

# Genesee/Finger Lakes REGIONAL REVIEW

NEWSLETTER OF THE GENESEE/FINGER LAKES REGIONAL PLANNING COUNCIL

Volume 4, Number 1, Spring 2007

## Local Update of Census Addresses (LUCA) Program

Although the 2010 U.S. Census survey is three years away, the only time for county and local government participation in this important process is now- through the **Local Update of Census Addresses (LUCA) Program**.

The LUCA Program provides county and local governments with an opportunity to review the Census Bureau's Master Address File (MAF) which is then used to mail Census Survey forms to each household. If an address is not included in the MAF, that housing unit will not receive a survey and its residents will not be counted. It is especially important that all housing units in the Genesee-Finger Lakes Region are included in the MAF as population counts are used to determine:

- Reapportionment of Congressional seats (New York lost a Congressional seat in 2000);
- Redistricting of State Legislative Districts;
- Municipal infrastructure planning;

- Per Capita funding allocation;
- Transportation planning;
- Federal and State grant allocation;
- Health care planning; and
- Many other decisions based on population and socio-economic characteristics.

County and/or local government Highest Elected Officials may choose, however, to designate a third party as their Official 2010 Census LUCA Program Liaison to perform the address update for their municipality. For this reason, G/FLRPC has taken several steps in order to prepare for the LUCA Program, and to ultimately assume the duties of Official LUCA Liaison for each of the region's nine counties and 192 municipalities. These steps include the following:

G/FLRPC staff will implement the program that is partially funded by Genesee Transportation Council through the Unified Planning Work Program (UPWP) and New York State Empire State Develop-

ment through the New York State Data Center.

G/FLRPC, in association with the NYS Data Center and the U.S. Census Bureau coordinated LUCA informational/training sessions in each county throughout the first two weeks of March 2007

G/FLRPC has been working with Empire State Development (ESD) to identify communities at the highest risk of under-enumeration due to missed housing units.

As a member, G/FLRPC will support the LUCA process for each county in the Region and provide a corrected MAF to the U.S. Census Bureau. In order to do that G/FLRPC will do initial revisions to the MAF and then work with each municipality to further improve the accuracy of the file. Each municipality's time commitment will be minimal as we work as a Region, rather than a community, to have a fully revised Master Address File.

*Continued. Please see 'LUCA' on Page 6*

## Upcoming Events

May 11, 2007—**Spring Local Government Workshop**, Burgundy Basin Inn, Pittsford, NY

MORE UPCOMING EVENTS LISTED INSIDE ON PAGE 2

FOR FURTHER INFORMATION, CALL 585-454-0190, EMAIL US AT [gflrpc@gflrpc.org](mailto:gflrpc@gflrpc.org), OR VISIT US ONLINE AT [www.gflrpc.org](http://www.gflrpc.org)

## Recent Genesee/Finger Lakes Regional Planning Council Publications

- *Wayne County Multi-Jurisdictional All-Hazard Mitigation Plan*

## Recent Genesee/Finger Lakes Regional Planning Council Presentations

G/FLRPC staff have presented at several conferences and events over the past few months. These included:

- December 12, 2007: Wyoming County Multi-jurisdictional All-Hazard Mitigation Plan- Joe Bovenzi, Wethersfield, NY
- January 22, 2007: Irondequoit Cable Access Television- *Saving Energy, Saving Money* – Mark Denecke presented on Finger Lakes Energy Smart Communities.
- January 22, 2007: Black & Oatka Creek Watershed Committees, David Zorn presented on watershed management planning
- January 22, 2007: WIRED/Finger Lakes Partnership Governing Board, David Zorn presented on the role of the Economic Development District and the Comprehensive Economic Development Strategy
- January 22, 2007 – Federation of Monroe County Environmentalists – *The Benefits and Hazards of Wind Energy* – Mark Denecke presented on what local governments (and citizens) can do about industrial wind turbines.
- February 12, 2007: Marcus Whitman School District, Rushville, NY, David Zorn presented on school district enrollment projections
- February 12, 2007: Yates County Legislature, Penn Yan, NY, David Zorn presented on the Genesee/Finger Lakes Regional Planning Council and the Census 2010 Local Update of Census Addresses (LUCA)
- February 15, 2007: Ontario County Board of Supervisors, David Zorn presented on the Census 2010 Local Update of Census Addresses (LUCA)
- March 5-8 and 12-13: Locations in all nine counties, Jayme Breschard, Chris Tortora and David Zorn on Census 2010 Local Update of Census Addresses (LUCA) program

## UPCOMING EVENTS

- **Trends in Alternative Energy** – March 10, 2007 at the Cornell Cooperative Extension of Ontario County.
- **Central & Western New York Stormwater Conference & Trade Show** - Tuesday, March 27, 2007, Buffalo Niagara Convention Center, 153 Franklin Street, Buffalo, New York. Conference will include essential information on New York's Phase II Stormwater Program, special session—Stormwater 101 - for Municipal Officials, Innovative compliance and funding strategies for municipalities, Construction activities track, including the Phase II construction permit, and the latest in stormwater technology, design & equipment. Conference is geared to municipal officials, municipal staff, agencies, engineers, contractors, consultants and the public. For information, contact Mary Rossi or Bonnie Lawrence at (716) 858-6370, or e-mail to: rossim@erie.gov or lawrencb@erie.gov
- **The GIS/SIG 16th Annual Spatial/Digital Mapping Conference** - April 24, 2007 at the RIT Inn and Conference Center in Henrietta, New York. For more information contact Scott Copey, Town of Greece, at scopey@greeceny.gov.
- **Monroe County Spring 2007 Land Use Decision Making Training Program** – The Monroe County Department of Planning and Development will offer its Land Use Decision-making Training Program on Thursdays from March 8 through May 17, 2007. The Program is designed for new and returning municipal board members, municipal officials and staff, agency personnel, attorneys, architects, landscape architects, engineers, planners, developers and citizens. Continuing education credit for assessors, code enforcement officers, planners, attorneys and professional engineers is available. Municipal Board members can satisfy their annual requirement to earn four hours of continuing education credit by taking two workshops. Registration and dinner begin at 5:30 p.m.; workshops begin at 6:00 p.m. and end at 8:30 p.m. For more information and Program brochure visit <http://www.monroecounty.gov/Image/Spring%202007%20Training%20Program%20Brochure%201-29-07.pdf>.
- **Regional Preservation Conference** - Find out how traditional villages are preserving property values and bringing new life to their historic main streets as part of this full day of preservation workshops, Saturday, May 5, 2007, from 9 a.m. to 4:30 p.m. in historic Leroy, NY. See the Landmark Society of Western New York article on page 5.

## Planning Leads to Results

The Region receives implementation funding as a direct result of many of the planning projects and programs at G/FLRPC. A recent example includes Ontario-Wayne Counties Municipal Separate Storm Sewer System (MS4s) - \$175,860 for Stormwater Phase II Regulation Implementation.

## G/FLRPC Staff Coming and Going

Long time G/FLRPC Senior Planner *Jason Haremza* has taken a position as the Senior Planner/Urban Design Specialist with the Bureau of Buildings and Zoning, Department of Community Development for the City of Rochester. G/FLRPC will miss him, but we wish Jason the best of luck in his new endeavors.

A big regional welcome goes out to *Daniel Burton*, who joined the G/FLRPC staff in January. A native of the Finger Lakes Region, Daniel grew up in the Ithaca area and did his undergraduate work at the University of Rochester before going to Rutgers for his Masters in City and Regional Planning. Daniel has experience as Director of Programs with New Brunswick Tomorrow, Strategic Planner with the City of Boroondara, Australia, and as a Principle Planner with the City of New Brunswick, New Jersey.

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## All Hazard Mitigation Planning Updates

A major hazard mitigation planning milestone was reached in January 2007: FEMA officials approved the Wayne County Multi-Jurisdictional All-Hazard Mitigation Plan. Wayne County entities are adopting the plan to make it official and access mitigation grant funds.

The Village of Wolcott is leading the way in applying for mitigation grants. For many years the Village has suffered severe and persistent flooding due to an old, undersized storm sewer system. In the late 1800s, when buildings were constructed along Main Street, natural drainage patterns that allowed rainwater to flow directly into Wolcott Creek were interrupted. Over the years, development has made the problem worse, with even small rain events causing flooding. Working with the Wayne County Planning Department, the Village has applied to FEMA for a Pre-Disaster Mitigation Grant for the amount of \$948,000.00. If awarded, these funds will subsidize the cost of a new storm sewer system that will solve the flooding problems in the center of the Village. Less pressing flood problems in other areas of the Village will be addressed by using annual appropriations from the regular budget. However, by relying on the hazard mitigation plan to secure outside funding for the main flood problem sites, local officials believe they can accomplish this ambitious flood mitigation project without raising taxes.

G/FLRPC continues to work on hazard mitigation plans for the New York State Emergency Management Office (SEMO). The Livingston and Wyoming County plans are currently undergoing review at SEMO. The Orleans County plan will be submitted to SEMO for review by the end of February, and the Genesee County plan will be submitted to SEMO by the end of March. For more information on the all-hazard mitigation planning program, please contact Joe Bovenzi at 585-454-0190 x16 or [jbovenzi@gflrpc.org](mailto:jbovenzi@gflrpc.org).

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## Development on Steep Slopes and Near Watercourses

Many problems that affect the health of our region's lakes, streams, and waterfalls can originate in the encompassing area because of the aesthetic, residential, and recreational value they provide. The unique geography of the Finger Lakes often creates a situation where the greatest development pressures are in the most environmentally-sensitive areas. The steep slopes and adjacent watercourses that provide this unique watershed character can be affected by filling, excavating, building, clearing, and grading. To protect and improve water quality, many activities in the watershed can be mitigated.

Steep slopes and shifting watercourses are increasingly providing challenging building sites. They can affect the environment, health, safety, and general welfare of the surrounding community. Regulations such as overlay districts, erosion control review, and stand alone laws may provide a balance between the rights of the individual property owner and the concerns presented by the site.

G/FLRPC staff have been working on models for steep slopes and watercourse development. For more information, contact Jayme Breschard at 585-454-0190 x18 or [jbreschard@gflrpc.org](mailto:jbreschard@gflrpc.org).

## Finger Lakes Energy \$mart Communities *Energy Star® Lighting is a Bright Idea!*

How many New Yorkers does it take to change a light bulb? Don't know? How about what will happen if every New Yorker changes one incandescent light bulb and replaces it with a CFL—(that's a compact fluorescent light)? Each new CFL would use two-thirds LESS energy than the incandescent bulb. In addition, the annual energy savings (in New York State) would be 543 million kilowatt hours and nearly \$73.3 million would be saved. Beyond the energy and money saved, the emissions reduction would be equal to removing 61,000 cars from the road. Finally, If you changed five incandescent light bulbs in your home or office, you can save around \$60 annually on your bill. Big numbers, big effect!

CFLs can last up to ten times longer than traditional bulbs. In addition, they turn 40% of their energy into light, and 60% into heat, where incandescent bulbs turn a whopping 90% of their energy into heat and a mere 10% into light. Their longevity and energy savings makes them a better deal, even though incandescent bulbs are cheaper in the store. CFLs are also more convenient as you have to change them less often – great for hard to reach fixtures. Beyond CFLs, there are other options for energy efficient lighting. Next time you replace a lighting fixture or ceiling fan, look for the Energy Star® label. Using these fixtures with an Energy Star® CFL can save you even more energy. Look for LEDs (light emitting diodes) in other applications like holiday lights and candles, this technology advances every day!

### Tips

**Look for the ENERGY STAR® label.** Generic CFLs will not last as long and are not guaranteed to save you as much energy.

**Place ENERGY STAR® qualified CFLs in the fixtures you use most frequently.** CFLs are most efficient when they operate for several hours at a time (2 hours or more), instead of those lights that are turned off and on frequently.

**Certain CFLs are designed to work in dimmable, 3-way fixtures, as well as torchiers and chandeliers**

**Use ENERGY STAR qualified CFLs in the fixtures that are hard to reach** such as ceiling fans, other ceiling fixtures, and enclosed outdoor fixtures. Because CFLs last longer, you enjoy the convenience of buying and changing bulbs less frequently.

**ENERGY STAR qualified CFLs come in a multitude of shapes and sizes.** Select the best shape and size to fit your needs.

**ENERGY STAR qualified CFLs are available in a range of color temperatures, choose the right one for your needs.** (Warm, cool, and natural).

**Recycle CFLs properly.** Do not throw CFLs away in your household garbage. Check with your local Household Hazardous Waste (HHW) collection site, NYS DEC, or [www.earth911.org](http://www.earth911.org).



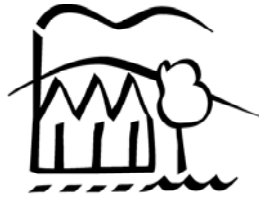
### Common Myths

**CFLs have a poor light quality and take a long time to turn on.** While this may have been true for earlier-generation CFLs, it is less of an issue today. Use ENERGY STAR qualified CFLs properly, select the right light, and start saving energy.

**CFLs aren't for bathrooms or for outside fixtures.** Not necessarily. CFLs can work in bathrooms, but humidity may shorten the bulb's life. Also, CFLs work best outside when in an enclosed fixture.

**CFLs can't be used in older houses.** In fact, CFLs may work better than incandescent bulbs in houses with older wiring; CFLs generate less heat and draw less electrical current.

For more information about Energy Star lighting and saving energy, see [www.getenergysmart.com](http://www.getenergysmart.com), or contact, Mark Denecke, Finger Lakes Energy \$mart Coordinator at 585-454-0190 x22 or [mdenecke@gflrpc.org](mailto:mdenecke@gflrpc.org).



# Genesee/Finger Lakes Regional Planning Council

## Spring 2007 Regional Local Government Workshop

Friday, May 11, 2007

Burgundy Basin Inn, Pittsford

### Spring Local Government Workshop Co-sponsored By:

New York State Department of State (NYSDOS) ~ New York State Department of Parks, Recreation & Historic Preservation ~ Landmark Society of Western New York ~ New York State Department of Environmental Conservation

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 Local Government Workshop fulfills new state law requiring training for local planning officials**

### Workshop Registration

Individual: \$40.00      Vendor/Exhibitor: \$300.00  
(includes 2)

All registrations include continental breakfast & buffet lunch

**PLEASE PRE-REGISTER BY May 3, 2007**  
**PLEASE NO REFUNDS AFTER MAY 3**

### Who should attend?

Municipal Board Members • Elected Officials  
Planning Board Members • Zoning Board of Appeals Members  
County and Municipal Employees • Enforcement Officers  
Planners • Land Use Professionals • Attorneys • Consultants  
Highway Departments • Public Works Departments  
Green Energy Providers • Concerned Citizens

### Burgundy Basin Inn

1361 Marsh Rd, Pittsford, NY 14534, 585-248-2660  
<http://burgundybasin.com>

### Directions

Various ways to I-490. Take Exit 26 to Rt 31 west. Follow Rt 31 west for approximately 1 mile. Turn left onto Marsh Rd. Follow Marsh Rd for approximately 2 miles. Burgundy Basin Inn is on the right.

*For more information and Workshop updates visit [www.gflrpc.org](http://www.gflrpc.org)*

Workshop Guide advertisements are available in full page, 1/2 page, and 1/4 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 Form - Spring 2007 Local Government Workshop

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

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

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

Telephone Number (w/Area Code): \_\_\_\_\_ Email: \_\_\_\_\_

Please Circle the sessions you will be attending:

A1	A2	A3	A4		
B1	B2	B3	B4	B5	B6
C1	C2	C3	C4	C5	

**Registration Fee:**  
\$40 per individual, \$300 per vendor/exhibitor

**Please make checks payable to: G/FLRPC**

**Please, no refunds after May 3**

**Mail, Fax, or Email Pre-Registration by May 3 to:**

Genesee/Finger Lakes Regional Planning Council  
50 West Main St, Suite 8107  
Rochester, NY 14614  
Email: [gflrpc@gflrpc.org](mailto:gflrpc@gflrpc.org) Fax: 585-454-0191

	Track A	Track B	Track C
8:00-9:00	<b>Registration</b>		
9:00-10:00	<b>A1 Zoning Board of Appeals Overview, DOS</b> This course will address the powers and duties of zoning board of appeals and its interrelationships with enforcement officials, the municipal planning board, and county planning agencies. The statutory requirements relating to the issuance of use and area variances, handling of zoning interpretations, board procedures and findings will be discussed. (CEO, CLE, and AICP credit)	<b>B1 Preservation Planning Tool Kit, Julian Adams, Office of Parks, Recreation &amp; Historical Preservation and Cynthia Howk, Landmark Society of Western NY</b> Learn why historic preservation should be a significant part of your land use, economic development, and local promotion toolkit and how to plan an effective strategy to make it part of your community's efforts. Topics will include economic redevelopment, grants, government programs, local ordinances, and who does what and when. Additionally, the Certified Local Government Program will be discussed, which is a federal program that recognizes local municipal preservation programs and provides technical assistance, partnership opportunities and an annual grants program for member communities.	<b>C1 Floodplain Management in your Community, Colleen Donovan, NYSDEC Region 8</b> This presentation will deliver a brief history of the need for floodplain regulations. Roles of the federal, state, and local governments will be defined. Key regulatory requirements will be reviewed and recent changes that affect communities will be highlighted.
10:00-11:00			<b>C2 Climate Change in the Western New York Region: Beginning the conversation on how can local government and community leaders understand and prepare for the potential impacts of climate change - Franz Litz, Climate Change Policy Coordinator, NYS DEC, Art DeGaetano, Director and Associate Professor, Northeast Regional Climate Center, Cornell University, Northeast Regional Capacity Center, ICLC – Local Governments for Sustainability, Kristin Marcell, Special Projects Coordinator, NYS DEC, Lois New, Chief of Partnerships Section, Division of Water, NYS DEC.</b> <b>Meeting the Challenge of Climate Change:</b> An overview of climate change policy and states action to address climate change; <b>The Science of Climate Change in the Northeast:</b> An introduction to the science of climate change and potential impacts in the Northeast; <b>How Communities Are Preparing for Climate Change: Cities for Climate Protection.</b> A description of tools available and how municipalities are using them to reduce emissions of greenhouse gases, and <b>Examples from the Hudson Valley:</b> A description of how municipalities in the Hudson Valley are organizing themselves to reduce greenhouse gases and adapt to climate change; and <b>Moving Forward in Western New York:</b> Ideas on how Western New York can address climate change
11:00-12:00	<b>A2 Intermunicipal Planning - How To Work Together, NYSDOS</b> Intermunicipal planning projects bring together different stakeholders with unique perspectives, leading to more comprehensive solutions and often a unifying vision. Getting meaningful results is a challenge, and learning to work together as a group adds to the challenge. Session will provide an overview of the basic tools and processes needed for a successful intermunicipal planning project. (CEO Credit)	<b>B2 Wind Farm Guidelines for Cultural Resources, John A. Bonafide, New York State Historic Preservation Office</b> An overview of the NYS Historic Preservation Office's <i>Cultural Resource Survey Guide for Wind Project</i> . This guidance for architectural and archaeological survey work that should be undertaken as a minimum threshold for wind projects was developed by the office in 2006. The discussion will also include a brief overview of the SHPO's responsibilities in review process for these types of projects.	
12:00-1:00	<b>Lunch</b>		
1:00-2:00	<b>A3 Making A Good Record: Minutes, Findings, &amp; Decision Documents, NYSDOS</b> Napoleon Bonaparte once said, "History is the version of past events that people have decided to agree upon." The same is true of minutes, findings, and the decisions that are issued by planning boards and zoning boards of appeals. Presenters will discuss why board members should strive to make land use records that are of value to enforcement personnel, applicants, municipal attorneys, and current and future boards. Discussion will also detail three components of the record - minutes, findings, and the decision document. (CEO and CLE credit)	<b>B3 Working with Applicants, NYSDOS</b> The zoning and planning process doesn't have to be an adversarial process. Many applicants have little, if any, experience working within the municipal planning and zoning process. Come hear how your community can help applicants provide you with the information you need to make good decisions. (CEO Credit)	<b>C3 Lighting The Great Outdoors - Understanding the Issues of Lighting Exterior Environments, Michael Trippe, Point Source Group</b> Town planners, boards, zoning officials, architects, specifiers, engineers, building officials and staff are dealing more and more with complex issues concerning outdoor light. It is important to have a basic understanding of outdoor lighting in order to effectively make sound decisions. This course is designed to do just that. Topics include Outdoor Lighting Criteria, Luminaire Performance, Outdoor Applications and Outdoor Lighting Codes.
2:00-3:00		<b>B4 Designing New Centers, NYSDOS</b> How to create lively and attractive new centers of higher density, mixed use, and pedestrian oriented development.	
3:00-4:00	<b>A4 Planning Board Overview, DOS</b> This session will address the powers and duties of town, village and city planning boards and commissions. Administrative and regulatory roles of the planning board will be discussed, including comprehensive planning, site plan review, special use permits, subdivision review, the role of the board in making recommendations to the zoning board of appeals, the importance of board procedures, referral to the county planning agency, and making findings. (CEO, CLE, and AICP credit)	<b>B5 Options for Municipal Consolidation, Kyle Wilber, NYSDOS</b> A course on what to investigate when considering the consolidation of municipalities or municipal services. Instructors will discuss potential fiscal issues; forming a study group, conducting a study; and merger, dissolution, and other options for structural and service delivery change.	<b>C4 Construction Stormwater Regulations, Karis Manning, NYSDEC Region 8</b> This presentation will focus on regulatory requirements including development of SWPPPs, permit coverage and termination of that coverage.
4:00-5:00		<b>B6 Planning for Aging Communities - Evan Michael Lowenstein, Green Village Consulting, Mark Lyons, SWBR Architects &amp; Engineers</b> In cities, suburbs, and rural communities, Upstate New York's population is aging. How can plans, policies, and programs respond better to this population, and their desire to "age in place"-- in their current homes, neighborhoods, and communities? This session will examine land use, community design, housing, and transportation barriers to "aging in place," and suggest solutions to overcoming these barriers.	<b>C5 Local Laws &amp; On-Site Wastewater Treatment, Josh Bossard, New York Rural Water Association and George Barden, Canandaigua Lake Watershed Commission, Watershed Inspector</b> Discussion of local laws governing the treatment of on-site individual wastewater systems.

## Historic Preservation and Planning: Municipal Impacts

As many communities initiate a Main Street revitalization or redevelopment program, the incorporation of historic resource protection into the local planning process is gaining merit. While preservation laws have mandated for several decades the planning for and execution of state and federal government undertakings, preservation and municipal planning goals are beginning to blend organically at the local level. Preservationists and municipal planners are finding themselves all seated at the table of community planning.

Although the National Historic Preservation Act mandates that the Federal Government “expand and accelerate” its historic preservation programs in partnership with state and local governments, many local governments have independently tied preservation directly into their planning functions. A local preservation ordinance typically institutes a local preservation program and creates a local preservation review commission. In the eyes of some, this can mean mandatory design review, which could be seen as an infringement upon private property rights. Perhaps municipalities see the responsibility for staffing the preservation program and providing code review. For municipalities that are interested in preservation, they may ask how citizens of diverse backgrounds and interests can become preservation constituents? Will the public consider historic preservation as a valuable municipal service?

The latest G/FLRPC Regional Roundtable, which focused on local preservation ordinances and the role of public understanding and approval, discussed many of these issues. The Regional Preservation Roundtable was a forum for preservationists and planners with expertise in local preservation programs and the role of consensus building. As with all of the Regional Roundtables, the goal is to understand the issues and emerge with potential solutions. An initial follow up to the Roundtable is a session about the role local governments can serve as preservation stewards at our upcoming Spring Local Government Workshop (see Workshop agenda in this Newsletter).

For more information on Historic Preservation Planning, please contact Jayme Breschard at 585-454-0190 x18 or [jbreschard@gflrpc.org](mailto:jbreschard@gflrpc.org).

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## The Landmark Society of Western New York Celebrates 70<sup>th</sup> Anniversary

Celebrating its 70<sup>th</sup> Anniversary, the Landmark Society of Western New York continues to be recognized as the preeminent regional experts on preservation.

The Landmark Society advocates for historic preservation in Rochester and the surrounding area of Monroe, Orleans, Wayne, Genesee, Livingston, Ontario, Wyoming, Yates, and Seneca Counties. Its primary mission is to educate about and identify historic resources in the region, and promote the revitalization of historic communities, while assisting property owners, developers, and neighborhood organization in their efforts to ensure that historic properties play a vital role in the future of western New York.

Open to creative partnerships, the Landmark Society is a distinguished organization with a state and national reputation. Technical assistance is provided and they offer a series of events and programming which engage communities in dialog about the significance of historic resources.” Now in its 21<sup>st</sup> year,

the Landmark Society holds the area’s only regional Annual Preservation Conference. This year, the conference is scheduled for May 5, located in LeRoy, NY and along with multiple training workshops and general information, will feature a workshop on the challenges of historic Main Street revitalization and the opportunities for second floor redevelopment. You can also learn how to produce a National Register nomination, explore the study of historic masonry and porches, and find out about the maintenance and social roles of historic cemeteries. The Landmark Society maintains five historic properties, two of which are museums open to the public.

The Society is located in the historic Corn Hill section of Rochester, NY. Located at 133 South Fitzhugh Street, Rochester, NY 14608, the Society’s hours are 9a.m. - 4 p.m. Monday – Friday. Call (585) 546-7029 x10 for your inquiries, and for conference information or visit their website at [www.landmarksociety.org](http://www.landmarksociety.org).

## G/FLRPC's Revolving Loan Fund: Helping to Create Jobs in the Region

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 low 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](http://www.gflrpc.org/ProgramAreas/EconomicDevelopment/RLF.htm)

or contact us at 585-454-0190 x14 or [dave.zorn@gflrpc.org](mailto:dave.zorn@gflrpc.org)

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## New Web Site to Assist Economic Development

Economic development in the region should get a boost from a new web site launched by the Rochester Area Colleges, a consortium of 18 colleges and universities. The site, [www.biz2edu.com](http://www.biz2edu.com), provides a Web-based gateway to the resources provided by the region's academic institutions, including research expertise, services and educational opportunities.

“This new online tool will be an important and useful tool to the regional economic development community and to companies that need to access information about our area colleges and universities,” said Christopher Dahl, SUNY Genesee president and chairman of the Rochester Area Colleges consortium. “The web site highlights the depth and breadth of resources we have to offer as economic drivers for the region.” The site was made possible by a \$50,000 state grant secured by Sen. Joseph Robach, R-Greece, and a similar amount from the state Assembly. The County of Monroe Industrial Development Agency (COMIDA) provided \$5,000 to market the site.

“Higher education is increasingly a key economic driver in the Rochester area,” said Rochester Institute of Technology President Albert J. Simone. “Placed under one umbrella, this web site shows the force our local colleges and universities bring to the table in an increasingly global economy.”

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## LUCA, *continued from page 1*

It is important to note that New York State stands to lose representation in Washington and its fair share of federal assistance if the Census Bureau fails to count all New Yorkers. Every New York household represents more than \$2,000 in federal funding. It is therefore important that each household (especially here in upstate/western NY) is counted in the 2010 survey.

Counties and municipalities should have already received the U.S. Census Bureau's initial notice for the LUCA process. They will then receive the LUCA Invitation Letters in July 2007. The Invitation Letter will allow counties and municipalities to commit to participation in the LUCA process and to designate the agency that will be responsible for the LUCA. In the Genesee-Finger Lakes Region, we hope that each county will designate G/FLRPC as the agency responsible for performing LUCA and submit those designation letters to G/FLRPC. G/FLRPC will also ask each county and municipality to designate a person that can act as the point of contact for G/FLRPC staff as we work through this important process.

For more information, please see our website: <http://www.gflrpc.org/ProgramAreas/DTRC/LUCA/LUCA.htm> or contact Chris Tortora at 585-454-0190 x20 or [ctortora@gflrpc.org](mailto:ctortora@gflrpc.org).

## Planning for the Road Ahead...

The *Preparing Village “Main Streets” for Planning* (PVMSfP) project has been making great strides toward its intended goals and several of its major products are nearing completion.

The PVMSfP project was envisioned as an opportunity to assist communities in the G/FL region with the difficult process of preparing for a transportation rehabilitation or reconstruction project along their central thoroughfare or within their central business district. One of the major barriers to attaining meaningful success from such a project is to know what to ask for, who to ask, and doing it all under strict deadlines. The PVMSfP project therefore seeks to address some of these and other critical planning issues.

The project has been separated into two phases. Phase 1 has involved working with two pilot communities that have been considering the ramifications of potential transportation improvement projects along their local main streets – the Village of Scottsville in Monroe County and the Village of Newark in Wayne County. Pilot communities were asked to organize local working groups to be in charge of addressing main street planning issues during and after the PVMSfP project. Members of these working groups provided G/FLRPC staff with valuable insight regarding their communities as well as assistance arranging public workshops in each village. The main street workshops were used in order to gather important information from local citizens and to impart local ownership of planning outcomes among citizens and stakeholders.

All of the information gathered has been used to produce reports for each village that provide detailed inventories and recommendations pertaining to development, local law revision, and organizational management. Concepts such as context sensitive design, pedestrian-oriented, and in-fill development are among those applied to each community in the reports. An overarching concept of the PVMSfP project is the coordination of local land use planning objectives with regional transportation objectives. By enhancing historic main street spaces, local citizens can make great gains to improving the overall vitality of their communities. Furthermore, re-investment in these traditional spaces of influence has the potential to decrease the need for new and expensive development elsewhere.



Once local steering committees have an opportunity to review the documents, they will be made available through the project website (March 2007) and presented to local citizens in one final public main street workshop and information session.

Phase 2 of the project weaves the various components associated with main street rehabilitation into a guidebook on the subject. The PVMSfP guidebook will be full of useful resources that can be utilized “off the shelf” by communities as they embark upon the path of main street reconstruction. Lighting, land use regulations, organization, and transportation concepts are among those subjects slated for inclusion. Regional examples of how other communities have dealt with their own reconstruction projects will also be included.

The entire *Preparing Village “Main Streets” for Planning* (PVMS4P) is slated for completion in Spring 2007. To learn more, visit the project website at <http://gflrpc.org/Publications/PVMSFP.htm> or contact Brian Slack at 585-454-0190 x21 or [bslack@gflrpc.org](mailto:bslack@gflrpc.org).

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

[www.gflrpc.org](http://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](mailto:gflrpc@gflrpc.org).

## *A Sense of Place*

Yates County sits in the heart of the world famous Finger Lakes wine country. Home to over twenty world class wineries, Yates has more than 5000 acres of vineyards and is the largest wine grape producing county in the United States outside of California.

Most people probably associate wineries and wine-making with the warm summer or colorful fall months, but during the winter season many wineries take advantage of the cold weather to produce ice wines. These wines are made from grapes that are left on the vine until after the first frost. The grapes are then harvested and pressed while still frozen. Water in the grapes is driven out as shards of ice. This leaves a potent juice, high in acids, sugars and aromatics. Ice wines are typically very sweet and considered a dessert wine.

Several Yates County wineries produce ice wine, and tourists can sample and purchase this delectable treat while visiting wineries along one of the area's several wine trails.

Sources: <http://www.ontariograpes.com> and Joe Bovenzi

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