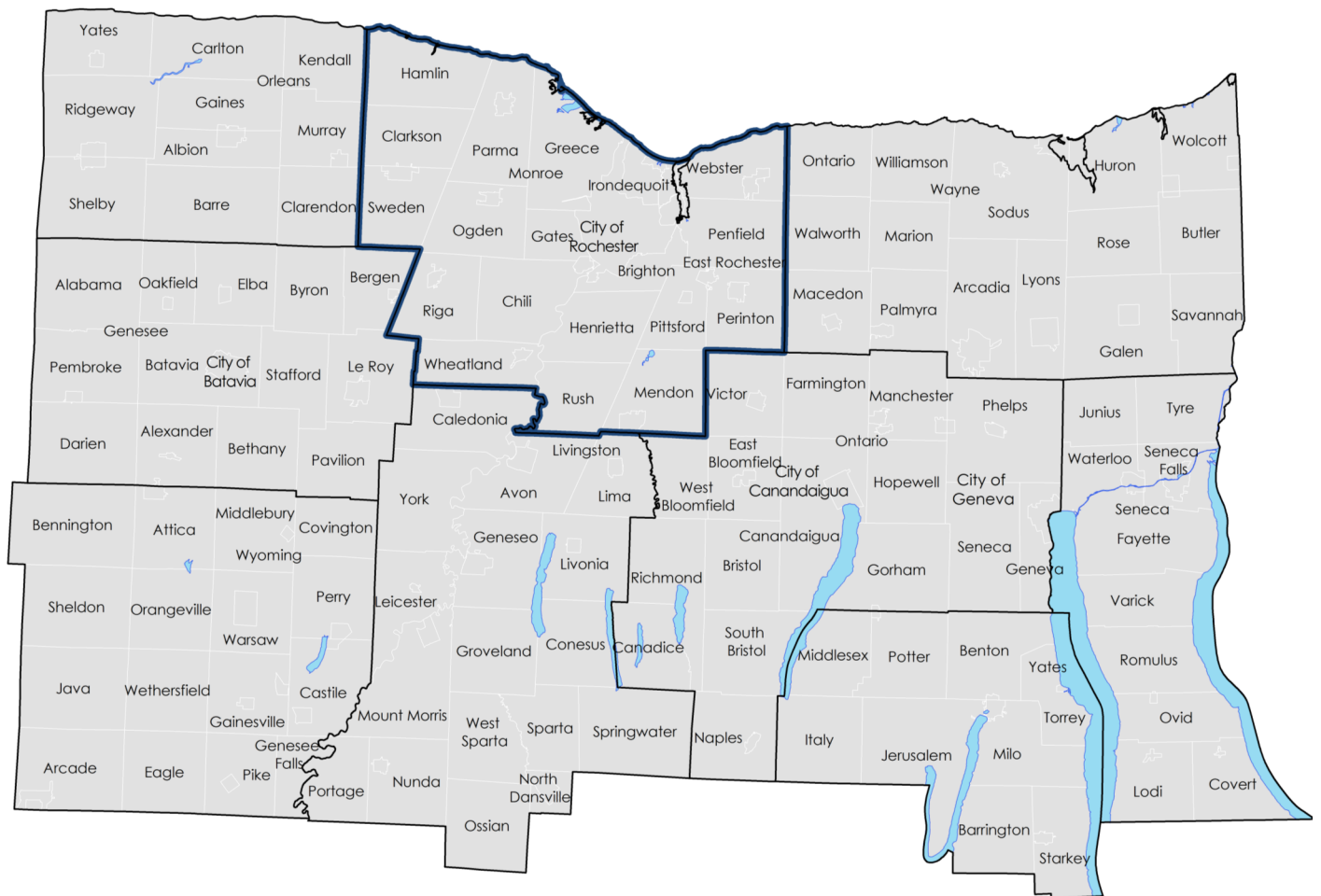


Regional Engagement Revitalization Opportunity Report

Monroe County

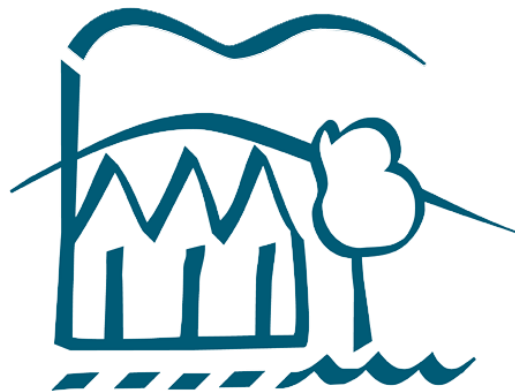


This report was prepared for the Genesee/Finger Lakes Regional Planning Council and the New York State Department of State with state funds provided through the Brownfield Opportunity Area Program

Regional Engagement Revitalization Opportunity Report

Monroe County

November 2016



GENESEE/FINGER LAKES
Regional Planning Council

Prepared by the
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Mission Statement

The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) will identify, define, and inform its member counties of issues and opportunities critical to the physical, economic, and social health of the region. G/FLRPC provides forums for discussion, debate, and consensus building, and develops and implements a focused action plan with clearly defined outcomes, which include programs, personnel, and funding.

This report was prepared for the Genesee/Finger Lakes Regional Planning Council and the New York State Department of State with state funds provided through the Brownfield Opportunity Area Program

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Monroe County

This report was prepared for the Genesee/Finger Lakes Regional Planning Council and the New York State Department of State with state funds provided through the Brownfield Opportunity Area Program

Executive Summary

The Monroe County Revitalization Opportunity Report includes an outline of the demographic and economic conditions within Monroe County along with a detailed overview of economic development; community development; and land use through the lens of 11 different subject areas. These subject areas include: Land Use; Brownfields; Economic Distress; Downtowns; Tourism and Recreation; Waterfronts; Environmental, Water Resources, and Natural Resources; Energy; Buildings and Housing; Infrastructure; and Preservation/Cultural.

Demographic and economic indicators include population change; employment; unemployment; race; age; vacancy; education; income; poverty; and economic distress. These indicators along with previously completed plans on the municipal, county, and regional level covering each of the above subject areas listed above, served as the starting point for stakeholder discussions at the March, 2015 Sub-Regional Forum. The stakeholder input provided at the Sub-Regional Forum, during the follow up webinar held on July 16, 2015; and the Monroe County Forum, held on March 14, 2016; along with the information gathered from existing plans, shaped development of the Monroe County Recommendations, Goals and Objectives, and priority projects.

Monroe County Step-2 Recommendations

Key project recommendations for Monroe County include Eastman Business Park; the Entrepreneurs Network; Midtown Plaza; redevelopment of the Port of Rochester; development of the Phototech site; redevelopment of the Vacuum Oil site; completion of the Inner Loop Reconstruction; infrastructure to support development at the Emerson Street Landfill Area; and improvement to the I-490/I-390/Lyell Interchange. The focus area for economic distress within Monroe County is the City of Rochester.

Goals and Objectives

Economic and community development revitalization efforts will depend upon the successful implementation of the goals and objectives of each subject area outlined below. Many of these goals and objectives cut across multiple subject areas and illustrate the collaboration and coordination that is needed across multiple communities and multiple organizations for implementa-

tion. While some of goals and objectives listed below are more critical than others they are all listed to show the role that each subject area can play in advancing Monroe County. The goals and objectives listed below were identified through the Sub-Regional Forum; follow-up webinar; County Forum; and existing local, county, and regional plans.

Land Use

1. Protect farmland and the rural character of the countryside
2. Take into consideration the impact on agriculture when making development decisions
3. Promote agricultural awareness through education and training programs
4. Encourage municipalities to continue to utilize PDR programs, conservation easements, cluster development, and comprehensive plans promoting agriculture where feasible
5. Advance sustainable land use in Monroe County

Brownfields

1. Revitalize brownfield properties for new uses in a new economy
2. Complete Phase II site assessments on identified brownfield properties
3. Support EPA brownfield coalition assessment application to inventory and assess brownfield properties within the targeted municipalities of: City of Rochester; Town of Greece; Town of Parma; and Town of Henrietta
4. Redevelop strategic brownfield sites to increase tax revenue, create jobs, leverage community assets, improve housing, and expand access to parks, recreation, and waterfront amenities

Economic Development/Economic Distress

1. Eliminate economic distress within City of Rochester
2. Improve infrastructure
3. Advance entrepreneurship, innovation, and small business development
4. Support existing businesses and the retention of jobs
5. Improve connections between workforce development, economic development, and education, including secondary and higher education

Downtowns

1. Maintain and preserve historic downtowns
2. Continue to implement building and façade renovations
3. Redevelop/remediate brownfield properties
4. Advance the Genesee River waterfront and Main Street corridor of the City of Rochester
5. Leverage ongoing efforts of Business Improvement Districts and downtown organizations

Tourism and Recreation

1. Create network of advocates for the Finger Lakes Region lifestyle
2. Invest in the development, promotion, and preservation of cultural, artistic, and historic assets of the Region
3. Promote the Region's growing wine, culinary, and agricultural enterprises
4. Strengthen and support the Region's diverse water resources and recreational tourism opportunities
5. Expand targeted outreach efforts to out of town visitors at sporting events/tournaments
6. Improve tourism and recreation metrics to better quantify the economic impacts of tourism
7. Maintain and improve recreational opportunities and keep public beaches open for swimming

Waterfronts

1. Improve recreational use of waterfronts
2. Improve the Erie Canal trail system
3. Expand open space and recreational opportunities
4. Address community infrastructure needs
5. Improve public access to waterfront

Environmental/Water Resources/Natural Resources

1. Ensure long-term preservation of surface and groundwater resources
2. Preserve natural resources and keep public beaches open for swimming
3. Maintain habitats to support thriving wildlife populations
4. Continue efforts to remediate eroded streambanks and educate property owners on methods of resiliency
5. Identify and address areas vulnerable to flooding
6. Pursue opportunities to leverage Community Rating System programs to help mitigate flood insurance costs
7. Create green infrastructure standards and integrate into site plan review criteria

Energy

1. Develop/embrace renewable energy resources
2. Remove energy roadblocks that are limiting economic development opportunities
3. Identify, connect, and promote energy assets for successful attraction of companies
4. Reduce energy consumption
5. Strengthen reliability and resiliency of energy infrastructure

Buildings/Housing

1. Address vacant properties
2. Continue to promote and implement senior housing/aging in place programs
3. Develop affordable rental and homeownership opportunities for low to moderate income residents
4. Repair and conserve existing housing stock
5. Provide essential public services, particularly those that promote homeownership, fair housing and housing stability
6. Revitalize deteriorated neighborhoods

Infrastructure

1. Improve and expand sewer/water, telecommunications, and transportation infrastructure
2. Address aging infrastructure throughout Monroe County
3. Complete infrastructure inventory and analysis to determine the capacity and location of existing infrastructure
4. Address traffic limitations/bottlenecks and continue to monitor traffic counts and conditions of bridges

Preservation/Cultural

1. Encourage communities to develop and enforce design guidelines and zoning regulations
2. Connect developers and municipalities with federal and state preservation and rehabilitation programs to encourage Main Street redevelopment
3. Support historic preservation efforts throughout Monroe County

Projects

The Monroe County Revitalization Opportunity Report includes a table of specific priority projects that will advance the identified goals and objectives. Projects were identified through the Sub-Regional Forum; follow-up webinar; County Forum; and existing local, county, and regional plans; and the regional engagement project capture form.

Monroe County

Existing Conditions Introduction

The Background/Existing Conditions section below outlines the demographic and economic conditions within Monroe County utilizing available data from a variety of sources including, but not limited to the U.S. Census Bureau; New York State Department of Labor; and Bureau of Labor Statistics. These demographic and economic indicators include population change; employment; unemployment; race; age; vacancy; education; income; poverty; and economic distress. Through these indicators this section helps to identify the challenges faced by Monroe County and identifies the municipalities with the greatest need for economic development and community development revitalization efforts. The complete data tables are available in Appendix A.

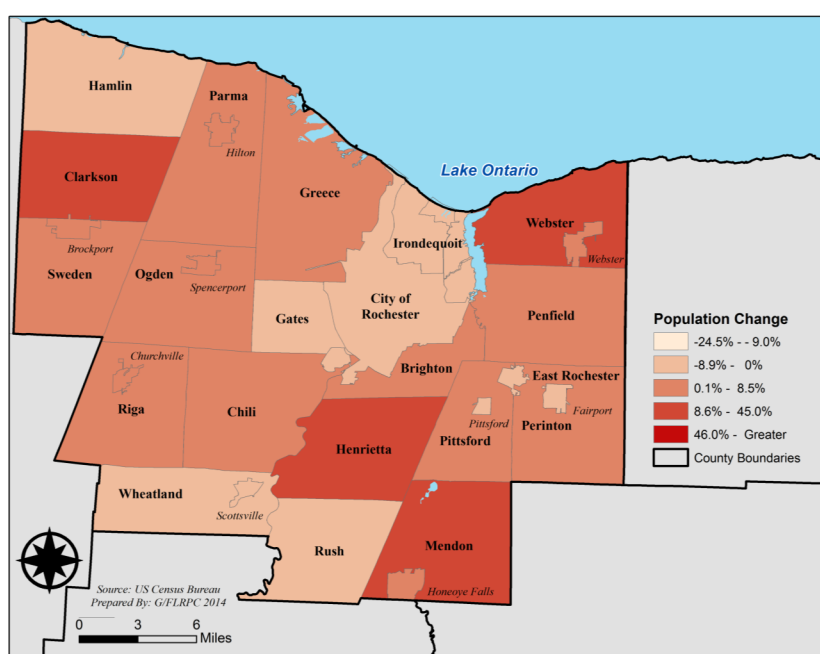
These revitalization efforts are focused on areas with high levels of poverty and economic distress building upon other Finger Lakes Region plans, including the Upstate Revitalization Initiative Plan titled *Finger Lakes Forward: United for Success* and the Finger Lakes Regional Economic Development Council Strategic Plan titled *Accelerating our Transformation*, which identifies the reduction of poverty within the Region as a critical goal. These plans, along with many other regional and local plans, are further leveraged within the goals and objectives and project sections of this revitalization strategy.

Profile of Existing Conditions

Monroe County consists of 657 square miles¹ of area located in the northcentral portion of the nine-county Genesee-Finger Lakes Region. Monroe County is bordered to the north by Lake Ontario. Bordering counties include Wayne County to the east; Ontario County to the southeast; Livingston County to the South; Genesee County to the southwest; and Orleans County to the West.

Between the years 2000 and 2010 Monroe County's population increased by 1.2% to 744,344 people.² During this same period New York State experienced a population increase of 2.1% and the United States saw growth of 9.7%.³ Based upon quarterly census of employment and wages (QCEW) data, which notably excludes agricultural workers on small farms,⁴ many of these individuals are employed in the industry sectors of health care and social assistance, including health care services and nursing home facilities; gov-

Map 29: Population Change Monroe County 2000-2010



ernment, including local, state, and federal government; manufacturing, including machinery manufacturing and chemical manufacturing.⁵ The largest employers in the County include: University of Rochester; Wegmans Food Markets Inc.; Rochester General Health; Xerox Corp.; United Health System; and Eastman Kodak Company.⁶ The unemployment rate for Monroe County is 5.1,⁷ which was slightly above the New York State unemployment rate of 4.7%,⁸ and in line with the national unemployment rate of 5.0%.⁹ Table 7 illustrates Monroe County Employment.

Table 7: Monroe County Employment 2012

Industry Sector	Avg. Annual Employment
Health Care and Social Assistance	60,151
Total, All Government	46,503
Manufacturing	42,893
Retail Trade	39,064
Accommodation and Food Services	26,320
Educational Services	24,352

Monroe County is mostly white (76.7%)¹⁰ and has an aging population, with approximately 14.1% of the County population aged 65 or older, greater than the 13.6% of the population aged 65 or older in New York State and the 13.2% of the population aged 65 or older in the United States. Several municipalities have an even larger percentage of their population aged 65 or older, with the highest percentages located within the Towns of Brighton (18.8%) and Gates (18.8%), and

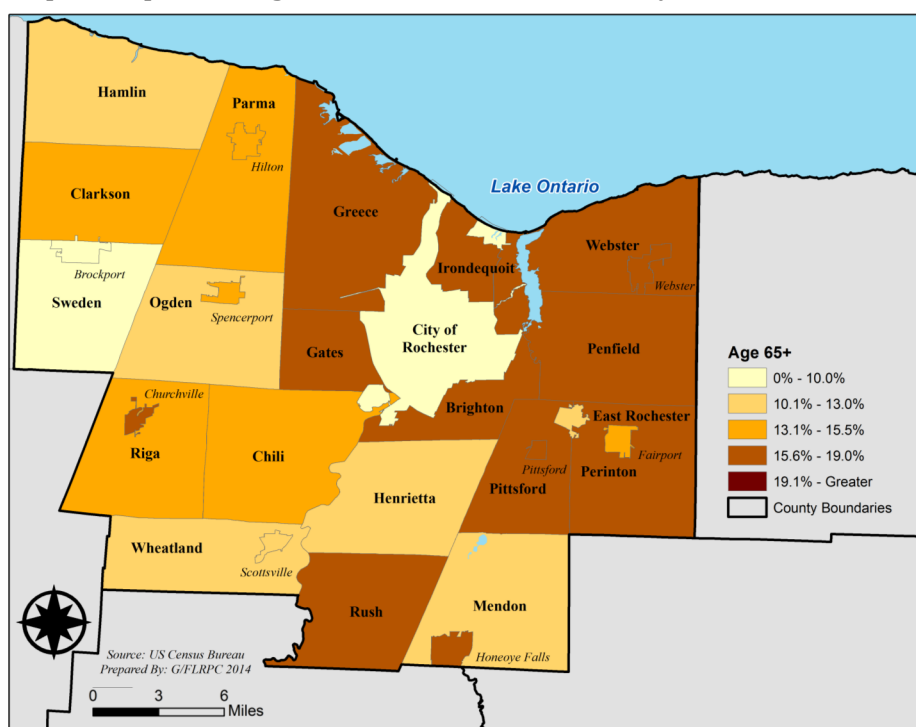
the Village of Pittsford (18.2%). The Town of Mendon and Villages of Webster and Honeoye Falls have the largest percentages of their population under the age of 18 with 28.1%, 26.8% and 26.1% respectively.¹¹

Vacancy is not a huge concern within Monroe County as a whole with only 7.5% of the structures within the County classified as vacant, compared to 7.2% vacancy rate in New York State and 8.7% vacancy rate in the Nation, though there are pockets of vacancy within several municipalities including: the City of Rochester (14.3%) and the Village of Brockport (9.7%).¹²

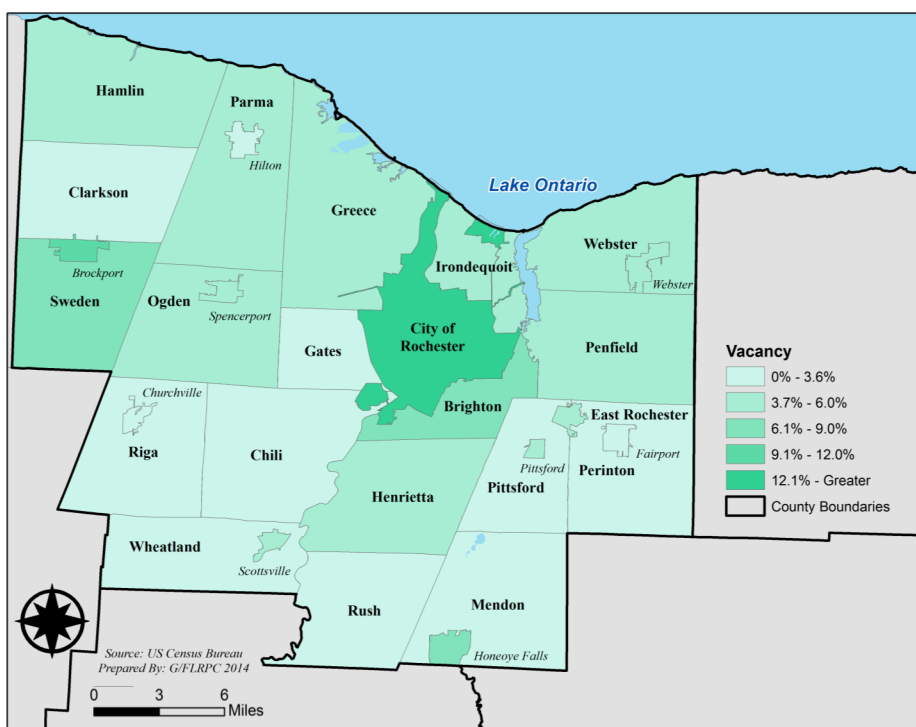
Approximately 89.1% of Monroe County has at least a high school diploma or equivalency with 35.5% of the County having a bachelor's degree, graduate degree, or professional degree and approximately 46.6% having an educational attainment of an associate's degree or higher. Within New York State approximately 84.9% of the population aged 25 or older has at least a high school diploma with 32.8% having a bachelor's degree or greater in education and 41.1% having an associate's degree or greater. The Town of Pittsford has the highest percentage of residents with an educational attainment of at least a bachelor's degree, with 72.5% along with an additional 6.8% of its population with an associate's degree. The Towns of Brighton and Mendon also have a large percentage of their population with a bachelor's degree, graduate degree, or professional degree, 61.7% and 60.9% of their residents respectively.¹³

Median household income for Monroe County as a whole in 2012 was \$52,700, with the highest median household income within the Town of Pittsford (\$106,285) and the Towns of Mendon (\$91,326) and Rush (\$89,417) and the Village of Pittsford (\$88,370). The lowest median household income was within the City of Rochester (\$30,708) and the Village of Webster (\$35,717).¹⁴ Median household income for New York State in 2012 was \$57,683 with the United States median household income for 2012 being \$53,046. Approximately 14.6% of the county popula-

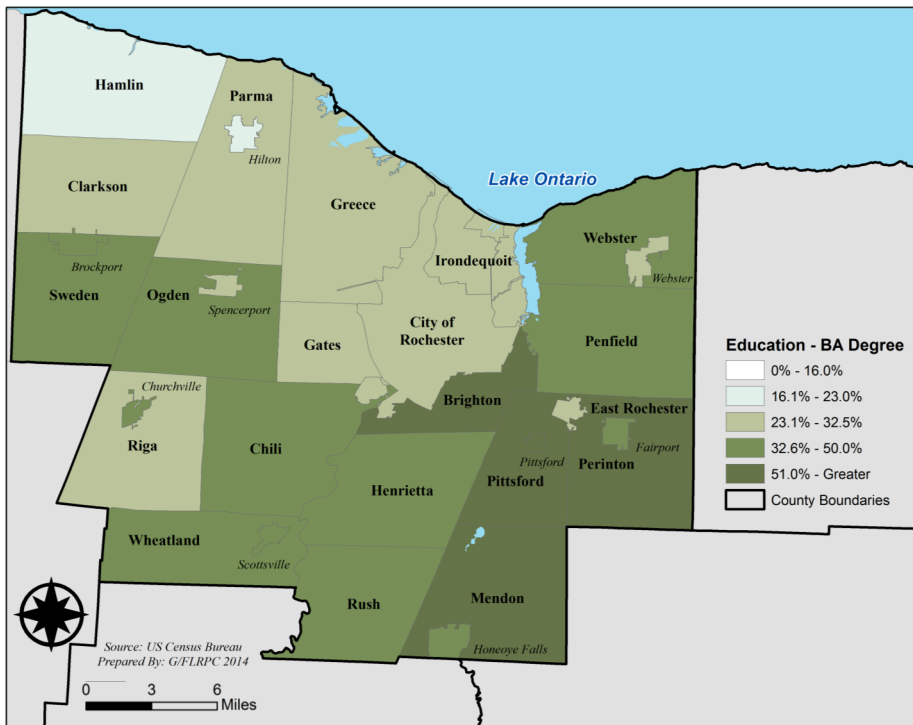
Map 30: Population Aged 65 and Older Monroe County 2012



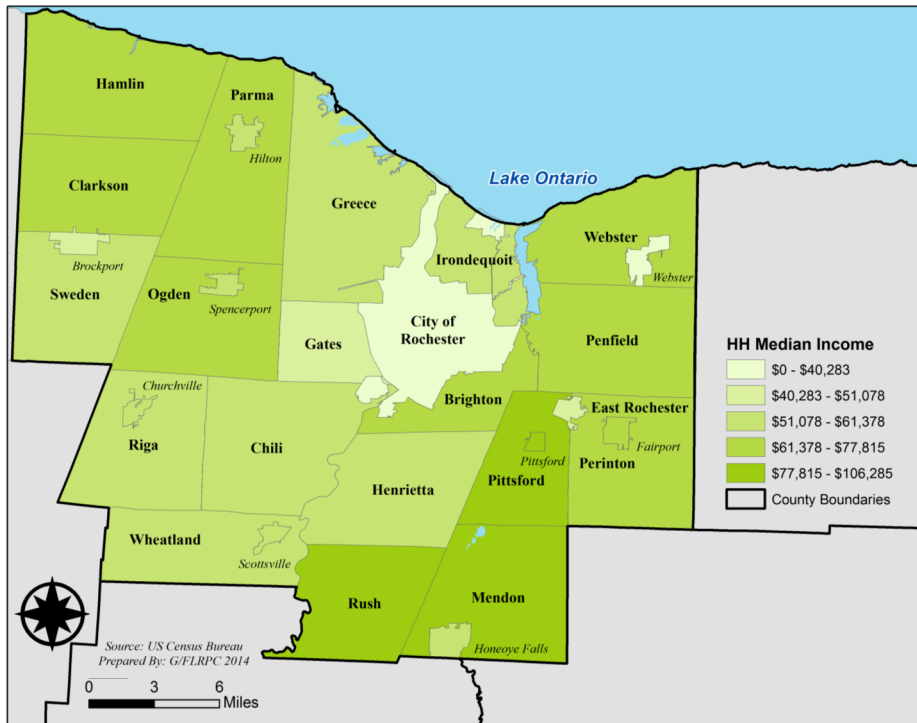
Map 31: Vacancy Monroe County 2012



tion and 20.7% of residents under the age of 18 are living below the poverty level in line with the national poverty rate of 14.9% and the national rate of poverty of 20.8% for those under the age of 18. The highest municipal poverty rates are within the City of Rochester, 31.6% of the total population and 46.9% of residents under the age of 18 living below the poverty line and the Village of Webster, 20.3% of the total population and 34.1% of residents under the age of 18 living

Map 32: Educational Attainment Monroe County 2012


Regional Planning Council developed an economic distress index which includes the following data: median family income; employment rate; non-poverty rate; educational attainment; occupancy rate; and population change. Each of these data components were standardized into a z-score, which accounts for standard deviation amongst each category and sets 0 as the average. The z-scores for each data category were then summed to determine the economic distress index value for each municipality. Positive numbers indicate a higher than average level of economic distress. It is important to note that the economic distress index is a snapshot based upon the currently available data and the index will continually evolve as economic conditions fluctuate and new data is released. It is also important to note that since the economic distress index relies upon estimated Census American Community Survey data there is a margin of error within the reported numbers.

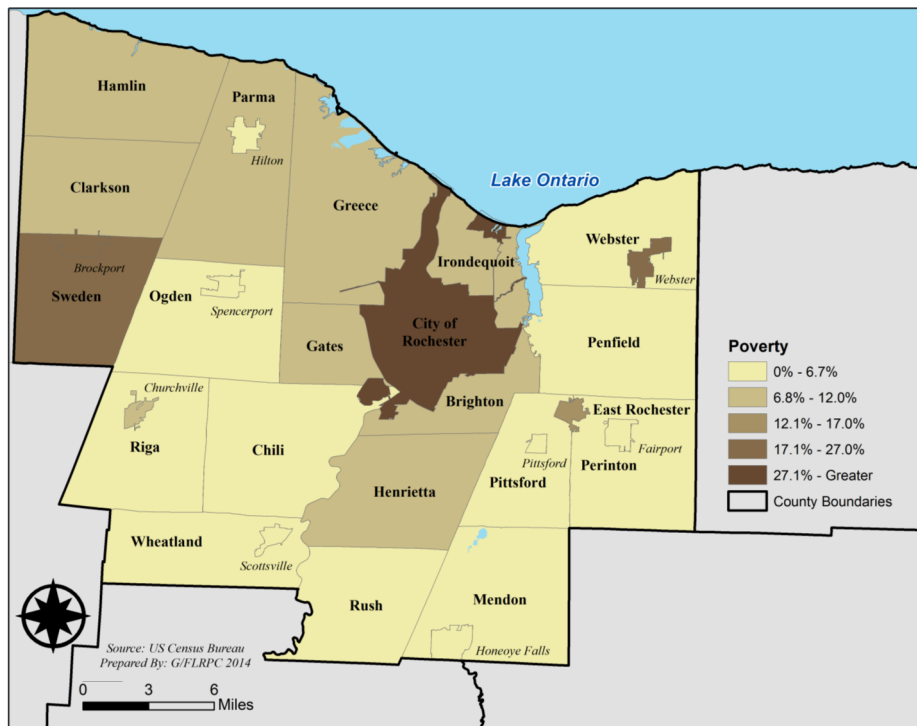
Map 33: Median Household Income Monroe County 2012


For the nine-county Finger Lakes Region as a whole the Economic Distress z-scores ranged from -12.9 (least distressed) to 9.6 (most distressed). Within Monroe County the Economic Distress z-scores ranged from -11.8, Town of Pittsford, to 9.6, City of Rochester.¹⁶ The City of Rochester had the highest z-score in Monroe County largely due to its 31.6% poverty rate and its 14.3% vacancy rate, both substantially higher than the regional averages of 11.9% and 6.2% respectively.

below the poverty line.¹⁵

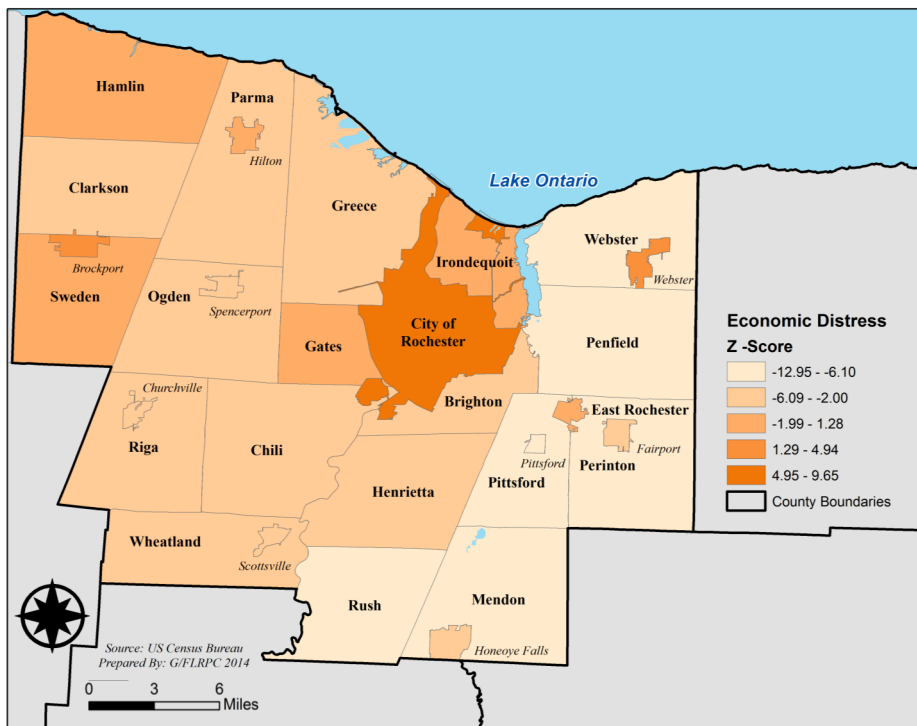
Economic Distress

Economic distress can be measured using a variety of data, such as unemployment rates, income levels, vacancy rates, or poverty status. These indicators alone however fail to capture positive trends that may help to reduce economic distress such as a growing population or a highly educated workforce. In order to account for all of these variables, Genesee/Finger Lakes

Map 34: Poverty Rate Monroe County 2012

greater length. These subject areas are: Land Use; Brownfields; Economic Distress; Downtowns; Tourism and Recreation; Waterfronts; Environmental, Water Resources, and Natural Resources; Energy; Buildings and Housing; Infrastructure; and Preservation/Cultural.

Previously completed plans on the municipal, county, and regional level covering each of the above subject areas listed above, were reviewed by G/FLRPC in order to capture the identified goals/objectives/strategies that remain relevant today. These existing plans and the identified subject areas served as the starting point for stakeholder discussions at the March, 2015 Sub-Regional Forum. The stakeholder input provided at the Sub-Regional Forum; during the follow up webinar, held on July 16, 2015; and County Forum on March 14, 2016, along with the information gathered from existing plans formed much of the subject information below.

Map 35: Economic Distress Monroe County 2012

Land Use

Based upon an analysis of building permit data for Monroe County since 1998, the municipalities with the most residential building permits issued are the Town of Webster, 3,398 permits; Town of Greece, 3,289 permits; and the Town of Henrietta, 3,105 permits.¹⁷ This data merely identifies the number of permits granted and does not mean the proposed development was actually completed, but it does help to show the areas within Monroe County which are likely experiencing the most residential growth.

Table 8 illustrates the Monroe County municipalities with the most residential building permits during the years 1998-2014.

Strategies

The background/existing conditions section provides a glimpse into the current demographic trends of Monroe County. It does not, however, provide a detailed glimpse of the economic development; community development; and land use challenges that the County is facing. In order to explore these areas in more detail G/FLRPC identified 11 subject areas to explore in

Table 8: Residential Building Permits Monroe County

Municipality	Residential Building Permits 1998-2014
Town of Webster	3,398
Town of Greece	3,289
Town of Henrietta	3,105
Town of Penfield	2,338
City of Rochester	1,789
Town of Perinton	1,733

Farmland protection is an important land use goal for Monroe County. The County completed the Monroe County Agriculture and Farmland Protection Plan in 1999, which outlined several land use goals including: continuing to renew agricultural districts; develop a process to identify the impact of capital projects on agriculture so these impacts can be taken into consideration when acting on such projects; promote agricultural awareness through education and training programs; encourage municipalities to continue to utilize purchase of development rights (PDR) programs, conservation easements, cluster development, and comprehensive plans promoting agriculture where feasible; and pursue implementation of a right to farm law within Monroe County.¹⁸

Advancing sustainable land use efforts is also a Monroe County goal, with projects underway in several municipalities. Two of these projects include updates to the City of Rochester and Town of Brighton comprehensive plans with a focus on addressing sustainability and helping to implement the Finger Lakes Regional Sustainability Plan. The City of Rochester Comprehensive Plan revision will focus on increasing the use of renewable energy and reducing greenhouse gas emissions while the Town of Brighton Comprehensive Plan revision will integrate components from recently completed plans and studies including: the Final Report of the Green Brighton Task Force: recommendations for a Sustainable Future; the Monroe Ave. Vision Plan; and Bike Walk Brighton- A Comprehensive Pedestrian and Bicycle Master Plan for the Town of Brighton.¹⁹

Brownfields

There are a number of properties within Monroe County classified as brownfield sites, which based upon the Environmental Protection Agency definition means that the “expansion, redevelopment, or reuse (of the property) may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.”²⁰ There are a total of 260 brownfield sites currently being addressed, or that have previously been addressed, under one of the New

York State Department of Environmental Conservation Division of Environmental Remediation programs. These programs include the New York State Superfund Program; Resource Conservation and Recovery program; Brownfield Cleanup program; Environmental Restoration program; and the Voluntary Cleanup program. Each of these programs works to identify and address environmental contamination within New York State with the goal of returning each site back to active and productive use.

Almost half of the brownfield sites within Monroe County being addressed, or that have previously been addressed, under the New York State Department of Environmental Conservation Division of Environmental Remediation programs are within the City of Rochester (123); though sites have been identified in many other municipalities as well including: the Town of Gates (15); Town of Brighton (12); Town of Henrietta (11); Town of Webster (11); Town of Pittsford (9); and the Town of Sweden (9) amongst others.

Several Brownfield Opportunity Area (BOA) studies have also been completed within Monroe County, including the following: Rochester Group 14621 Neighborhood; City of Rochester Vacuum Oil-South Genesee River Corridor; City of Rochester Bulls Head; and City of Rochester Lyell-Lake-State Street; Monroe County Renaissance Square; Monroe County Airport/Buell Road; and the Town of Penfield/Town of Irondequoit, LaSalle’s Landing.

Rochester Group 14621 Neighborhood was funded to complete a Nomination Study for a 757-acre site north of the central business district of the City of Rochester to redevelop strategic brownfield and vacant sites to increase tax revenue and employment and to improve the residential neighborhood. Funding for City of Rochester Vacuum Oil-South Genesee River Corridor was provided to complete an Implementation Strategy for a 158-acre area surrounding and including the former Vacuum Oil petroleum site, to help advance strategic development projects, leverage new housing investments, and expand access to parks, recreation, and waterfront amenities. The City of Rochester received funding for the Bulls Head Brownfield Opportunity Area to complete a revitalization plan for a 188-acre area and form strategic development opportunities to leverage the assets of the area and its location as a gateway to the City and its strategic location near an 800-employee hospital campus. The Lyell-Lake-State Street Brownfield Opportunity Area Study developed brownfield strategies leveraging existing community assets to create job opportunities and revitalize the community. The study area included over 600 acres with over 160 potential brownfield sites identified.²¹

The City of Rochester is also very active in brownfield redevelopment and remediation beyond the Brownfield Opportunity Area program. The City operates both a Brownfields Assistance Program and Brownfields Cleanup Revolving Loan Program to help attract businesses, developers and investors to cleanup, develop, and reuse brownfield sites within the City of Rochester.²² Several active brownfield projects are underway within the City of Rochester including: redevelopment of the Photech Site located on Driving Park Avenue;²³ environmental cleanup of 24 Seneca Avenue;²⁴ environmental cleanup of 937-941 Genesee Street;²⁵ and brownfield cleanup at 399 Gregory Street;²⁶ amongst several others.

There are also likely other brownfield sites within Monroe County where remediation efforts have not yet begun and therefore are not included on the New York State Department of Conservation remediation site list. To help identify these sites, Monroe County was a coalition member of the Genesee/Finger Lakes Region Brownfield Assessment grant, which previously applied for funding from the Environmental Protection Agency with the goal of inventorying and assessing brownfield properties in targeted municipalities throughout the nine-county Finger Lakes Region. Within Monroe County these targeted municipalities included the City of Rochester, Town of Greece, Town of Henrietta, and the Town of Parma.

Economic Development

The identified Monroe County economic development needs included improvements to infrastructure; workforce development; support of existing business and the retention of jobs; and small business development. Advancing the identified Upstate Revitalization Initiative growth pillars of Optics, Photonics, and Imaging; Agriculture and Food Production; and Next Generation Manufacturing and Technology is also a priority for Monroe County.²⁷

Infrastructure improvements within Monroe County, including water, sewer, transportation and telecommunications/broadband, are needed to support several critical economic development projects positioning targeted areas to attract businesses. These projects include Eastman Business Park, Midtown Plaza, the Port of Rochester, the Photech Site, Vacuum Oil Site, and the Emerson Street landfill area.

Workforce development is also an economic development focus for Monroe County with many businesses having difficulty finding high-quality applicants for available positions. Many of these available positions are considered middle-skills jobs, as they require training beyond a high school diploma, but not neces-

sarily a four-year college degree. To help address this challenge Monroe Community College received funding to complete the Multiple Pathways to Middle-Skills Jobs to improve collaboration amongst colleges and universities, K-12 schools, workforce investment boards, trade associations, and employers to advance skills and improve connections to employment opportunities. The Multiple Pathways to Middle-Skills Jobs project established “mobile simulation labs that focus on skills building and careers in healthcare, advanced manufacturing, and skilled trades.” Rochester Works, the Workforce Development Board for Monroe County, is also actively working to assist businesses and job seekers through a variety of programs including: training and education programs; job listings; career counseling; and skills assessments.²⁹

Another workforce development program is the Summer Advanced Manufacturing Experience (SAME), which is funded by Monroe County to create a “hands-on experience for students in the precision manufacturing career field.” Students participating in the program receive credit towards a Precision Machining or Optical Systems Technology degree at Monroe Community College.³⁰

Small business development and advancing entrepreneurship within Monroe County is also an important goal. The Entrepreneurs Network (TEN) works to enhance job growth through providing education, training, and resources to new life sciences and technology-based businesses helping to position them for expansion.³¹ Also involved in this space is High Technology Rochester (HTR), which provides business incubation and growth services to companies to advance entrepreneurship and economic development.³² The Greater Rochester Enterprise Regional Economic Gardening Program is also working to advance entrepreneurship through targeted second-stage entrepreneurs with the tools and information needed to advance their businesses and identify new opportunities.³³ Establishing and advancing small businesses will not only create and retain jobs, but it will also improve the many villages and neighborhoods within Monroe County who rely upon small businesses to fill storefronts along Main Streets and provide services to the community.

A new tool to support business expansion is the recently approved Growing the Agriculture Industry Now! (GAIN!) RLF fund which will provide Monroe County, along with the rest of the Genesee-Finger Lakes Region, access to low interest loan funds to provide assistance to agricultural related businesses including farmers and food processors.

Business retention is also an economic development need for Monroe County. There are many economic development efforts focused on business attraction, but limited focus has been placed on business retention and ensuring that existing businesses have the resources to continue operations and to potentially expand.

Another ongoing effort that can be leveraged to advanced economic development within Monroe County include the designation of the Finger Lakes Region as a Manufacturing Community under the Investing in Manufacturing Communities Partnership (IMCP) program, which provides regional communities with preferential consideration for up to \$1.3 billion in federal funding and assistance from 10 federal agencies to assist in cultivating an environment for businesses to create well-paying manufacturing jobs. Identified targeted clusters under the IMCP designation include: advanced manufacturing; optics & photonics; and precision manufacturing.³⁴

To help address economic distress and poverty two key initiatives are underway in the City of Rochester and Monroe County. One program is the Rochester Monroe Anti-Poverty Initiative (RMAPI), which is addressing poverty in the Greater Rochester area with the aim of reducing poverty by 50% within 15 years and increasing the number of families who are self-sufficient.³⁵ The City of Rochester also recently applied for designation as a Promise Zone under the U.S. Department of Housing and Urban Development Promise Zone program. The program aims to bring federal and private investment to help revitalize high-poverty communities across the country.³⁶

Downtowns

Downtown revitalization efforts within Monroe County are focused on the City of Rochester and the many Monroe County villages. Within the City of Rochester implementation of the Center City Master Plan is a priority with the plan targeted improvements in the areas of the Genesee River Waterfront and the Main Street Corridor to: public spaces; engagement; heritage; mobility and transportation; places and neighborhoods; arts and culture; and reconnecting.³⁷

Several civic organizations are involved in downtown revitalization efforts within Monroe County including: the Rochester Downtown Development Corporation, the Webster Business Improvement District; Fairport Industrial Development Agency (IDA); and local chambers of commerce.

The Rochester Downtown Development Corporation aims to create a vibrant downtown through housing,

commercial, entertainment and large public projects within the City of Rochester.³⁸ Within the Village of Webster the Webster Business Improvement District is working to improve the Village downtown through business assistance programs and regularly hosting a variety of events designed to bring visitors to downtown Webster.³⁹ Similarly in Fairport, the Fairport IDA continues to work towards improving the downtown of the Village and strengthen the connection between the Erie Canal and the commercial business district.⁴⁰ A number of Chambers of Commerce in Monroe County are also actively involved in advancing small business development and improving downtowns including, but not limited to the Rochester Business Alliance, Irondequoit Chamber of Commerce, Greece Chamber of Commerce, Penfield Chamber of Commerce, Pittsford Chamber of Commerce, East Rochester Chamber of Commerce and the Greater Brockport Chamber of Commerce.

The Village of Brockport and the Town/Village of East Rochester are also currently completed revitalization efforts of their Main Streets through the New York Main Street program. Within East Rochester the project will rehabilitate 26 buildings and complete streetscape enhancements such as benches, bike racks, signage, and lighting. Within Brockport the project will fund the completion of commercial and residential renovation in the downtown business district.⁴¹

Tourism and Recreation

A key industry for Monroe County is tourism and recreation, with many attractions including: the National Museum of Play; Erie Canal; George Eastman House; Rochester Museum & Science Center; Seneca Park Zoo; Memorial Art Gallery; the many festivals and events; as well as the many historic villages and districts within the County.

The importance of these tourism and recreational opportunities extends beyond the financial benefit of bringing visitors into the County, estimated at 1.5 billion in 2013 for the Finger Lakes Region.⁴² These attractions and activities also help to improve the quality of life for existing Monroe County residents, which contributes towards attracting and maintaining the workforce needed for business attraction and retention efforts.

While leveraging each of these attractions to bring visitors to the County and the Region remains a priority, an increased emphasis has been placed on keeping these visitors in the area for longer periods of time. Strategies are already in place to promote Monroe County to visitors at sporting events/tournaments throughout the County which are increasingly bring-

ing in visitors from outside the Region and from outside New York State. While many of these attendees are given welcome bags showcasing the Region and educating them on attractions that they can visit during their stay, an increased emphasis has been placed on expanding the program to cover smaller events and include even more visitors.

Tourism and the Arts is a key part of the Finger Lakes Regional Economic Development Council strategic plan which emphasizes the sectors of *sports recreation, waterways and entertainment; arts, culture and history; and culinary and beverage*; as key assets to help produce jobs, improve economic development, and increase the quality of life for the Finger Lakes Region. Identified regional strategies towards achieving these goals include: creation of a network of advocates for the Finger Lakes Region lifestyle; investment in the development, promotion and preservation of the cultural, artistic and historic assets of the Region; promotion of the Region's growing wine, culinary, and agricultural enterprises; and strengthening and supporting the Region's diverse water resources and recreational tourism opportunities.⁴³

Additional Monroe County tourism and recreation goals include improvement to tourism and recreation metrics allowing the County to better quantify the economic impacts of all types of tourism, which will allow for the identification of areas of improvement and help advance marketing efforts; and the advancement of several tourism and recreation projects. These projects include: expansions/renovations at the Rochester Public Market; development of a mobile device application to improve visitor experiences; and identification of African American history landmarks within the City of Rochester.

Waterfronts

Implementation of the many Local Waterfront Revitalization Program (LWRP) plans remains a priority for Monroe County. Approved LWRP plans include: Town of Irondequoit LWRP, focused on the Town's waterfront resources along Lake Ontario, Irondequoit Creek, and the Genesee River; the Town of Penfield LWRP, focused on the Town's waterfront resources along Irondequoit Bay and Irondequoit Creek; the Town and Village of Pittsford LWRP focused on the Town of Village's waterfront resources along the Erie Canal; the City of Rochester LWRP focused on the City's waterfront resources along the Genesee River and Lake Ontario; the Town of Webster LWRP focused on the Town's waterfront resources along Lake Ontario and the Irondequoit Creek and Bay; and the Town of Hamlin LWRP, focused on the Town's waterfront resources along Lake Ontario and Sandy,

Cowsucker, and Yanty Creeks.⁴⁴

The Town of Irondequoit LWRP, which was completed in 1988, identified eight sites for targeted development including: Stutson St.-Thomas Ave.; the Municipal Treatment Plant; First, Second, and Third Street between St. Paul Blvd and Lake Ontario; the Northeast Sea Breeze Area; Newport Road; State Tunnel Property; the Glen Haven site; and Empire Blvd. Areas of concern identified within the plan included: wetlands; steep slopes/bluffs; floodplains; woodlots; and significant wildlife habitat.⁴⁵

The Town of Penfield LWRP, which was completed in 1991 and updated in 2015, identified three sites as opportunities for waterfront revitalization projects. These sites included the former sewage treatment plant, which would likely support recreational use; the Empire Boulevard strip, which is envisioned to serve as public access to the water in addition to townhouses, restaurants and cafes, and small commercial businesses.⁴⁶

The Town and Village of Pittsford LWRP, which was completed in 2006, identified eight planning areas including: the Lock 32 Area; Lock 62 Area; NYSDOT/NYS Canal Corporation Property; Western Section; North Main Street and the Depot Area; Schoen Place and Environs; the Eastern Village Section; and the Eastern Corridor-Village Line to Perinton. With recommendations to improve the canal trail system; expand potential open space and recreation opportunities; and address community infrastructure needs.⁴⁷

The City of Rochester LWRP, which was completed in 2012, which identified four targeted areas for redevelopment: parcel near St. Bernard's Seminary; Box-art Street/Burley Road Area; the River Street Area; and the Port Site. A variety of recommended land uses for these and other LWRP areas were identified included public walkways; fishing areas; swimming areas; parking areas; office research facilities; hotels; and housing.⁴⁸

The Town of Hamlin LWRP, which was completed in 2008, identified several individual area projects such as: planning study of the Troutburg Area; development of a scenic viewing area; development of street ends to improve public waterfront access; improving Sandy Harbor; increasing docking space near the State boat launch; and providing a stairway to Sandy Creek from Westphal Road.⁴⁹

The Town of Webster LWRP, which was completed in 1998, identified nine sites that are underutilized including: Willow Point, Stony Point Landing; Bay

Road/Bay Bridge Area; The Damascus Temple; DeWitt Road and Landfill; The Bluffs; Nine Mile Point; Vosburg Road; and the Sandbar. Recommendations included increase utilization of the Town's waterfront area; improving opportunities for public access to waterfront recreation; and improved accommodation of boats along the waterfront.⁵⁰

A variety of projects have commenced in recent years in support of implementation of the above identified LWRP plans including: Erie Canal Park and Preserve in the Town of Pittsford; Train Bridge Overlook in the City of Rochester; Promenade at Erie Harbor Construction in the City of Rochester; Port of Rochester Redevelopment Project in the City of Rochester; Design of Public Waterfront Improvements on Monroe Avenue in the Village of Pittsford; and Planning and Design for West River Fall, City of Rochester.

Environmental/Water Resources/Natural Resources

Sustainable development is a key area of focus for the Finger Lakes Region as well as Monroe County with several strategies and projects underway to enhance the environment and preserve the quality of life within the County.

The Finger Lakes Regional Sustainability Plan outlines a variety of strategies in order for Monroe County and the Region to ensure a sustainable future. Specifically, the Finger Lakes Regional Sustainability Plan's subject area goal for Water Management which was to *improve and protect the water environment with respect to quality, quantity, and availability; promote and understand the value of our water reservoirs, watercourses, and built infrastructure; maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.*⁵¹

Development of the Stormwater Master Plan for Monroe County is also an environmental resources/water resource goal for the County. The Stormwater Master Plan aims to "assess current water quality conditions, document regional flooding issues, identify and prioritize potential green infrastructure and retrofit project, and project improvements in local water resources that would result from implementation of the projects."⁵²

To date the Stormwater Master Plan has focused on a number of locations including: Little Black Creek; Shipbuilders Creek; Buckland Creek; Allen Creek; Densmore Creek; Four Mile Creek; Thomas Creek; Larking Creek; and several other watersheds.

Implementation of the Rochester Embayment Remedial Action Plan is also a priority for Monroe County.

The Plan was developed to restore and protect the water quality of the Rochester Embayment of Lake Ontario and its watershed. Some of the Remedial Action Plan goals include: elimination of toxic substances that impair human health; keep public beaches open for swimming; keep shorelines free of aesthetically objectionable materials; maintain habitats to support thriving wildlife populations; and protect water quality of Lake Ontario to ensure it is safe for drinking.⁵³

Environmental/water resources goals within Monroe County are also shaped by the Intermunicipal Planning for Black Creek and Oatka Creek project, which developed the Black Creek Watershed Management Plan and Oatka Creek Watershed Management Plan under the New York State Department of State Local Waterfront Revitalization Program. Each of these plans was developed to identify recommendations and priority projects to improve and protect the water quality of Oatka Creek and Black Creek and their tributaries. Recommendations include the following: create green infrastructure standards and integrate into site plan review criteria; restore severe streambank segments using ecologically-based stream restoration; complete a characterization of waste water treatment plant effluent to assess levels of contaminants that are discharged; and enforce floodplain development regulations.⁵⁴

Addressing invasive species is also a Monroe County priority. The Genesee Land Trust was recently awarded a grant by the United States Forest Service to plant over 2,000 native, non-invasive trees on the Island Cottage Woods, a preserve in the Town of Greece. These trees will replace the ash trees which are being destroyed by the Emerald Ash Borer, an invasive insect. The Finger Lakes Partnership for Regional Invasive Species Management (FL-PRISM) has also worked to address invasive species with regional partners and stakeholders including removing 7 tons of water chestnut from Braddock Bay in 2014 and 2015 and removing an infestation of new water chestnut from the Genesee River. The FL-PRISM is also contracting with the College at Brockport to complete Hydrilla survey work to determine the extent of Hydrilla within Monroe County.

One Monroe County project that is working to advance implementation of the many water resources; environmental resources, and sustainability plans is the development of the High Falls Eco District in the City of Rochester. The Eco District project will emphasize innovation and best practices to develop a neighborhood that is sustainable and focused on resiliency and efficiency.⁵⁵ The Eco District will meet these goals by meeting six performance metrics: being

livable; being prosperous; being healthy; being connected; being biodiverse; and being restorative.⁵⁶

Another ongoing planning project to advance sustainability in Monroe County is the Flood Smart Communities project which is working with the Town of Greece; Town of Parma; and Village of Hilton to complete an assessment of current flooding vulnerability to help produce a plan to proactively prevent flood damage.⁵⁷

Monroe County also has a variety of natural and environmental resources including: Braddock Bay Fish and Wildlife Management Area; Hamlin Beach; Irondequoit Bay Marine Park; Lake Ontario; amongst others, the preservation of each of which is critical for a sustainable Monroe County.

Energy

The Finger Lakes Regional Sustainability Plan outlines a variety of energy strategies in order to help Monroe County and the Region ensure a sustainable future. The Finger Lakes Regional Sustainability Plan's subject area goal for Energy is to "increase the generation and distribution of regional renewable energies, while using energy efficient and alternative energy resources, along with conservation methods, to decrease the reliance on fossil fuels and nonrenewable outside energy sources and to become a self-sustainable region".⁵⁸

The Finger Lakes Regional Economic Development Council's strategic plan built upon the Regional Sustainability Plan and identified additional energy strategies for the Region including: removing energy roadblocks that are limiting opportunities for companies that want to move to the area and limiting expansion opportunities for companies located in the Finger Lakes; and identifying, connecting, and promoting the assets and sites for successful attraction of companies.⁵⁹ Energy innovation and energy storage technologies were also identified within the FLREDC Strategic Plan as areas of focus for funding.

The New York State Energy Research and Development Authority (NYSERDA) helps to promote energy efficiency and the use of renewable energy sources throughout New York State, including Monroe County. To achieve these goals NYSERDA works to: "attract the private sector capital investment needed to expand New York's clean energy economy; overcome barriers to using clean energy at a large scale in New York; and enable New York's communities and residents to benefit from energy efficiency and renewable energy."⁶⁰ To help connect communities with NYSERDA programs the New York State Community

Partnership program (NYSCP) was developed as a "unified approach to driving clean energy action and energy literacy in local governments and communities across the state." Resources will be provided through the NYSCP to help identify the "impact certain actions have on economic development; greenhouse gas emissions reductions; and energy cost savings".⁶¹

Within Monroe County reduction in the cost of energy and advancement of sustainable energy initiatives were identified as key energy priorities. Several projects are in progress to help address these goals including the Cold Water Project in the Town of Webster, which would develop a chilled water district energy system utilizing deep water from Lake Ontario and a solar light project in the Village of Scottsville, which would utilize solar power to help light trails and walkways within the Village.

Several other solar energy initiatives are also underway with Monroe County including a 2-megawatt solar energy farm at RIT;⁶² development of a solar farm on the site of the former Emerson Street landfill in the City of Rochester;⁶³ and the development of a solar panel field at the Bausch + Lomb manufacturing facility on North Goodman Street in the City of Rochester.⁶⁴

The City of Rochester is also actively involved in improving energy sustainability. The City recently established an Office of Energy and Sustainability within the Division of Environmental Quality to address sustainability and energy initiatives and to make the City of Rochester a "model for innovative, ecologically sustainable operations, policies and practices, and connect the City with regional and national sustainability resources."⁶⁵ Additionally the City of Rochester has completed a Municipal Operations Climate Action Plan, which identifies a targeted reduction in greenhouse gas emissions of 20% by 2020. The Plan identifies opportunities in the areas of Energy Efficiency and Renewable Energy; Transportation and Fleet; Materials and Waste Management; Climate Change Adaptation and Green Infrastructure; and Employee Education and Engagement in order to meet the identified goal.⁶⁶

One energy goal for the City of Rochester is the implementation of the City of Rochester Energy Plan. The City of Rochester Energy Plan was completed as part of the Five Cities Energy Plans Initiative which also included energy plans for the cities of Albany, Buffalo, Syracuse, and Yonkers. Goals of the Five Cities Energy Plans include: reduce energy consumption; strengthen reliability and resiliency of cities' energy infrastructure; catalyze clean energy investment and

economic development; contribute to a cleaner environment; and enhance quality of life. Successful implementation of the City of Rochester Energy Plan will include: installation of LED bulbs; increased reliance on walking, cycling, and public-transit; and the implementation of renewable energy projects.⁶⁷

Buildings/Housing

Monroe County identified a need for improvements to the housing stock with a specific need for senior-housing along with a need to address vacant houses within the County. Monroe County also has an aging population, with 13.6% of its population aged 65 years old or older and helping these individuals remain in their current homes remains a priority.

There are many agencies within Monroe County actively involved in housing that are administering programs or working on efforts to address these issues, including the Monroe County Office for the Aging; Monroe County Planning & Development; PathStone; Action for a Better Community, Inc.; and many others.

The Monroe County Office for the Aging provides information, support, advocacy, and a variety of assistance programs for Monroe County residents aged 60 or older with the aim to promote independence and improve quality of life. Programs include: in-home care; financial management assistance; nutrition; and transportation.⁶⁹

Monroe County Planning & Development provides technical assistance on housing topics such as zoning, subdivision, flood insurance mapping; and wetland and land use determinations and administers the Community Development Block Grant (CDGB); HOME Investments Partnerships; and Emergency Solutions Grants programs for Monroe County residents. For Monroe County, the objectives of these programs are to: develop affordable rental and homeownership opportunities to low to moderate income residents; repair and conserve existing housing stock; provide essential public services, particularly those that promote homeownership, fair housing and housing stability; and revitalize deteriorated neighborhoods.⁷⁰

PathStone administers several housing programs for Monroe County including a rental assistance program; first time home buyers program; housing rehabilitation program; a handyman repair program; and a foreclosure prevention program (counseling). In line with these programs are those offered through Action for a Better Community, Inc. which administers programs under the Community Services Block Grant program for Monroe County. These programs include a home weatherization program and an emergency assistance

repair program.⁷¹

The Rochester Housing Authority (RHA), which help provide housing and assistance to those in need in the greater Rochester area, recently developed a strategic plan to identify priorities of the Housing Authority. These identified priorities included: increasing opportunities for affordable housing; diversifying RHA's revenue base to support its mission; promoting a path to self-sufficiency for residents; and enhancing its relationship with stakeholders.⁷²

Some of the specific housing projects that were identified to address the Monroe County and City of Rochester buildings/housing goals include: Crerand Commons in the Town of Gates/City of Rochester; Calkins Corners in the Town of Henrietta; Corn Hill Town Homes in the City of Rochester; and El Camino Estates in the City of Rochester.

Infrastructure

Infrastructure is a top priority for Monroe County and has also been identified by the Upstate Revitalization Initiative, Finger Lakes Regional Economic Development Council Strategic Plan, and Genesee-Finger Lakes Economic Development District Comprehensive Economic Development Strategy (CEDS) as a top priority of the Finger Lakes Region as well.

Within Monroe County infrastructure improvements, including water, sewer, transportation and telecommunications/broadband, are needed to support several critical economic development projects. These projects include Eastman Business Park, Midtown Plaza, the Port of Rochester, the Photech Site, Vacuum Oil Site, and the Emerson Street landfill area. Additional infrastructure projects within Monroe County include the Webster Cold Water project; Webster East Side Water Treatment Plant; and the New York State Route 390/490/Lyell Avenue interchange, which was identified as the top priority of the Finger Lakes Regional Economic Development Council Infrastructure & Transportation workgroup.

The recently announced New NY Broadband Grant Program aims to improve telecommunications, within unserved or underserved areas of New York State, by providing funding to establish and expand broadband. The program may be able to assist Monroe County in providing last mile connections and improving access to high speed internet.

Water and sewer infrastructure is also limiting development in certain areas of the County where existing infrastructure is unable to support any additional growth. This issue is exacerbated by the fact that

many municipalities are unaware of their true infrastructure capacity. As businesses look to expand or locate to the County the ability for the existing infrastructure to handle their needs is not known. A detailed infrastructure inventory and analysis is needed to accurately understand the limitations of existing infrastructure.

Analysis of traffic counts in Monroe County, showed the need for the 390/490/Lyell interchange project as the latest New York State Department of Transportation traffic counts showed that the traffic county along Interstate 490 in the Town of Gates near the 390 interchange, averaged 119,982 cars per day, one of the highest counts in Monroe County. Other areas with high traffic counts include: Interstate 390, near Route 383, which averaged 134,902 cars per day and New York Route 590 in the Town of Brighton near the 490 interchange, which averaged 108,025 cars per day.

In addition to traffic counts, the New York State Department of Transportation also regularly conducts inspections of all publically owned highway bridges in New York State, 612 of which are located within Monroe County.

These inspections include a New York State Condition Rating (ranging from 1-7) and an associated classification rating of “structurally deficient”, “functionally obsolete”, or “neither”. A classification of “structurally deficient” is used for bridges with “significant load carrying elements are found to be in poor or worse condition due to deterioration and/or damage, the bridge has inadequate load capacity, or repeated bridge flooding causes traffic delays”.⁷³ A bridge classified as “structurally deficient” does not imply that it is unsafe or likely to collapse. A classification as “functionally obsolete” is used for bridges with an “inability to meet current standards for managing the volume of traffic it carries, not its structural integrity.” This includes bridges with narrow lanes, no shoulders, or low clearances.⁷⁴

For Monroe County, the analysis of the 612 highway bridges rated 372 as being neither functionally obsolete nor structurally deficient; 54 as being structurally deficient; and 186 as being functionally obsolete. All of these bridges will continue to be monitored at least every two years, with any unsafe bridges being closed.

Preservation/Cultural

There are 182 sites within Monroe County listed on the National Register of Historic Places, including 26 historic districts. The remaining historic sites include a number of historic homes; farmhouses; schools; cemeteries; and churches throughout all of Monroe County.

Preservation efforts are also focused on the many other historic places throughout Monroe County that are not listed on the National Register, but still contribute to the history and sense of place of each community. Some of these efforts include the rehabilitation of downtowns within the historic villages and hamlets throughout the County. Additionally, 26.2% of Monroe County structures were built before 1939,⁷⁵ many of which have significant historic characteristics that further the sense of place of the County.

Historic preservation is also a key goal of the Finger Lakes Regional Economic Development Strategic Plan, which identified the strategy to “reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation.”⁷⁶ Main Street Redevelopment and Historic Preservation are also key components of the Comprehensive Economic Development Strategy with a specific Goal outlined to “Encourage Main Street Revitalization and Historic Preservation” along with several strategies for the Region including: encouraging communities to develop and enforce design guidelines and zoning regulations; working to link developers and municipalities with federal and state preservation and rehabilitation programs to help encourage Main Street redevelopment; and supporting historic preservation efforts throughout the Region.⁷⁷

The Genesee-Finger Lakes Regional Inventory of Culturally Significant Areas also identified seven cultural landscapes from Monroe County. These included: the Rochester Public Market; Genesee Valley Greenway Trail; Hamlin Beach State Park and Lake Ontario State Parkway; Seaway Trail; Sea Breeze Amusement Park; the White City in the Town of Irondequoit; and Corbett’s Glen Nature Park in the Town of Brighton.⁷⁸

Department of State Programs

New York State Department of State offers, or previously offered, a number of programs to assist municipalities, counties, and regions within New York State. These programs include the Local Government Efficiency Program; Local Waterfront Revitalization Program; and the Brownfield Opportunity Area program. Additionally, Department of State also administers the Community Services Block Grant program throughout New York State.

The Local Government Efficiency (LGE) Program provides assistance and grants to local governments for projects that will achieve savings and improve efficiency. Potential projects include shared services, cooperative agreements, mergers, consolidations, and

dissolutions.⁷⁹ Monroe County has received several Local Government Efficiency grants in recent years including: assistance to Monroe County to implement an incentive program to reduce county health care costs; assistance to the Webster School District to reconstruct an existing shared fuel facility with the Village of Webster and the North East Fire District; assistance to the Village of Scottsville and Town of Wheatland to construct a regional sanitary sewer pump station; assistance to Monroe County to incorporate technology to prioritize mobile data transmission; assistance to the Town of Clarkson to purchase a new street sweeper for sharing with Towns of Hamlin, Parma, and Sweden; and assistance to Monroe County for new road maintenance equipment.

The Brownfield Opportunity Area program helps provide communities assistance and funding to develop revitalization strategies to return vacant and blighted parcels into productive properties improving economic and community development.⁸⁰ Monroe County and the City of Rochester have received several Brownfield Opportunity Area grants in recent years including: Rochester Group 14621 Neighborhood; City of Rochester Vacuum Oil-South Genesee River Corridor; City of Rochester Bulls Head; and City of Rochester Lyell-Lake-State Street. Additional Brownfield Opportunity Area plans were also completed for Monroe County Renaissance Square; Monroe County Airport/Buell Road; and the Town of Penfield/Town of Irondequoit, LaSalle's Landing.

Rochester Group 14621 Neighborhood was funded to complete a Nomination Study for a 757-acre site north of the central business district of the City of Rochester to redevelop strategic brownfield and vacant sites to increase tax revenue and employment and to improve the residential neighborhood. Funding for City of Rochester Vacuum Oil-South Genesee River Corridor was provided to complete an Implementation Strategy for a 158-acre area surrounding and including the former Vacuum Oil petroleum site, to help advance strategic development projects, leverage new housing investments, and expand access to parks, recreation, and waterfront amenities. The City of Rochester received funding for the Bulls Head Brownfield Opportunity Area to complete a revitalization plan for a 188-acre area and form strategic development opportunities to leverage the assets of the area and its location as a gateway to the City and its strategic location near an 800-employee hospital campus. The Lyell-Lake-State Street Brownfield Opportunity Area Study developed brownfield strategies leveraging existing community assets to create job opportunities and revitalize the community. The study area included over 600 acres with over 160 potential brownfield sites identified.⁸¹

The Local Waterfront Revitalization Program (LWRP) provides assistance to communities to prepare a planning document “addressing all issues that are impacting a community’s entire waterfront or addressing the most critical issues that facing a significant portion of its waterfront.” Six LWRP plans have been completed and approved within Monroe County including: Town of Irondequoit LWRP, focused on the Town’s waterfront resources along Lake Ontario, Irondequoit Creek, and the Genesee River; the Town of Penfield LWRP, focused on the Town’s waterfront resources along Irondequoit Bay and Irondequoit Creek; the Town and Village of Pittsford LWRP focused on the Town of Village’s waterfront resources along the Erie Canal; the City of Rochester LWRP focused on the City’s waterfront resources along the Genesee River and Lake Ontario; the Town of Webster LWRP focused on the Town’s waterfront resources along Lake Ontario and the Irondequoit Creek and Bay; and the Town of Hamlin LWRP, focused on the Town’s waterfront resources along Lake Ontario and Sandy, Cowsucker, and Yanty Creeks.⁸³ A number of LWRP implementation projects have been funded within these communities as well.

New York State Department of State is also responsible for administration of the Community Services Block Grant (CSBG) Program which supports a variety of programs aimed at reducing and eliminating poverty. For Monroe County funding under the Community Services Block Grant program is provided to Action for a Better Community, Inc. which provides assistance to Monroe County residents through a variety of programs. These programs include: head start; summer youth employment; job placement assistance; home weatherization; neighborhood and block group support, amongst others.⁸⁴

Monroe County Step-2 Recommendations

Monroe County has a number of key project recommendations, many of which can leverage the funding programs outlined in the section above, including New York State Department of State and other state and federal programs.

Key project recommendations for Monroe County include Eastman Business Park; The Entrepreneurs Network; Midtown Plaza; redevelopment of the Port of Rochester; development of the Phototech site; redevelopment of the Vacuum Oil site; completion of the Inner Loop Reconstruction; infrastructure to support development at the Emerson Street Landfill Area; and improvement to the I-490/I-390/Lyell Interchange. The focus area for economic distress within Monroe County is the City of Rochester.

The projects identified above are in variety of stages of completion with several projects previously receiving funding through the New York State Consolidating Funding Application process, from Upstate Revitalization Initiative awards, or from other local or federal funding sources and other projects that have yet to pursue funding (or have not been awarded funding). Even projects which have received awards may still need additional funding as the funding may only cover one phase of a multi-phase project.

The full list of Monroe County priority projects is outlined in the table below and includes the priority projects identified above along with other key projects that were identified through the Sub-Regional Forum; follow-up webinar; County Forum; and existing local, county, and regional plans; and the regional engagement project capture form.

Monroe County Next Steps/Status

Eastman Business Park remains a top priority for the Finger Lakes Regional Economic Development Council along with Monroe County and the City of Rochester. New York State has provided assistance for upgrades at the Business Park which has supported the expansion of attraction of businesses including photonics companies Avogy and Photonica. Eastman Business Park is also a priority project for both Monroe County and the City of Rochester in the Genesee-Finger Lakes Economic Development District Comprehensive Economic Development Strategy.

New York State has also provided funding in support of the key Monroe County and Finger Lakes Regional project the 1-490/I-390/Lyell Interchange. The project will upgrade the interchange to improve traffic flow and reduce congestion.

Advancing and expanding the reach of The Entrepreneurs Network (TEN) is also an important Monroe County goal. TEN has been successful at advancing entrepreneurship through providing education, training, and resources to new life sciences and technology-based businesses. Expansion of the program will allow for additional outreach and the ability to reach more startup businesses.

The City of Rochester has been successful at leveraging funding from both New York State and Federal sources to implement key economic development and community development initiatives. The City secured funding from New York State to help redevelop the Port of Rochester through construction of a marina and road and walkway improvements.

New York State and the Economic Development Ad-

ministration (EDA) provided grant assistance to the City of Rochester to undertake adaptive reuse of the Midtown Tower and developing the property into commercial/retail, office and residential space. EDA also provided assistance to the City of Rochester for infrastructure improvements at the former Phototech Site to support development of the site. Infrastructure is also needed to support development at the Emerson Street Landfill area of the City.

Redevelopment of the Vacuum Oil Site is also a key City of Rochester priority. The property is a brown-field site, which served as the center piece for several rounds of funding through the New York State Department of State BOA program, which developed an implementation strategy for the area surrounding the Vacuum Oil site outlining strategic development projects, housing investments, and recreational access improvements that can be implemented at the site.

Another key priority for the City of Rochester is the Inner Loop East project. Filling in the Inner Loop has opened up additional parcels for potential development with the City recently soliciting Requests for Proposals from developers interested in purchase and development of five newly created parcels.

Goals and Objectives

Successful revitalization of Monroe County cannot occur within the silo of any single subject area described above. Economic and community development revitalization efforts will depend upon the successful implementation of the goals and objectives of each subject area outlined below. Many of these goals and objectives cut across multiple subject areas and illustrate the collaboration and coordination that is needed across multiple communities and multiple organizations for implementation. While some of goals and objectives listed below are more critical than others they are all listed to show the role that each subject area can play in advancing Monroe County. The goals and objectives listed below were identified through the Sub-Regional Forum; follow-up webinar; County Forum; and existing local, county, and regional plans.

Land Use

1. Protect farmland and the rural character of the countryside
2. Take into consideration the impact on agriculture when making development decisions
3. Promote agricultural awareness through education and training programs
4. Encourage municipalities to continue to utilize PDR programs, conservation easements, cluster development, and comprehensive plans promoting

agriculture where feasible

5. Advance sustainable land use within Monroe County

Brownfields

1. Revitalize brownfield properties for new uses in a new economy
2. Complete Phase II site assessments on identified brownfield properties
3. Support EPA brownfield coalition assessment application to inventory and assess brownfield properties within the targeted municipalities of: City of Rochester; Town of Greece; Town of Parma; and Town of Henrietta
4. Redevelop strategic brownfield sites to increase tax revenue, create jobs, leverage community assets, improve housing, and expand access to parks, recreation, and waterfront amenities

Economic Development/Economic Distress

1. Eliminate economic distress within City of Rochester
2. Improve infrastructure
3. Advance entrepreneurship, innovation, and small business development
4. Support existing businesses and the retention of jobs
5. Improve connections between workforce development, economic development, and education, including secondary and higher education

Downtowns

1. Maintain and preserve historic downtowns
2. Continue to implement building and façade renovations
3. Redevelop/remediate brownfield properties
4. Advance the Genesee River waterfront and Main Street corridor of the City of Rochester
5. Leverage ongoing efforts of Business Improvement Districts and downtown organizations

Tourism and Recreation

1. Create network of advocates for the Finger Lakes Region lifestyle
2. Invest in the development, promotion, and preservation of cultural, artistic, and historic assets of the Region
3. Promote the Region's growing wine, culinary, and agricultural enterprises
4. Strengthen and support the Region's diverse water resources and recreational tourism opportunities
5. Expand targeted outreach efforts to out of town visitors at sporting events/tournaments
6. Improve tourism and recreation metrics to better

quantify the economic impacts of tourism

7. Maintain and improve recreational opportunities and keep public beaches open for swimming

Waterfronts

1. Improve recreational use of waterfronts
2. Improve the Erie Canal trail system
3. Expand open space and recreational opportunities
4. Address community infrastructure needs
5. Improve public access to waterfront

Environmental/Water Resources/Natural Resources

1. Ensure long-term preservation of surface and groundwater resources
2. Preserve natural resources and keep public beaches open for swimming
3. Maintain habitats to support thriving wildlife populations
4. Continue efforts to remediate eroded streambanks and educate property owners on methods of resiliency
5. Identify and address areas vulnerable to flooding
6. Pursue opportunities to leverage Community Rating System programs to help mitigate flood insurance costs
7. Create green infrastructure standards and integrate into site plan review criteria

Energy

1. Develop/embrace renewable energy resources
2. Remove energy roadblocks that are limiting economic development opportunities
3. Identify, connect, and promote energy assets for successful attraction of companies
4. Reduce energy consumption
5. Strengthen reliability and resiliency of energy infrastructure

Buildings/Housing

1. Address vacant properties
2. Continue to promote and implement senior housing/aging in place programs
3. Develop affordable rental and homeownership opportunities for low to moderate income residents
4. Repair and conserve existing housing stock
5. Provide essential public services, particularly those that promote homeownership, fair housing and housing stability
6. Revitalize deteriorated neighborhoods

Infrastructure

1. Improve and expand sewer/water, telecommunications, and transportation infrastructure
2. Address aging infrastructure throughout Monroe County
3. Complete infrastructure inventory and analysis to determine the capacity and location of existing infrastructure
4. Address traffic limitations/bottlenecks and continue to monitor traffic counts and conditions of bridges

Preservation/Cultural

1. Encourage communities to develop and enforce design guidelines and zoning regulations
2. Connect developers and municipalities with federal and state preservation and rehabilitation programs to encourage Main Street redevelopment
3. Support historic preservation efforts throughout Monroe County

Projects

Projects listed below were identified through the Sub-Regional Forum; follow-up webinar; County Forum; and existing local, county, and regional plans; and the regional engagement project capture form. Projects are listed with a brief description, along with their corresponding subject area or areas, and potential funding sources. Additional information about potential funding sources is available in Appendix B.

Monroe County Priority Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Calkins Corners	Construction of affordable housing for seniors in the Town of Henrietta.	Buildings/Housing	Bishop Sheen Ecumenical Housing Foundation, Inc.	New York State Division of Homes and Community Renewal
South Winton Road Project	Construction of living facility for developmentally disabled adults.	Buildings/Housing	Heritage Christian Services, Inc.	New York State Division of Homes and Community Renewal- Urban Initiatives Project
Carriage Factory Special Needs Apartments	Adaptive reuse of the historic Cunningham Carriage Factory building into rental housing.	Buildings/Housing	Carriage Factory Special Needs Apartments L.P.	New York State Division of Homes and Community Renewal
Corn Hill Town Homes	New construction of family townhouses in the Corn Hill neighborhood.	Buildings/Housing	Urban League of Rochester Economic Development Corp.	New York State Division of Homes and Community Renewal
El Camino Estates Phase II	New construction of 25 single- family infill rental houses in northeast Rochester.	Buildings/Housing	Ibero-American Development Corporation	New York State Division of Homes and Community Renewal
Golisano Institute for Sustainability Capital	RIT will purchase equipment for the Golisano Institute for Sustainability.	Buildings/Housing	RIT	Empire State Development Grants
Low Vision Center Renovations	Renovation of office building for the Association for the Blind & Visually Impaired offices.	Buildings/Housing	South Wedge Planning Committee, Inc.	New York State Division of Homes and Community Renewal- Urban Initiatives Project
NCS Purchase- Rehab Program	Acquisition and rehabilitation of 30 units in the City of Rochester.	Buildings/Housing	NCS Community Development Corp.	New York State Division of Homes and Community Renewal
Rockwood Center at Brentland Woods	New construction of 40 rental units for seniors in the Town of Henrietta, Monroe County.	Buildings/Housing	Episcopal Senior Life Communities	New York State Division of Homes and Community Renewal
Southside Purchase-Rehab Program	Acquisition and rehabilitation of 5 single family homes in southeast and southwest Rochester.	Buildings/Housing	City of Rochester, South Wedge Planning Board	New York State Division of Homes and Community Renewal
University of Rochester Data Science Building Phase I	Construction of 60,000 sf building to house the New York State Center for Excellence in Data Science.	Buildings/Housing	University of Rochester	Empire State Development
Woodward-Weld Rehab Project	PathStone Development will renovate two residential buildings in the city of Rochester.	Buildings/Housing	PathStone Development Corporation	New York State Division of Homes and Community Renewal

Monroe County Regional Engagement Revitalization Opportunity Report Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Eyer Building Development Project	Redevelopment of the Eyer Building in East Rochester.	Buildings/Housing	Town/Village of East Rochester	Empire State Development
Roberts Wesleyan Smith Science Building Renovation	Renovation of the Smith Science Center at the College.	Buildings/Housing	Roberts Wesleyan College	Empire State Development; Upstate Revitalization Initiative
Midtown Tower Redevelopment	City of Rochester will undertake adaptive reuse of the Midtown Tower into a focal point of commercial/retail, office and residential space.	Buildings/Housing; Economic Development	City of Rochester	Empire State Development Grant Funds; Economic Development Administration Public Works Program
60 Clinton Street Feasibility Study	Completion of redevelopment feasibility analysis for 60 Clinton Street in Village of Brockport.	Downtowns; Buildings/Housing	Greater Brockport Development Corporation	New York State Division of Homes and Community Renewal
Village of Brockport Main St Revitalization	Renovation of mixed-use buildings and streetscape enhancements in the Village of Brockport.	Downtowns; Buildings/Housing	Village of Brockport	New York State Division of Homes and Community Renewal
Emerson Street landfill area	Infrastructure to support development at the Emerson Street Landfill area on the north side of Emerson Street in the City of Rochester.	Economic Development	City of Rochester	Empire State Development Grant Funds; Economic Development Administration Public Works Program
Finger Lakes Regional Center for Advanced Optics Manufacturing	The Photonics Industry Association will purchase two pieces of machinery for its membership to use jointly.	Economic Development	Photonics Industry Association of New York	Empire State Development
Health Sciences Center for Computational Innovation Capital	Creation of a Health Sciences Center for Computational Innovation at the University of Rochester.	Economic Development	University of Rochester	Empire State Development Grants
Multiple Pathways to Middle Skills Jobs	MCC will purchase mobile training units for its program to upgrade skills of area residents.	Economic Development	Monroe Community College	New York State Department of Labor; Empire State Development; US Department of Labor

Monroe County Regional Engagement Revitalization Opportunity Report Projects

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On-the-Job Training	Training for Lauramar Corporation employees.	Economic Development	New York State Department of Labor	New York State Department of Labor
Operational Skills Training	Workforce training for Coopervision, Inc. employees.	Economic Development	New York State Department of State	New York State Department of Labor
Photech Site	Infrastructure to support redevelopment of the Photech Site located at Driving Park Avenue.	Economic Development	City of Rochester	Empire State Development Grant Funds; Economic Development Administration Public Works Program
Project Management Training	Harris Corporation dba Harris RF Communications of Rochester will train 42 workers.	Economic Development	New York State Department of Labor	New York State Department of Labor
Quality and Management Training	Heritage Christian Services, Inc. of East Rochester will train 80 workers.	Economic Development	New York State Department of Labor	New York State Department of Labor
Roberts Wesleyan College Capital	Roberts Wesleyan College to expand its Nursing and Science building.	Economic Development	Roberts Wesleyan College	Empire State Development
The Entrepreneurs Network	Support for the Entrepreneurs Network to advance entrepreneurship and innovation in Monroe County.	Economic Development	Monroe County Department of Planning and Development	Monroe County; US Small Business Administration
The Health Sciences Center for Computational Innovation Capital	Creation of a Health Sciences Center for Computational Innovation on U of R Campus.	Economic Development	University of Rochester	Empire State Development
Vacuum Oil Site	Planning, design, cleanup and infrastructure to support redevelopment of the Vacuum Oil Site in the City of Rochester.	Economic Development	City of Rochester	DOS Brownfield Opportunity Area Program; EPA Brownfield Cleanup Grant; EDA Public Works Program
AJL Expansion	Assistance to AJL Manufacturing, Inc. to increase capacity and manufacturing capabilities.	Economic Development	New York State; AJL Manufacturing, Inc.	Empire State Development Grants
Business Accelerator	High Tech Rochester will construct a new business incubator and establish connections with other smaller facilities in the Region.	Economic Development	High Tech Rochester	Empire State Development

Monroe County Regional Engagement Revitalization Opportunity Report Projects

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Finger Lakes Hired	Address the needs of businesses and job seekers in the Finger Lakes region by bringing together workforce partners and community colleges to help prepare and place the long-term unemployed into local, in-demand jobs in the Advanced Manufacturing, Information Technology, and Health Care sectors.	Economic Development	Rochester Works; Finger Lakes Works; GLOW Works; Monroe Community College; Genesee Community College; Finger Lakes Community College	US Department of Labor Ready to Work Grant
Advanced Battery Assembly Plant at EBP	Machinery and equipment assistance for Advanced Battery Assembly Plant at the Eastman Business Park.	Economic Development; Energy	Cadenza Innovation, LLC	Upstate Revitalization Initiative
NYBEST Battery and Energy Storage Product Commercialization Center	Rehabilitation of space in Eastman Business Park and purchase and installation of equipment for NYBEST Consortium, Inc.	Economic Development; Energy	NYBEST	Empire State Development, Upstate Revitalization Initiative
Center for Urban Entrepreneurial Support	Establishment of a Center of Urban Entrepreneurial Support.	Economic Development; Preservation/Cultural	RIT	Empire State Development Grants; Economic Development Administration
Sibley Mixed Use Downtown Redevelopment	Redevelopment of historic, vacant, and blighted office building in downtown Rochester.	Economic Development; Preservation/Cultural; Buildings/Housing	City of Rochester	Empire State Development; New York State Energy Research and Development Authority; Upstate Revitalization Initiative
Manufacturing Development of Commercial Lithium Ion Battery Cells	NOHMs technologies Inc. will expand a manufacturing line for lithium battery technology at Eastman Business Park.	Energy; Economic Development	NYSERDA; NOHMs Technologies Inc.	Empire State Development; New York State Energy Research and Development Authority; Upstate Revitalization Initiative
Monroe Community College Downtown Rochester Campus Green Roof	Retrofit of two buildings to incorporate green infrastructure throughout campus.	Environmental Resources	Monroe Community College	Environmental Facilities Corporation

Monroe County Regional Engagement Revitalization Opportunity Report Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Monroe County Stream Restoration Project	The Monroe County Soil and Water Conservation District will restore a 700 ft. stream at Thomas High School.	Environmental Resources/Water Resources/Natural Resources	Monroe County Soil and Conservation District	New York State DEC
Foodlink Capital	Relocation and expansion of commercial kitchen/processing center in Rochester.	Environmental Resources; Economic Development	Foodlink, Inc.	Empire State Development
Genesee Land Trust Forest Restoration Initiative	Addressing impact of Emerald Ash Borer through planting of 2,000 new trees at the Island Cottage Woods.	Environmental Resources; Natural Resources	Genesee Land Trust	New York State Department of Environmental Conservation; US Department of Agriculture
Regional Green Infrastructure Showcase	The Rochester Museum and Science Center will use GIGP funds to install rainwater harvesting system, pervious pavement, a green roof, bioretention practices, and redirect roof runoff into rain gardens.	Environmental Resources; Tourism and Recreation	Rochester Museum & Science Center	Environmental Facilities Corporation
Construct the Rochester Intermodal Station	Construct the Rochester Intermodal Station for interregional rail & bus services at the site of the current Amtrak station.	Infrastructure	RGRTA	New York State Department of Transportation; Federal Railroad Administration; Transportation Investment Generating Economic Recovery (TIGER) program
Public Park and Infrastructure adjacent to CityGate	Public infrastructure improvements associated with the CityGate project.	Infrastructure	Anthony J Costello & Son Development LLC	Empire State Development
Village of Webster Wastewater Engineering Study	Village of Webster will complete an engineering report to evaluate existing wastewater treatment plant.	Infrastructure	Village of Webster	New York State DEC Wastewater Infrastructure Engineering Planning Grant
Village of Honeoye Falls Waste Water Treatment Plant Planning	Completion of engineering report to evaluate Village's wastewater treatment plant.	Infrastructure	Village of Honeoye Falls	New York State DEC Wastewater Infrastructure Engineering Planning Grant
Webster Cold Water Project	Study to determine the viability and economic potential of development of a chilled water district energy system.	Infrastructure	Webster Community Coalition for Economic Development	New York State Energy Research and Development Authority

Monroe County Regional Engagement Revitalization Opportunity Report Projects

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I-490/I-390/Lyell Interchange	Infrastructure improvements to alleviate traffic limitations/bottlenecks.	Infrastructure	New York State Department of Transportation	New York State Department of Transportation; Federal Highway Administration
Monroe Avenue Retrofit Green Streets	The Town of Brighton will carry out a green street retrofit of a portion of Monroe Avenue.	Infrastructure; Environmental Resources/Water Resources	Town of Brighton	Environmental Facilities Corporation
Comprehensive Plan Revision	The Town of Brighton will revise its Comprehensive Plan 2000.	Land Use	Town of Brighton	New York State Energy Research and Development Authority
Downtown East Rochester Revitalization Initiative	This project focuses on the rehabilitation of commercial and residential units in mixed-use buildings in East Rochester.	Land Use	Village of East Rochester	New York State Division of Homes and Community Renewal
Eastman Business Park	Infrastructure Improvements to Eastman Business Park.	Land Use	FLREDC; Private Businesses; City of Rochester; Town of Greece; Monroe County	Empire State Development Grant Funds; Economic Development Administration Public Works Program
I-Square	This project entails the creation of 92,000 square feet of urban style town square development in the Town of Irondequoit.	Land Use	I-Square Development, Inc.	Environmental Facilities Corporation; New York State Energy Research and Development Authority
Rochester Public Market	Expansion of the City of Rochester's nationally-recognized public market as a destination, while strengthening its connections with the region's farmers and small businesses.	Land Use	City of Rochester	Empire State Development
City of Rochester Comprehensive Plan Update	Revision of City of Rochester Comprehensive Plan with component of the plan addressing sustainability.	Land Use; Energy; Environmental Resources	City of Rochester	New York State Energy Research and Development Authority
Garden Aerial Eco-district	The Garden Aerial project will transform the High Falls neighborhood into an eco-district.	Land Use; Tourism and Recreation	Friends of the Garden Aerial	New York State Council on the Arts; New York State Energy Research and Development Authority; Office of Parks, Recreation & Historic Preservation

Monroe County Regional Engagement Revitalization Opportunity Report Projects

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Spring Lake Trail	The Town of Perinton proposes construction of a multi-use trail that will connect Spring Lake Park to the existing Irondequoit Creek Trail.	Land Use; Tourism and Recreation	Town of Perinton	Office of Parks, Recreation & Historic Preservation
Geva Theatre Center	Historic renovation of Geva Theatre Center.	Preservation/Cultural	Geva Theatre Center	New York State Council on the Arts
Brockport Canal Improvement Project	Phase I of plan to develop recreational and competitive rowing programs along the Erie Canal.	Tourism and Recreation	Village of Brockport	New York State Canal Corporation Grant Program
Canalside Promenade	Canalside Promenade Repairs and Improvements.	Tourism and Recreation	Village of Fairport IDA	New York State Canal Corporation Grant Program
Construction of Park Lodge	The Town of Sweden will construct an enclosed lodge at the 156-acre Town Park.	Tourism and Recreation	Town of Sweden	Office of Parks, Recreation & Historic Preservation
Erie Canal Bicentennial Commemoration Pavilion	The Village of Pittsford will construct a Canal Bicentennial Commemorative Pavilion.	Tourism and Recreation	Village of Pittsford	New York State Canal Corporation Grant Program
Finger Lakes Vacation Region Market Analysis	Completion of a destination market analysis for the Finger Lakes Regional Tourism Council.	Tourism and Recreation	Finger Lakes Regional Tourism Council	Empire State Development-Market New York
Genesee Country Village and Museum High Density Art Storage System	Purchase of high density mobile art storage system for Genesee Country Village and Museum.	Tourism and Recreation	Genesee Country Museum	New York State Council on the Arts- Artistic Program Capital Equipment
Heritage Trail and Park	Trail expansion to connect the Village of Spencerport's portion of the Heritage Trail & Park at the Town of Ogden municipal boundary.	Tourism and Recreation	Town of Ogden	Office of Parks, Recreation & Historic Preservation
Study for Improved Access- High Falls District and Genesee River Gorge	The City of Rochester will examine public access improvements into and through the High Falls District and Genesee River Gorge.	Tourism and Recreation	City of Rochester	Office of Parks, Recreation & Historic Preservation
Little Theatre Capital Improvements	Little Theatre will purchase digitization equipment upgrades for the theatre.	Tourism and Recreation	Little Theatre Film Society	New York State Council on the Arts
Rochester Fringe Festival	Funding to support the Rochester Fringe Festival.	Tourism and Recreation	Rochester Arts Festival	New York State Council on the Arts; Empire State Development

Monroe County Regional Engagement Revitalization Opportunity Report Projects

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Sandbar Waterfront Park Improvements Design	The Town of Webster will design improvements for Sandbar Waterfront Park along Irondequoit Bay and Lake Ontario.	Tourism and Recreation	Town of Webster	DOS Local Waterfront Revitalization Program
Sea Breeze Revitalization Plan	The Revitalization Plan will identify the range of physical enhancements, neighborhood and business development strategies, and expanded recreational opportunities needed to maximize this area's potential.	Tourism and Recreation	Town of Irondequoit	Empire State Development
Seneca Park Zoo Master Plan Improvements Phase 1a	Undertake a new construction project to create new habitats and facilities at the zoo.	Tourism and Recreation	Seneca Park Zoo Society, Monroe County	Office of Parks, Recreation & Historic Preservation; Upstate Revitalization Initiative
The African American Landmarks Project	The project will identify landmarks of significance in the rich African American history of Rochester.	Tourism and Recreation	Landmark Society of Western New York	New York State Council on the Arts
The Mobile Experiences for Tourism Project	RIT will collaborate with VisitRochester to develop a mobile device application that will personalize visits to the Region.	Tourism and Recreation	RIT, Visit Rochester	New York State Council on the Arts
Train Bridge Overlook	The City of Rochester will design and construct a scenic overlook on the remaining abutment of the recently-demolished CSX Swing Bridge along the Genesee River at the entrance of the Port of Rochester Marina.	Tourism and Recreation	City of Rochester	DOS Local Waterfront Revitalization Program
Zoo Education Complex	Seneca Park Zoo will restore and expand its educational facility.	Tourism and Recreation	Seneca Park Zoo Society, Monroe County	Empire State Development Grants
Promenade at Erie Harbor	Completion of designs for public promenade along the Genesee River.	Tourism and Recreation	City of Rochester	DOS Local Waterfront Revitalization Program
Thomas Creek Wetland Phase II	Fairport IDA will expand and improve this Canal Park and nature site.	Tourism and Recreation	Fairport IDA	New York State Canal Corporation Grant Program

Monroe County Regional Engagement Revitalization Opportunity Report Projects

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Erie Canal Park and Preserve	The Town of Pittsford, in cooperation with the Village of Pittsford, will complete designs for a new park along the Erie Canal including improvements to the canal frontage, trail connections to the Erie Canal Path and Auburn Rail Trail, wetland improvements, and trail amenities. This project will also include construction of select park components.	Tourism and Recreation	Town of Pittsford	DOS Local Waterfront Revitalization Program
George Eastman House Historic Site Conditions Survey	Survey will be completed to identify building systems and areas that may be deficient.	Tourism and Recreation; Preservation/Cultural	George Eastman House	Office of Parks, Recreation & Historic Preservation
Reconstruct the eastern portion of the Inner Loop as an at-grade boulevard "Inner Loop East Transformation Project"	Reconstructing the eastern portion of the Inner Loop would allow for bicycling and walking.	Transportation	NYSDOT, City of Rochester	Transportation Investment Generating Economic Recovery (TIGER) program; New York State Department of Transportation
Support the establishment of high-speed rail service on Empire Corridor	Support efforts to establish high-speed passenger rail service on the Empire Corridor.	Transportation	NYSDOT	Federal Railroad Administration; New York State Department of Transportation; US Department of Transportation
Braddock Bay Invasive Species	Invasive Species Removal from Braddock Bay.	Water Resources; Natural Resources	Town of Greece	US Department of Agriculture; Environmental Protection Agency; US Fish and Wildlife Service
Regional Dredging Plan	Coordination of Lake Ontario dredging with Wayne County, Orleans County, and other New York State Counties bordering Lake Ontario.	Water Resources; Waterfronts	Monroe County; Orleans County; Wayne County; other Lake Ontario Counties	U.S. Army Corps of Engineers
Port of Rochester Development	A two-phased project to redevelop the Port of Rochester area to enhance public waterfront recreational facilities and support private mixed use development.	Waterfronts; Tourism and Recreation	City of Rochester	DOS Local Waterfront Revitalization Program; Environmental Facilities Corporation

End Notes

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7. June 2015. New York State Department of Labor www.labor.ny.gov
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