



# Genesee/Finger Lakes REGIONAL REVIEW

NEWSLETTER OF THE GENESEE/FINGER LAKES REGIONAL PLANNING COUNCIL

Volume 13, Number 1, Spring 2016

## Food System Planning

*Jayme B. Thomann, Senior Planner, AICP, CFM*

The agricultural sector is very important to the Genesee-Finger Lakes Region with \$1.2 billion in agricultural sales in 2007; representing 27.9 percent of the total farm sales in New York State. In 2010, New York's top six commodities were milk, corn grain, corn silage, hay, apples, and floriculture. The Region accounted for nearly 30 percent of the State's total farm sales. The Region has many programs and projects that support agriculture and agribusiness because local food has a significant impact on the local economy:

- Agricultural Environmental Management through local Soil and Water Conservation Districts
- Cornell Cooperative Extension's Regional Ag Teams: Lake Ontario Fruit Program Team, Cornell Fruit Resources; Northwest Dairy, Livestock and Field Crops Team; and Cornell Vegetable Program
- Cornell Agriculture & Food Technology Park
- Finger Lakes Culinary Bounty
- Finger Lakes Grape Program
- Finger Lakes Food Processing Cluster Initiative
- Foodlink's Freshwise Kitchen, Food Hub, and other access and nutrition programs
- New York State Agricultural Experiment Station
- New York Wine & Culinary Center

The Food Environment Atlas is an interactive tool created by the Economic Research Service (ERS) of the U.S. Department of Agriculture (USDA) that includes over 211 indicators of the food environment such as store/restaurant proximity, food prices, food and nutrition assistance programs, and community characteristics. The Atlas can assemble statistics about food environment factors that influence food choices and diet quality and provide a spatial overview of a community's ability to access healthy food. The Atlas has nine "map" categories:

- Access and Proximity to Grocery Stores
- Store Availability
- Restaurant Availability and Expenditures
- Food Assistance
- State Food Insecurity
- Food Prices and Taxes

- Local Foods
- Health and Physical Activity
- Socioeconomic Characteristics

The Local Food indicators include:

- Direct Sales
- Farmers' Markets
- Farms and Crop Acreage
- Other Local Food Entities

A "food system" is the chain of activities connecting food production, processing, distribution and access, consumption, and waste management. Defining a "local and regional food system" in terms of the geographic distance between production and consumption is difficult, but defining "local" based on marketing arrangements such as farms that sell some products directly to consumers or farm-to-cafeteria programs that highlight locally sourced or locally available food is a good place to start.

Interesting local food stories obtained from the Food Environment Atlas about the nine-county Genesee-Finger Lakes Region can be seen on the Tables on page 2.

This data illustrates that consumers have various opportunities throughout the Region to purchase food directly from local producers. As a result of environmental and community concerns, there is a growing interest in local/regional foods across the United States. Planners are becoming more engaged in food system planning because of its significant impacts on the local economy, the transportation system, the environment, health, and waste disposal. Some of the roles planners can help play are preserving existing and supporting new opportunities for local and regional urban and rural agriculture; supporting local and regional food value chains and related infrastructure involved in the processing, packaging, and distribution of food; facilitating community food security and access; and considering ways to reduce, reuse, and recycle food waste.

Continued on page 2

## Upcoming Regional Events

*G/FLRPC Spring Local Government Workshop*, Thursday, May 19, 2016, Burgundy Basin Inn, Pittsford, NY. For more information see insert in this newsletter and visit <http://www.gflrpc.org/Spring2015.htm>

For further information call 585-454-0190, email [gflrpc@gflrpc.org](mailto:gflrpc@gflrpc.org)

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## Upcoming Events

Spring 2016 Regional Local Government Workshop, May 19, 2016, Burgundy Basin Inn, Pittsford. For more information see insert and visit <http://www.gflrpc.org>.

*Continued from Page 1— Food Systems Planning*

Genesee/Finger Lakes Regional Planning Council (G/FLRPC) is a multi-purpose, public organization with three primary service areas: (1) Regional, Local & Water Resources Planning; (2) Economic Development; and (3) Data, Technology & Resource Center. G/FLRPC can play a number of food planning roles such as supporting efforts to raise public awareness of the importance of the food sector to the local and regional economy; collaborating with agricultural and related agencies and other organizations that provide

training, technical assistance, and capital to businesses engaged in farming, food processing, and food retailing operations; and establishing a synergy between agriculture and alternative energy. G/FLRPC can also build support in the Region for a more comprehensive approach to food planning, such as through local and/or regional food policy councils or coalitions, which is consistent with the American Planning Association's Policy Guide on Community and Regional Food Planning (2007).

Percentage of farms that sell at least some products directly to final consumers (2007)*										
County	Genesee	Livingston	Monroe	Ontario	Orleans	Seneca	Wayne	Wyoming	Yates	
Percentage	12.5	11.4	17.8	12.1	11.6	14.6	17.4	14.1	14.8	
<small>* Includes sales from roadside stands, farmers' markets, pick-your-own, etc. It does not include sales of craft items or processed products such as jellies, sausages, and hams. Data sources: 2007 Census of Agriculture.</small>										
Number of farmers' markets per 1,000 residents (2013)*										
County	Genesee	Livingston	Monroe	Ontario	Orleans	Seneca	Wayne	Wyoming	Yates	
(# per 1,000 pop)	.07	.11	.03	.07	.05	.11	.05	.07	.16	
<small>*A farmers' market is a retail outlet in which two or more vendors sell agricultural products directly to customers through a common marketing channel. At least 51 percent of retail sales are direct to consumers. Data sources: Compiled by USDA Agricultural Marketing Service, Marketing Services Division. Population data are from the U.S. Census Bureau, Population Estimates.</small>										
Number of farms with vegetables, potatoes, and melons harvested for fresh-market sale (2007)*										
County	Genesee	Livingston	Monroe	Ontario	Orleans	Seneca	Wayne	Wyoming	Yates	
Total	60	40	121	71	70	39	112	28	94	
<small>*As opposed to harvested for processing. Data sources: 2007 Census of Agriculture.</small>										
Number of farms marketing at least some products through a Community Supported Agriculture arrangement (2007)										
County	Genesee	Livingston	Monroe	Ontario	Orleans	Seneca	Wayne	Wyoming	Yates	
Total	1	1	5	2	2	10	11	1	16	
<small>Data sources: 2007 Census of Agriculture.</small>										

## G/FLRPC's Revolving Loan Fund

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](http://www.gflrpc.org/ProgramAreas/EconomicDevelopment/RLF.htm) or contact David Zorn at (585) 454-0190 x14 or [dave.zorn@gflrpc.org](mailto:dave.zorn@gflrpc.org)



# Genesee/Finger Lakes

## Spring 2016 Regional Local Government Workshop

Thursday, May 19, 2016

Burgundy Basin Inn, Pittsford, New York

### Spring 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

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 May 11, 2016)  
Vendor/Exhibitor (includes 2 registrations): \$450  
All registrations include continental breakfast & buffet lunch

**PLEASE PRE-REGISTER BY May 11, 2016**  
SORRY NO REFUNDS AFTER MAY 11

#### 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

#### Burgundy Basin Inn

1361 Marsh Road  
Pittsford, New York 14534  
585-248-2660

From I-490 East to Route 31 Exit #26, Route 31 West for approximately 1/2 mile. Turn left onto Marsh Road. Approximately 1 1/2 miles on right.

From I-490 West to Bushnell Basin Exit #27. Right onto Route 96. Approximately 1/3 mile, right onto Marsh Road. Approximately 1/4 mile on left.

For additional directions visit: <http://www.burgundybasin.com/images/Map.pdf>

For more information and Workshop updates visit [www.gflrpc.org](http://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](mailto:dave.zorn@gflrpc.org)

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

Registration Form - Spring 2016 Local Government Workshop

# PLEASE PRINT CLEARLY

Name: \_\_\_\_\_

Municipality/Company/Organization \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please Circle the sessions you will be attending:

A1	A2	A3	A4	
B1	B2	B3	B4	B5
C1	C2	C3	C4	C5

**Registration Fee:**  
\$75 per person, \$80 per person after May 11,  
\$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	<b>Registration, Continental Breakfast, and Exhibits</b>		
9:00-10:00	<b>A1 Planning Board Overview</b> , 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)	<b>B1 Unmanned Aerial Systems (UAS) aka "Drones"</b> , Larry Brinker, esq., NUAIR Alliance, Peter Hyland and Garrett Smith, Aerial Inventory, LLC This session will discuss UAS, aka "drones", the uses, regulations, and implications for local governments and citizens.	<b>C1 Steps to Improve Community Walkability</b> , Robert Torzynski, Genesee Transportation Council (GTC) This session will discuss regional pedestrian initiatives and the steps communities can take to improve walkability. Topics will include conducting pedestrian facilities inventories, code language considerations, walkability audits, and active transportation planning. The GTC's Regional Walkability Improvement Program will be discussed as an example of how urban areas, villages, and hamlets can address community concerns related to, and improve, walkability.
10:00-11:00		<b>B2 Implementation of Green infrastructure: What Every Municipality Should Know</b> , Caroline Kilmer, Stormwater Consultant Green infrastructure practices help reduce stormwater runoff and improve water quality by infiltrating it into the ground. In this session, you will learn about green infrastructure principles, practices and the benefits for your community, including helping regulated MS4s meet their stormwater permit requirements through education and outreach to the public and contractors. This session will also address the requirements for green infrastructure for new construction projects, how municipal codes can affect green infrastructure implementation, and the role of the municipality with regard to maintenance issues.	<b>C2 U.S. Army Corps of Engineers - Regulatory 101</b> , Judy Robertson, USACE This presentation is an overview and clarification of the U.S. Army Corps of Engineers (USACE) jurisdictional responsibilities and regulatory program under Section 404 of the Clean Water Act and Section 10 of the Rivers and Harbors Act as these federal laws pertain to waters of the US, including wetlands. The focus of this presentation is to help build a network among municipal government personnel to facilitate our common goal of serving the regulated public in a positive, productive manner. The program is targeted for Code Enforcement Officers, Planning and Zoning Boards, Industrial/ Economic Development Boards, Highway Departments, and other municipal officials. We will also clarify use of the NYS Freshwater Wetland Maps and the National Wetland Inventory maps, and will discuss their usefulness and limitations. In addition, the independent application review process by the NYSDEC and the USACE will be explained.
11:00-12:00	<b>A2 Intermunicipal Agreements</b> , NYSDOS Municipalities can achieve many benefits by entering into intermunicipal agreements. This presentation looks at the participants, opportunities, benefits, types, and contents of intermunicipal agreements. We will also discuss civil service considerations, liability, adoption procedures, and strategies for success.	<b>B3 Putting the Regulatory Pieces Together</b> , Kari Gathen, Esq. and Renee Parsons, NYSDOS Hear about how NYS protects its coast and inland waterways through existing State and federal regulation, and working in partnership with communities. An overview will be provided of the Local Waterfront Revitalization Program (LWRPs), the NYS Community Risk & Resiliency Act and its application to local communities, the federal Coastal Zone Management Act in conjunction with the NYS Coastal Management Program, and Model Local Laws topics for resiliency planning.	<b>C3 New York State Community Partnership Program</b> , Chris Carrick, CNYRPDB The New York State Community Partnership (NYSCP) is New York State's new, unified approach to driving clean energy action and energy literacy in local governments and communities across the state. The NYSCP will design and provide clean energy resources that resonate with local leaders based on locally identified priorities and needs. In this session Chris Carrick, Energy Program Manager for the Central New York Regional Planning and Development Board, which is one of three NYSCP regional territory contractors, will describe how the program will promote economic development throughout communities while reducing energy use and greenhouse gas emissions.
12:00-1:00	<b>Lunch and Exhibits</b>		
1:00-2:45	<b>A3 Solar Energy Regulation</b> , NYSDOS This course addresses the authority of local governments to regulate photovoltaic solar energy systems—from modest residential and agricultural systems to large-scale institutional and commercial solar arrays and sun farms. Environmental and economic benefits and aesthetic challenges are discussed, and tools such as the NYS Unified Solar Permit are provided to allow solar arrays and regulate their impacts.	<b>B4 Brownfields for Local Governments</b> , Mark Gregor, City of Rochester, Dean W. Gowen and Muffett Mauche George, Wendel WD Architecture, Engineering, Surveying & Landscape Architecture, PC This session will discuss brownfield strategies and approaches including impacts, strategies, opportunities and success stories for municipalities.	<b>C4 Talking Trails</b> , Frances Gotcsik, Parks & Trails New York (PTNY) Surveys demonstrate that multi-use trails and walkable, bikeable communities are what residents and community and business leaders are actively seeking to provide safe, close-to-home recreation and active transportation. But creating the infrastructure to meet this need can involve many steps and multiple players before a community can celebrate with a ribbon cutting. Fran will draw upon her experience helping communities develop and promote trails throughout New York State to present a comprehensive picture of what it takes to create the vision, address the concerns, generate the funding support, and build the constituencies critical to the long-term success of trail projects.
2:45-3:00	<b>Break and Exhibits</b>		
3:00-5:00	<b>A4 Zoning Board of Appeals Overview</b> , 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 of CEO credit)	<b>B5 Implementation of the Community Risk and Resiliency Act</b> , Mark Lowery, William Nechamen, and Dazzle Ekblad, NYSDEC and Lori Heithoff, NYSDOS The purpose of the Community Risk and Resiliency Act (CRRA) is to ensure that certain state monies, facility-siting regulations and permits include consideration of sea-level rise, flooding and storm surge. This presentation will describe the proposed approach to implementing CRRA through adoption of a state flood risk management standard and its incorporation into agency programs. Updates on development of new guidance for review of culverts and bridges, use of natural measures to enhance resiliency and consideration of flooding in smart growth assessments, and on model local laws to enhance resiliency will also be presented.	<b>C5 Agritourism in the Genesee-Finger Lakes Region</b> , Joan and Doug Allen, Long Acre Farms, Don Jeffries, VisitRochester, Bob Somers, NYS Department of Agriculture and Markets, and Moira Tidball, Finger Lakes Culinary Bounty The agricultural and tourism sector is very important to the Genesee-Finger Lakes Region. The Region accounts for nearly 30 percent of the State's total farm sales. Agritourism has become an important part of the story. This session will discuss state and local regulations, the connection with local food and food systems, the growing agricultural portion, importance, and supports of agritourism to the region, and examples of farms and agritourism in the region.

*Member Counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming & Yates*

**Workshop Guide advertisements are available in full, 1/2, and 1/4 page sizes**

**Vendor/Exhibitor Registrations Available**

Please contact David Zorn at G/FLRPC for details—585-454-0190 x14, [dave.zorn@gflrpc.org](mailto:dave.zorn@gflrpc.org)

Please include voucher or payment with all registrations

Thank you

## Comprehensive Economic Development Strategy (CEDS)

By Greg Albert, Senior Planner

The Genesee-Finger Lakes Region was designated an Economic Development District by the U.S. Department of Commerce, Economic Development Administration (EDA) in 1979. This designation was based upon an initial 1978 planning document, the Overall Economic Development Program (OEDP). The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) has been awarded an annual planning grant to promote regional economic development all years subsequent to 1979. Members of the Genesee-Finger Lakes Economic Development District include Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates Counties and the City of Rochester.

In its role as the Economic Development District for the nine-county Finger Lakes Region, G/FLRPC develops, updates, and implements the Comprehensive Economic Development Strategy (CEDS) and provides economic development technical assistance to District members. The CEDS is a strategic economic development plan intended to build capacity and guide economic prosperity and resiliency of the District.

The CEDS provides an overview of the District's economic trends by incorporating current data from local, regional, state and federal sources. The document also details current economic development programs and activities as well as project priorities identified by each District member. The CEDS also outlines economic development goals for the District and a corresponding plan of action for implementation.

G/FLRPC recently approved the 2014-2015 CEDS, which identified the following 11 economic development goals for the District:

- Assist in the Retention and Expansion of Existing Industries in the District
- Assist in the Attraction of Industries and Firms to the District
- Advance the Development of Targeted Regional Clusters, including Advanced Manufacturing and Alternative Energy within the District

- Support Agriculture and Agri-Business
- Strengthen Entrepreneurship, Innovation, and Small Business Development
- Assist in Improving the Skills of the District's Workforce
- Assist in Improving the Infrastructure of the District
- Enhance Tourism and Marketing within the District
- Encourage Sustainable Development Practices
- Encourage Main Street Revitalization and Historic Preservation
- Strengthen Regional Coordination and Collaboration

G/FLRPC also assists District members in applying for funding from the Economic Development Administration to implement economic development projects within the District. Recently awarded projects include: Livingston County- Crossroads Commerce Park; City of Rochester - Photech; Genesee County- Agri-Business Park; City of Rochester-Midtown; RIT- Food Processing Cluster Initiative; Ontario County- Smart System Technology & Commercialization Center; and the Agriculture and Food Technology Park in Geneva.

In 2016, G/FLRPC will continue working with economic development partners from the Region on the implementation of the above goals, the identification and acquisition of project implementation funding, and will be developing a new CEDS for the Region. Development of the 2016 CEDS will begin with stakeholder input sessions this summer to gather information on the economic development goals and objectives of the Region and the opportunities and threats facing the Region.

If you are interested in learning more about the G/FLRPC Economic Development program area, in obtaining technical assistance, or in participating at the upcoming CEDS stakeholder input sessions visit the website at <http://www.gflrpc.org/regional-economic-development-planning.html> or contact Greg Albert, Senior Planner at G/FLRPC, at [galbert@gflrpc.org](mailto:galbert@gflrpc.org) or 585-454-0190 x 18.



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### *A Sense of Place*

Seneca Park Zoo

The lands were purchased for Seneca Park in 1888. The Fredrick Law Olmsted Company created plans for Seneca Park from 1890 to 1897. Seneca Park officially opened to public in 1893. Animals were first displayed in lower Seneca Park in 1894. The Zoo originally featured different species of deer and some birds, and had an outdoor aviary next to the trout pond in the lower park. During part of the year, some of these animals were displayed in Durand Eastman Park. Trout were introduced to the Trout Pond and Mongolian pheasants were introduced in 1895. In 1897 bird cages and animal shelters were constructed next to the Trout Pond. Permanent shelters for 150 animals were constructed next to Trout Pond in 1902. In 1905 a large-flight cage for 300 birds was constructed in lower Seneca Park. The first major addition to the Zoo was in 1931, with the building of the Main Zoo Building. It featured a wide variety of exotic animals that hadn't been displayed at the Zoo before. When it opened, this building was true to the menagerie style of most zoos of the time, featuring dozens of unrelated species in a fairly compact space.

Source: Seneca Park Zoo website

### Genesee/Finger Lakes Regional Review

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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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