site by pursuing the reconfiguration of all or a portion of the Monroe County Boat Launch Facility (4 ramps) in its approximate existing location or by relocating the facility off the site in a manner and location consistent with launch ramp demand, appropriate design and engineering considerations and minimal adverse environmental and traffic impacts.**
- (21) Pursue development of a SUNY/Brockport Natural Resource Center and/or permanent Great Lakes Research Facility on the site, either within a portion of the existing terminal building or in a stand-alone facility, adjacent to the Genesee River and/or public marina.**
- (22) Investigate the acquisition and development of the CSX right-of-way for potential parking, circulation and access if that land becomes available and that option is determined to be feasible.**
- (23) Develop remote parking areas and shuttle systems to satisfy long-term peak demand during major events, festivals or other activities on the site.**
- (24) Preserve and protect Ontario Beach Park and all existing designated parkland areas (including associated parking) and replace parkland lost to development through required New York State parkland alienation procedures.**

(25) Develop the site as a mixed-use, waterfront village community that includes appropriate public amenities and attractions and a strong residential or housing component built around a major public marina facility.

(26) Create an urban design environment within the site that:

- a) relates building first floors to streets with high levels of transparency, prominent and clearly identifiable entrances and appropriate design details
- b) establishes a regular rhythm of windows and bays over building facades
- c) terminates the tops of buildings with a combination of recessed wall planes, cornices, roof forms and other architectural details
- d) locates parking to the rear of buildings and at the center of blocks
- e) maintains waterfront views and vistas down side streets to the river and north on Lake Avenue to the lake
- f) incorporates building architectural styles or details that reflect the area's waterfront history and that complement the lighthouse, bath house, carousel and other historic design details from Ontario Beach Park
- g) incorporates appropriate design elements that reflect an historic amusement park / Ontario Beach Park / maritime theme and identifies a specific waterfront design "icon" that can be used and repeated in public spaces and featured in building architectural details and styles
- h) enhances pedestrian movement to and from the lake and the river through wide sidewalks, pedestrian scale street furniture, lighting and signage, prominent landscaping and street trees and other design elements
- i) develops public pocket parks, open spaces and landscaped areas throughout the site to maintain a park like ambience and provides for public functions/activities within development
- j) utilizes specific design elements such as landscaping, paving materials, signage and lighting to create "gateway" experiences for pedestrians, motorists and boaters at major water and land-side entryways into the site

D. Development of the River Street Site

Initial planning and design work for the River Street site was undertaken in conjunction with the preparation of the redevelopment plans for the Port Authority site and Ontario Beach Park. The city, assisted by a planning consultant and the CAC, investigated the land use potential and development constraints of the River Street site which is located along the west bank of the Genesee River, just north of the Stutson Street Bridge.

The city recognized that this site, when combined with former Conrail right-of-way property recently purchased by the city and located along the river, also offered a unique opportunity to develop a focus

for the city's waterfront. This area could attract visitors and tourists from Rochester as well as from outside the metropolitan area. In addition, the site provided an opportunity to create a waterfront area with a unique neighborhood flavor or ambience due to its relative seclusion and the nature of existing land uses in this part of the shore zone. The site could also increase public access to the waterfront and could provide several water-oriented recreational uses if developed properly.

As noted above, the railroad right-of-way which runs from Petten Street north along the river to the existing Pelican Bay Marina is now owned by the city and New York State and contains approximately 5 acres of land. Two smaller properties located at the northern end of this right-of-way are also owned by the city. The remaining portion of River Street site is in private ownership. Existing uses on the site include an historic railroad station, the Genesee Lighthouse which is listed on the National Register of Historic Places, several small bars, restaurants and commercial establishments, small manufacturing facilities, as well as various vacant structures.

The city developed an initial proposal to rehabilitate the River Street site and the five acre railroad right-of-way property acquired from Conrail. This development plan enhanced the facilities and activities proposed for the Port Authority site and created a unique and distinctive area along River Street that took advantage of the riverfront location, existing buildings and reuse opportunities.

The plan recommended that local demand for boat slips be addressed through the development of about 200 new slips along the river, in an area that extends from the existing railroad swing bridge south to the Petten Street extension. In addition, the plan proposed the construction of a promenade or pedestrian path along the river that would link the site with the port area to the north. The pedestrian walkway would also provide access to new open space and picnicking areas to be developed along the river. These areas would include new picnic shelters and river overlooks. Enhancements to the Genesee Lighthouse and surrounding area that involve creation of additional open space, a pedestrian connection to the river, and additional parking areas, were included in the plan. Rehabilitation of the existing railroad station into a unique riverside restaurant was also proposed. Finally, adaptive reuse of existing vacant commercial structures in the area was envisioned as a major part of the overall redevelopment of the River Street site.

This initial city plan for the redevelopment of the River Street area was reviewed and analyzed by a consultant team that included the landscape architects who prepared the Ontario Beach Park and Port of Rochester Concept Plans described above. This review was undertaken as part of a study which produced a report entitled the River Harbor Redevelopment Area Design/Feasibility Study. The study had as its overall objective, the preparation of a concept plan for redevelopment of the large waterfront and upland area which runs from just south of the Port Authority site to Petten Street, between Lake Avenue and the River.

As part of the River Harbor Redevelopment Project, the consultants reviewed and analyzed historic data and existing development characteristics and conditions within the study area, which included the River Street site. They also identified significant development issues affecting the study area (such as the proposed replacement of the Stutson Street Bridge) and prepared a series of development goals and objectives. From this information, the consultants developed a unified, thematic concept for the study area which focused on the historic, turn-of-the-century Charlotte village. Specific design standards and

guidelines for building facades, streetscapes, signage, and site development were also prepared by the consultants and were incorporated into the city's Zoning Ordinance as described in Section V: Implementing Techniques. Finally, schematic site plans for five redevelopment sites within the study area were prepared that incorporated the land use recommendations of the CAC for this area, as well as other data collected or developed as part of the project. Portions of the River Harbor Redevelopment Area Design/Feasibility Study final report, prepared by the Reimann-Buechner Partnership, are included in the Appendices to the city's LWRP.

The five redevelopment sites that were examined as part of the River Harbor Redevelopment Area Design/Feasibility Study included the Pelican Bay Marina at the northern end of River Street along with the city-owned waterfront area between Pelican Bay and Petten Street (which includes the existing historic railroad station), the Genesee Lighthouse site, the Tape-Con property at the northwest corner of River Street and Latta Road, an infill site on River Street between Stutson Street and Latta Road, and an infill site along the Lake Avenue corridor.

The proposed redevelopment plan for the River Harbor Redevelopment Area addresses many of the LWRP policy goals and statements contained in SECTION III, as well as additional objectives that were developed by city staff, CAC members and citizens. The plan also implements the specific land use recommendations for the River Street site that are contained in this Section. The plan promotes tourism, enhances the city's image as a waterfront recreational area and major waterfront attraction, strengthens the economic base of the region, promotes public access to the shore zone, and increases the amount and type of water-related recreational activities.

A summary of the elements of the proposed River Harbor Redevelopment Area Concept Plan is provided below. [Map IV-2](#) illustrates the proposed concept plan. This is a schematic plan that represents development ideas in a conceptual manner only. Specific elements and impacts of actual projects would be determined only after detailed design, engineering, and environmental studies were completed.

E. Summary of River Harbor Area Concept Plan Components

Boat slips, T-piers, dry-storage facility and river wall/rip-rap:

All of the area immediately adjacent to the river, from Pelican Bay Marina south to Petten Street, will be developed for approximately 215 boat slips. This would include finger piers along the river north of the Stutson Street Bridge, and T-piers along the river south of the bridge, near Petten Street. Rip-rap will be emplaced or a new river wall will be constructed along the length of the river in this area and in conjunction with development of the boat slips, to prevent shore erosion and to protect the dock areas and on-shore public facilities. Dry-storage facilities for up to 35 boats will be provided at the Pelican Bay Marina site and within a new structure located at the southern end of the study area along the river.

River promenade and a riverfront park:

A river promenade or pedestrian walkway will be constructed along the river that will connect or link the River Street area with the port site and Ontario Beach Park to the north, as well as with potential future riverfront recreational trails to the south. The walkway will provide a variety of routes for pedestrians to follow through the area and will include river overlooks, a fishing pier, gazebos, as well as shelters and

restrooms at several points along its length. A small riverfront park will be constructed adjacent to the river promenade at the northern end of the site that will include picnic pavilions, landscaping, open space areas and overlooks.

Railroad station:

The existing vacant railroad station located adjacent to the river, just north of Stutson Street, will be rehabilitated for use as a unique riverfront restaurant and/or bar. Landscaped open space, a river overlook and an outdoor cafe or veranda could also be developed as part of the restaurant.

Parking areas and vehicular circulation:

An access road and several linear parking areas will be developed along the length of the riverfront portion of the site to provide adequate vehicular circulation and access to the boat slips, railroad station and other public facilities in the area. The access road would connect with River Street, Latta Road and Petten Street. Approximately 490 new parking spaces will be provided throughout the concept plan. Some of the new parking spaces will be provided as part of the development of new housing units and mixed-use buildings in the study area.

Adaptive use of commercial structures and vacant land infill:

Several existing unique commercial structures along the west side of River Street will be developed for adaptive reuse. New uses for these structures could include marina services, marine-related commercial establishments, restaurants, a hotel, bed and breakfast operations, and housing. New housing is proposed as infill development on vacant land in the River Street/Stutson Street/Latta Road area, and as part of the overall redevelopment of the Tape-Con site. A total of 44 Townhomes and 20 apartments are proposed for development in the study area as part of the River Harbor concept plan. Genesee Lighthouse:

Genesee Lighthouse

The area around the historic Genesee Lighthouse will be upgraded through the enhancement of scenic views and vistas in the area. This area will be upgraded through the development of improved access, additional landscaped open space adjacent to the river, a pedestrian connection across existing railroad tracks to the river and to the port site, and a new parking and turn-around area at the end of Lighthouse Street.

Replacement and relocation of Stutson Street Bridge:

The Lake Ontario State Parkway (LOSP) is recommended to be extended eastward through existing residential areas, across River Street and over the Genesee River by means of a new lift bridge to replace the existing Stutson Street Bridge. To minimize the impact on this residential area, it is recommended that the center median be removed prior to crossing Lake Avenue.

The recommended bridge replacement option involves construction of a 54-foot vertical clearance lift bridge which would cross Lake Avenue at a signalized, at-grade intersection. The four-lane road, with sidewalks and bike paths for both east and westbound traffic would cross River Street with an 8-foot vertical clearance. A pedestrian ramp or stair should be provided to allow bridge users to access River

Street directly. The new bridge should tie-in on the west shore of the river to the existing bridge interface at Pattonwood Drive. River Street should be severed at the bridge interface and a cul-de-sac should be developed at each end of the street.

The abutment of the old Stutson Street Bridge should be used as a major river overlook with access provided from Stutson Street and River Street, and from the westbank riverfront trail system via a stairway or ramp system.

This recommended bridge replacement project will allow for the development of the River Harbor Area, Ontario Beach Park and Port Authority site in a manner consistent with the plans outlined in this Section, by reducing or eliminating major existing traffic congestion and circulation problems at the Lake Avenue and Stutson Street intersections. The recommended project will also permit development of appropriate land uses in the vicinity of Stutson Street and River Street as outlined in this Section.

Construction of Genesee River surge protection structure:

The River Harbor Redevelopment Concept Plan requires that a surge protection or surge control structure be constructed at the mouth of the Genesee River, in order to eliminate the significant wave surge problem in the river during northeast storm events. This surge problem causes extensive damage to boats and boat slips, undermines and erodes the existing county boat launch area, and prohibits charter and pleasure boat activity, fishing and water-sport events during many storm or rough water periods throughout the year. Some of the proposed boat slips and finger piers along the west bank of the Genesee River, as well as the 75-slip transient marina proposed as part of the Port of Rochester Redevelopment Plan, may not be able to be constructed without such a surge protection structure in the river.

The recommended project alternative for a river surge control structure involves construction of a permanent "dog-leg" extension at the northern end of the west pier. This alternative would be constructed in a northeasterly direction and would require additional river dredging to accommodate the larger commercial river traffic. The city, County of Monroe and U.S. Army Corps of Engineers should work cooperatively together to fund, undertake and complete a surge control project that will eliminate or significantly reduce the surge problem in the river.

Implementation of design standards / guidelines for River Harbor area:

The River Harbor Area Redevelopment Concept Plan identified two design themes that are to be implemented through design standards and guidelines within the study area. A "turn-of-the-century village" theme will be developed primarily along the Lake Avenue corridor, north of the Lake Ontario State Parkway, and a "turn-of-the-century maritime center" theme will be developed primarily along River Street, north of the Stutson Street Bridge.

Private development within the study area that meets certain thresholds or criteria delineated in the City Zoning Ordinance will be required to meet design standards and guidelines that implement these thematic concepts. City public projects within the study area such as street reconstruction or development of new public recreation facilities will be required to meet the same design standards and guidelines through the city's capital improvement program review and funding process.

F. Development of the Genesee River boat launch facility

The city, in cooperation with Monroe County, and as part of the preparation of its LWRP, investigated the development of a 4-ramp boat launch and associated support facilities, to be located on the east bank of the Genesee River, just south of Stutson Street. The city supports the development of this water-dependent activity and would provide leased access across city property as well as river frontage to the County in order to construct the facility. Access to the site could be obtained via Thomas Avenue, within the Town of Irondequoit. The city will continue to work with Monroe County and the Town of Irondequoit to evaluate specific site characteristics and development constraints along the east bank of the river and in other appropriate areas, in order to identify the most appropriate site for this facility. Support facilities that could be part of the boat launch could include pedestrian walkways and river overlooks, picnic areas and open space, as well as accessory parking.

The development of a boat launch facility along the east bank of the river would help implement the specific land use recommendations for this area that are contained in this Section. Such a facility could promote tourism, strengthen the economic base of the river harbor area, promote public access to the shore zone, and increase water-related recreational activities along the river. Appropriate provisions for vehicular and pedestrian access to this proposed facility should also be incorporated into any designs developed for the Stutson Street Bridge replacement project.

G. Development of various improvements to the LWRP public parks

The city, as part of the preparation of its LWRP, reviewed comprehensive master plans prepared by Monroe County for the redevelopment of five of the public parks located along Lake Ontario or the Genesee River. These parks include Durand-Eastman Park, Turning Point Park, Seneca Park, Maplewood Park, and Lower Falls Park. All of these parks are owned by the city. Durand-Eastman, Lower Falls, Seneca and portions of Maplewood Park are leased to Monroe County which is responsible for their operation and main-tenance. Turning Point Park is under the direct control of the city.

The city supports the major recommendations contained in the master plans for the redevelopment of existing park facilities or the construction of new park facilities within the LWRP boundary. Specifically, the city supports the following park improvement activities as a means of addressing or implementing appropriate LWRP waterfront policies or specific land use recommendations:

- Within Durand-Eastman Park:
 - Redevelopment and enlargement of the beach area of the park through the construction of a seawall and/or groins, supplemented by a phased program of beach nourishment;
 - Construction of a bathhouse in the beach area along with various safety facilities including lifeguard tower stations and buoys, lines and markers;
 - Provision of additional, defined parking along Lake Shore Boulevard and suitable safe crossings between the beach area and the remainder of the park;

- Construction of a nature center and outdoor amphitheater within the park, along with sufficient accessory parking and support facilities; and
- Development of a system of hiking trails within the park that connect the proposed nature center, satellite nature study areas and wildlife study areas.
- Within Turning Point Park:
 - Development of cartop boat access to the river; and
 - Enhancement of a pedestrian trail to the south and west, along an abandoned railroad bed (this pedestrian trail provides pedestrian access to the park from the south, at Lake Avenue).
- Within Seneca Park:
 - Maintenance, protection and enhancement of the original Olmstead plan and design for the park; development of new pedestrian trails and overlooks within the park, and a general upgrading and expansion of the park zoo; and
 - Acquisition of property located along the east bank of the Genesee River, opposite Turning Point Park, in an area of the river known as Rattlesnake Point (this acquisition could enlarge the land area of the park, increase passive recreational opportunities within the park, and protect extremely sensitive wetland areas and steep, wooded slopes along the river bank; this additional park area could be developed with hiking trails for potential nature studies or similar activities).
- Within Maplewood Park:
 - Construction of additional pedestrian trails and paths within the park;
 - Provision of adequate parking facilities to support the various recreational activities in the park;
 - Development of a connection between Lower Maplewood Park and an existing pedestrian trail along Bridgeview Drive; and
 - Development of safe and controlled fishing access to the Genesee River, in appropriate locations along the park's riverfront.
- Within Lower Falls Park:
 - Development of the park as an archaeological / interpretive site, focusing on the remains and ruins of former mill structures and other buildings in the area that date back to the early 1800's;
 - Construction of several river overlooks within the park to enhance the scenic views and vistas of the gorge and falls area; and

- Construction of trail connections to Maplewood Park under the new Driving Park Bridge.

Summary of Section IV: Uses and Projects

The policies of the city's LWRP outlined in SECTION III were translated, with input from a citizen's advisory committee, into a conceptual development plan for the city's waterfront areas. This was accomplished by identifying appropriate land uses and projects for the following subareas within the LWRP boundary:

- Subarea A - Durand-Eastman Park
- Subarea B - Open Space / Critical Environmental Areas
- Subarea C1 - Developed portion of the Upland Area
- Subarea C2 - Buildable portion of the Upland Area
- Subarea D - River Harbor Zone and Lakefront Area
- Subarea E - Industrial Areas

The following generalized land uses are recommended for each LWRP subarea:

SUBAREA	RECOMMENDED LAND USES
(A) DURAND-EASTMAN PARK	Public walkways, fishing areas, swimming areas, picnicking areas, parking, cartop boat access, spectator site for off-shore events, treatment facilities, field sports, and outdoor entertainment.
(B) OPEN SPACE / CRITICAL ENVIRONMENTAL AREAS	Public walkways, fishing areas, picnicking areas, parking areas, cartop boat access, swimming, outdoor entertainment, museum, and zoo.
(C1) DEVELOPED PORTION OF THE UPLAND AREA	Public walkways, marine-related support facilities, hotel, general retail facilities including restaurants, office research facilities, parking, and housing.
(C2) BUILDABLE PORTION OF THE UPLAND AREA	Public walkway, housing, parking, office research facilities, and manufacturing facilities.
(D) RIVER HARBOR ZONE AND LAKEFRONT AREA	Public walkways, swimming areas, fishing areas, picnicking areas, outdoor entertainment, festival sites, field sports, marinas, marina-related support facilities, parking areas, cartop boat access, retail facilities including restaurants, hotel/boatel or bed & breakfast inn, and housing.
(E) INDUSTRIAL AREAS	Public walkways, fishing areas, parking, manufacturing facilities, power generating facilities, office research facilities, water treatment facilities, shipping, water-related retail support facilities, hotel or bed & breakfast inn, and housing.