

EXHIBIT A

SUMMARY OF

DEVELOPMENT VISION,
DEVELOPMENT OBJECTIVES,
DESIGN PRINCIPLES,
DEVELOPMENT ASSUMPTIONS
AND LWRP POLICIES

FOR THE
LWRP CHARLOTTE HARBOR AREA
AND
PORT OF ROCHESTER DEVELOPMENT SITE

Material taken from the
City of Rochester Local Waterfront Revitalization Program (LWRP)
Draft Update
April, 2005

LWRP
Waterfront Development
Vision and Goals

The Vision for Rochester's Waterfront will be:

“A DESTINATION” It will function as a tourist destination for travelers and will attract visitors from a broad regional market.

“A UNIQUE ENVIRONMENT” It will provide interest and variety for visitors by including three extremely distinct water resources; Lake Ontario, the Genesee River and the Erie Canal.

“A GATEWAY” It will function as a gateway to a full range of attractions, services and amenities within the city and the region.

“FULLY CONNECTED” It will provide user-friendly, thematic and exciting linkages that connect attractions, services and amenities to each other and to the surrounding neighborhoods.

“WIDELY RECOGNIZED” It will be locally, regionally, nationally and internationally recognized as a unique resource and attraction and will put Rochester “on the map” as a tourist destination community.

“DRAMATIC AND DIVERSE” It will contain dramatic and diverse built, historic and natural environments offering a wide variety of attractions and amenities to a broad spectrum of residents and visitors.

The Goals for Rochester's Waterfront will be:

- (1) To **INCREASE** regional tourism in Rochester (develop regional tourism destination attraction).
- (2) To **IMPROVE** the image of Rochester and **IMPROVE** the quality of life for all Rochesterians (develop local use and enjoyment of resources and create/enhance family-entertainment).
- (3) To **LEVERAGE** market-driven, private and/or tourism-related development and to increase job creation (create a critical mass and variety of uses that build upon each other and promote/encourage other investments).
- (4) To **PROTECT** and **ENHANCE** environmental, historic and cultural resources along our waterfront (create/enhance a four-season destination attraction that builds upon the history of the area).

LWRP Charlotte Harbor Area (■) and Port Site (■) Development Objectives

- 1) Create an international tourism destination**
 - develop transient marina and provide amenities for transient boaters
 - develop “speciality” retail or unique retail experience
 - create village/harbor “icon”
 - create visitors/information center (linked to Seaway Trail?)
 - establish “critical mass” of uses and attractions (with major anchor)
 - develop an appropriate mix of land uses
 - develop the site and area as an “entrance” or “gateway” into the region
 - create a regional festival site that complements the beach/park and marina

- 2) Maintain local use and enjoyment of Charlotte village, Port Site, Genesee River and Lake Ontario**
 - connect streets / neighborhoods / districts to each other and to river and lake
 - establish/maintain public access to the waterfront
 - maintain views and vistas to and from lake and river
 - preserve local recreational facilities (basketball courts, baseball/soccer fields)

- 3) Improve pedestrian circulation, safety and enjoyment**
 - create riverfront promenade
 - establish a comprehensive signage system geared to pedestrians and tourists
 - create wide sidewalks with pedestrian amenities where possible
 - connect neighborhoods and uses to river and lake
 - create terminal pedestrian experience at end of Lake Avenue
 - develop Lake Avenue and River Street as major pedestrian spines of village

- 4) Create a family-oriented, 4-season ambience and functionality**
 - develop interior public spaces like atriums that can be used during winter
 - create a single festival location that can be used year-round
 - connect festival location to other attractions/retail via enclosed walkways
 - establish a residential population base year round
 - develop appropriate mix of family-oriented recreational/entertainment/retail uses
 - create at least one perceived destination attraction (recreational or entertainment)

■ ■ 5) Create village scaled development with a perceived “village ambience”

- ■ - establish appropriate village scale/massing for buildings (heights, facades broken up, dormers, roof lines, building materials, narrow streets, sidewalks everywhere)
- ■ - create buildings with window storefronts, awnings, and ped-scale signs and lighting
- ■ - establish a consistent public streetscape design theme with ped-scale details
- ■ - develop a comprehensive signage system (historic, directional, interpretive)
- ■ - create unique pedestrian experiences along Lake Avenue and River Street
- ■ - develop an appropriate mix of uses

■ ■ 6) Develop alternate means of transportation to, from and through the port site and Charlotte

- ■ - establish a multi-modal terminal that links ferry and other modes of transportation
- ■ - develop off site, remote parking lots
- ■ - develop a bus shuttle system to move visitors from parking to attractions
- ■ - establish village jitneys / carriage rides / water taxis
- ■ - extend River Street to port site and park and provide access to ferry operations

■ ■ 7) Protect and enhance waterfront recreational, historic and cultural resources

- ■ - preserve and enhance the Charlotte Lighthouse and connect it more, physically and visually, with surrounding development
- ■ - preserve and enhance the bath house, carousel, pier and board walk
- ■ - establish additional attractions / activities within Ontario Beach Park and the beach itself
- ■ - protect and enhance the historic commercial corridor of Lake Avenue and the restaurants and attractions along it
- ■ - develop a unique terminal experience at the end of Lake Avenue at the beach

■ ■ 8) Preserve and enhance business activity in the area

- ■ - preserve and enhance the existing commercial corridor along Lake Avenue as the Charlotte Harbortown Village main street
- ■ - develop new commercial/retail opportunities on the Port Site that complement the Fast Ferry operations and regional draw of area as well as existing commercial along Lake Ave.
- ■ - develop new commercial/retail opportunities along River Street that create an exciting, new riverfront ambience
- ■ - market/promote the area as a unique international tourism experience and destination

■ ■ 9) **Utilize waterfront for water-dependent and/or water-enhanced uses**

- ■ - develop riverfront trail system connecting Port with River Street and parks / river gorge to south
- ■ - develop SUNY/Brockport Great Lakes research facility along river adjacent to marina
- ■ - develop new transient marina to serve port area and new residential development
- ■ - maintain and enhance Fast Ferry service at Port
- ■ - develop public boat launches at appropriate locations along river
- ■ - develop access to Lake for car-top boats
- ■ - maintain and enhance public swimming activity at beach / improve attractiveness and functionality of Ontario Beach Park

■ ■ 10) **Develop the Port Site as a major transportation and tourism gateway to Rochester, Monroe County and the Genesee / Finger Lakes Region**

- ■ - develop/enhance Fast Ferry service and terminal
- ■ - develop intermodal terminal to serve auto, bus, taxi, bike and shuttle uses
- ■ - establish a system of directional signage to guide visitors and tourists
- ■ - establish a village shuttle system to move visitors to/from attractions and parking
- ■ - develop transient marina, boat docks and slips and boat launches to accommodate boaters
- ■ - site a hotel, boatel and/or bed and breakfast within Harbor Area

■ ■ 11) **Develop Port Site in a way that minimizes negative environmental and neighborhood impacts, addresses housing, commercial and boating market demand issues and does not create additional parking, access or circulation problems**

- ■ - locate site development in areas that can best accommodate it with minimal environmental impact
- ■ - develop alternative transportation modes into, through and out of the area
- ■ - locate the proposed marina in the area of the Port Site which is best suited for dredging and for boating activity
- ■ - maintain public access to the water and connect the surrounding neighborhood to the water and to any development on the Port Site

LWRP Charlotte Harbor Area and Port Site Planning and Design Principles

- 1) **Maintain** street grid system throughout area
- 2) **Relate** building first floors to street through appropriate design details
- 3) **Locate** parking in rear of buildings
- 4) **Control** heights of buildings to maintain waterfront views and vistas (from and to the water)
- 5) **Incorporate** architectural styles that reflect area's waterfront history (lighthouse / bath house)
- 6) **Incorporate** design elements that reflect historic amusement park / beach / maritime theme
- 7) **Enhance** pedestrian movement to/from lake and river
- 8) **Develop** outdoor activity areas and pedestrian nodes
- 9) **Develop** outdoor seating / people-watching nodes
- 10) **Protect** park / beach area from adverse impacts (noise, traffic, parking)
- 11) **Reserve** riverfront for water-dependent or water-enhanced uses
- 12) **Enhance** connections to surrounding neighborhoods, including across the river
- 13) **Create** central commercial spine and circulation element as village "main street"
- 14) **Maintain** village-esque ambience and character
- 15) **Create** N/S/E/W gateways on both sides of river (City, Greece and Irondequoit)
- 16) **Design** a centrally located visitor / tourist information center
- 17) **Landscape** parking areas heavily
- 18) **Develop** comprehensive signage / trailblazing / tourist info system throughout area
- 19) **Maintain/enhance** River Street's unique feel and ambience
- 20) **Create** a symbolic "icon" (derived from Charlotte history) for village / riverfront and as ferry arrival experience
- 21) **Reinforce** streets as primary public space through appropriate design elements
- 22) **Enhance** new and proposed residential development as much as possible with visual and

physical connections to water (including new boat basin)

LWRP Charlotte Harbor Area and Port Site
Development Assumptions (givens)

- 1) Location of ferry terminal and parking / queuing / loading areas
- 2) Extension of River Street to north through port site
River Street one-way only north of Stutson to Latta
- 3) Location / size of beach and park area including preservation of bath house and carousel
- 4) Protection/enhancement of existing commercial development along Lake Avenue
- 5) Relocation of county boat launch to Petten Street area and to east side of river
- 6) Protection / enhancement of lighthouse and surrounding area
- 7) Wave surge protection allows expansion of marinas on east and west side of river
Transient marina will be developed on west side of river, north of ferry terminal
- 8) Port site contains fill which restricts heights of buildings and construction methods in some locations
- 9) Bluff along railroad right-of-way to remain (existing topography)
- 10) All parking cannot be accommodated on Port site with addition of ferry terminal / operations
- 11) Some vacant land west of Lake Avenue needs fill to be developed
- 12) Existing parkland and its required parking needs to be maintained or alienated and replaced
- 13) Soccer / ball fields on west side should be replaced if removed
- 14) Remote parking areas may be needed and should be provided during special events
- 15) Protection of significant view of lake/river from Lake Avenue at Conrail bridge
Protection of significant view of lake/river at Charlotte Lighthouse
Protection of significant view of river along River Street at Latta Road
- 16) Existing parking demand with ferry operations = xxx spaces
- 17) North/south contiguous public pedestrian promenade will be built on west side of river from Petten street and points south along river and up to the pier
- 18) CSX rail line will eventually be abandoned and ROW can be used for other purposes
- 19) SUNY/Brockport Great Lakes research facility/classroom at northeast corner of site adjacent to new marina

Rochester LWRP Charlotte Harbor Area **LWRP Policies and Sub-Policies (from LWRP Update DRAFT)**

- POLICY 1** *Restore, revitalize and redevelop deteriorated and underutilized waterfront areas for commercial, industrial, cultural, recreational and other compatible uses.*
- POLICY 1A *Redevelop the following vacant and underutilized land, structures and areas to include a mix of water-enhanced and water-dependent entertainment, commercial and recreational uses:*
1. *the former Port Authority Site at the mouth of the Genesee River*
 2. *lands in the vicinity of River Street, adjacent to the west bank of the Genesee River*
 3. *land on the east side of the Genesee River north of Rattlesnake Point including land designated as a Waterfront Development District in the Town of Irondequoit's Local Waterfront Revitalization Program*
- POLICY 1B *Redevelop the following vacant, underutilized and potentially enhanced areas to include a limited and appropriate mix of specialty retail, restaurant and lodging (bed & breakfast) to provide visitor interest and services:*
1. *the area west of Lake Avenue, north of the existing Conrail lines, east of the park and south of Beach Avenue*
- POLICY 1C *Upgrade and infill existing commercial streetscapes with a mix of commercial, residential and office uses, with an emphasis first floor commercial uses, in the following areas*
1. *Lake Avenue north of the Lake Ontario State Parkway*
- POLICY 1E *Rehabilitate the bathhouse and adjacent beach areas at Durand-Eastman Park to support appropriate water-oriented recreational uses.*
- POLICY 1F *Develop, in conjunction with Monroe County, a public boat launch facility along the east bank of the Genesee River, to the south of the proposed alignment of the Stutson Street Bridge.*
- POLICY 1G *Promote and encourage the continued redevelopment and improvement of various recreational facilities at Durand-Eastman Park, Ontario Beach Park, Turning Point Park, Seneca Park, Maplewood Park, The Falls Park, Crossroads Park, Gateway Park, and Genesee Valley Park.*
- POLICY 1H *Purchase the abandoned Conrail right-of-way from Beebe Station to its connection with the active line in Charlotte for future transportation, entertainment and development uses.*

POLICY 2 **Facilitate the siting of water dependent uses and facilities on or adjacent to coastal waters.**

POLICY 2A Existing water dependent uses will be maintained.

POLICY 2B Critical waterfront lands which support Rochester's entertainment, recreation, transportation and economic development goals will be exclusively reserved for water dependent uses on the shoreline and within major portions of first floors of buildings including:

1. The Port Authority Site
2. City owned land on River Street
3. City owned land on the east side of the Genesee River, south of the Stutson Street Bridge

POLICY 5 **Encourage the location of development in areas where public services and facilities essential to such development are adequate, except when such development has special functional requirements or other characteristics which necessitates its location in other coastal areas.**

POLICY 5A Promote and encourage appropriate water-oriented development in focused and appropriate locations including:

1. the Charlotte Harbor area

POLICY 9 **Expand recreational use of fish and wildlife resources in coastal areas by increasing access to existing resources, supplementing existing stocks and developing new resources. Such efforts shall be made in a manner which ensures the protection of renewable fish and wildlife resources and considers other activities dependent on them.**

POLICY 9A Expand recreational fishing opportunities and public access to other wildlife resources within Durand-Eastman Park, Turning Point Park, Seneca Park, Maplewood Park and Lake Ontario, by providing or improving vehicular and pedestrian access to the waterfront.

POLICY 9B Develop, in conjunction with Monroe County, a public boat launch facility in the area along the east bank of the Genesee River, south of the Stutson street bridge.

POLICY 12 **Activities or development in the coastal area will be undertaken so as to minimize damage to natural resources and property from flooding and erosion by protecting natural protective features including beaches, dunes, barrier islands and bluffs. Primary dunes will be protected from all encroachments that could impair their natural protective capacity.**

POLICY 12A *Protect, as natural protective features, the beach areas identified on the New York State coastal erosion hazard map and located along Beach Avenue and within Ontario Beach Park and a major portion of Durand-Eastman Park.*

POLICY 13 *The construction or reconstruction of erosion protection structures shall be undertaken only if they have a reasonable probability of controlling erosion for at least thirty years as demonstrated in design and construction standards and/or assured maintenance or replacement programs.*

POLICY 13A *Promote the maintenance of the east and west piers located on Lake Ontario at the mouth of the Genesee River, and the construction of an additional erosion protection structure within the river, at the outlet to the lake.*

POLICY 19 *Protect, maintain and increase the levels and types of access to public water-related recreation resources and facilities so that these resources and facilities may be fully utilized by all the public in accordance with reasonably anticipated public recreation needs and the protection of historic and natural resources. In providing such access, priority shall be given to public beaches, boating facilities, fishing areas and waterfront parks.*

POLICY 19A *Maintain, facilitate or improve public access to waterfront recreational resources and facilities through existing public parks along the Genesee River and Lake Ontario.*

POLICY 19B *Promote and encourage development of an improved public transportation system to and through waterfront parks and destinations.*

POLICY 19C *Develop, in conjunction with Monroe County, a public boat launch facility along the east bank of the Genesee River, to the south of the Stutson Street Bridge and a series of hand-carry boat launches at Turning Point Park, Seneca Park, the proposed Canal Harbor, Genesee Valley Park and at other appropriate neighborhood locations.*

POLICY 19D *Promote and encourage increased public access for fishing through the continued maintenance of the east and west piers on Lake Ontario, at the mouth of the Genesee River.*

POLICY 19E *Accommodate physical and visual public access to the water in private developments when possible through development reviews and incentives.*

POLICY 20 *Access to the publicly owned foreshore and to lands immediately adjacent to the foreshore or the water's edge that are publicly owned shall be provided, and it should be provided in a manner compatible with adjoining uses. Such lands shall be retained in public ownership.*

POLICY 20A Public access to the waterfront shall be provided as part of development of water-oriented mixed-use facilities at all recommended private development sites.

POLICY 20C Develop a comprehensive pedestrian trail system that will provide public access to the river, along property located on the east and west banks of the river, from Genesee Valley Park to Lake Ontario, and on at least one side of the Erie Canal the entire length of the canal within Rochester's municipal boundary.

POLICY 20D Increase access to the Genesee River gorge area through the development of a system of formal river overlooks, hiking and biking trails, pedestrian paths and excursion rides.

POLICY 20E Negotiate the development of public access to the riverfront through private property where feasible.

POLICY 21 Water dependent and water enhanced recreation shall be encouraged and facilitated and shall be given priority over non-water-related uses along the coast, provided it is consistent with the preservation and enhancement of other coastal resources and takes into account demand for such facilities. In facilitating such activities, priority shall be given to areas where access to the recreation opportunities of the coast can be provided by new or existing public transportation services and to those areas where the use of the shore is severely restricted by existing development.

POLICY 21A Facilitate development of marinas, boat docks and launching ramps, fishing access and other water-dependent and water-enhanced recreational uses in waterfront zoning districts, particularly at the Port Authority site, the River Street site, at Corn Hill Landing, at the South Wedge Landing and at the proposed Airport Landing.

POLICY 21B Develop new and expanded water-dependent or water-enhanced recreational uses at Ontario Beach park, Durand Eastman park, Turning Point Park, Seneca Park, the proposed Falls Park, at Gateway Park, and at Genesee Valley Park.

POLICY 22 Development, when located adjacent to the shore, shall provide for water-related recreation, as a multiple use, whenever such recreational use is appropriate in light of reasonably anticipated demand for such activities and the primary purpose of the development.

POLICY 22A Facilitate development of a mix of water-related recreational uses at all identified redevelop sites and park locations.

POLICY 22B Negotiate, where feasible, with private property owners and industrial

facilities to develop or improve public access to the waterfront and to provide certain types of passive recreational uses within the shore zone.

POLICY 23 **Protect, enhance and restore structures, districts, areas or sites that are of significance in the history, architecture, archeology or culture of the state, its communities or the nation.**

POLICY 23A Identify, protect and restore significant historic structures located within the LWRP boundary, to include the *Genesee Lighthouse* and other buildings which may be of national or local significance.

POLICY 23B Redevelop the Port Authority site, the River Street site and other proposed development areas in a manner which is compatible with and complements the architectural character and integrity of existing structures in the area.

POLICY 25 **Protect, restore and enhance natural and man-made resources which are not identified as being of state-wide significance, but which contribute to the scenic quality of the coastal area.**

POLICY 25A Protect and enhance the aesthetic quality of the *Genesee River Gorge*, as a natural resource of local significance, through general clean-up of the river banks and removal of debris.

POLICY 25B Enhance scenic views and vistas within the *Genesee River* corridor, along the Erie Canal and along Lake Ontario, through the development of scenic overlooks, viewing areas, and pedestrian trails, and through the preservation of the natural aesthetic qualities of these areas.