

# Regional Engagement Monroe County Webinar



# Webinar



- Background of the Regional Engagement Project
- Overview of March 12<sup>th</sup> Sub-Regional Forum
  - Process
  - Feedback
- Discussion of Priority Areas of Focus
  - Goals
  - Projects
- Next Steps
  - Draft Document
  - Stakeholder Input
  - County Meeting



# Project Background



- Regional approach to advance economic and community development planning
- Assessment and profile of existing conditions
- Identify opportunities to advance economic development
- Prioritize future revitalization efforts within the Region
- Final strategy identifies priorities, projects, and action items



GENESEE/FINGER LAKES  
Regional Planning Council

# Sub-Regional Forum



- March 12<sup>th</sup>, 2015
- Monroe County
- Project overview
- Individual County breakout sessions
  - Existing Plan Profiles
  - Discussion/Feedback



# Priority Areas of Focus



- Brownfields
- Economic Development/Economic Distress
- Downtowns
- Tourism and Recreation
- Waterfronts
- Environmental/Water Resources
- Natural Resources/Energy
- Land use
- Building/Housing
- Infrastructure
- Preservation/Cultural



# Brownfields



- Total of 264 sites are being addressed (or have been addressed) under the NYS DEC Environmental Remediation Programs, which include:
  - New York State Superfund Program
  - Resource Conservation and Recovery Program
  - Brownfield Cleanup Program
  - Environmental Restoration Program
  - Voluntary Cleanup Program
- Goal to remediate sites and return them to active and productive use
- Connect projects with funding opportunities
  - NYS DEC
  - EPA
  - Others



# Economic Development/Distress



- Economic Distress Index
  - Income
  - Employment
  - Poverty
  - Education
  - Population Change
- Each category standardized within the Region with 0 set as the average
- Scores ranged in Region from (-12.9 to 9.6)
  - City of Rochester 9.6
  - Village of Brockport 1.7\*
  - Village of Webster 1.6



# Economic Development/Distress



## Goals/Objectives

- Emphasize business retention in the Region in addition to business attraction
- Focus economic development efforts to help expand the tax base
- Improve infrastructure in the rural areas
- Target industry clusters for growth including food processing industry
- Advance CEDS priority projects:
  - Mill Seat Landfill Bioreactor
  - The Entrepreneurs Network
  - Eastman Business Park Upgrades



# Downtowns



## Goals/Objectives

- Implement Center City Master Plan to improve:
  - Public Spaces
  - Engagement
  - Heritage
  - Mobility and Transportation
  - Places and Neighborhoods
  - Arts and Culture
  - Connecting
- Leverage ongoing efforts of business improvement districts and downtown organizations
  - Webster BID
  - Rochester Downtown Development Corporation
  - Fairport IDA
  - Chambers of Commerce



# Tourism/Recreation



## Goals/Objectives

- Invest in the development, promotion and preservation of the cultural, artistic and historic assets of the Region
- Strengthen and support Region's diverse water resources and recreational tourism opportunities
- Leverage existing resources and attractions for visitors
  - Travel sports/festivals/events
  - Recreational Trails
  - Highland Park
  - National Museum of Play
  - Erie Canal
  - George Eastman House
  - Seneca Park Zoo
  - Memorial Art Gallery



# Waterfronts



## Goals/Objectives

- Advance completed Local Waterfront Revitalization Plans
  - Erie Canal Park and Preserve, Town of Pittsford
  - Train Bridge Overlook, City of Rochester
  - Promenade at Erie Harbor Construction, City of Rochester
  - Port of Rochester Redevelopment Project, City of Rochester
  - Design of Public Waterfront Improvements on Monroe Ave., Village of Pittsford
  - Planning & Design for West River Wall, City of Rochester



# Environmental/Water Resources



## Goals/Objectives

- Ensure the long-term preservation of surface and groundwater resources in Monroe County
- Continue Implementation of the Finger Lakes Sustainability Plan
- Advance Implementation of the Oatka Creek and Black Creek Watershed Management Plans
  - Address water quality concerns
  - Restore and stabilize streambanks within the watershed
  - Increase engagement with Water Quality Coordinating Committees and Stormwater Coalitions
  - Increase volunteer opportunities



# Natural Resources/Energy



## Goals/Objectives

- Reduce energy costs
- Utilize NYSERDA grant programs
- Implement City of Rochester Energy Master Plan
  - Install LED Bulbs
  - Encourage walking, cycling, and transit use
  - Promote Solar Energy projects
- Advance alternative/renewable energy
  - Cold Water Project in Webster
  - Solar Lights in Scottsville
- Preserve Natural Resources throughout Monroe County, including Genesee River, Lake Ontario and the Monroe County Park System



# Land Use



## Goals/Objectives

- Improve implementation efforts and development of agriculture environmental management plans
- Leverage Growing the Agriculture Industry Now! RLF Fund to help grow the agriculture industry
- Continue to advance remediation and redevelopment opportunities on brownfield sites throughout the County and the City of Rochester
- Implement Monroe County Sustainable Agriculture Park/Mill Seat Landfill project
- Continue sustainable land use efforts throughout Monroe County and the City of Rochester



# Buildings/Housing



## Goals/Objectives

- Improve quality of housing stock
- Leverage Restore NY program to help communities revitalize commercial and residential properties
- Advance active housing projects within the County
  - Crerand Commons, Town of Gates/City of Rochester
  - Community Development Block Grant housing projects
  - NY Main Street projects
- Increase opportunities for seniors to stay in their homes
  - Funding/service to help them take care of their home
- Key areas of housing growth (LUMR)
  - Town of Henrietta
  - Town of Webster
  - Town of Greece



# Infrastructure



## Goals/Objectives

- Expand infrastructure capacity throughout County
- Address aging infrastructure throughout County
- Infrastructure inventory and capacity analysis
- Work to identify infrastructure and transportation funding sources
- Implement active infrastructure projects
  - Webster Cold Water project
  - Webster East Side water treatment plant
  - 390/490/NYS Route 31 improvements
  - Eastman Business Park improvements
  - Mill Seat Landfill/Monroe County Sustainable Agriculture Park



# Preservation/Cultural



## Goals/Objectives

- 182 Sites within the County listed on the National Register of Historic Places including 26 historic districts as well as historic homes and farmhouses, churches, cemeteries, bridges amongst other historic places
- Continue efforts to preserve the “sense of place” of buildings, districts, and municipalities within the County and City of Rochester
- Leverage historic/cultural attractions to increase tourism



# Leverage Existing Efforts



- Finger Lakes Regional Economic Development Council Strategic Plan
  - Submitted CFA applications
  - Upcoming CFA Applications
- Finger Lakes Regional Sustainability Plan
  - Appendix 3- Recommended Strategies and Projects



# Next Steps



- Development of Draft County Strategies
- Stakeholder Input
  - E-Mail
  - Survey
- Priority project identification
- Individual County Forums- Presentation of Draft Strategy and Stakeholder Feedback
  - Fall 2015
- Final Draft County Strategies
  - Winter 2015

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