

# Regional Engagement Ontario County Webinar



# Webinar



- Background of the Regional Engagement Project
- Overview of March 11<sup>th</sup> Sub-Regional Forum
  - Process
  - Feedback
- Discussion of Priority Areas of Focus
  - Goals
  - Projects
- Next Steps
  - Draft Document
  - Stakeholder Input
  - County Meeting



GENESEE/FINGER LAKES  
Regional Planning Council

# 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



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# Sub-Regional Forum



- March 11<sup>th</sup>, 2015
- Livingston & Ontario Counties
- 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 50 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 Geneva 3.4
  - Village of Clifton Springs 3.2
  - Town of Canadice 2.2



# Economic Development/Distress



## Goals/Objectives

- Advance CEDS priority projects:
  - Fiber Optic Ring
  - Cornell Agriculture and Food Technology Park
  - Smart System Technology and Commercialization Center (STC)
  - Fisher Ridge
- Improve infrastructure throughout County
- Leverage CFA Awards
  - Canandaigua Lakefront Redevelopment Project
  - Canandaigua Airport Sewer Extension



# Downtowns



## Goals/Objectives

- Improve City & Village “Main Streets” including their aesthetic appeal
- Fill vacant storefronts within downtowns
- Maintain/preserve historic downtowns
- Renovate and reuse vacant upper floors
- Enhance connections and wayfinding between downtowns and waterfronts (especially Canandaigua and Geneva)
- Key downtown focus areas include: Canandaigua, Geneva, Victor, Phelps, Clifton Springs
- Continue building and facades renovation projects (example-Phelps)
- Prioritize the pedestrian experience and walkability by: improving safety, wayfinding and pedestrian amenities; and maintaining appropriate street and building scale/design



# Tourism/Recreation



- **Tourism priorities and opportunities**

- Lakes; waterfronts; boat cruises; watersports
- Winery, brewery and culinary attractions
- Driving, sightseeing
- Shopping

- **Tourism destinations**

- Finger Lakes – Canandaigua, Seneca, Honeoye, Canadice
- Bristol Mountain Ski Resort
- Ganondagan State Historic Site
- Sonnenburg Gardens & Mansion
- Pinnacle Athletic Campus
- Wineries and breweries; New York State Wine and Culinary Center

- **Strengthen connections between economic development and tourism**

- **Support and enhance tourism through cooperative marketing**

- Brochure creation/distribution including digital versions
- Online marketing including social media
- Signage and wayfinding
- Implement the *Travel Happiness Project*



# Waterfronts



## Goals/Objectives

- Expand “blueway” access points to the County’s rivers, lakes and streams
- Improve physical and psychological connections and cohesiveness between lakes and downtowns (especially Canandaigua & Geneva).
  - Geneva- develop a wayfinding system to connect Downtown to the Seneca Lake
- Enhance the overall pedestrian experience -walkability, safety, wayfinding, building scale and design, street furniture
- Carrying capacity of the Lakes needs to be considered in new developments as well as boating and recreational use



# Environmental/Water Resources



## Goals/Objectives

- Ensure the long-term preservation of surface and groundwater resources
- Reduce risk to flooding and severe storms – strengthen flood regulations, increase enforcement, improve/maintain stormwater management techniques, pursue CRS designation
- Continue implementation of the numerous BMPs and projects within the watershed management plans in the County
  - Address water quality concerns
  - Implement practices that will reduce nonpoint source pollution from farms such as fertilizer, pesticide and livestock waste runoff management
  - Protect and restore critical areas that filter and reduce stormwater runoff such as wetlands, shorelines, riparian buffer areas, floodplains, and forested areas



# Environmental/Water Resources



- Continue efforts related to erosion and sediment control
  - Restore and stabilize stream banks within the watershed
- Address invasive species both in-lake and in the watershed through:
  - Early detection, information/education, watercraft stewards, removal of organisms on boats and boat washing stations
- Implement the Ontario County Solid Waste Management Plan
  - Waste reduction
  - Region-wide composting
  - Encourage home composting
  - Support recycling programs
  - Public outreach and education
- Increase local management of onsite wastewater treatment systems



# Natural Resources/Energy



## Goals/Objectives

- Preserve natural resources including Canandaigua Lake, Seneca Lake, Honeoye Lake and Canadice Lake
- Increase energy capacity
- Develop/embrace renewable energy resources
- Pursue solar development projects
  - Geneva – two solar farms under development
- Investigate feasibility of utilizing manure digesters to create power and eliminate livestock waste



# Land Use



## Goals/Objectives

- Recreational Trail Development
  - A proposed trail to connect Auburn Trail in the Town of Farmington to Richard P. Outhouse Memorial Park in the City of Canandaigua and ultimately connect to the Canandaigua Rail to Trail Project
- Regulate development on steep slopes
- Preserve rural character and encourage: long-term viability of agricultural operations; protection of farmland resources; and preservation of prime agricultural land
- Local Laws for Agriculture – farmland protection ordinances, right-to-farm laws, Ag districts, incorporation of farmland preservation into comprehensive plans
- Promote and enhance the development of viniculture



# Buildings/Housing



## Goals/Objectives

- Maintain and enhance historic housing assets, especially in historic districts
- Improve quality of the aging housing stock and reduce vacancy
- Develop more housing options in downtowns
- Ensure that infrastructure can adequately support new housing developments
- Support and develop aging in place strategies
- Balance the needs of both yearly residents and seasonal lake residents
- Investigate demolition needs and demolish strategically when necessary (example-Geneva)



# Infrastructure



## Goals/Objectives

- Improve/expand drainage and stormwater management facilities
  - Flooding, erosion & sediment control issues are present
  - Culvert cleanout/repair/replacement - Town of Richmond, Town of South Bristol, etc.
- Improve water and sewer infrastructure throughout the County
  - Expansion of public water – Town of Richmond
  - Expansion of sewer –Victor
- Expand infrastructure capacity throughout County
  - Ensure infrastructure is adequate for new developments
  - Fishers Ridge - huge mixed use project in Victor – traffic & sewer treatment concerns
- Upgrade infrastructure to ensure public safety
  - Fire hydrant water line repair/replacement - Town of Geneva – District 6 has lines/hydrants that are inoperable



# Infrastructure



- Maintain and improve transportation infrastructure
  - Public transportation is a priority
  - Seniors have important transportation requirements - Wegmans funds routes
  - Issues with the 96 corridor and traffic
  - Maintain the functionality of 5&20 as a significant regional transportation corridor
  - Develop shared parking concepts and reduce excessive minimum parking standards
  - Expand the availability of bike parking
  - Manage the increasing commercial truck use of Route 14 so as not to interfere with safety, access to lakes, local traffic, etc.
  - Identify and promote strategic infrastructure improvements that are critical for agricultural
  - Canandaigua Airport upgrades
    - 600k in recent improvements
    - received 100k from the CFA; trying to avoid needing extra lift/pump station
    - Airport needs an apron improvement



# Preservation/Cultural



## Goals/Objectives

- 62 Sites within the County listed on the National Register of Historic Places including 7 historic districts:
  - Canandaigua Historic District
  - Clifton Springs Sanitarium Historic District
  - East Bloomfield Historic District
  - Farmington Quaker Crossroads Historic District
  - Genesee Park Historic District
  - North Main Street Historic District (Canandaigua)
  - South Main Street Historic District (Geneva)
- Embrace and preserve the history of Ontario County to attract visitors and enhance the quality of life of residents
- Encourage the use of Historic Tax Credit programs available for interior and exterior renovations in historic districts
- Preserve the history and character of City and Village Main Streets
- Phelps historic rehab project - historic church being used as an arts center is targeted for rehab but lacking funding



# 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

# Regional Engagement Contact



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