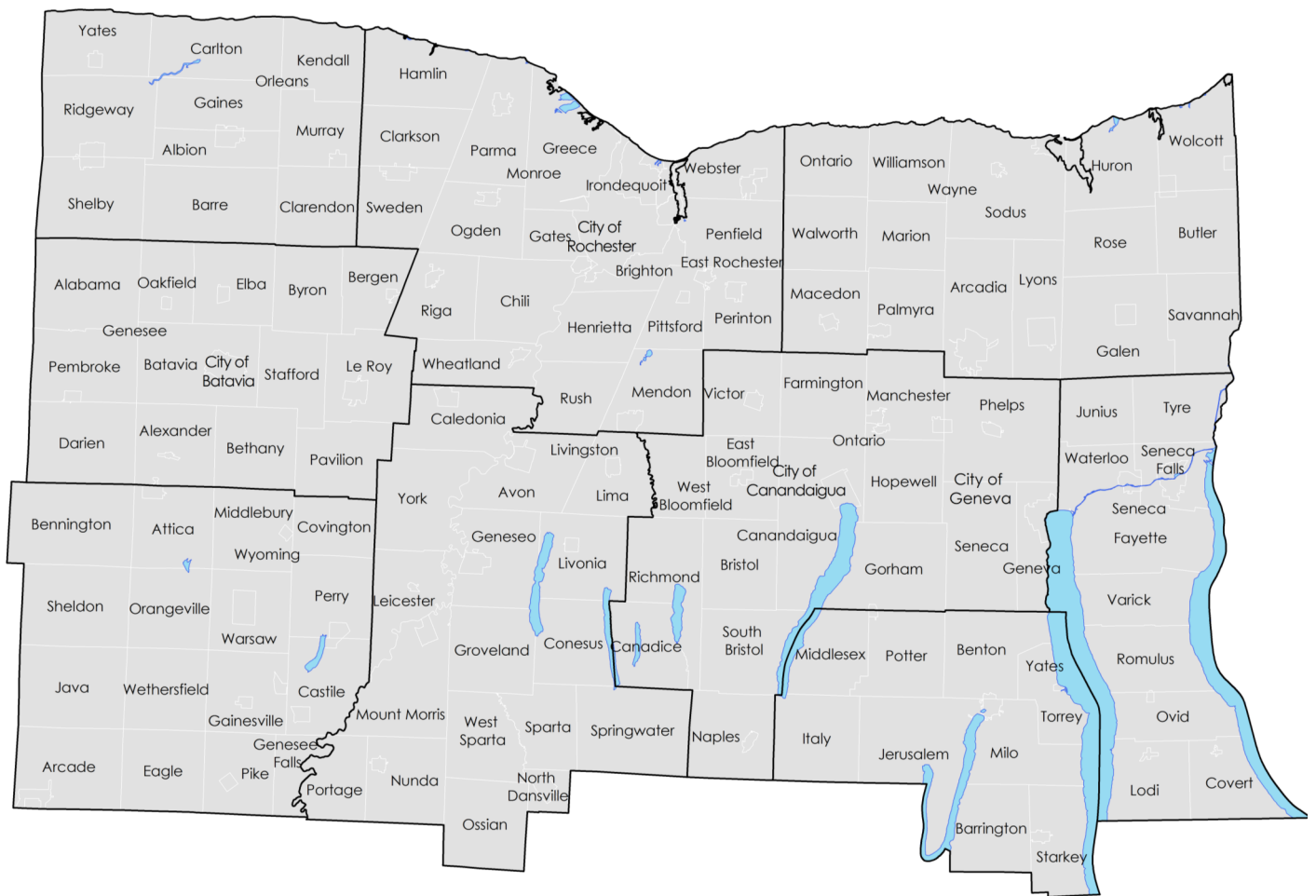


Regional Engagement Revitalization Opportunity Report

Genesee-Finger Lakes Region



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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Genesee-Finger Lakes Region

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GENESEE/FINGER LAKES
Regional Planning Council

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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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Executive Summary

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

Background

The Regional Engagement project is a regional approach to address community development and economic development planning within the nine-county Genesee-Finger Lakes Region.

Key project objectives include:

- A regional approach to economic and community development planning that includes a strategy for each of the nine counties in the region that identifies priorities, projects, and action items
- An assessment and profile of existing conditions, opportunities for economic development; and a prioritization of future revitalization efforts within the region
- Conducted on a level that identifies specific municipalities and specific projects in those municipalities

Additional information and the complete Regional Engagement Revitalization Opportunity Strategy can be found on the project website:

<http://www.gflrpc.org/regional-engagement.html>

Methodology

A Project Steering Committee was established to oversee development of the project and a Community Outreach Plan was completed which outlined the means in which the public will be engaged to participate in the development and formation of the Revitalization Opportunity Reports.

To help streamline community outreach the region was divided into three sub-regions. These sub-regions included the East Sub-Region, consisting of Seneca, Wayne, and Yates Counties; the Central Sub-Region, consisting of Livingston, Monroe, and Ontario Counties; and the West Sub-Region, consisting of Genesee, Orleans, and Wyoming Counties.

Sub-Regional Forums were held with each of the three-sub regions to introduce the project, present an overview of background/existing conditions, and gather initial stakeholder input. Eleven subject areas were identified to shape discussion at the Sub-Regional Forums and development of the Revitalization Opportunity Area reports. These subject areas included: Land Use; Brownfields; Economic Distress; Downtowns; Tourism and Recreation; Waterfronts; Environmental, Water Resources, and Natural Resources; Energy; Buildings and Housing; Infrastructure; and Preservation/Cultural.

Plan Profiles, which were developed for 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 each Sub-Regional Forum.

Follow-up webinars were held with stakeholders from each county following the Sub-Regional Forums to briefly review the project and discuss the stakeholder input that was gathered at the Sub-Regional forum. Webinar attendees were also able to provide additional comments and feedback to help shape development of the County Revitalization Opportunity Strategies.

Input from the Sub-Regional Forum and the Sub-Regional Forum Follow-Up Webinars was utilized to begin development of each of the County Revitalization Opportunity Strategies. County Forums were held with each individual county to present the Draft County Revitalization Opportunity Strategies and solicit additional feedback and comments from county stakeholders on specific components of the Strategy and to discuss the remaining project components and the project timeline.

Region & County Step-2 Recommendations

The following project recommendations were identified for the Region and each individual county based upon stakeholder feedback and existing plans and strategies.

Identified regional priority projects include: completion of a brownfield inventory and assessment; completion of an infrastructure inventory and assessment; and improving internet/broadband through last mile connections. The Step-2 Nomination Study will emphasize the economic distress areas identified within each County with a focus on the brownfield properties/neighborhoods within those communities.

Key project recommendations for Genesee County include development of the Western New York Science and Technology Advanced Manufacturing Park; revitalization of downtown Batavia; implementation of the Batavia Opportunity Area Nomination Study; development and implementation of the Green Genesee/Smart Genesee Project; and advancing targeted economic development growth areas including: Buffalo East, Genesee Valley Agribusiness Park, LeRoy Food & Technology Park, and the Upstate Med-Tech Project. The focus area for economic distress within Genesee County is the City of Batavia.

Key project recommendations for Livingston County include the Housing Rehabilitation Program in the Town of Mount Morris; completion of the Portageville Freight Rail Bridge; development of a multi-tenant building at

the Dansville Industrial Park and Avon Crossroads Commerce Park; development of infrastructure along Poags Hole Road; establishment of a rail line to targeted economic development properties in the Town of Dansville; development of an agriculture and food HUB at Livonia Gateway Park; and revitalization of downtowns across Livingston County. The focus area for economic distress within Livingston County is the Town of Mt. Morris.

Key project recommendations for Monroe County include Eastman Business Park; the Mill Seat Landfill Bioreactor; the Entrepreneurs Network; Midtown Plaza; redevelopment of the Port of Rochester; development of the Photech 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.

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.

Key project recommendations for Orleans County include expansion of rail at the Holley and Medina Business Parks; development of the Orleans Fiber Optic Pipe; dredging of Lake Ontario Harbor; infrastructure to support access to the Medina Business Park; implementation of the Holley Brownfield Opportunity Area Pre-Nomination Study; implementation and development of the Kendall Yates Carlton Local Waterfront Revitalization Project; and completion of the Holley Central Park Improvement Project. The focus areas for economic distress within Orleans County include the Town of Albion/Village of Albion; Village of Medina; Town of Shelby; and the Village of Holley.

Key project recommendations for Seneca County include sewer expansion along Route 318; infrastructure expansion and improvements at the Seneca Army Depot; development of the Veterans Memorial Cemetery; and implementation of the Seneca Falls Central Business District Revitalization Program. The focus areas for economic distress include the Village of Lodi; Town of Ovid; and the Village of Ovid.

Key project recommendations for Wayne County include development of the Wayne Industrial Sustainability Park; completion of Industrial Road in the Town of Ontario; development of the Lyons Industrial Park Multi-Modal

Transportation and Logistics Site; redevelopment of the Butler Prison; and development of Fiber Optic Infrastructure. The focus areas for economic distress within Wayne County include the Town of Butler and the Village of Clyde.

Key project recommendations for Wyoming County include the Wyoming County Rural Arts Initiative; implementation of the Wyoming County Multimodal Rail Initiative in the Town of Gainesville; development of the Perry Commerce Center and Arcade Industrial Park; dredging of the Silver Lake Outlet; and redevelopment of the former A&A Metal Fabricating facility in the Village of Perry. The focus areas for economic distress within Wyoming County include the pockets of poverty within each of the Villages including: Perry; Warsaw; Arcade; Wyoming; Castile; Gainesville; and Silver Springs.

Key project recommendations for Yates County include infrastructure to support waterfront redevelopment in the Village of Penn Yan; water and sewer infrastructure along Route 14; development of the Yates County Open Access Fiber Network; and implementation of the Town of Jerusalem Waterfront Revitalization Strategy. The focus area for economic distress within Yates County includes the Village of Dresden.

Goals and Objectives

Each of the County Revitalization Opportunity Reports includes goals and objectives for each of the 11 subject areas. 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.

Projects

Each of the County Revitalization Opportunity Reports includes a priority project 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.

Introduction

The Regional Engagement project is a regional approach to address community development and economic development planning within the nine-county Genesee-Finger Lakes Region. The project includes the counties of Genesee; Livingston; Monroe; Ontario; Orleans; Seneca; Wayne; Wyoming; and Yates. The Region is home to a variety of on-going planning initiatives on the local, county, regional, and state level including the Finger Lakes Regional Economic Development Council (FLREDC) and FLREDC strategic plan entitled “Accelerating Our Transformation”; Upstate Revitalization Initiative Plan entitled “Finger Lakes Forward: United For Success”; the Genesee-Finger Lakes Economic Development District Comprehensive Economic Development Strategy; the Long-Range Transportation Plan for the Genesee-Finger Lakes Region; the Investing in Manufacturing Communities Partnership; amongst many others.

The Regional Engagement project, led by the Genesee/Finger Lakes Regional Planning Council (G/FLRPC) with funding provided by the New York State Department of State, aims to advance the regional planning initiatives identified above while also emphasizing local and county level goals and objectives and specific projects. To this end, the project includes an economic development strategy for each of the nine counties in the region that identifies priorities, projects and action items. Anticipated community benefits of the project include an assessment and profile of existing conditions, opportunities for economic development, and a prioritization of future revitalization efforts within the region.

The Revitalization Opportunity Report was completed through a regional engagement process, which included identification and review of existing local, regional, and state plans and direct engagement with stakeholders through a variety of methods including sub-regional forums; webinars; county forums; surveys; and e-mail correspondence.

Key project objectives include:

- A regional approach to economic and community development planning that includes a strategy for each of the nine counties in the region that identifies priorities, projects, and action items
- An assessment and profile of existing conditions, opportunities for economic development; and a prioritization of future revitalization efforts within the region
- A project that will be conducted on a level that identifies specific municipalities and specific projects in those municipalities

Methodology

An initial scoping session was completed with New York State Department of State and New York State Department of Environmental Conservation in March 2014, which included discussion of the project scope; study area; community participation process; project goals and objectives; time frames and deadlines; and other details related to project development and product delivery.

To help oversee the process, the Genesee/Finger Lakes Regional Planning Council established a Project Steering Committee in April 2014. The Project Steering Committee included all members of the Genesee/Finger Lakes Planning Coordination Committee and all members of the Genesee/Finger Lakes Economic Development Advisory Committee.

A Community Outreach Plan was developed and approved in August 2014 to outline the process of informing the public about the project and to outline the means in which the public will be engaged to participate in the development and formation of the Revitalization Opportunity Reports.

To help streamline community outreach the region was divided into three sub-regions. These sub-regions included the East Sub-Region, consisting of Seneca, Wayne, and Yates Counties; the Central Sub-Region, consisting of Livingston, Monroe, and Ontario Counties; and the West Sub-Region, consisting of Genesee, Orleans, and Wyoming Counties.

Sub-Regional Forums were held with each of the three sub-regions to introduce the project, present an overview of background/existing conditions, and gather initial stakeholder input. The Background/Existing Conditions includes demographic and economic conditions for each 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.

While the background/existing conditions section provides a snapshot of current demographic and economic data within the Region, it does not provide a detailed glimpse of the economic development; community development; and land use challenges that the Region is facing. In order to explore these areas in more detail Genesee/Finger Lakes Regional Planning Council

(G/FLRPC) identified 11 subject areas to explore in greater length for each county. 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 corresponding Plan Profiles that were developed for each plan, and the above identified subject areas served as the starting point for stakeholder discussions at each Sub-Regional Forum.

Follow-up webinars were held with stakeholders from each county following the Sub-Regional Forums to briefly review the project and discuss the stakeholder input that was gathered at the Sub-Regional forum. Webinar attendees were also able to provide additional comments and feedback to help shape development of the County Revitalization Opportunity Strategies.

Input from the Sub-Regional Forum and the Sub-Regional Forum follow-up Webinars was utilized to begin development of each of the County Revitalization Opportunity Strategies. Each County Revitalization Opportunity Strategy includes the following:

- Project overview and description (introduction, methodology)
- Overview and description by region, county and municipalities
- Needs assessment by region county and municipality
- Goals and objectives by region and county
- Recommendations that identified specific regional, county and municipal priorities, projects and action items for consideration with New York State Department of State and other state and federal programs including the following:
 - Brownfields
 - Redevelopment and revitalization efforts
 - Housing
 - Tourism
 - Environmental considerations
 - Natural resources

- Land Use
- Infrastructure

County Forums were held with each individual county to present the Draft County Revitalization Opportunity Strategies and solicit additional feedback and comments from county stakeholders on specific components of the Strategy and to discuss the remaining project components and the project timeline.