



Genesee/Finger Lakes REGIONAL REVIEW

NEWSLETTER OF THE GENESEE/FINGER LAKES REGIONAL PLANNING COUNCIL

Volume 12, Number 2, Fall 2015

Regional Viewshed Inventory and Analysis

By Tom Kicior, Senior Planner

The Genesee-Finger Lakes Region is distinguished by roadway corridors and locations from which outstanding scenic views can be appreciated. These special views encompass agricultural lands, natural areas, forests, waterbodies, cultural assets and historic resources. Points along roadways may offer long, panoramic vistas or tighter views of finer details in the foreground, such as individual structures. Virtually everyone in the Region is within a short distance of an impressive view. Such views, which are often a source of inspiration and community pride, deserve special attention.

G/FLRPC recently completed the *Regional Viewshed Inventory and Analysis* which was funded through Genesee Transportation Council's Unified Planning Work Program (UPWP).

G/FLRPC worked with the nine counties of the Genesee-Finger Lakes Region, the City of Rochester, and other stakeholders to identify and inventory selected priority examples of viewsheds in the region. Viewshed identification criteria and a site identification matrix were created to assist with the identification of up to six sites per county located on or within view of the federal-aid roadway system.

A windshield survey for the site analysis was developed with the intent of assessing the view from a specific vantage point, establishing the physical limits of what can be seen from that point, and documenting additional characteristics of the view. A windshield survey of each of the identified sites in the region was conducted during the spring of 2015. Site visits also included photographic documentation of the view.



Yate County Site 2 - Esperanza Road - Esperanza Road offers a vista view of Kueka Lake. This vantage point features a view south down the north-western fork of the lake

Viewshed boundaries were developed in order to create maps that illustrated features present within the viewsheds. Viewshed maps included: orthophotography; property lines and ownership; road and street names; municipal boundaries; topography; current zoning districts; prime agricultural soils; wetlands; historic sites; and floodplains.

The Regional Viewshed Inventory and Analysis project included a basic review and consideration of potential strategies for protecting and preserving key scenic views and resources. After important views have been identified and assessed, municipalities may wish to investigate options for preserving those views which can be done in a number of
(continued on page 2)

Upcoming Regional Events

G/FLRPC Fall Local Government Workshop, Friday, November 13, 2015, Clarion Hotel, Batavia, NY. For more information see insert in this newsletter and visit <http://www.gflrpc.org/Fall2015.htm>

For further information call 585-454-0190, email gflrpc@gflrpc.org

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Upcoming Events

Fall 2015 Regional Local Government Workshop, November 13, 2015, Clarion Hotel, Batavia. For most municipalities the Local Government Workshop fulfills state law requiring training for local planning officials. A Certificate of Participation may be requested for the number of hours of attendance. For more information see insert and visit <http://www.gflrpc.org/Fall2015.htm>

Continued from Page 1— Upper Floor Reuse

ways depending on what is appropriate for each municipality. Different types of views may require alternate methods of protection.

The project also included an outreach and education component. Training sessions were held at two Regional Local Government Workshops in order to educate municipal staff and volunteers regarding considerations, processes, practices and methods of scenic resource and viewshed identification, analysis and protection.



Seneca County Site 2 - Cayuga and Seneca Canal - East Bayard Street - This site features views of the Cayuga and Seneca Canal and is also the site of the When Anthony Met Stanton monument commemorating the day when woman's suffrage leaders Susan B. Anthony and Elizabeth Cady Stanton met for the first time in 1851.

The *Regional Viewshed Inventory and Analysis* is intended to serve as a starting point for future viewshed identification and protection within the Genesee-Finger Lakes Region. The methods created and completed during this project at the county level are intended to be replicable so that municipalities might choose to conduct detailed viewshed analyses in their communities.

The final report can be downloaded at www.gflrpc.org. For more information on the Regional Viewshed Inventory and Analysis please contact David Zorn at G/FLRPC, 585-454-0190 x14 or dave.zorn@gflrpc.org.

G/FLRPC's Revolving Loan Fund

By David Zorn

G/FLRPC manages a revolving loan fund which serves gap financing needs of small and medium sized manufacturing and service businesses located in Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates Counties.

One issue that is frequently associated with small and medium sized businesses is the level of capital available to them through traditional lending channels. The revolving loan fund works to mitigate that issue and strengthen what we consider

our regional economy's backbone — small and medium-sized businesses.

The revolving loan fund provides \$20,000 to \$200,000 loans at a low fixed-interest rate for up to 8 years for those that qualify.

If you would like to learn more about the Revolving Loan Fund please visit: www.gflrpc.org/ProgramAreas/EconomicDevelopment/RLF.htm or contact David Zorn at (585) 454-0190 x14 or dave.zorn@gflrpc.org



Genesee/Finger Lakes Regional Planning Council

Fall 2015 Regional Local Government Workshop

Friday, November 13, 2015
Clarion Hotel, Batavia, New York

Fall Local Government Workshop Co-sponsored By:

Genesee County Planning Board • Livingston County Planning Department • Monroe County Planning and Development Board
Ontario County Planning Department and Board • Orleans County Planning Board • Seneca County Planning Board
Wayne County Planning Board • Wyoming County Planning Board • Yates County Planning Department • NY Upstate Chapter APA



For most municipalities the Local Government Workshop fulfills state law requiring training for local planning officials. A Certificate of Participation may be requested for the number of hours of attendance.

Workshop Registration

Individual: \$75 (\$80 after November 5, 2015)
Vendor/Exhibitor (includes 2 registrations): \$450

All registrations include continental breakfast & buffet lunch

PLEASE PRE-REGISTER BY November 5, 2015
SORRY NO REFUNDS AFTER November 5

Who Should Attend

Municipal Board Members and Elected Officials • Planning Board Members • Zoning Board of Appeals Members • County and Municipal Employees • Enforcement Officers • Planners • Land Use Professionals • Attorneys • Consultants • Public Works and Highway Departments • Engineers and Architects • Municipal Commissions • Municipal Review and Advisory Boards and Committees • Concerned Citizens

Clarion Hotel

8250 Park Road
Batavia, New York 14020
585-344-2100

Via NYS Thruway (I-90): to the Batavia Exit (exit 48). Go straight after toll booth and cross over Route 98 onto Park Road. Clarion Hotel is approximately 1000 feet on the left.

Via Route 98: to first street south of the NYS Thruway (I-90). Go west on Park Road. Clarion Hotel is approximately 1000 feet on the left.

For more information and Workshop updates visit
www.gflrpc.org

Workshop Guide advertisements are available in full, 1/2, and 1/4 page sizes. Please contact David Zorn at G/FLRPC for details.

Questions and Information: David Zorn, 585-454-0190 x14, dave.zorn@gflrpc.org

*Registration for CEO credit is done at the Workshop itself within the session.

Registration Form - Fall 2015 Local Government Workshop

PLEASE PRINT CLEARLY

Name: _____

Municipality/Company/Organization _____

Address: _____ City: _____ County: _____ State: _____ Zip: _____

Telephone Number (w/Area Code): _____ Email: _____

Please Circle the sessions you will be attending:

A1	A2	A3	A4
B1	B2	B3	B4
C1	C2	C3	C4

Registration Fee:

\$75 per person, \$80 per person after November 5, \$450 per vendor/exhibitor

Please include voucher or payment with all registrations. Checks payable to: G/FLRPC

Mail Registration form and payment to:

Genesee/Finger Lakes Regional Planning Council
50 West Main St, Suite 8107
Rochester, NY 14614

8:00-9:00	Registration, Continental Breakfast, and Exhibits		
9:00-10:00	<p>A1 Site Plan, NYSDOS This introductory course to the statutory authority local governments have to review site plans. It will address the scope and content of a site plan and the role of the site plan in municipal review of development projects. A discussion of design and the reasons some approaches might be preferable to others is included in the course. (1 hour CEO credit)</p>	<p>B1 Microgrids – A New Model for Community Electric Service, Timothy W. Bolan, P.E. and Sharon Lilla, Barton & Loguidice, D.P.C. The US Department of Energy describes a microgrid as "A group of interconnected loads and distributed energy resources that form a single controllable entity capable of operating continuously within the grid or as an island". In the last 10 years, \$17 billion has been spent to maintain NY's energy infrastructure. At the same time, power outages have increased by a staggering 287% due in large part to extreme weather events. Clean energy microgrids offer consistent, affordable, reliable and resilient energy delivery. Find out if the pursuit of a microgrid may be right for your community. (1 AICP CM credit pending)</p>	<p>C1 Why Local Municipalities Get Involved in Economic Development, Kal Wysokowski, Fairport Office of Community + Econ. Dev., Kathy Rayburn, Victor Econ. Dev. Fairport and Victor have active local economic development programs. When should a municipality create such a program? What is their role in economic development? What are the costs, benefits, strategies and challenges to consider? (1 AICP CM credit pending)</p>
10:00-12:00	<p>A2 Zoning Board of Appeals Overview, NYSDOS This introductory course to the zoning board of appeals focuses on the statutory tests boards must follow to grant use and area variances and proper handling of zoning interpretations. Meeting procedures and notice requirements will also be discussed, along with the ZBA's relationship with enforcement officials and the planning board, and the importance of making good findings. (2 hours CEO credit)</p>	<p>B2 Planning for Flood Recovery and Long-Term Resilience, Jayme Thomann, AICP, G/FLRPC This session will discuss how to declare a "local state of emergency," pursuant to Article 2-B of the State Executive Law. The role of the local comprehensive emergency management plan versus the County's All-Hazard Mitigation Plan and the benefits of having a pre-event "Recovery Plan" will also be detailed. The conversation will narrow to samples for conducting policy and regulatory audits and land use techniques for flood resilience, including green infrastructure, riparian/coastal buffers, and floodplain management. Solutions for long-term flood resilience include a review of the American Planning Association's Model Recovery Ordinance, how to amend local flood damage prevention ordinances, and an introduction to the National Flood Insurance Program's Community Rating System. Uniform Minimum Credit for certain state laws, regulations, and standards that support floodplain management and ideas for increased CRS participation such as inter-municipal agreements and regional planning are other expected goals. (2 AICP CM credits pending)</p>	<p>C2 What Tools Does Your Municipality Have In Its Toolbox? Incentive Zoning, Cluster (Conservation) Subdivisions and More, Jerry Goldman, Esq., Woods Oviatt, Gilman New York State Law sets forth the fundamentals for local zoning regulation – adoption of the zoning map, subdivisions, site plans, special permits, variances, etc. Did you know that State law also provides creative approaches, tools (if you will) to creatively address land use and development issues. These "tools" such as Incentive Zoning, Cluster (Conservation) Subdivisions and Transfer of Development Rights have been codified into State Law to assist municipalities in addressing issues such as (1) balancing strict application of the municipal zoning code with public needs and (2) preservation of sensitive environmental areas. This 2 hour session will explore those tools, which must be implemented by municipalities (even though authorized by State Law), in some cases with great success. (2 AICP CM credits pending)</p>
12:00-1:00	Lunch and Exhibits		
1:00-2:45	<p>A3 Sign Regulation, NYSDOS Sign control isn't just a zoning issue—when regulating signage, municipalities must be careful not to violate free speech. This course reveals how signage can be regulated for aesthetics and explores the boundaries of what signage municipalities may and may not regulate, through references to case law, including the implications of this summer's US Supreme Court decision in the case Reed v. Gilbert, Arizona. The course also offers tips on drafting sign regulations, which includes regulation of billboards and other off-premises signs and eliminating nonconforming signs. (1 hour CEO credit, 1 AICP CM credit pending)</p>	<p>B3 Paris = Romance...New York City = American Dream...Nashville = Country Music Capital...Your Town = ?????, Todd Butler, Ad Council of Rochester and Matt Horn, City of Geneva Does your community suffer from an identity crisis? You know you have much to be proud of....a quaint Main St., beautiful parks, great neighborhoods... but you're not quite sure what it all adds up to? The sum of all those wonderful parts is YOUR BRAND. In this session, you will learn what brand is (HINT: it's WAY more than your logo), its importance for any municipality, and how it can be used for economic development, marketing, and revitalization projects. Using the City of Geneva's brand development experience, we will show how Geneva embarked on a brand process, integrated their brand into EVERYTHING they do (budgeting, service delivery, grant applications), and received national distinction as a 2015 All American City - success they attribute in part to understanding and "living their brand." (2 AICP CM credits pending)</p>	<p>C3 Understanding Economic Development in NYS A full explanation of available local, regional and state assistance and incentives for economic development through an in-depth look at Regional Economic Development Councils, Empire State Development, Start Up NY, and Industrial Development Agencies. (2 AICP CM credits pending)</p>
2:45-3:00	Break and Exhibits		
3:00-5:00	<p>A4 Planning Board Overview, NYSDOS This basic course addresses the powers and duties of town, village, and city planning boards and commissions. The administrative and regulatory roles of the planning board, including its review of site plans, special use permits, and subdivision plats are discussed, along with the planning board's role in the municipal comprehensive plan. The importance of board procedures, referral to the county planning agency, and making findings are also covered. (2 hours CEO credit)</p>	<p>B4 Market Your Community Like a ROCK STAR!, Elizabeth Murray, Ad Council of Rochester (and former Communication Director for the Village of Scottsville) Are wonderful things happening in your community.... but no one seems to know about them? Many municipalities remain dependent on traditional messaging tactics (mailings, newsletters, and websites) simply because they don't have the time, personnel or funding to develop a new plan. In this session, we'll learn how to audit your current marketing touchpoints and review cost-effective ideas for refreshing your approach with strategies that don't require a big budget or fulltime communications department. We'll also discuss various ways to engage reporters when things are going great...and not so great... to foster productive communication with the media. (2 AICP CM credits pending)</p>	<p>C4 Land Application of Sewage Sludge: The Science, Regulation, and Law, David M. Roach, Esq., Law Office Of David M. DiMatteo, Dr. Murray Brian McBride, Cornell Univ., Arthur Buckley, Wyoming County Planning & Dev., Sally Rowland, PhD, P.E., NYSDEC Sewage sludge, a byproduct of the waste water treatment process, has for years been applied to agricultural land as a form of fertilizer. Some municipalities have recently begun enacting local laws banning or restricting land application within their borders. This session provides an overview of sewage sludge generation; the composition of sludge solids; the environmental and health impacts of sludge contaminants, specifically toxic metals, pathogens, and synthetic chemicals, in view of present NYSDEC and USEPA rules regulating land application; and reasons to expect both beneficial and harmful effects from the application of these waste materials as fertilizers on agricultural land. This session also explores whether a local ban or restriction against land application is legally valid within the framework of applicable NYS laws. (2 AICP CM credits pending)</p>

Regional Rights-of-Way Study

By Greg Albert, Senior Planner

The *Regional Rights-of-Way Study* was completed by the Genesee/Finger Lakes Regional Planning Council in September and was funded through Genesee Transportation Council's Unified Planning Work Program (UPWP). The Study identified and analyzed rights-of-way corridors within the nine-county Genesee-Finger Lakes Region. Counties that were reviewed included: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates. The objective of the project was to identify and analyze key rail and utility corridors in the Region that are no longer used for their original intent, note potential future uses and associated costs, and to develop corridor preservation strategies.

Corridors were identified utilizing several resources including Real Property Services (RPS) data; the previously completed *Regional Rights-of-Way Preservation Action Plan: Abandoned Railroads*, which was prepared by the Genesee Transportation Council in 2005; and input from stakeholders within each of county. Corridors were identified through RPS data based upon site ownership and property class code information to identify parcels owned by utility companies, railroads, or public entities, such as municipalities or industrial development agencies. Property class codes used to identify rights-of-way corridors included a variety of categories such as: vacant land, community services, industrial, and public services.

Maps were developed for each of the identified parcels and were used to remove parcels that were not contiguous to any corridors. Corridor profiles were developed for each remaining corridor containing information about the corridor including: length, location, description, ownership details, and whether or not gaps were present within the

corridor.

The completed corridor profiles and corridor maps were then presented to county stakeholders to discuss the corridor profiles within their county and to gather feedback on priority corridors and additional information about each corridor. A total of 98 county corridors were initially identified, with this number later being refined to 78 through efforts to consolidate cross-county corridors into one larger regional corridor. Each of the



78 regional corridors was then evaluated utilizing the corridor rating system and identified as high-priority, low-priority, non-priority, or active trails.

The criteria used to evaluate the corridors included: feasibility of preservation, ownership status, length/width, development pressures, connectivity/proximity, references in existing plans, and stakeholder input.

A total of sixteen (16) corridors were identified as priority corridors within the Region. Eight (8) of these corridors were identified as high-priority and eight (8) were identified as low-priority based upon the corridor rating system. A total of forty-eight (48) corridors were identified as non-priority corridors and a total of fourteen (14) corridors were identified as active trail corridors.

Each of the identified priority corridors also includes a corridor profile providing details about the corridor such as: location; length; width; zoning; land cover; and ownership.

The *Regional Rights-of-Way Study* is available online at: <http://www.gflrpc.org>. For more information on the *Regional Rights-of-Way Study* please contact Greg Albert at galbert@gflrpc.org or 585-454-0190 x 18.

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A Sense of Place

"Castle on the Hill"

The history of the old "castle on the hill" in Dansville NY begins in 1798 when an explosion startled the early settlers of the town, emanating from East Hill. Upon investigation of the quake, a new hole was discovered in the rock that sent water cascading down the slope from an underground spring. "Breakout Creek" as it was named remained just a local curiosity until 1851 when Rochester businessman Nathaniel Bingham learned of this mineral-rich water source. However, the Dansville Water Cure facility that opened in 1854 did not fare well.

Caleb Jackson took over the institute in 1870 and called it Our Home on the Hillside. Jackson, once a deathly ill man, was restored to full health by hydrotherapy and it thrived. In 1882, an overturned lantern in a patient's room had completely destroyed it. The Jackson family quickly built a larger fireproof building which opened on October, 1883. By 1914 however, they filed for bankruptcy.

Bernarr Mcfadden purchased the sanatorium in the spring of 1929. The sanatorium was renamed the Physical Culture Hotel, and was one of a handful of resort hotels owned by Mcfadden. The hotel buzzed with activity, featuring activities such as swimming, tennis, sunbathing, and starlight dances on the roof at night. The music would often drift down the hill into the town, where residents would gaze up admiringly at what was locally known as the "P.C."

After Mcfadden's death in 1955 at the age of 87, the hotel was acquired by William Fromcheck, owner of several hotels in Manhattan. He kept the place open under the name Bernarr Mcfadden's Castle on the Hill, but patient population steadily dwindled year after year. When the hotel closed for the season on Labor Day in 1971, it was never opened again.

Although various owners had tried to make use of the building, all efforts were unsuccessful, and so the building decayed. A grant was given to Dansville by New York State to renovate the building - possibly into a Bernarr Mcfadden Museum, sometime in the future.

Source: Jackson Sanatorium History—http://opacity.us/site113_jackson_sanatorium.htm

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Genesee/Finger Lakes Regional Planning Council is a public entity that serves its nine member counties* with planning, economic development, data resources, and other program areas.

**Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates*

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