



Genesee/Finger Lakes REGIONAL REVIEW

NEWSLETTER OF THE GENESEE/FINGER LAKES REGIONAL PLANNING COUNCIL

Volume 5, Number 3, Fall 2008

Preparing Village "Main Streets" For Planning Guidebook Complete

If you have had the pleasure of visiting some of the towns and villages in our region that have recently finished reconstructing their downtown centers, then you are probably aware of the positive impacts that a main street reconstruction project can have on a community. Transportation agencies such as NYSDOT have made great strides over the past 10-15 years bringing modern planning and engineering practices and designs to Western New York communities. Furthermore, as citizens and local leaders see innovative approaches being used elsewhere, they become more likely to inquire about these new possibilities when faced with the prospect of a major reconstruction project in their own back yard.

One of the major barriers to downtown reconstruction success is knowing what to ask for, who to ask, and doing it all under a strict deadline. The *Preparing Village "Main Streets" for Planning* project addresses these and other critical planning issues. Recognizing that a number of communities felt unprepared for pending reconstruction on their main streets or central activity

centers, G/FL staff saw an opportunity to assist several communities with this complex process and use these examples to inform the region. The culmination of this work is the *Guidebook for the Planning of Main Streets and Commercial*

*Continued: Please see **Main Street Guidebook** on Page 5*



*The multi-million dollar road construction project in Batavia, NY was completed in 2004 and has been recognized as a major success. This and other regional projects are featured in the report.
Source: City of Batavia DPW*

Upcoming Events

Fall Local Government Workshop, November 14, 2008, Mt. Morris, NY – For more information see yellow insert or visit <http://www.gflrpc.org/Fall2008.htm>

2008 American Planning Association Upstate Chapter Conference, Rethinking Upstate, Common Threads, October 8-10, RIT Inn and Conference Center, Rochester, NY. For more information see <http://www.nyupstateplanning.org/HenriettaConfBrochure2008.pdf>

FOR MORE INFORMATION ON THESE AND OTHER EVENTS LISTED INSIDE ON PAGE 2.

FOR FURTHER INFORMATION
CALL 585-454-0190, EMAIL GFLRPC@GFLRPC.ORG, OR VISIT ONLINE AT WWW.GFLRPC.ORG

Recent Genesee/Finger Lakes Regional Planning Council Publications

- *Optimizing Transportation Infrastructure Through Effective Land Use Planning*
- *Guidebook for the Planning of Main Streets and Commercial Districts*
- *2007 Regional Land Use Monitoring Report*

Recent Genesee/Finger Lakes Regional Planning Council Presentations

- July 7: Village of Newark "Historic Preservation Planning"
- July 22: Victor Local Development Corporation "Regional Economic Development Program"
- August 4: Village of Castile "Comprehensive Planning"
- August 6: High Acres Landfill Open House
- Western Erie Canal Main Street Program
 - May 29: Albion Rotary
 - June 5: Medina Business Association
 - June 17: Albion Business Association
 - June 18: Orleans Manufacturers Council
 - June 18: City of Lockport
 - June 25/July 15: Village of Macedon
 - July 1/July 16: Village of Lyons

UPCOMING EVENTS

- **Fall 2008 Monroe County Land Use Decision Making Training Program** – October 1 – November 12. For more information visit <http://www.monroecounty.gov/Image/08-07-08%20Brochure%20F'08%20v2%2011x17.pdf>
- **Fall 2008 Local Government Workshop**, November 14, – For more information see yellow insert or visit <http://www.gflrpc.org/Fall2008.htm>
- **2008 APA Upstate Chapter Conference, Rethinking Upstate, Common Threads**, October 8-10, RIT Inn and Conference Center, Rochester, NY. For more information see <http://www.nyupstateplanning.org/HenriettaConfBrochure2008.pdf>
- **2008 NYS Canal Conference, Opening the Western Gateway**, October 5-7, Holiday Inn, Grand Island, New York. For more information visit <http://www.canalsnys.org/08CanalConf.pdf>
- **2008 Destination Downtown Conference**, October 21, Genesee River Reception Center, Mount Morris, NY. For more information visit <http://www.geneseo.edu/~alliance/calendar/calendar.htm>
- **Local Government Efficiency Grant Program Workshop**, (for the Genesee-Finger Lakes Region), September 24, Clarion Riverside/Rochester, 120 East Main Street, Rochester, NY 14604, Registration Deadline - September 19. For more information visit <http://www.dos.state.ny.us/lgss>



Genesee/Finger Lakes Regional Planning Council

Fall 2008 Regional Local Government Workshop

Friday, November 14, 2008

Genesee River Restaurant & Reception Center, Mt. Morris, NY

Fall Local Government Workshop Co-sponsored By:

New York State Department of State (NYS DOS) ~ 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 for the number of hours attended

Workshop Registration

Individual: \$40/\$50 (late) Vendor/Exhibitor: \$300.00
(includes 2)

All registrations include continental breakfast & buffet lunch

PLEASE PRE-REGISTER BY November 6, 2008

PLEASE NO REFUNDS AFTER November 6

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
• Concerned Citizens

Genesee River Restaurant & Reception Center

134 Main Street, Mt. Morris, NY 14510, 585-658-2949
<http://www.geneseeiverrestaurant.com/>

Directions

I-390 to Mt. Morris Exit (Route 408). Route 408 West to Village of Mt. Morris. Make Right on Main Street/Route 36. Hotel is on the east side of Route 36, 1 mile north of Route 408 and 1/2 mile south of entrance to Letchworth State Park.

For more information and Workshop updates visit 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

Registration Form - Fall 2008 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	
C1	C2	C3	C4	C5

Registration Fee:

\$40/\$50 (after November 6) per individual,
\$300 per vendor/exhibitor

Please make checks payable to: G/FLRPC

Please, no refunds after November 6

There is a separate fee for attorney credit

Mail or Fax Pre-Registration by November 6 to:

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

	A	B	C
8:00-9:00	Registration, Continental Breakfast, and Vendors and Exhibits		
9:00-10:00	<p>A1 Municipal Implications of the new General Permit for Stormwater Discharges from Construction Activities, Paula Smith, NYSDEC Region 8</p> <p>November is a good time of year for your municipal staff to prepare for the wet weather season. At this session, gain a better understanding of the impact that NYSDEC's updated 2008 SPDES General Permit for Stormwater Discharges from Construction Activities can have in your municipality.</p>	<p>B1 Planning for Reconstruction and Rehabilitation on Main Street, Brian Slack, G/FLRPC</p> <p>The Preparing Village "Main Streets" for Planning project was designed to address the body of issues that could potentially arise when a reconstruction or rehabilitation project is being planned along a roadway that traverses a central business district or "main street" area. This presentation will discuss the project process and findings, which focused on a variety of communities throughout the G/FLRPC region that have been dealing with major highway reconstruction projects, some of which pass through historic village centers. Details regarding key resources and "best practices" in roadway reconstruction and rehabilitation will be discussed as well as the factors that are characteristic of a successful project.</p>	<p>C1 Municipal Consolidation and Dissolution and Lessons Learned from the Town and Village of Pike, David DiMatteo, esq., Law Office of David DiMatteo, Larry Rogers, Supervisor, Town of Pike, Lyman Granger, Mayor, Village of Pike</p> <p>Municipal consolidation/dissolution process and the laws that govern it in NYS will be discussed along with the Town and Village of Pike experience.</p>
10:00-10:45	<p>A2 Planning Board Overview, NYS-DOS.</p> <p>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 and CLE credit)</p>	<p>B2 Community Design Tools - Taking Control of Your Community's Character, NYSDOS.</p> <p>Municipal officials have a variety of tools available to them to help shape the appearance of their community. At this session you will hear about tools ranging from simple design guidelines to landscape ordinances to architectural review boards. We'll look at some practical approaches that can be applied to both public and private development, and explain some basic design concepts.</p>	<p>C2 Intermunicipal Cooperation: Shared Services and Local Government Efficiency (LGE) Grants, Kyle Wilber, NYSDOS</p> <p>To assist local governments with their efforts to increase efficiency and share services, the State established the Local Government Efficiency Grant Program. This session will address amendments from the former Shared Municipal Services Incentive (SMSI) program including information about eligibility, applications and awards. Additionally, examples of projects that received funding under the SMSI program will be discussed.</p>
10:45-11:00	Break and Vendors and Exhibits		
11:00-12:00	<p>Planning Board Continued</p>	<p>Community Design Tools Continued</p>	<p>C3 Smart Growth and Energy Efficiency at the Environmental Facilities Corporation: Changes in the State Revolving Funds, Matthew J. Millea- Acting President Environmental Facilities Corporation</p> <p>Since 1991, the New York State Environmental Facilities Corporation (EFC) has provided nearly \$12 billion in grants and low interest loans for more than 1,500 waste water and water projects throughout New York State via the Clean Water and Drinking Water State Revolving Fund (SRFs). In this presentation, you'll learn how the SRFs are playing an important role in advancing Governor Paterson's Smart Growth and Energy Efficiency initiatives. To maximize their potential, EFC is instituting changes to the SRFs to ensure that they support well designed land use decisions by communities and that projects demonstrate energy efficiency. The presentation will include a review of these new SRF initiatives.</p>
12:00-1:00	Lunch and Vendors and Exhibits		
1:00-2:00	<p>A3 County Referrals, NYSDOS</p> <p>Many of the matters before local planning boards, zoning boards, and governing boards require referral to the county planning agency before action may be taken on them. This course will examine the requirements of General Municipal Law §239-1, -m, and -n the law's impact on local decision-making. It will include a discussion of the benefits of county referral, the effect of certain recommendations from the county planning agency, and the consequences of failing to make a required referral to the county planning agency. (CEO and CLE credit)</p>	<p>B3 Developing a Downtown Plan, Jayme Breschard, G/FLRPC</p> <p>In order to make an existing built space attractive and vibrant while protecting outlying areas that are environmentally and agriculturally sensitive, downtown planning may be the solution for a community's growth, development, and preservation. This session will examine the physical conditions of a traditional downtown in addition to its economic base—then pull together both components to address such issues as new uses in downtown, the ability to rehabilitate existing buildings for housing and/or office development, and the aesthetics of new construction. Tools to make the plan more effective, through the planning process, will also be discussed.</p>	<p>C4 A Simple Way to Incorporate Environmental Conservation into the Local Planning Process, NYSDEC Region 8</p> <p>Representatives from NYSDEC Region 8 (including staff from Water, Habitat, Wildlife and Permits) will present a series of brief presentations focused on the local environmental conservation benefits that can be obtained by the preservation of the flood plain. Topics that be discussed include: water quality, flood protection, wetland protection, erosion/stream stabilization, habitat preservation, wildlife corridors, fisheries and open space planning and implementation.</p>
2:00-2:45	<p>A4 SEQRA - Introduction to the State Environmental Quality Review Act, NYSDOS</p>		
2:45-3:00	Break and Vendors and Exhibits		
3:00-4:00	<p>SEQRA Continued</p> <p>Have you been wondering what this "seeker" thing is, or what a Type I, Type II or Unlisted Actions is? This session is an introduction to the State Environmental Quality Review Act. It will include a review of the regulations and the role of municipal boards in complying with SEQRA. It will also address how SEQRA relates to municipal planning. Current case law will also be reviewed. (CEO and CLE credit)</p>	<p>B4 Affordable Residential Development, Alma Balonon-Rosen of Enterprise Community Partners and Susan Ottenweller, Town of Varick Planning Board and Rural Opportunities, Inc.</p> <p>This session will provide planners, planning board members and municipal officials with information to enable them to make informed decisions about affordable residential development. Topics to be covered by the presenters include demographic information; issues related to site selection; project oversight before and during construction and following occupancy; NYS tax treatment of affordable residential developments; and effect of affordable residential development on property values.</p>	<p>C5 Zoning Board of Appeals Overview, NYSDOS</p> <p>This session 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, and CLE credit)</p>
4:00-5:00			

G/FLRPC Staff Coming and Going

Senior Planner Joe Bovenzi has taken a position with the Maryland-National Capital Park and Planning Commission and Planner Chris Tortora has taken an Assistant Program Manager position with the Genesee Transportation Council. G/FLRPC will miss them, but we wish Joe and Chris the best of luck in their new endeavors.

A big regional welcome goes out to Greg Albert, who joined the G/FLRPC staff in August as a Senior Planner for Economic Development. Greg completed his Master's Degree in Urban and Regional Planning from the University at Buffalo and recently served as the Economic Development Specialist for Lorain County (Ohio) Community Development.

Why Downtown Planning?

Many cities, towns, and villages in the Genesee-Finger Lakes Region have a downtown: a place where the design is unique and the faces are familiar. These same municipalities may also be experiencing development pressures that threaten sensitive natural resources and open space. In order to make an existing built space attractive and vibrant while protecting outlying areas that are environmentally and agriculturally sensitive, downtown planning may be the solution for a community's growth, development, and preservation.

A downtown plan usually has three components: the physical plan, the economic plan, and the implementation plan.

The physical plan has traditionally focused on infrastructure, streetscapes, public spaces, and parking. While these improvements are certainly beneficial for downtown, land use issues should also be considered. For example, does zoning allow upper floor space for housing or office development? Does zoning encourage the development of vacant parcels of land or substantial renovation of buildings or underutilized sites? Overall, are the land use policies that exist in the downtown consistent with the physical plan? Having the ability to assess whether conditions for good design exist both in physical improvements and through land use policies will certainly aid in drawing conclusions about the downtown.

The economic plan examines the market potential for new retail, residential, and office uses. A

market analysis, therefore, is usually included in this component of the downtown plan. Through socio-economic and demographic data, sales tax revenues, customer data and surveys, a market analysis examines local and regional demographics, retail patterns and trends, current and potential customers, and established businesses and their competition. This data gathering exercise identifies the downtown's economy, its strengths and weaknesses, and addresses how to better communicate with consumers. The community may be surprised when analyzing the facts; for instance, the number and amount of square footage that exists in downtown for each business/service type. Educated decisions can be made about how to attract particular business types based on these numbers.

Lastly, the implementation plan pulls the design and market studies together. You should be able to ask the question, "*Is there market potential for housing development?*," and then provide an answer of where to locate the use—either in current building stock or in new development. If these questions cannot be answered, then recommendations for how to revitalize and/or develop should be included in the implementation plan. For example, amending the zoning ordinance or creating a design overlay district may be the answer. Or, perhaps incentives for rehabilitation and/or new construction should be included, such as a low-interest loan pool or property tax abatement.

As with any plan, the planning process must be

*Continued: Please see **Downtown Planning** on Page 4*

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

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

or contact David Zorn at (585) 454-0190 x14 or dave.zorn@gflrpc.org

Downtown Planning: Continued from Page 3



*Lyons Police Department and Village Office - The Village of Lyons has unique downtown architecture and public infrastructure and has many opportunities to implement downtown planning strategies.
Photo courtesy of the Village of Lyons, Western Erie Canal Main Street Program 2008 Application.*

considered. Community consensus and participation is necessary for the downtown plan to be effective. Visioning can take place through a series of workshops and activities that may include design charrettes, visual preference surveys, focus groups, and community surveys. If interested in learning more about how to de-

velop downtown planning strategies, please contact Jayme Breschard at (585) 454 – 0190 ext. 12 or jbreschard@gflrpc.org.

Developing a Downtown Plan will also be a session offered at the G/FLRPC Fall 2008 Local Government Workshop.

Main Street Guidebook: Continued from Page 1



*The combination of an enhanced crosswalk and curb extension installed on Main Street (NYS Rt. 20) in Avon, NY increases pedestrian comfort and safety and serves as a reminder to motorists to slow down.
Source: NYSDOT Region 4*

Districts. This document covers the variety of issues that a main street planning committee would require knowledge of as they prepare for a major transportation project. Issues such as street design, safety, and functionality are covered in detail. Innovative planning concepts such as context sensitive design and pedestrian-oriented development are addressed, along with the prospects of utility corridor management and the coordination of local land use planning and transportation objectives.

The Guidebook goes beyond describing just the engineering and design aspects of a reconstruction project. It also emphasizes the impact that these projects can have on the economic well being and quality of life in a community. The Guidebook makes ample use of pictures of main streets throughout the G-FL Region and beyond and also includes a section detailing recent reconstruction processes.

Examples of main street organizational frameworks and methods for conducting important inventories are described in detail. A chart describing potential funding sources that can enhance local, state and federal sources is also included.

The ultimate result is a Guidebook full of useful resources that can be utilized “off the shelf” by communities as they embark upon the path of main street revitalization.

The Guidebook – and all other information related to this project – is available for download at the following address:

<http://gflrpc.org/Publications/PVMSFP.htm>

G/FLRPC staff will also be presenting the material at the Fall 2008 Local Government Workshop in Mt. Morris, NY.

A Sense of Place

The Keuka Outlet is a creek that flows from Keuka Lake through the Village of Penn Yan eight miles northeast to Seneca Lake through the village of Dresden.

A recreational trail called The Keuka Outlet Trail runs along the creek on top of the area that used to be the Falls Brook Railroad Tracks, which was previously the tow path for the Crooked Lake Canal.

Hurricane Agnes in 1972 had a large role in shaping the future of the outlet trail. The hurricane destroyed much of the Falls Brook Railroad Tracks leaving a right of way perfect for trail use.

An organization called the Friends of the Outlet bought the existing trail from Yates County in 1995 and expanded it by adding additional parcels that they owned. The trail is currently 7 miles long and ends in Dresden a mile short of reaching Seneca Lake.

Because the trail runs between the creek and the old canal bed, most of the trail is close enough to be within the New York State and National Register Crooked Lake Outlet Historic District.

Source: www.keukaoutlettrail.net

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Genesee/Finger Lakes Regional Planning Council
is a public entity that serves its nine member
counties* with planning, economic develop-
ment, data resources, and other program areas.

**Genesee, Livingston, Monroe, Ontario, Orleans,
Seneca, Wayne, Wyoming, and Yates*

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