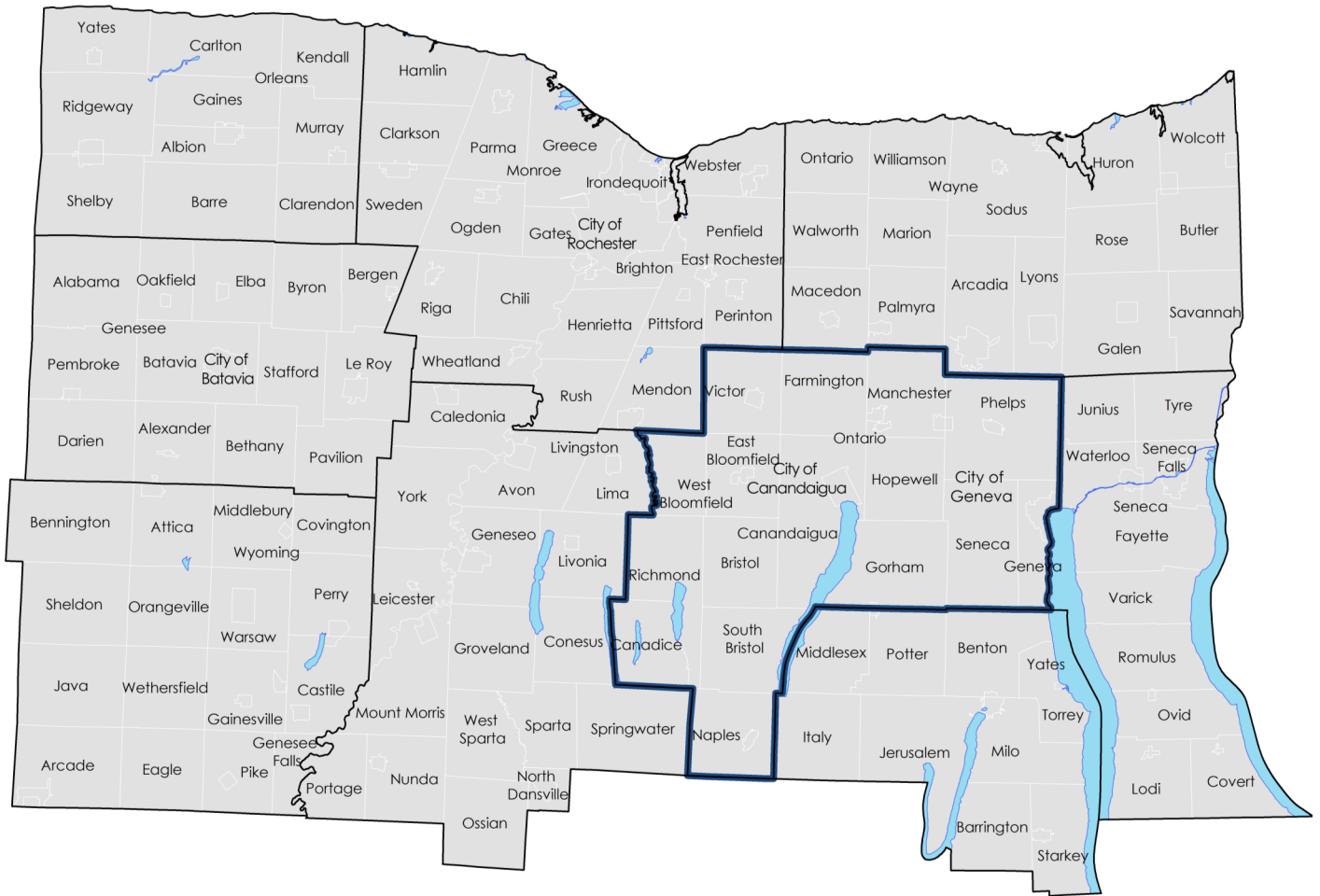


Regional Engagement Revitalization Opportunity Report Ontario County



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

Ontario County
November 2016



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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.

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Ontario 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 Ontario County Revitalization Opportunity Report includes an outline of the demographic and economic conditions within Ontario 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 Ontario County Forum, held on March 7, 2016; along with the information gathered from existing plans, shaped development of the Ontario County Recommendations, Goals and Objectives, and priority projects.

Ontario County Step-2 Recommendations

Key project recommendations for Ontario County include development of the Fiber Optic Ring; expansion of the Cornell Agriculture and Food Technology Park and the Smart System Technology and Commercialization Center; development of the Fishers Ridge project in the Town of Victor; development of the Pinnacle North project in the City of Canandaigua; remediation of brownfield properties in the City of Canandaigua; and implementation of the Geneva Brownfield Opportunity Area Nomination. The focus area for economic distress within Ontario County is the City of Geneva.

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 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 Ontario 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 County
2. Enhance agricultural economic development
3. Increase the awareness of the economic and social importance of agriculture
4. Examine and adjust local government policies to protect farmland and enhance agriculture
5. Acknowledge and enhance the environmental stewardship of farmers
6. Improve and expand recreational trails

Brownfields

1. Revitalize brownfield properties for new uses in a new economy
2. Amend zoning map in City of Geneva North End neighborhoods to increase certainty in development process
3. Develop plan for demolition, property maintenance and reuse of brownfield sites
4. Support EPA brownfield coalition assessment application to inventory and assess brownfield properties within the Targeted Municipalities of: City of Canandaigua; City of Geneva; and Town of Manchester

Economic Development/Economic Distress

1. Eliminate economic distress within City of Geneva
2. Improve and expand infrastructure
3. Advance entrepreneurship and innovation
4. Support existing businesses and retention of jobs
5. Improve and advance the skills of the workforce

Downtowns

1. Fill vacant storefronts
2. Maintain and preserve historic downtowns
3. Continue building and façade renovations
4. Encouraging mixed-use building development including renovation and reuse of vacant upper floors
5. Enhance connections between downtowns and waterfronts
6. Continue to pursue New York Main Street Grant

program funding

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. Strengthen connections between economic development and tourism
6. Improve signage and wayfinding within Ontario County

Waterfronts

1. Increase municipal management of stormwater
2. Monitor streambanks and shorelines for erosion and lack of buffers
3. Establish an early detection and rapid response protocol for invasive species
4. Provide education and training of local officials on erosion controls and stormwater management
5. Expand "blueway" access points
6. Improve physical and psychological connections between Canandaigua Lake and the City of Canandaigua and Seneca Lake and the City of Geneva

Environmental/Water Resources/Natural Resources

1. Ensure long-term preservation of surface and groundwater resources
2. Preserve natural resources
3. Continue efforts to remediate eroded streambanks and educate property owners on methods of resiliency
4. Strengthen floodplain development regulations
5. Address invasive species within Ontario County lakes and waterbodies
6. Pursue opportunities to leverage Community Rating System programs to help mitigate flood insurance costs

Energy

1. Develop/embrace renewable energy resources
2. Increasing energy capacity
3. Remove energy roadblocks that are limiting economic development opportunities
4. Identify, connect, and promote energy assets for successful attraction of companies

Buildings/Housing

1. Address vacant properties
2. Continue to promote and implement senior housing/aging in place programs
3. Continue to preserve historic and culturally significant assets within Ontario County

Infrastructure

1. Improve sewer/water, telecommunications, and transportation infrastructure in targeted growth areas
2. Complete infrastructure inventory and analysis to determine the capacity and location of existing infrastructure
3. Continue to monitor traffic counts and conditions of bridges

Projects

The Ontario 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.

Ontario County

Existing Conditions Introduction

The Background/Existing Conditions section below outlines the demographic and economic conditions within Ontario 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 Ontario 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.

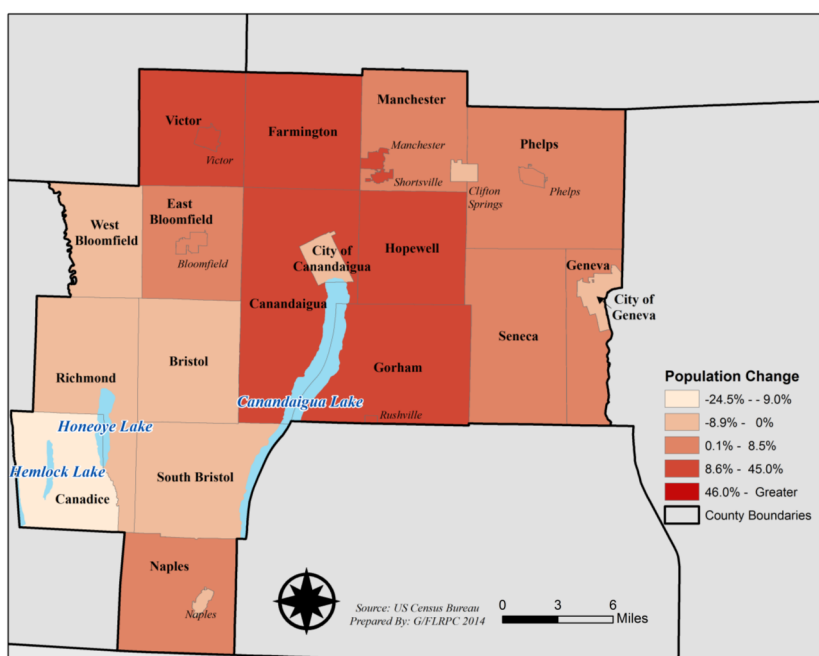
These revitalization efforts are focused on areas with high levels of poverty and economic distress building upon other Finger Lakes Region plans, including the Upstate Revitalization Initiative Plan titled *Finger Lakes Forward: United for Success* and the Finger Lakes Regional Economic Development 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

Ontario County consists of 644 square miles¹ of area located in the southcentral portion of the nine-county Genesee-Finger Lakes Region. A portion of Ontario County is bordered to the east by Seneca Lake and Seneca County; to the North by Wayne County and Monroe County, to the South by Yates County and to the west by Livingston County.

Between the years 2000 and 2010 Ontario County's population increased by 7.7% to 107,931 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 retail trade, including general merchandise stores and food and beverage stores; government, including local, state, and federal government; health

Map 36: Population Change Ontario County 2000-2010



care and social assistance, including health care services and nursing home facilities; manufacturing, including computer and electronic product manufacturing and plastics rubber products manufacturing; and accommodation and food services.⁵ The largest employers in the County include: Finger Lakes Racing Association; Thompson Health; Finger Lakes Health; Wegmans Food Markets; and Hobart and William Smith Colleges.⁶ The unemployment rate for Ontario County is 4.6%⁷ which is in line with the New York State unemployment rate of 4.7%,⁸ and lower than the national unemployment rate of 5.0%.⁹ Table 9 illustrates Ontario County Employment.

Table 9: Ontario County Employment 2012

Industry Sector	Avg. Annual Employment
Retail Trade	8,869
Total, All Government	8,126
Health Care and Social Assistance	7,092
Manufacturing	6,553
Accommodation and Food Services	4,736

Ontario County is predominately white (93.9%)¹⁰ and has an aging population, with approximately 15.5% 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 South Bristol (20.5%) and Geneva

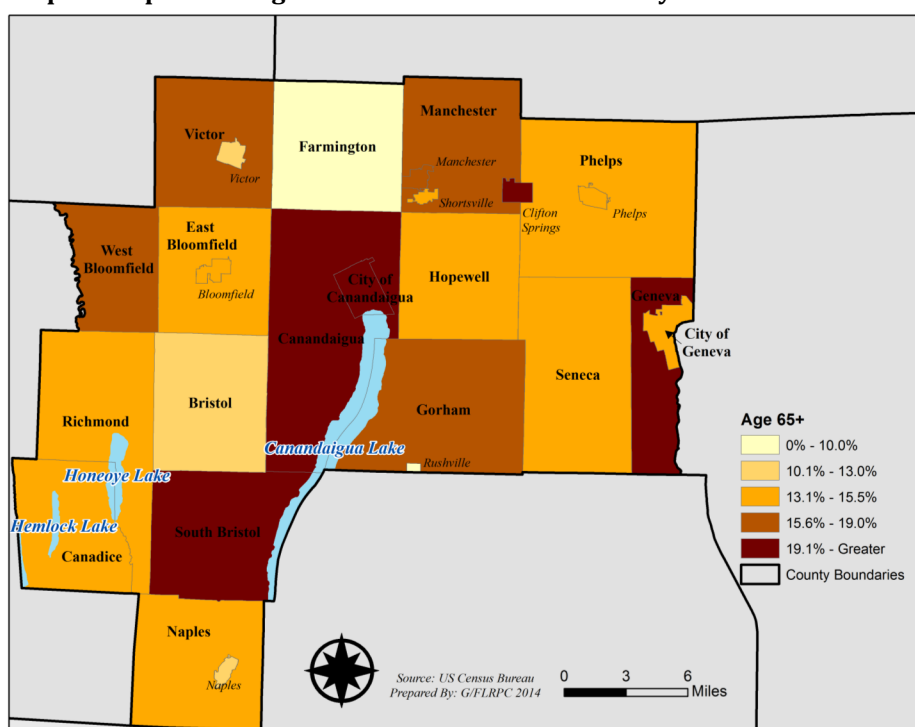
(20.5%), and the Village of Clifton Springs (21.9%). The Village of Victor and Town of Farmington have the largest percentages of their population under the age of 18 with 31.1% and 28.1% respectively.¹¹

Vacancy is not a huge concern within Ontario County as a whole with only 4.2% 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 Town of Canadice (8.9%) and the Village of Clifton Springs (11.4%).¹²

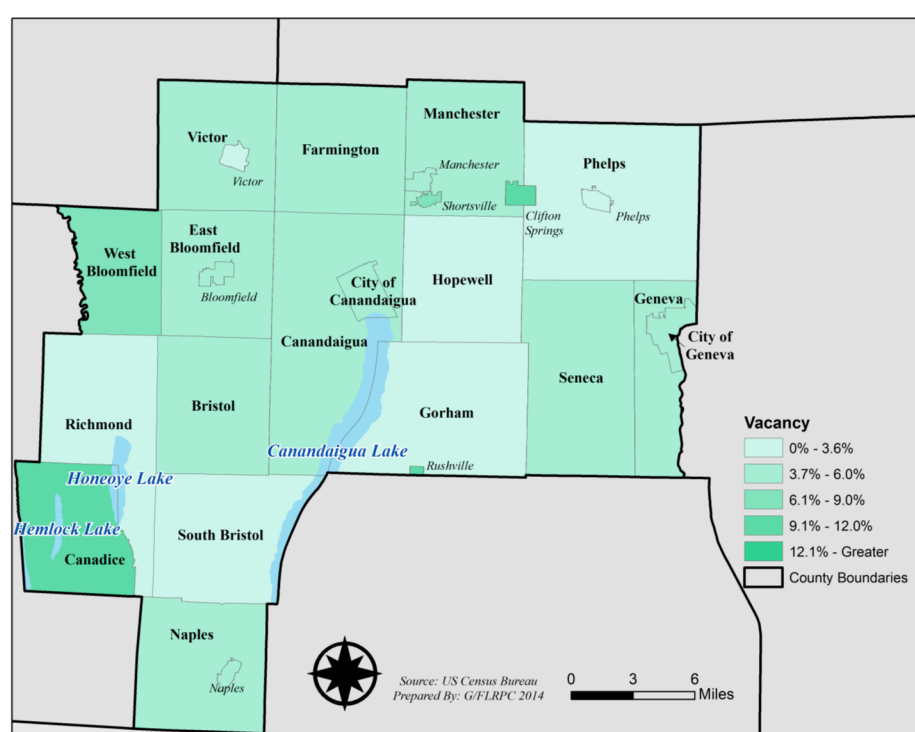
Approximately 91.7% of Ontario County has at least a high school diploma or equivalency with 31.3% of the County having a bachelor's degree, graduate degree, or professional degree and approximately 44.4% having an educational attainment of an associate's degree or higher. Within New York State approximately 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 Victor has the highest percentage of residents with an educational attainment of at least a bachelor's degree, with 54.4% along with an additional 11.8% of its population with an associate's degree. The Towns of Canandaigua and South Bristol and the Village of Victor also have a large percentage of their population with a bachelor's degree, graduate degree, or professional degree, 44.1%, 43.3%, and 45.7% of their residents respectively.

Median household income for Ontario County as a whole in 2012 was \$56,455, with the highest median household income within the Towns of Victor (\$74,953) and Canandaigua (\$64,296) and the Village of Victor (\$64,663). The lowest median household income was within the Cities of Geneva (\$37,438 and Canandaigua (\$44,854) and the Town of Canadice (\$44,236).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 9.6% of the coun-

Map 37: Population Aged 65 and Older Ontario County 2012

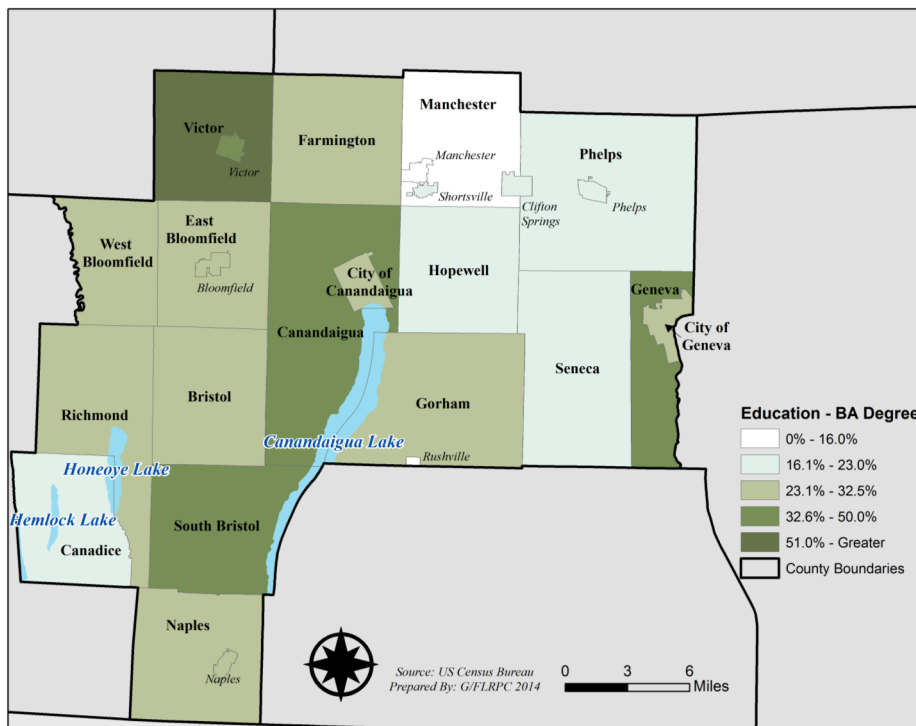


Map 38: Vacancy Ontario County 2012



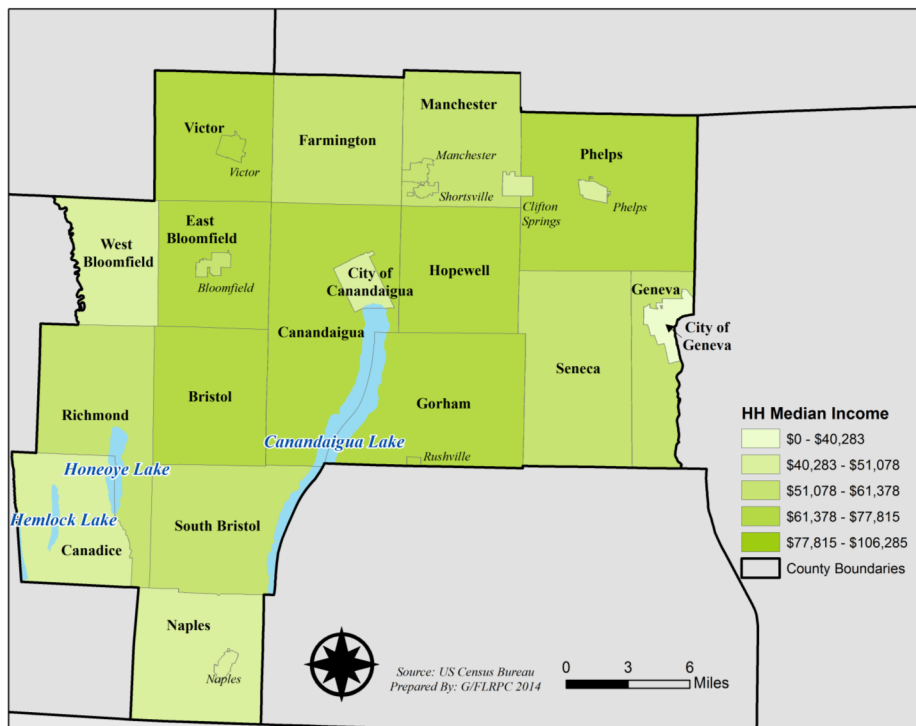
ty population and 12.0% of residents under the age of 18 are living below the poverty level, lower than the national poverty rate of 14.9% and the national rate of poverty of 20.8% for those under the age of 18. The highest municipal poverty rates are within the City of Geneva, 25.9% of the total population and 35.2% of residents under the age of 18 living below the poverty line; and the Villages of Naples, with 16.5% of the total population and 21.1% of residents under the age

Map 39: Educational Attainment Ontario County 2012



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 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 40: Median Household Income Ontario 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 Ontario County the Economic Distress z-scores ranged from -12.9, Town of Victor, to 3.4, City of Geneva.¹⁶ The City of Geneva had the highest z-score in Ontario County largely due to its 25.9% poverty rate, substantially higher than the regional average of 11.9%.

Strategies

The background/existing conditions section provides a glimpse into the current

of 18 living below the poverty line, and Rushville, with 24.9% of the total population and 37.6% of residents under the age of 18 living 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

demographic trends of Ontario 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 greater length. These subject areas are: Land Use; Brownfields; Economic Distress; Downtowns; Tourism and Recreation; Waterfronts; Environmental, Water Resources, and Natu-

ral 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 at the County Forum on March 7, 2016; along with the information gathered from existing plans formed much of the subject information below.

Land Use

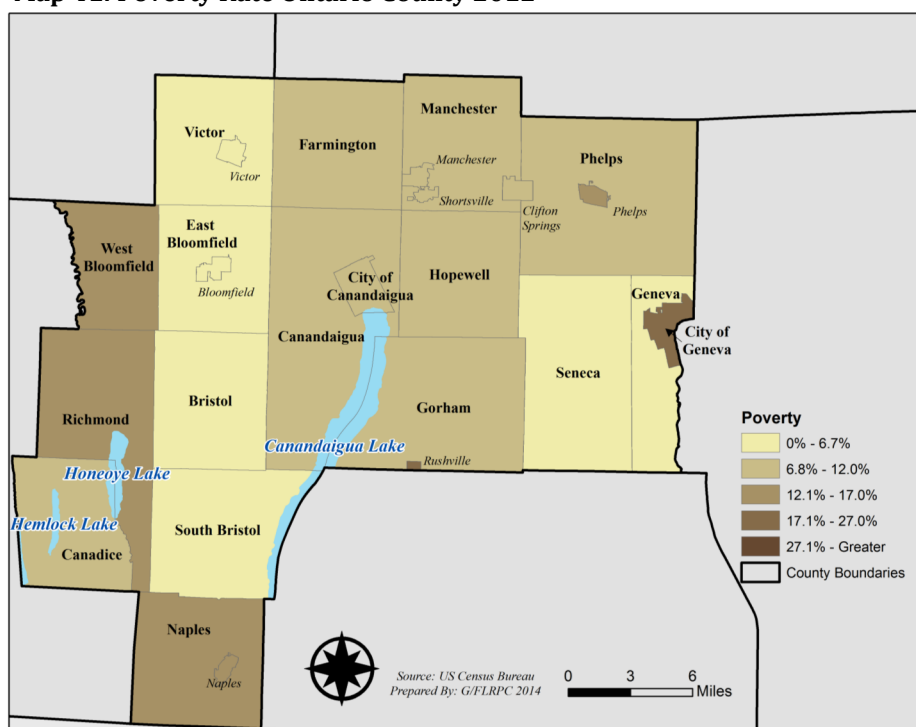
Based upon an analysis of building permit data for Ontario County since 1998, the municipalities with the most residential building permits issued are the Town of Victor, 2,217 permits; Town of Canandaigua, 1,330 permits; and the Town of Farmington, 1,213 permits.¹⁷ This data merely identifies the number of permits granted and does not mean the proposed development was actually completed, but it does help to show the areas within Ontario County which are likely experiencing the most residential growth.

Table 10 illustrates the Ontario County municipalities with the most residential building permits during the years 1998-2014.

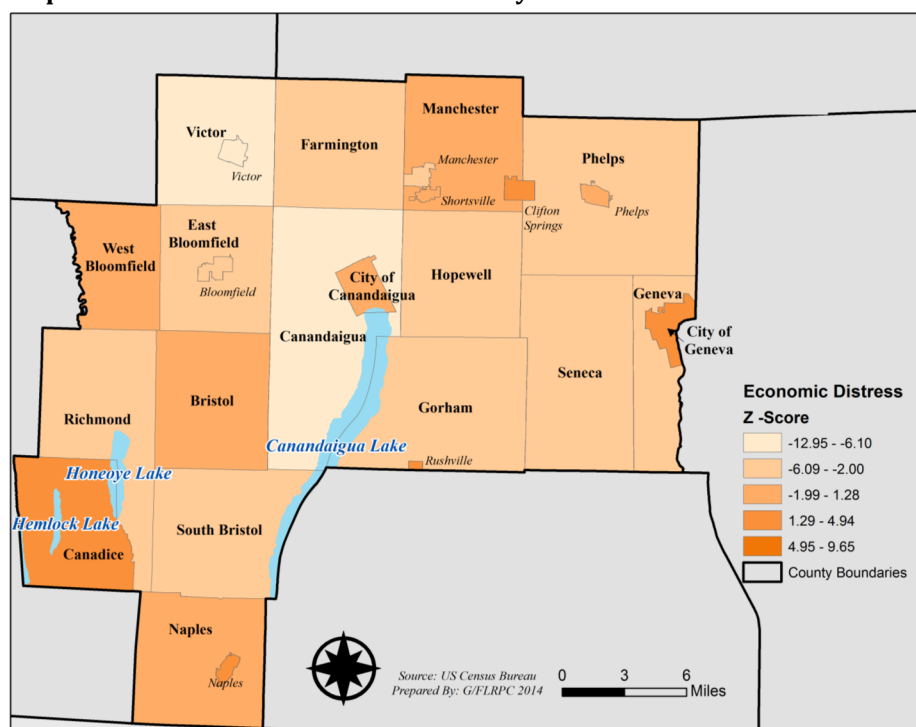
Farmland protection is a key land use priority for Ontario County. To that end the County developed the *Ontario County Agricultural Enhancement Plan*

to help “create general awareness for community leaders and the general public about the significance, challenges, and economic potential of agriculture in Ontario County; identify agricultural resources in need of protection and present appropriate farmland protection techniques; and present options to strengthen the economic vitality of agriculture and retain productive farmland.”¹⁸ The *Agricultural Enhancement Plan* outlined several goals including: enhancing agricultural

Map 41: Poverty Rate Ontario County 2012



Map 42: Economic Distress Ontario County 2012



economic development; increasing the awareness of the economic and social importance of agriculture; examining and adjusting local government policies to protect farmland and enhance agriculture; and acknowledging and enhancing the environmental stewardship of farmers.¹⁹

Additionally, development of the Town of Canandaigua Agriculture Enhancement Plan recently began

with the purpose of “charting a course that will assure

Table 10: Residential Building Permits Ontario County

Municipality	Residential Building Permits 1998-2014
Town of Victor	2,217
Town of Canandaigua	1,330
Town of Farmington	1,213
Town of Manchester	371
Town of Gorham	321
City of Canandaigua	316

the long term economic viability of agriculture and the protection of the Town of Canandaigua’s valuable farmland resources.”²⁰ Other municipalities are also looking to preserve agricultural land through establishments of right-to-farm laws and the incorporation of farmland preservation into municipal comprehensive planning efforts.

Recreational trail developments are also underway in the Town of Farmington and Town of Canandaigua to expand and improve recreational trails and establishing a connection with existing Ontario Pathways and Monroe County trails.

Brownfields

There are a number of properties within Ontario 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.”²¹ There are a total of 50 brownfield sites currently being addressed, or that have previously been addressed, under 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.

The 50 brownfield sites within Ontario County being addressed, or that were previously addressed, under the New York State Department of Environmental Conservation Division of Environmental Remediation programs include sites within 14 different municipalities, with many of the sites within the cities of Canandaigua and Geneva. The recently completed City of Geneva Brownfield Opportunity Area Nomination al-

so outlined several strategic sites within the City of Geneva for brownfield redevelopment, including: the Market Basket Site (63 Gates Avenue); the Foundry Site (23 Jackson Street); and Service Station Site (53 North Street).²²

The Market Basket Site is a 2.5 acre site, which formerly housed a razor and glass manufacturer and later on a warehouse, storage, and distribution facility, that can potentially be redeveloped for commercial/industrial use. The Foundry Site is a 2 acre site, previously home to an iron foundry, which can potentially be redeveloped for recreational re-use. The Service Station Site is a 0.5 acre site, previously home to a gas station and convenience store, with the potential to be redeveloped as open space, recreation-based commerce, or a neighborhood food market. Each of these areas is currently underutilized and will help to revitalize the City of Geneva should they be successfully redeveloped.²³

Additional brownfield properties that are identified as redevelopment priorities for Ontario County include the Former Labelon site in the City of Canandaigua and a former gas station near the south end of downtown Canandaigua.

There are also likely other brownfield sites within Ontario 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 Ontario 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 Ontario County these targeted municipalities included the City of Canandaigua, City of Geneva, and the Town of Manchester.

Economic Development

The identified development goals of Ontario County include improving and expanding infrastructure; support of existing businesses and the retention of jobs; expanding entrepreneurship and innovation; and improving and advancing the skills of the workforce.

Infrastructure needs include water, sewer, and roads that are needed to support critical economic development projects such as Fishers Ridge in the Town of Victor and Pinnacle North Development in the City of Canandaigua. Expanding the Fiber Optic Ring also remains a major priority for Ontario County as it has helped to improve “vital communications between

government, healthcare and educational institutions, and assistance to business clients”.²⁴

The Ontario County Economic Development Corporation through its Business Retention and Expansion Program engages current Ontario County businesses to help them “assess their needs and plan for their growth”.²⁵ Targeted areas for improvements include funding, workforce, exports, and energy efficiency. These efforts, along with assistance provided by other partner economic development agencies, are helping to retain existing Ontario County businesses in the County and helping those positioned for growth to create new jobs.

One new tool targeted towards retention of existing agricultural businesses is the recently approved Growing the Agriculture Industry Now! (GAIN!) RLF fund. The RLF fund will provide Ontario 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.

Entrepreneurship and innovation is also an economic development focus for Ontario County with both the Cornell Agriculture and Food Technology Park Innovation Center and Smart System Technology and Commercialization Center (STC) identified priority projects for Ontario County. The Cornell Agriculture and Food Technology Park project would develop a food innovation center which would provide additional space which could house production facilities which are currently operated at the Tech Farm. Moving these facilities to a food innovation center will allow the Tech Farm to serve as commercial lab space for existing corporations. The STC project would expand the current STC campus and leverage the currently available technical infrastructure to attract firms to support nanotechnology and semi-conductor industries.²⁶ STC is an important economic development asset for Ontario County and the Region as it includes over 26,000 square feet of cleanroom space with 150mm and 200mm MEMS foundry services and a 8,000 square foot MEMS and optoelectronic packaging facility.²⁷

Workforce development is also a key need for Ontario County in order to develop the skilled workers needed to fill available positions within the County, including development of the soft skills necessary for success in any job. Partnerships with K-12 education, BOCES, community colleges, colleges and universities and the business community continue to improve to help address this workforce development concern. The Finger Lakes Workforce Investment Board (FLWIB) is also actively working to assist businesses and job seekers

through a variety of programs including: training and education programs; job listings; career counseling; skills assessments; and resources to businesses such as the Finger Lakes Advanced Manufacturers Enterprise.²⁸

Temp agencies also play a key role in connecting workers to available employment opportunities within Ontario County.

Downtowns

Identified goals and objectives to advance downtowns within Ontario County include improving aesthetic appeal of “Main Streets”; filling vacant storefronts; renovating and reusing vacant upper floors; continuing building and façade renovation projects; and enhancing connections between downtowns and waterfronts in areas such as Canandaigua and Geneva. All of these efforts are under the guise of prioritizing the pedestrian experience and walkability. One challenge to reuse of vacant upper floors is the steep stairs and access issues of the older buildings which do not have elevators.

The City of Canandaigua and City of Geneva both have Business Improvement Districts (BID) within their downtown areas. The City of Canandaigua BID was created to “promote, beautify, and improve downtown for residents, property owners, merchants and visitors.” The BID provides streetscape, façade, and signage improvement programs, hosts events to attract tourists to the area and assists business retention and attraction efforts.²⁹ The City of Geneva BID was formed to “promote an attractive and economically viable downtown” and offers programs in a variety of areas including: architectural design and preservation; economic planning and development; and business recruitment, retention, marketing, promotion and unification.³⁰ The success of the Cities of Canandaigua and Geneva and other downtown areas in Ontario County in attracting visitors shows the direct connection between tourism and recreation and downtowns.

In addition to the City of Canandaigua and the City of Geneva, other key downtown focus areas within Ontario County include the Villages of Victor, Phelps, Naples, and Clifton Springs along with the downtown area of the Town of Farmington and Honeoye Lake, and the hamlet of Cheshire. The Village of Phelps has received New York Main Street program funding in the past to complete façade work and fix up buildings and efforts continue to secure funding for these initiatives in the future. The Town of Victor recently completed its Comprehensive Plan and as part of its vision identified the “walkable village core will serve as a central focus support Victor’s cohesive, affordable and

healthy network of neighborhoods, including the Hamlet of Fishers” and identified several downtown strategies including continuation of the façade improvement grant program; continuation of administering and applying for New York Main Street Grant Program funding; and encouraging mixed-use building in new development sites downtown.³¹ Infrastructure is also needed within Ontario County downtowns including the need for sewer infrastructure and sidewalks in the Hamlet of Cheshire in the Town of Canandaigua.

Tourism and Recreation

Tourism and recreation is a critical industry for Ontario County, with many attractions including: the Canandaigua, Seneca, Honeoye, and Canadice Lakes; Bristol Mountain Ski Resort and Aerial Park; Constellation Brands Marvin Sands Performing Arts Center (CMAC); Finger Lakes Gaming & Race Track; Roseland Waterpark; Ganondagan State Historic Site; Pinnacle Athletic Campus; Sonnenberg Gardens and Mansion; wineries, breweries; and the New York State Wine and Culinary Center; as well as the many historic towns, villages, hamlets, and districts within the County.

Ontario County also has additional assets and events that support tourism and recreation within the County including the Ontario County Fair, which helps showcase the agricultural community; Canandaigua Airport; and free public boat launches and connections to Canandaigua and Seneca Lakes. Recent investments in the Clifton Springs Memorial Hospital also open up the possibility of medical tourism due to the lower cost of care in the Finger Lakes Region compared to other areas in the state and the country.

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.³² These attractions and activities also help to improve the quality of life for existing Ontario County residents, which contributes towards attracting and maintaining the workforce needed for business attraction and retention efforts.

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 achiev-

ing 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.³³ Agri-tourism is also specifically identified within the Upstate Revitalization Initiative as a key component of the Agriculture & Food Production pillar. With many farms and agri-tourism activities already underway Ontario County is well positioned to grow in this area in the future.

Additional identified tourism and recreation goals for Ontario County include: strengthening connections between economic development and tourism; supporting and enhancing tourism through cooperative marketing; and improving signage and wayfinding.

Waterfronts

Waterfronts is an important asset for Ontario County with its many lakes including: Canandaigua, Seneca, Honeoye and Canadice. Through the Local Waterfront Revitalization Program the Canandaigua Lake Watershed Management Plan, Honeoye Lake Watershed Management Plan, and Seneca Lake Watershed Management Plan were developed. Each of these plans outlined strategies to protect and enhance water quality within Ontario County.

The Canandaigua Lake Watershed Management Plan identified a variety of strategies to protect Canandaigua Lake and the surrounding watershed. Some of these strategies included the following: increase municipal management of stormwater; monitor streams and lakes for pesticides; reduce the impact of de-icing salts on tributary water quality; monitor streambanks and shorelines for erosion and lack of buffers; protect, restore and create wetlands and floodplains; expand floodplain regulations; and establish an early detection and rapid response protocol for invasive species.³⁴

Implementation of the Seneca Lake Watershed Management Plan is also a priority for Ontario County in order to protect and enhance the water quality of Seneca Lake. Identified strategies from the Seneca Lake Watershed Management Plan include: create and maintain riparian buffer zones for all streams adjacent to agricultural land; encourage all farms in the Seneca Lake watershed to develop a Comprehensive Nutrient Management Plan; provide education and training of local officials on erosion controls and stormwater management; adopt uniform sanitary law throughout the Seneca Lake; and restore degraded wetlands.³⁵

Additional Ontario County waterfront goals include the expansion of “blueway” access points across rivers, lakes, and streams; improving the marketing of fly fishing in the Canandaigua Outlet; and improving the physical and psychological connections between Canandaigua Lake and the City of Canandaigua and Seneca Lake and the City of Geneva.

Environmental/Water Resources/Natural Resources

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

The Finger Lakes Regional Sustainability Plan outlines a variety of strategies in order for Ontario 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.*³⁶

Environmental/water resources goals within Ontario County are also shaped by the Ontario County Solid Waste Management Plan. The purpose of the Solid Waste Management Plan is to “identify the path to be pursued for managing solid waste generated in Ontario County in an economical and environmentally sound manner that is consistent with the State’s Solid waste management policy.”³⁷ Some of the identified tasks for implementation included: continuation of land-filling as primary disposal for all non-recyclable/recoverable waste; increase recycling at Ontario County owned facilities; support yard waste composting efforts; and encourage proper management of unique wastes.³⁸

Additional Ontario County environmental/water resource goals include the long-term preservation of surface and groundwater resources; strengthening of flood regulations to reduce the risk of flooding and severe storms; addressing of invasive species, including blue green algae; restoration of the Honeoye Inlet; improving the connections between environmental/water resources and tourism and recreation; and the continued implementation of best management practices and projects within county watershed management plans.

Ontario County also has a variety of natural and environmental resources including: Honeoye Inlet Wildlife Management Area; Stid Hill Wildlife Management Area; Honeoye Creek Wildlife Management Area; Squaw Island Unique Area Wildlife Management Area; Canandaigua Lake; Seneca Lake; Honeoye Lake; and Canadice Lake; the preservation of each of which is critical for a sustainable Ontario County.

Energy

The Finger Lakes Regional Sustainability Plan outlines a variety of energy strategies in order to help Ontario 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”.³⁹

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.⁴⁰ Energy innovation and energy storage technologies were also identified within the FLREDC Strategic Plan as areas of focus for funding. Within Ontario County, the City of Geneva received funding under the Cleaner Green Communities program to help implement the Finger Lakes Sustainability Plan through updating the City of Geneva Comprehensive Plan. The Comprehensive Plan will include sustainability components such as sustainable land use; sustainable transportation infrastructure; sustainable housing; protection of natural and historic resources; and support for green economic development initiatives.

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 Ontario 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.”⁴¹ 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”.⁴²

In line with the above identified regional energy strategies, Ontario County identified increasing energy capacity and developing and embracing renewable energy resources as two critical energy goals. Several energy projects are underway within Ontario County which will help to advance these goals. These projects include: two solar farm projects in the Town of Geneva, one of which is sponsored by Hobart and William Smith Colleges will be used to provide energy support to the Colleges,⁴³ the other solar farm project is sponsored by Qwik Solar with the aim to sell the solar generated power to businesses and other power users in the area.⁴⁴ Manure digesters have also been identified as a potential focus area for renewable energy generation, while also helping to eliminate livestock waste. A feasibility study is needed to determine if manure digesters are a viable opportunities for Ontario County.

Buildings/Housing

Two critical building/housing goals for Ontario County are to improve the quality of the housing stock and reduce vacancy. Ontario County is faced with an aging housing stock, 31.1% of its structures were built before 1939⁴⁵ and an aging population, 15.5% of its population aged 65 or older.⁴⁶

There are many agencies within Ontario County actively involved in housing that are administering programs or working on efforts to address these issues, including Ontario County Office for the Aging; Ontario County Planning; PathStone; Action for a Better Community, Inc.; Bishop Sheen; the Geneva Housing Authority, and many others. The Ontario County Office for the Aging helps to coordinate services to support Ontario County residents aged 60 or older with the aim to promote aging in place and quality of life. Programs include: in-home care; housing referrals; transportation; meals and nutrition; and legal services.⁴⁷

Ontario County Planning provides technical assistance on housing topics such as zoning, subdivision, flood insurance mapping; and wetland and land use determinations. PathStone provides a foreclosure prevention program (counseling); financial education; and home-buyer pre and post-purchase counseling for Ontario County. In line with these programs are those offered

through Bishop Sheen Ecumenical Housing Foundation; which administers programs under the Community Services Block Grant program for Ontario County. These programs include a home weatherization program, an emergency assistance repair program and housing development.⁴⁸ Housing assistance is also provided through the Geneva Housing Authority, which administers public and private housing assistance programs, including Section 8, to help improve the quality of life for lower income residents of the City of Geneva.⁴⁹

All of these buildings/housing concerns will need to be addressed in context with the need for new infrastructure, the large number of seasonable residents within Ontario County, and align with the preservation of the many historic homes and historic districts within Ontario County.

Infrastructure

Infrastructure is a top priority for Ontario 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 Ontario County infrastructure needs include water and sewer; telecommunications, including the Fiber Optic Ring; and transportation. Many of these infrastructure improvements are needed to support new development such as Fishers Ridge in the Town of Victor and Pinnacle North in the City of Canandaigua. Needed transportation infrastructure improvements include: updates and improvements at the Canandaigua Airport; expanding the availability of bike parking within the County; improving public transportation; and addressing traffic concerns along key routes such as Route 96; Routes 5&20; and Route 14. In addition to bike parking, bike trails and bike lanes are also needed within Ontario County. Improvements to the capacity of the Regional Transit Service bus service in Ontario County is also a priority along with improving and expanding senior transportation opportunities.

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 Ontario County in providing last mile connections and improving access to high speed internet.

Additional identified infrastructure needs within On-

tario County include: expansion to public water in the Town of Richmond; expansion of sewer in the Town of Victor; and the improvement and expansion of drainage and stormwater management facilities within the County.

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 and bridge conditions in Ontario County did not identify any significant concerns, though truck traffic is an issue in some part of Ontario County. State routes within Ontario County are currently handling existing traffic levels, though there are some areas with traffic concerns including Route 96; Routes 5&20; and Route 14. The latest New York State Department of Transportation traffic counts show that the highest traffic within Ontario County, excluding the portion of the New York State Thruway running through Ontario County, is along Route 332 in the Town and City of Canandaigua, which averaged 27,796 cars per day; Routes 5&20 in the City of Canandaigua, which averaged 27,117 cars per day; and Route 332 in the Town of Farmington, which averaged 25,323 cars per day.

Bridge inspections are regularly conducted by the New York State Department of Transportation for all publically owned highway bridges in New York State, 179 of which are located within Ontario 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”⁵⁰. 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.⁵¹

For Ontario, the analysis of the 179 highway bridges, rated 129 as being neither functionally obsolete nor structurally deficient; 19 as being structurally deficient; and 31 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 63 sites within Ontario County listed on the National Register of Historic Places, including 9 historic districts: Canandaigua Historic District; Canandaigua Veterans Hospital Historic District; Clifton Springs Sanitarium Historic District; East Bloomfield Historic District; Farmington Quaker Crossroads Historic District; North Main Street Historic District in Canandaigua; Genesee Park Historic District, Geneva Downtown Commercial Historic District, and South Main Street Historic District all in Geneva. The remaining sites include historic homes; farmhouses; cemeteries; and churches throughout Ontario County.

Preservation efforts are also focused on the many other historic places throughout Ontario 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, support of the Ganondagan State Historic Site, and preservation of the historic boathouses on Canandaigua Lake. Additionally Ontario County has an aging housing stock with 31.1% of its structures built before 1939,⁵² 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.”⁵³ 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.⁵⁴

The Genesee-Finger Lakes Regional Inventory of Culturally Significant Areas also identified eight cultural

landscapes from Ontario County. These included: Native American Sites along Pond Road in the Town of East Bloomfield; Arsenal Hill and the Owasco Site in the Town of Canandaigua; Locke Insulator Corporation Facility in the Village of Victor; Frost Town Community Site and Wilder Mill Site and in the Town of South Bristol; Grimes Glen in the Village of Naples; and the Little Church and Number 9 Church in the Town of Seneca.⁵⁵

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.⁵⁶ Ontario County has received a number of Local Government Efficiency grants over the past few years including assistance to the City of Canandaigua and the Canandaigua Lake Watershed Council to implement their watershed management plan; assistance to the City of Geneva to evaluate employee health insurance costs; assistance to the Village of Victor to study village dissolution (which didn't move forward); and assistance to the City of Canandaigua and Ontario County to study sharing of services of a central garage operation.

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 are facing a significant portion of its waterfront."⁵⁷ The Canandaigua Lake Watershed Council has also received funding through the Local Waterfront Revitalization Program as well to develop and implement the Canandaigua Lake Watershed Management Plan. The Canandaigua Lake Watershed Management Plan serves as a "comprehensive strategy to protect Canandaigua Lake and its surrounding watershed from existing and emerging threats".⁵⁸

The Honeoye Lake Watershed Management Plan was also completed with LWRP assistance, with the overall goal the "protection, restoration, and enhancement of water quality and living resources in the Honeoye

Lake Watershed."⁵⁹ Funding through the LWRP was also provided to the City of Geneva for development of the Seneca Lake Watershed Management Plan. The Seneca Lake Watershed Management Plan serves to protect and restore water quality and ensure compatible land use and development within the Seneca Lake Watershed. The City of Geneva also received LWRP funding for the development of a Waterfront LWRP which was completed in conjunction with the City of Geneva Waterfront Master Plan. The LWRP provided specific guidance on land-use along the Geneva Waterfront.

The Brownfield Opportunity Area (BOA) 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.⁶⁰ The City of Geneva received funding under the Brownfield Opportunity Area program to complete a Nomination for a 280 acre area in the City's north end. Revitalization objectives include: cleaning-up and redeveloping brownfields and other vacant sites with commercial and industrial businesses that are appropriate for and will benefit the North End community; and evaluating existing structures to determine which can be rehabilitated and reused.

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 Ontario County, funding under the CSBG program is provided to Action for a Better Community, Inc. to provide assistance programs to Ontario County residents. These programs include: head start; summer youth employment; job placement assistance; home weatherization; neighborhood and block group support, amongst others.⁶¹

Ontario County Step-2 Recommendations

Ontario 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 Ontario County include development of the Fiber Optic Ring; expansion of the Cornell Agriculture and Food Technology Park and the Smart System Technology and Commercialization Center; development of the Fishers Ridge project in the Town of Victor; development of the Pinnacle North project in the City of Canandaigua; remediation of brownfield properties in the City of Canandaigua; and implementation of the Geneva Brownfield

Opportunity Area Pre-Nomination Study. The focus area for economic distress within Ontario County is the City of Geneva.

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 Ontario 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.

Ontario County Next Steps/Status

Development of the Fiber Optic Ring is being led by the Ontario County Office of Economic Development/IDA and managed by Axxess Ontario. The project has provided over 200 miles of open-access dark fiber that can provide new connection opportunities for businesses and residents within Ontario County.

Discussions are ongoing regarding the expansion of the Cornell Agriculture and Food Technology Park. The Economic Development Administration (EDA) provided funding support for the initial development of the Park and can potentially provide some assistance for the expansion. The Agriculture and Food Technology Park received \$500,000 in funding from New York State towards the construction of a new light manufacturing building at the park, which can be leveraged to help obtain the remaining funding needed. The Smart System Technology and Commercialization Center, another project that received EDA assistance, is also looking into expanding the facility with the campus pre-approved for construction of an additional 793,000 square feet. The Smart System Technology and Commercialization Center also currently has 1,505 square feet of qualified START-UP New York space offering tax-free incentives to eligible businesses.

The Pinnacle North project located on Canandaigua Lake in the City of Canandaigua has received assistance from New York State for several project phases including infrastructure investments to support construction of residential, commercial and open space.

The project is expected to be completed in 2017.

Another key Ontario County project, which received funding from New York State is the Fishers Ridge project in the Town of Victor. New York State provided funding assistance to support infrastructure improvements along Route 96 from Omni-tech Parkway to Route 25, which will help accommodate the Fishers Ridge Development. Phase I of the project will include retail, access roads, and infrastructure, with additional phases to include a hotel, town-center, and residential complex. Additional infrastructure will be needed to support future phases of the project.

The City of Canandaigua has identified two brown-field properties, the former Labelon site and former gas station site at south end of downtown, that may be able to leverage Environmental Protection Agency funding or Department of State funding in support of remediation and redevelopment efforts of the properties. The City of Geneva may also be able to leverage additional Department of State funds for a Brownfield Opportunity Area Nomination Study or Environmental Protection Agency funding to help implement the Geneva BOA Pre-Nomination Study. The Pre-Nomination Study identified the strategic sites for brownfield redevelopment, including: the Market Basket Site (63 Gates Avenue); the Foundry Site (23 Jackson Street); and Service Station Site (53 North Street).

Goals and Objectives

Successful revitalization of Ontario 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 Ontario 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 County
2. Enhance agricultural economic development
3. Increase the awareness of the economic and social importance of agriculture
4. Examine and adjust local government policies to protect farmland and enhance agriculture

5. Acknowledge and enhance the environmental stewardship of farmers
6. Improve and expand recreational trails

Brownfields

1. Revitalize brownfield properties for new uses in a new economy
2. Amend zoning map in City of Geneva North End neighborhoods to increase certainty in development process
3. Develop plan for demolition, property maintenance and reuse of brownfield sites
4. Support EPA brownfield coalition assessment application to inventory and assess brownfield properties within the Targeted Municipalities of: City of Canandaigua; City of Geneva; and Town of Manchester

Economic Development/Economic Distress

1. Eliminate economic distress within City of Geneva
2. Improve and expand infrastructure
3. Advance entrepreneurship and innovation
4. Support existing businesses and the retention of jobs
5. Improve and advance the skills of the workforce

Downtowns

1. Fill vacant storefronts
2. Maintain and preserve historic downtowns
3. Continue building and façade renovations
4. Encouraging mixed-use building development including renovation and reuse of vacant upper floors
5. Enhance connections between downtowns and waterfronts
6. Continue to pursue New York Main Street Grant program funding

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. Strengthen connections between economic development and tourism
6. Improve signage and wayfinding within Ontario County

Waterfronts

1. Increase municipal management of stormwater
2. Monitor streambanks and shorelines for erosion and lack of buffers
3. Establish an early detection and rapid response protocol for invasive species
4. Provide education and training of local officials on erosion controls and stormwater management
5. Expand "blueway" access points
6. Improve physical and psychological connections between Canandaigua Lake and the City of Canandaigua and Seneca Lake and the City of Geneva

Environmental/Water Resources/Natural Resources

1. Ensure long-term preservation of surface and groundwater resources
2. Preserve natural resources
3. Continue efforts to remediate eroded streambanks and educate property owners on methods of resiliency
4. Strengthen floodplain development regulations
5. Address invasive species within Ontario County lakes and waterbodies
6. Pursue opportunities to leverage Community Rating System programs to help mitigate flood insurance costs

Energy

1. Develop/embrace renewable energy resources
2. Increasing energy capacity
3. Remove energy roadblocks that are limiting economic development opportunities
4. Identify, connect, and promote energy assets for successful attraction of companies

Buildings/Housing

1. Address vacant properties
2. Continue to promote and implement senior housing/aging in place programs
3. Continue to preserve historic and culturally significant assets within Ontario County

Infrastructure

1. Improve sewer/water, telecommunications, and transportation infrastructure in targeted growth areas
2. Complete infrastructure inventory and analysis to determine the capacity and location of existing infrastructure
3. 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 Ontario 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.

Ontario County Priority Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Redevelopment of Former Labelon Site	Redevelopment of the Labelon brownfield site in the City of Canandaigua.	Brownfields	City of Canandaigua	DOS Brownfield Opportunity Area Program; EPA Brownfield Cleanup Grant; EPA Area-Wide Planning Grant
Redevelopment of Former Gas Station Site	Redevelopment of the Former Gas Station brownfield site on the south end of Downtown in the City of Canandaigua.	Brownfields	City of Canandaigua	DOS Brownfield Opportunity Area Program; EPA Brownfield Cleanup Grant; EPA Area-Wide Planning Grant
Redevelopment of Market Basket Site in the City of Geneva	Implementation of Geneva Brownfield Opportunity Area Plan.	Brownfields, Economic Development	City of Geneva	DOS Brownfield Opportunity Area Program; EPA Brownfield Cleanup Grant
Redevelopment of Foundry Site in the City of Geneva	Implementation of Geneva Brownfield Opportunity Area Plan.	Brownfields, Economic Development	City of Geneva	DOS Brownfield Opportunity Area Program; EPA Brownfield Cleanup Grant
Redevelopment of Service Station Site in the City of Geneva	Implementation of Geneva Brownfield Opportunity Area Plan.	Brownfields, Economic Development	City of Geneva	DOS Brownfield Opportunity Area Program; EPA Brownfield Cleanup Grant
City of Canandaigua Multi-Unit Housing program	Renovation of low and moderate income units in the City of Canandaigua.	Buildings/Housing	City of Canandaigua	New York State Division of Homes and Community Renewal
Pinnacle North	Mixed-use development at the north shore of Canandaigua Lake. The project, to be completed in 5 phases, covers 21 acres and includes rental apartments, townhomes, specialty retail, micro-brewery, restaurants, and fitness center.	Buildings/Housing	Morgan-LeChase	Empire State Development; Upstate Revitalization Initiative
Town of Canandaigua Highway Facility Improvements	This project includes major upgrades to the Town of Canandaigua Highway Facility including the construction of new buildings.	Buildings/Housing	Town of Canandaigua	New York State Department of Transportation

Ontario County Regional Engagement Revitalization Opportunity Report Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Downtown Victor Revitalization Project	Renovation of 10 buildings and streetscape improvements in the Village of Victor in Ontario County.	Buildings/Housing, Downtowns	Victor Local Development Corporation	New York State Division of Homes and Community Renewal
Unemployed Worker Training	Training for 60 unemployed Canandaigua-area workers in variety of occupations.	Economic Development	Finger Lakes Community College	New York State Department of Labor
Toptica Photonics Capital	Purchase of Machinery and Equipment for Toptica Photonics, Inc.	Economic Development	Ontario County	Empire State Development
Smart System Technology and Commercialization Center (STC)	Infrastructure and resources in support of the Smart System Technology & Commercialization Center of Excellence.	Economic Development	Ontario County OED/IDA	Empire State Development Grant Funds; Economic Development Administration Public Works Program
City of Geneva Microenterprise Program	The City of Geneva will continue to implement the City of Geneva Microenterprise Program.	Economic Development	City of Geneva	New York State Division of Homes and Community Renewal
Cornell Agriculture and Food Technology Park Finger Lakes Food Innovation Center	Expansion/rehabilitation of Agriculture and Food Technology Park.	Economic Development	Ontario County OED/IDA	Empire State Development Grant Funds; Economic Development Administration Public Works Program; Upstate Revitalization Initiative
Protect and Promote Seneca Lake	Improve and protect water quality of Seneca Lake.	Environmental/Water Resources	Ontario County; Seneca Lake Watershed Groups	New York State Department of Environmental Conservation; DOS Local Waterfront Revitalization Program
Town of Canandaigua Enhanced Stormwater Treatment Equipment	The Town of Canandaigua will purchase a vacuum street sweeper to remove sediment and other pollutants from streets and catch basins protecting the water quality of Canandaigua Lake.	Environmental/Water Resources	Town of Canandaigua	New York State DEC
Town of Canandaigua Recycling Initiative	This project is designed to educate and encourage residents to recycle.	Environmental/Water Resources	Town of Canandaigua	New York State Department of Environmental Conservation State Assistance Program for Waste Reduction, Recycling and Household Hazardous Waste

Ontario County Regional Engagement Revitalization Opportunity Report Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Sucker Brook Water Quality Improvements (Town of Canandaigua)	This project includes adding specific areas of land in the Town of Canandaigua that would hold water back during flooding or heavy rain events from both a water quality and water quantity perspective before releasing those waters into Sucker Brook, and eventually Canandaigua Lake.	Environmental Resources/Water Resources/Natural Resources	Town of Canandaigua	New York State Department of Environmental Conservation-Water Quality Improvement Program
Honeoye Lake Inlet Restoration Project	The Ontario County Soil and Water Conservation District will restore the natural stream flow and reconnect floodplains to reduce sediment and nutrient loading to the Honeoye Inlet.	Environmental/Water Resources	Ontario County Soil and Water Conservation District	New York State Department of Environmental Conservation-Water Quality Improvement Project Program
Combating Spread of Aquatic Invasive Species in Canandaigua Lake	Identifying and addressing invasive species within Canandaigua Lake.	Environmental/Water Resources	Canandaigua Lake Watershed Association, Canandaigua Lake Watershed Council; Finger Lakes Institute	US Department of Agriculture; Environmental Protection Agency; US Fish and Wildlife Service
Preservation of right-of-way along Norfolk Southern's Corning Secondary Line between Geneva & Lyons	Norfolk Southern has suspended service on this line but reactivating this line would provide direct linkage from Geneva to Lyons.	Infrastructure	GTC, NYSDOT, IDAs, rail agencies/companies	New York State Department of Transportation; US Department of Transportation
Infrastructure and Planning Study	The study will assist with planning for upgrades and improved management of public infrastructure along Route 96 in Victor.	Infrastructure	Town of Victor	Empire State Development Strategic Planning and Feasibility Study Project Grants
Fishers Ridge Phase I Infrastructure	Infrastructure improvements on Route 96, to support the Fishers Ridge Project including new construction of Bass Pro Shops.	Infrastructure	The DiMarco Group	Empire State Development Grant Funds; Economic Development Administration Public Works Program
Farmington Wastewater Disinfection Project	Installation of a new disinfection system at the Town's wastewater treatment plant.	Infrastructure	Town of Farmington	New York State DEC Wastewater Infrastructure Engineering Planning Grant

Ontario County Regional Engagement Revitalization Opportunity Report Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Ontario County IDA Capital	Ontario County to extend sewer line to Canandaigua Airport to support future development.	Infrastructure	Ontario County IDA	Empire State Development
Canandaigua Lakefront Capital	Public infrastructure improvements to support a new lakefront development project.	Infrastructure	City of Canandaigua	Empire State Development Grants
Honeoye Lake Sewer District Sewer System Study	Ontario County will complete an engineering report to develop a plan to address inflow and Infiltration issues within the existing sanitary sewer collection system.	Infrastructure	Ontario County	New York State DEC Wastewater Infrastructure Engineering Planning Grant
Village of Rushville Wastewater Engineering Study	The Village of Rushville will complete an engineering report to evaluate the Village wastewater treatment and collection system.	Infrastructure	Village of Rushville	New York State DEC Wastewater Infrastructure Engineering Planning Grant
Village of Naples Sewer Feasibility Study	The Village of Naples will complete an engineering report to consider the installation of a sewage collection system throughout the Main Street area that would convey wastewater to the Hazlitt 1852 Vineyards Sewage Treatment Plant.	Infrastructure	Village of Naples	New York State Division of Homes and Community Renewal
Improvements to Water District #6	Project will fund improvements to the Town of Geneva's Water District #6.	Infrastructure	Town of Geneva	New York State Division of Homes and Community Renewal
Town of Farmington Wastewater Engineering Study	The Town of Farmington will complete an engineering report to consider current and projected upgrade needs in the Farmington wastewater treatment and collection system.	Infrastructure	Town of Farmington	New York State DEC Wastewater Infrastructure Engineering Planning Grant
Town of Canandaigua Deuel Road Improvements	This project realigns Deuel Road in the Town of Canandaigua.	Infrastructure	Town of Canandaigua	New York State Department of Transportation

Ontario County Regional Engagement Revitalization Opportunity Report Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Town of Canandaigua Sewer Master Plan Update	The purpose of this project is to map all sanitary sewers in the Town of Canandaigua.	Infrastructure	Town of Canandaigua	New York State Department of Environmental Conservation/ Environmental Facilities Corporation Wastewater Infrastructure Engineering Planning Grant
Town of Canandaigua Transfer Facility Improvements	Redesign and improvements to the Town of Canandaigua Transfer Station.	Infrastructure	Town of Canandaigua	New York State Department of Transportation
Canandaigua Airport	Updates and improvements to the Canandaigua Airport.	Infrastructure; Economic Development; Tourism and Recreation	Ontario County IDA; Ontario County	Federal Aviation Administration
Fishers Ridge	Infrastructure in support of the Fishers Ridge development in the Town of Victor.	Infrastructure, Economic Development	Ontario County OED/ IDA	Empire State Development Grant Funds; Economic Development Administration Public Works Program; Upstate Revitalization Initiative
Fiber Optic Ring	Maintaining and expanding of Fiber Optic Ring in Ontario County to support business attraction and retention.	Infrastructure, Economic Development	Ontario County	Empire State Development Grant Funds; Economic Development Administration Public Works Program
Town of Canandaigua Agriculture Enhancement Plan	Creation of comprehensive Town of Canandaigua Agriculture Enhancement Plan/ Program to contribute to the protection of farm lands and promote agriculture in the Town of Canandaigua.	Land Use	Town of Canandaigua	New York State Department of Agriculture & Markets
Town of Canandaigua Open Space Initiative	This project is designed to preserve and sustain open space in the Town of Canandaigua through development and planning.	Land Use	Town of Canandaigua	New York State Department of Environmental Conservation- Environmental Protection Fund
Geneva Comprehensive Plan Update	The City of Geneva will update its Comprehensive Plan with the process including actions such as sustainable land use; sustainable transportation infrastructure; sustainable housing; protection of natural and historic resources; and support green economic development initiatives	Land Use; Energy; Water Resources/Environmental Resources	City of Geneva	New York State Energy Research and Development Authority

Ontario County Regional Engagement Revitalization Opportunity Report Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Town of Canandaigua Natural Resource Inventory Protection Law	Update of the Town of Canandaigua's Natural Resource Inventory, and establishment of protection laws into Town Code.	Natural Resources	Town of Canandaigua	New York State Department of Environmental Conservation-Environmental Protection Fund
Town of Victor Public Safety Services Analysis	The Town and Village of Victor will commission a study to evaluate all current emergency services and develop recommendations for implementation of consolidation and or improvements.	Other	Town of Victor, Village of Victor	DOS Local Government Efficiency Program
Seneca Art and Culture Center at Ganondagan	Construction of year round Seneca Art and Culture Center at Ganondagan State Historic Site in Victor.	Tourism and Recreation	Friends of Ganondagan	Office of Parks, Recreation & Historic Preservation
Project Planning for Improvements to Ontario County Beach and Deep Run County Park on Canandaigua Lake	Ontario County will prepare a park plan to guide future development and preliminary engineering and design plans for proposed key improvements for Deep Run and Ontario County Beach Parks.	Tourism and Recreation	Ontario County	Office of Parks, Recreation & Historic Preservation
Mountainside Inn and Lodging	Bristol Mountain Ski Resort will build a thirty room inn at the base of Bristol Mountain.	Tourism and Recreation	Bristol Mountain Ski Resort	Empire State Development; Upstate Revitalization Initiative
New York Wines Foods- The New American Classics Working Capital	This project, focused at the New York Wine & Culinary Center, is designed to make the Finger Lakes region America's #1 wine & culinary destination, while also promoting New York wines from all regions along with craft beers, spirits, and ciders, and local foods.	Tourism and Recreation	New York Wine & Culinary Center	Empire State Development
Access Improvements to Seneca Lake - Phase II, Phase III, Phase IV	The City of Geneva will design and construct shoreline improvements and a multi- use path along Seneca Lake from Long Pier to Castle Creek.	Tourism and Recreation	City of Geneva	DOS Local Waterfront Revitalization Program

Ontario County Regional Engagement Revitalization Opportunity Report Projects

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Hobart and William Smith Performing Arts Center Capital	Hobart and William Smith (HWS) will construct a 55,000 square foot Performing Arts Center.	Tourism and Recreation	Hobart & William Smith College	Empire State Development Grants
Auburn Trail (Town of Canandaigua)	Extension of the Auburn Trail from locations in Monroe County, and Ontario County (Victor, and Farmington) through the Town of Canandaigua, connecting to the City of Canandaigua sidewalk system, and the Ontario Pathways Trail.	Tourism and Recreation	Town of Canandaigua	New York State Parks, Recreation, and Historic Preservation
Town of Canandaigua Parks and Recreation Master Plan Update	Update of the Town of Canandaigua's Parks and Recreation Plan.	Tourism and Recreation	Town of Canandaigua	New York State Parks, Recreation, and Historic Preservation
Town of Canandaigua Miller Park	This project includes construction of a new park in the Town of Canandaigua.	Tourism and Recreation	Town of Canandaigua	New York State Parks, Recreation, and Historic Preservation
Town of Canandaigua Trails Master Plan Update	Update of the Town of Canandaigua Trails Master Plan.	Tourism and Recreation	Town of Canandaigua	New York State Parks, Recreation, and Historic Preservation
Promotion and Protection of Canandaigua Lake	Promotion and protection of Canandaigua Lake.	Tourism and Recreation, Environmental/Water Resources/Natural Resources	City of Canandaigua, Canandaigua Lake Watershed Council	DOS Local Waterfront Revitalization Program
Shoreline to Summit Enhancing Public Access on Canandaigua Lake	Finger Lakes Land Trust intends to develop recently acquired land, into part of the proposed Canandaigua Lake Water Trail.	Tourism and Recreation, Environmental/Water Resources/Natural Resources	Finger Lakes Land Trust	Office of Parks, Recreation & Historic Preservation
Sonnenberg Gardens 1903 Conservatory Complex Rehabilitation	The project will be Phase 1 of the restoration of the 13-building conservatory complex. This will include a complete rehabilitation of the most central and largest of the buildings, the Palm House.	Tourism and Recreation, Preservation/Cultural	Sonnenberg Gardens and Mansion, New York State Historic Preservation	Office of Parks, Recreation & Historic Preservation

Ontario County Regional Engagement Revitalization Opportunity Report Projects

Project Name	Project Description	Subject Area	Agency/Organization Responsible for Implementation	Potential Funding Organization/Program
Sonnenberg Gardens Restoration Project	Restoration project at Sonnenberg Gardens and Mansion to adaptively reuse the Peacock House.	Tourism and Recreation, Preservation/Cultural	Sonnenberg Gardens and Mansion, New York State Historic Preservation	Office of Parks, Recreation & Historic Preservation

End Notes

1. 2010 U.S. Census www.census.gov
2. 2000 and 2010 U.S. Census www.census.gov
3. 2000 and 2010 U.S. Census www.census.gov
4. QCEW also excludes self-employed workers, members of the Armed Forces, elected officials in most states, most employees of railroads, some domestic workers, most student workers at schools, and employees of certain small nonprofit organizations.
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8. November 2015. New York State Department of Labor www.labor.ny.gov
9. U.S. Bureau of Labor Statistics www.bls.gov
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30. <http://www.downtowngeneva.org/geneva-bid.html>
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