

Genesee/Finger Lakes REGIONAL REVIEW

NEWSLETTER OF THE GENESEE/FINGER LAKES REGIONAL PLANNING COUNCIL

Volume 4, Number 2, Summer 2007

Thoughts from G/FLRPC Spring Regional Roundtable: *Environmental Preservation?*

On March 16, 2007, G/FLRPC hosted a Regional Roundtable on *Historic Preservation and Public Consensus Building* at the Ebenezer Watts Conference Center in downtown Rochester. Preservation experts from the region, including representatives from the New York State Historic Preservation Office (SHPO), Preservation League of New York State, The Landmark Society of Western New York, county planning directors, planning board chairs, elected officials, and members of local historic preservation commissions, gathered to discuss the issues and how to effectively demonstrate the need for historic preservation planning.

Participants collectively brainstormed ways to connect historic preservation planning with community development, such as tying restoration and maintenance to economic development, encouraging training and education to elected officials, boards, and the public, and allying historic preservation planning with the protection

of environmental resources. The interpretation of historic resources as environmental assets taps into a thought-provoking discussion: are historic resources given the same weight in environmental protection as wetlands, floodplains, and other natural resources?

Local land use laws have commonly protected historic resources by minimizing the negative aesthetic impacts of new development and to protect the positive aesthetic features of a community. General Municipal Law authorizes local governments to establish a landmark preservation law, which usually enables the designation of historic and cultural landmarks and districts and creates a board or commission that regulates new development or alteration or improvement of historic buildings and landmarks based on design review guidelines or standards. However, could greater compromise be achieved if local governments broadened their scope to include historic resources in environmental planning—thus, provid-

ing greater flexibility in regulating zoning provisions such as set back, minimum lot area, and height requirements?

In many cases, historic resources are not considered in basic environmental law and are forced to compete with aquifers, woodlands, wetlands, watersheds, watercourses, habitats, floodplains, and open spaces. Individual residential on-site wastewater systems (septic systems) and water resources is a good example. Perhaps a community has many failing on-site wastewater systems near a stream or lake. The local government is continually dealing with inspections, so it adopts a zoning regulation in a type of waterfront district that encourages the consolidation of "substandard" lots for any new development—thus creating larger lots that are, in theory, more environmentally-friendly and provides for the replacement of the on-site wastewater system.

Continued: Please see "Roundtable" on Page 4.

Upcoming Events

Fall Local Government Workshop — Friday, November 16, 2007

MORE UPCOMING EVENTS LISTED INSIDE ON PAGE 2

FOR FURTHER INFORMATION, CALL 585-454-0190, EMAIL US AT gflrpc@gflrpc.org, OR VISIT US ONLINE AT www.gflrpc.org

Recent Genesee/Finger Lakes Regional Planning Council Publications

- *2007 Comprehensive Economic Development Strategy*
- *Preparing Village Main Streets for Planning: Recommendations for the Village of Newark*
- *Preparing Village Main Streets for Planning: Recommendations for the Village of Scottsville*
- *Canandaigua Lake Watershed Local Laws: Steep Slopes and Water Courses*

Recent Genesee/Finger Lakes Regional Planning Council Presentations

- March 16, 2007: Regional Roundtable on Historic Preservation and Public Consensus Building
- March 27, 2007: Central & Western NY Stormwater Conference & Trade Show presentation on the "Role of Regional Councils in Stormwater Phase II Regulation Implementation"
- March 28, 2007: Livingston County Board of Supervisors presentation on Local Update of Census Addresses
- March 28, 2007: Genesee County Multi-Jurisdictional All-Hazard Mitigation Plan Public Meeting
- April 10, 2007: Wyoming County Board of Supervisors presentation on Local Update of Census Addresses
- May 16, 2007: New York State Conference of Mayors Main Street Presentation
- May 9, 2007: Preparing Village Main Streets for Planning: Recommendations for the Village of Newark Public Meeting
- May 12, 2007: Preparing Village Main Streets for Planning: Recommendations for the Village of Scottsville Public Meeting
- May 15, 2007: Monroe County Council of Governments
- May 15, 2007: Wayne County Village Mayor's Association

UPCOMING EVENTS

- *2007 Co-funding Workshop and Individual Project Consultations* in four locations this fall. The schedule includes the City of Rochester, Tuesday, September 11, Crowne Plaza Hotel, 70 State Street. For more information visit www.nycofunding.org
- Workshops for Farmland Protection Implementation Grants (see *State Funding Will Soon Be Available To Assist Municipalities To Develop Agricultural And Farmland Protection Plans* article in this edition)
- Wolcott J. Humphrey III Symposium on Leadership and Community Life will be held at Genesee Community College in Batavia on September 17, 2007, featuring William Hudnutt. Mr. Hudnutt is best known for his 16-year tenure as Mayor of Indianapolis, and is currently deeply involved in regional issues across the U.S. For more information contact Beverly Mancuso at the Genesee County Cornell Cooperative Extension at blm34@cornell.edu

Planning Leads to Results

Recent Implementation Funding Based on Genesee/Finger Lakes Regional Planning Council Projects

The Region receives implementation funding as a direct result of many of the planning projects and programs at G/FLRPC. The following is a list of several recent examples:

Comprehensive Economic Development Strategy (CEDS). See article on the CEDS in this edition. Recent implementation funds awarded based on inclusion in CEDS includes \$3 million towards the Infotonics Commercialization Center (see article on Infotonics Commercialization Center in this edition).

Recent Regional Revolving Loan Fund Approvals:

Just in Time CNC - \$75,000 leveraging \$1.294 million to help grow their niche business machining jet engine component parts.

DPI of Rochester - \$200,000 leveraging \$2.269 million to help grow their printing business.

Esther Leadley, Chair, G/FLRPC

At this year's Annual Meeting in June, G/FLRPC will celebrate its 30th Anniversary. We also celebrate and appreciate the term of out-going Chair, Esther Leadley. It will be a bitter-sweet celebration. Ms. Leadley has meant so much to the organization, first serving as Vice Chair and then Chair starting in early 2004. During her time as Chair there have been many organizational and programmatic accomplishments. "She has meant so much to the organization. She has been a tireless leader that I believe has made us all better" said David S. Zorn, Executive Director. Among her many other efforts Ms. Leadley is member of the Genesee County Legislature, President of Inter-County Association of Western New York, and serves on the Genesee County Soil & Water Conservation District Board of Directors, Genesee Transportation Council Board, and the Oatka Creek Watershed Committee. We know everyone will join us in appreciation for Ms. Leadley's involvement and leadership.

G/FLRPC Staff Coming and Going

A big regional welcome goes out to *Thomas Kicior, Jr.*, who joined the G/FLRPC staff in April. Tom completed his Master's Degree in Urban and Regional Planning from the University at Buffalo with a specialization in Community Development. He also received his undergraduate degree in Environmental Design and Public Policy from the same institution. Tom is originally from Alden, New York.

Optimizing Transportation Through Effective Land Use

G/FLRPC staffers are forging ahead with a major land use study for Greater Rochester. This project, entitled "Optimizing Transportation Infrastructure through Effective Land Use," is a study of land use patterns along three mass-transit corridors in the metro area. The main goals of this project are twofold: first, to raise public and official awareness of the connections between transportation and land use issues; second, to provide both general and specific planning recommendations for municipal officials to integrate into their land use planning documents and regulations.

Communities around the nation are seeking ways to encourage non-automotive forms of transportation, for reasons ranging from reducing traffic congestion to promoting physical fitness to improving air quality. The Genesee-Finger Lakes region has the opportunity to build on this momentum in a manner that best suits local needs. Encouraging transit-supportive, compact, mixed use development patterns in the appropriate areas can greatly enhance the attractiveness of the region for businesses and residents alike. The Greater Rochester area is actively pursuing many economic development strategies, one of which is attempting to retain young people in the region. The housing options (townhouses, condominiums, apartments) that are often part of transit and pedestrian friendly developments can help further that goal by encouraging a range of resi-

dential options in several different municipalities. Most importantly, land use and development that is thoughtfully designed to integrate with existing public infrastructure (transit, sidewalks, bike lanes, trails etc.) gives the greatest return on that public investment. Many communities already have some existing non-automotive infrastructure, but directly linking destinations and encouraging development in targeted areas will maximize the benefits of the existing resources.

The final report will include specific recommendations for each municipality through which one of the transit corridors passes. In addition to these customized recommendations, the final report will contain a list of general transit-supportive-design planning techniques that any municipality can use. Local officials can integrate these recommendations and techniques into their comprehensive plans, zoning regulations, and design standards and guidelines when they update those documents.

Keep your eyes open for future articles about this project in this newsletter. In the meantime, for additional information, please contact Joe Bovenzi at 585-454-0190 x 16 or see the project website at:

<http://www.gflrpc.org/Publications/OTItELU.htm>

Comprehensive Economic Development Strategy: 2007 Update

Over the past several months G/FLRPC staff has been in the process of completing the 2007 update to the Comprehensive Economic Development Strategy (CEDS). The CEDS outlines the economic development activities, objectives, and strategies of the federally designated nine-county Genesee-Finger Lakes Economic Development District (EDD). Because G/FLRPC is the planning entity for the EDD, we develop an updated CEDS annually.

G/FLRPC works in consultation with public and private economic development leaders from throughout the region to develop the regional strategies and objectives for economic development that are outlined in the CEDS. Once complete, the CEDS is adopted by G/FLRPC's Governing Board and then submitted to the U.S. Department of Commerce Economic Development Administration (EDA).

The EDA views the CEDS as the template for economic development in the region and makes funding decisions based upon the strategies and priority projects put forth in the CEDS. EDA has provided funding to economic development projects in the region identified in the CEDS numerous times over the years, including recent funding for assistance with the development of the Cornell Agriculture and Food Technology Park in Geneva, wastewater infrastructure in the Village of Palmyra that assisted in the retention of the Garlock Sealing Technologies facility, and infrastructure associated with the Infotonics Commercialization Center in the Town of Canandaigua.

Among the projects highlighted in the 2007 CEDS is a proposal to increase regional telecommunications infrastructure and connectivity. Telecommunications infrastructure identification, connection, and development is critical to support current and future economic development in the region and to enable the region to favorably compete in the "new" economy. Increased telecommunications service and capacity can be instrumental in attracting and retaining businesses and industries that contribute to the economic development of the region. The 2007 CEDS proposes conducting a region-wide telecommunications inventory and assessment to determine the present capability and future needs of the region's telecommunications infrastructure.

By working with regional economic development leaders from the public and private sectors, G/FLRPC, through the CEDS, is able to craft a strategy that captures a regional vision for economic development that drives the G/FLRPC work plan and economic development services and helps secure resources for projects that contribute to the long-term economic growth and vitality of the region. For more information on the CEDS visit <http://www.gflrpc.org/ProgramAreas/EconomicDevelopment/CEDS.htm>.

For more information on the CEDS update process, contact Daniel Burton at 585-454-0190 x 12 or dburton@gflrpc.org

Roundtable: *Continued from Page 1*

Historically, many buildings were constructed on what today are deemed "nonconforming" lots. Unfortunately, the historic resource has now become second to the malfunctioning wastewater system and its adverse impact on water quality. Perhaps the historic resource could be retained and the failing system replaced should a special law be created; something akin to a uniform on-site wastewater law. Home rule authority affords local governments the power to adopt laws relating to local property—the power to create a law that is site specific and works together with the development and conservation of land.

While protecting historic and cultural resources through local historic districts and a landmark program may be the best way to regulate alterations, new construction, and demolition, local governments also have the option to use their zoning authority to develop special regulations that recognize an environmental setting—intrinsic to all its resources—and thereby do what is most appropriate for the community's use of its land. For more information on how to develop local land use laws that balance the goals of historic preservation and the protection of natural resources, please contact Jayme Breschard at 585-454-0190 x18 or jbreschard@gflrpc.org.



State Funding Will Soon Be Available To Assist Municipalities To Develop Agricultural And Farmland Protection Plans

The New York State Department of Agriculture and Markets (NYSDAM) is developing an application for municipalities to develop local agricultural and farmland protection plans.

The Department of Agriculture intends to provide state assistance payments to municipalities to develop, revise or adjust agricultural sections of local planning documents. Municipalities are encouraged to evaluate and adopt a variety of planning strategies and policies to protect and strengthen the farmland base within their community.

Interested municipalities are eligible for grants up to \$25,000 or 75% of the cost (which ever is less) of developing a local protection plan. The guidelines for local grant funds are expected to be released from the Department this summer (2007).

The Guidelines and Application will also be posted on the Department's web site, www.agmkt.state.ny.us under "Funding Opportunities". Grants will be awarded on a first come first serve basis.

Plans need to: 1) identify the location of any agricultural lands proposed to be protected; 2) provide an analysis of the value of proposed protected lands to the economy of the municipality; 3) their open space value; 4) describe the threats to productive farmland and consequences of farmland conversion and 5) develop programs and strategies to promote and maintain the economic viability of the local agricultural industry and its agricultural land base.

Workshops for Farmland Protection Implementation Grants (FPIG) Program will take place in five locations throughout the state in June. Visit <http://www.agmkt.state.ny.us/rfps/Farmland%20ProtectionFY2007-2008/Announcement-ApplicantWorkshop-final.pdf> for more information on dates and locations of workshops. Please RSVP to david.behm@agmkt.state.ny.us by June 8 with your name and the location you will attend. Please refer to the agenda at <http://www.agmkt.state.ny.us/rfps/Farmland%20ProtectionFY2007-2008/ApplicantWorkshopAgenda-final.pdf> for more information. All workshops will run from 9:30am-3pm.

Local Update of Census Addresses

As part of G/FLRPC's role of providing Local Update of Census Addresses (LUCA) program assistance to our nine member counties and 192 municipalities, we are currently in the process of obtaining residential address-based databases for the purpose of updating the U.S. Census Bureau's Master Address File (MAF) for the G/FL Region. The MAF is used by the Census Bureau to mail survey forms to all U.S. households. If an address is not in the MAF, that household will not receive a survey, and the people living there will not be counted. Not only would this result in an obvious undercount of population, but other, more significant (local) implications come into play as well. The following items are directly related to the Census Bureau's population count:

- Reapportionment of Congressional seats (New York State lost two Congressional seats in 2000, and is projected to lose two more in 2010)
- Redistricting of State Legislative Districts
- Municipal infrastructure planning
- Per Capita funding allocation, Federal and State grant allocation
- Transportation planning
- Health care planning
- Other decisions based on population and socio-economic characteristics

Continued: Please see Local Update of Census Addresses on Page 6

Local Update of Census Addresses *Continued from Page 5*

Because the above items are based on the Census Bureau's population count, it is extremely important that G/FLRPC has all resources necessary to participate successfully in the LUCA program. This will help to ensure that we, as a region, receive "our fair share" of Federal and State representation.

We are asking that you cooperate with G/FLRPC staff to help make the LUCA program a success. Over the next few weeks we will be contacting various municipal departments in order to obtain address lists/databases which will then be compared with the Census Bureau's MAF. Any address lists/databases collected through this process will be kept confidential and will not be shared with third-parties without the express consent from the data provider.

We are hoping that our efforts, as well as the efforts of Empire State Development and regional councils across NYS, will improve the accuracy of the Census Bureau's MAF and therefore; the statewide population count, and the population count in the G-FL Region. In order to provide Census 2010 LUCA information and assistance with this process, G/FLRPC continues to give presentations to county boards of supervisors, legislatures, as well as associations of mayors, supervisors, and clerks. If you would like us to present to your board or association, please contact David Zorn at 585-454-0190 x 14 or dave.zorn@gflrpc.org. Thank you in advance for your cooperation during this important process.

Honeoye Lake Watershed Management Plan

Genesee/Finger Lakes Regional Planning Council (G/FLRPC), under the direction of the Honeoye Lake Watershed Task Force (HLWTF), has prepared a draft Honeoye Lake Watershed Management Plan (HLWMP) with funds provided under Title 11 of the Environmental Protection Fund Act for the New York State Department of State. Watershed management plans guide the long-term management of a community's land and water resources—with the ultimate goal of protecting and improving both water quality and living resources. The HLWMP is a document that identifies major action items needed to protect and improve the water quality of Honeoye Lake. It addresses point and nonpoint source pollution reduction, habitat protection and restoration, and education, outreach and stewardship. The HLWMP is consistent with the objectives of the HLWTF. Since 1998, HLWTF has provided a forum for all stakeholders to participate and develop a strategic plan for the protection of water quality throughout the Honeoye Lake Watershed. The HLWMP Public Information Meeting will be held 7:00pm on Tuesday, July 24, 2007 at the United Church of Christ in Honeoye. A final plan will be completed by G/FLRPC after the public meeting. For more information about the HLWMP or general watershed management, please contact Jayme Breschard at 585-454-0190 x18 or jbreschard@gflrpc.org.

Genesee/Finger Lakes Regional Planning Council Regional Revolving Loan Fund

The Genesee/Finger Lakes Regional Planning Council manages a revolving loan fund which serves 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 a lack of available capital. 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 fixed asset and working capital loans at a 4% fixed interest rate for up to 8 years. Loans can be used to purchase machinery and/or equipment, rehabilitate and/or purchase industrial property, or for site development and expansion.

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

Canandaigua's Infotonics Center Awarded \$3M

The Infotonics Center in Canandaigua has been awarded a \$3 million grant from the Economic Development Administration in the US Department of Commerce. The funds will help the center incubate businesses in the fields of photonics, information systems and optics and create approximately 200 jobs in the greater Rochester region.

"This grant is a huge boost to the Infotonics Center and Canandaigua," said U.S. Rep. John R. Kuhl Jr. (R-Hammondsport) in a statement announcing the award. "The research they are performing on microsystems, photonics, optics and information technology are things that we only dreamed about a few years ago, and now that research is spinning off into job- and revenue-creating businesses right here in our area."

"This investment will help Canandaigua generate a commercial environment that will attract entrepreneurs, businesses and capital," said US Commerce Secretary Carlos M. Gutierrez in a statement.

The Infotonics Technology Center was formed in 2001 by Eastman Kodak Co., Corning Inc. and Xerox Corp. as a nonprofit corporation to operate New York State's Center of Excellence in Photonics and Microsystems. The center, which in 2002 moved to a 123,000-sq-ft former Xerox facility in Canandaigua, provides research and development on photonics, MEMS (microelectromechanical systems) and MOEMS (micro-optoelectromechanical systems) for applications including chemical, biological and physical sensors; planar and free-space optics and microfluidics.



The \$3 million grant from the EDA Public Works Program will renovate incubator space for startup photonics, information systems and optics businesses and construct the Infotonics Commercialization Center for the manufacture of pilot products, creating 200 jobs and generating \$130 million in private investment in the greater Rochester region, Kuhl said.

"The grant exemplifies the collaborative efforts of our elected officials, EDA, Infotonics, the Ontario County Industrial Development Agency, Genesee/Finger Lakes Regional Planning Council through its role as the federal Economic Development District and the Comprehensive Economic Development Strategy (CEDS) process, (see story on CEDS in this edition) and others," said David Zorn, Executive Director of Genesee/Finger Lakes Regional Planning Council.

The center received \$1 million in the FY 2007 Defense Appropriations bill and \$2 million in the FY 2006 bill.

The total cost of the center's expansion is \$6.4 million, with the rest of the funds being contributed by state, local and private investments, Kuhl said.

For more information, visit: www.infotonics.org.

Local Government Workshop Re-Cap

The 23rd Local Government Workshop (LGW) took place on May 11, 2007 in Pittsford at the Burgundy Basin Inn. This workshop saw record attendance as over 350 local government officials, staff, board members, and others participated in the three concurrent sessions. We received many great ideas for future workshop sessions from the participants. Special thanks to all the presenters who make successful Local Government Workshops possible. Our 24th Local Government Workshop will take place on Friday, November 16, 2007 in Mt. Morris. Information for the Fall 2007 Local Government Workshop will be mailed and be available on our web site in September.

For more information on the articles in this newsletter and the other projects of G/FLRPC, please see our website at:

www.gflrpc.org



To receive this newsletter and our periodic G/FLRPC E-Blasts by email, please send your email address to gflrpc@gflrpc.org.

A Sense of Place

During the warm summer months cottage dwellers and tourists are naturally attracted to pleasant lake-fronts. However, at Silver Lake in Wyoming County, unsuspecting visitors just might get a surprise. An ancient Seneca legend states that if anyone makes unnecessary noise while on the lake, a giant slug-like monster will rise out of the depths and devour them!

This legend goes on to claim that a lightning strike on the water caused the monster to come ashore, where it was killed by a group of warriors. According to the legend people were then free to make as much noise as they wanted. However, some still say that boaters and fishermen should keep quiet while on the lake, just in case the old stories are true . . .

Sources: *The Legend of the Silver Lake Sea Serpent*;
<http://www.csicop.org/si/9903/silver-lake-serpent.html>

Genesee/Finger Lakes Regional Review

Volume 4, Number 2
Summer 2007

Genesee/Finger Lakes Regional Review
is published quarterly by the
Genesee/Finger Lakes
Regional Planning Council

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*

Genesee/Finger Lakes Regional Planning Council
50 West Main Street, Suite 8107
Rochester, NY 14614
www.gflrpc.org

Telephone: 585-454-0190

Fax: 585-454-0191

Email: gflrpc@gflrpc.org

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

PRSRT STD
U.S. POSTAGE
PAID
ROCHESTER, NY
PERMIT NO. 836