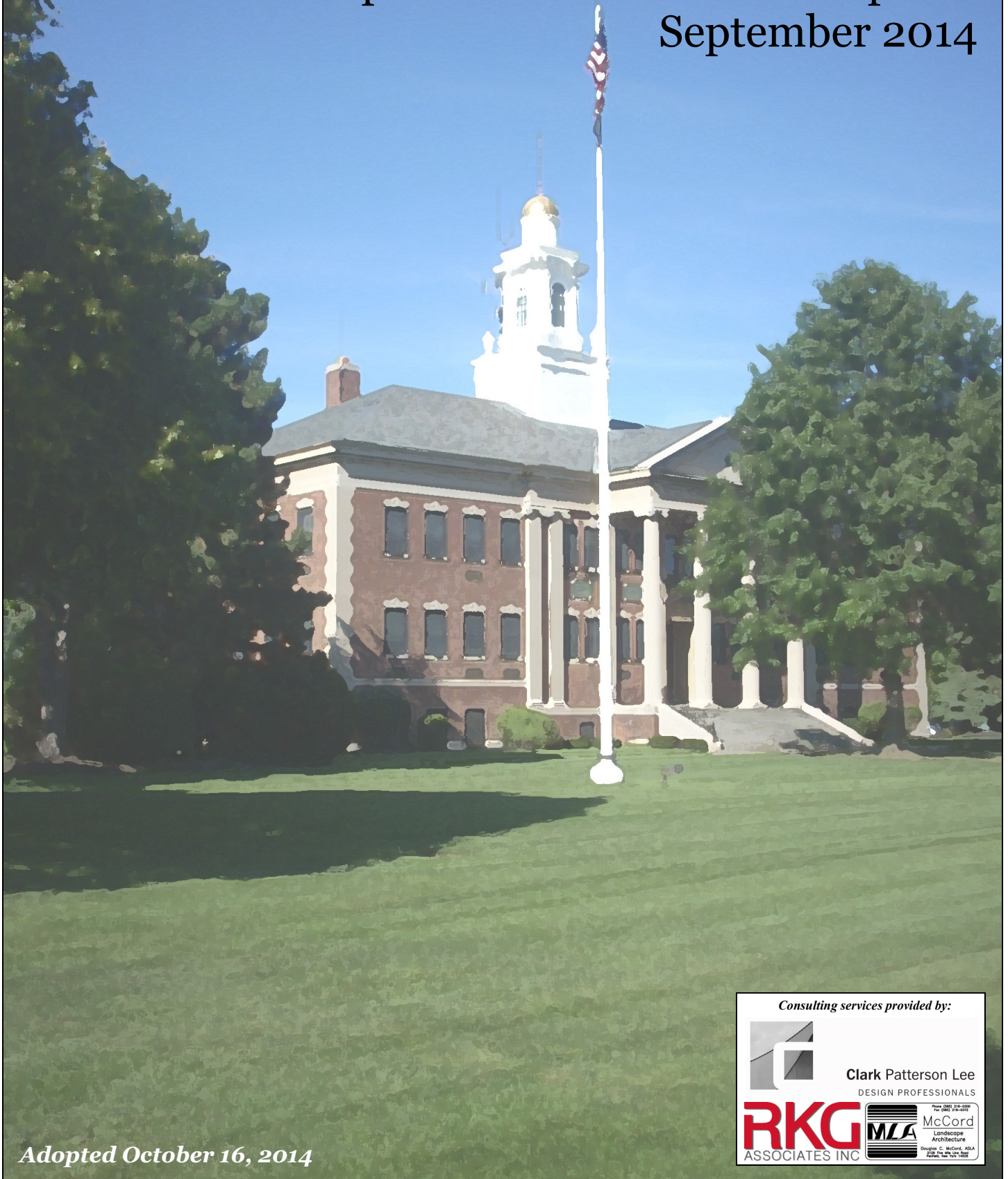


Town of Irondequoit

Comprehensive Master Plan Update

September 2014



Adopted October 16, 2014

Consulting services provided by:



ACKNOWLEDGEMENTS

Irondequoit's Comprehensive Master Plan has been a collective community effort. The plan could not have been prepared or completed without the passion and enthusiasm of the community members and leaders who participated throughout the planning process. Their ideas, input, feedback informed every aspect of the plan's development and refinement.

In particular, special recognition and thanks must be given to the initial Steering Committee members who dedicated a significant amount of time and energy during the plan's initial development. Their dedication helped ensure that the community's vision and future objectives were reflected in the plan. Town staff and members of the Town Board, Planning Board, Zoning Board of Appeals and Conservation Boards were actively engaged in the plan's development.

Special thanks also must also be extended to the residents, business owners and other community stakeholders who actively contributed to the vision and goals set forth in this plan. Many provided their feedback via email, letter or phone call, and their voices are reflected in this plan. We look forward to their continued involvement as town leaders and community members work together to make the community's vision a reality.

Clark Patterson Lee, RKG Associates, and McCord Landscape Architecture provided consulting services for the creation and coordination of Irondequoit's Comprehensive Master Plan.



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Section 1: Plan Introduction



OUR TOWN OUR VISION, OUR FUTURE

The town of Irondequoit is located in western New York within the Greater Rochester Metropolitan Area. The Rochester region is known for its rich history of innovation and its highly skilled work force. The local economy, once dominated by Eastman Kodak and other large manufacturing companies, is now more diverse. Today, leading employers include the University of Rochester Medical Center and Wegmans.

Irondequoit's convenient location within the region, and its potential to offer a high quality of life in attractive, affordable neighborhoods, provide an opportunity for the town to evolve into a preferred place to live and work in the region.

Irondequoit borders three bodies of water, and, in fact, its name is derived from an Iroquois term meaning "where the land and waters meet."

The town was incorporated in 1839, and grew slowly through the nineteenth century. After World War II, a two-decade population boom transformed Irondequoit into a bedroom suburb offering a wide range of housing that appealed to entry-level workers as well as corporate executives. The town developed into a dynamic and convenient community that met residents' civic, cultural, and recreational needs.

Irondequoit still embodies many of these qualities today. Citizen's pride, commitment, and vision have laid the foundation of a truly great place to live and work. Exploiting existing assets, enhancing Irondequoit's strong sense of community, and ensuring the town presents a favorable image to both residents and outsiders, are key goals of the Comprehensive Master Plan.

Developing Irondequoit's Comprehensive Master Plan was an opportunity to capitalize on community pride, identify common ground among diverse stakeholders, and allow citizens to take ownership of our community's future.

Irondequoit's theme for the plan's development—Our Town, Our Vision, Our Future—reflects the collaboration and forward thinking that are the foundation of this plan. The theme reminds us that everyone has a vested interest in, and a shared responsibility for, making Irondequoit's future bright.

What is a Comprehensive Plan?

What will it be like to live in Irondequoit five years from now? Ten years from now? What steps does the community need to take to make life in Irondequoit the best it can possibly be? The Comprehensive Plan is a vehicle through which a community can respond to these questions. It enables residents to create a vision for their community's future, and then outline the goals, strategies and projects required to achieve that vision. The plan addresses all aspects of community life. Through its policy recommendations, it suggests new ways of making a living, protecting open space and environmental assets, enhancing recreational opportunities, attracting visitors, and revitalizing neighborhoods.

Work on the Town of Irondequoit Comprehensive Plan began with an inventory analysis of the town and its surroundings. Information was gathered regarding land use patterns, economic and demographic trends, environmental features, transportation networks, and other relevant data. In order to develop a plan that reflects the voice of the community, the planning process drew upon focus group meetings, general public meetings and design workshops, interviews with Town and business leaders, and a Comprehensive Plan website that allowed the public to voice its ideas.

Previous Studies and Plans

To prepare the Comprehensive Master Plan, we reviewed previous planning studies and reports that addressed a wide range of topics and geographic areas in the Town.

- Master Plan for the Town of Irondequoit (1985)
- Local Waterfront Revitalization Program (1988)
- Parks and Recreation Master Plan (1998)
- Ridge Road Corridor Study (1996)
- Newport Cove Park (1997)
- LaSalle's Landing Development Plan (1997)
- Sea Breeze Revitalization Plan (1998)
- Town Facilities Feasibility Study (2001)
- Town-wide Traffic and Transportation Study (2001)
- Open Lands Inventory (2002)
- Riverfront Harbor Zoning District (2002)
- Library/Community Center Studies (2003-Present)
- Town Center (Titus/Cooper/Hudson) Master Plan (2003)
- Draft Irondequoit Bay Harbor Management Plan (2003)
- Town Wide Drainage Study (2005)
- NYS Route 590 (Sea Breeze Drive) Final Design Report (2006)
- Cooper-Titus Shared Parking Project (2007)
- Lighthouse Point (Pattonwood) Area Development Plan (2008)
- East Ridge Road Rehabilitation: Draft Design Report (2008)
- Irondequoit Bay Slope Vegetation Management Plan (2008)
- Emergency Operations Plan (2009)

The plan focused on a number of pertinent issues including neighborhoods, parks and recreation, future land use, and community design. In addition, a detailed implementation schedule was developed to help the Town leaders organize projects and formulate annual improvement plans. The recommendations embrace both short-term and long-term projects that will together lead to an improved quality of life for Irondequoit's residents, both present and future.



Community Input Activity: Strengths, Weakness, Opportunities and Threats

At the first public meeting, attendees participated in a brainstorming activity to identify their ideas about the town's strengths, weaknesses, opportunities and threats. From a larger list of brainstormed ideas, the following issues were marked as priority issues by those in attendance. The full brainstorming list is provided in Appendix D.

Strengths

- Proximity to the water
- Location
- Schools
- Police department
- Recreational opportunities
- Affordable housing
- Expressway access
- Hospital

Weaknesses

- Empty mall
- Not enough commercial revenue, increased burden on the residential areas
- Recreational facilities
- Division of the Town into east and west
- No Town center
- Two school districts
- Schools and the perception of the schools

Opportunities

- Develop town center areas that currently exist but are underdeveloped
- Centralized library
- Corridor redevelopment
- Make more of a "green" movement with new and redevelopment.
- Reuse of existing structures
- Mass transit improvements

Threats

- Urban blight / Deteriorating neighborhoods
- Unwilling to change or a fear of change
- Control of taxes/increase in taxes
- Cost of running the Town
- Divide between east and west
- Aging infrastructure

MAKING THE CASE FOR FUTURE ACTION

It is important to recognize that the social, economic, and land use choices made today will have profound impacts on the future successes of the Town of Irondequoit.

Irondequoit has a history of creating wonderful land use plans – and then ignoring them. It is instructive to understand why this has happened and to ask what the future will be if this master plan meets the same fate. Perhaps the plans were ignored because they were incomplete, or unrealistic, or too expensive, or lacked consensus, or took leaders out of their comfort zone. More likely, they were ignored because of forces that were beyond the control of any local leaders. Irondequoit, like virtually all first-tier suburbs, suffered for many years from the outmigration of people and jobs. This gave leaders few options for community renewal and limited their budget choices.

In recent years, Irondequoit's budget priorities have focused on "core services," that is, public safety, roads, sewer, and drainage. The overall goal of the public sector – quite laudable and understandable -- is stable property taxes. New quality of life improvements, such as an enhanced waterfront and investment in a community center, do not play a role in the long-term budgeting process. Instead, existing amenities are taken care of as they become deteriorated and need repairing. Land use policies focus on function rather than design – how people move rather than how they "feel." Code enforcement has been the primary mechanism to improve deteriorating commercial and residential properties.

This comprehensive master plan recognizes that the Town has an aging infrastructure which requires continuous public resources as a priority. However, it is also structured around the basic notion that the Town can help provide its residents with a long list of amenities through many small, affordable, incremental investments that, over time, will have a large, positive, cumulative impact on residents' quality of life and the town's tax base. Certainly, large investments are sometimes needed, but these can be done in phases, and only if they provide measurable returns for generations of residents.

Above all, the current plan is comprehensive. It realizes that in a community that is fully built-out, like Irondequoit, an action in one area of town will likely have consequences in other areas. This plan looks at where people live, work, play, and relax. It takes into consideration the needs of an aging population and a younger population, the needs of families, and the needs of businesses. It takes into account important new lifestyle and economic trends. And it is realistic and affordable. In other words, this plan represents a once-in-a-generation opportunity to revitalize and reposition our town. The opportunity must not be ignored.

Doing Nothing Gets Us Nowhere or Worse

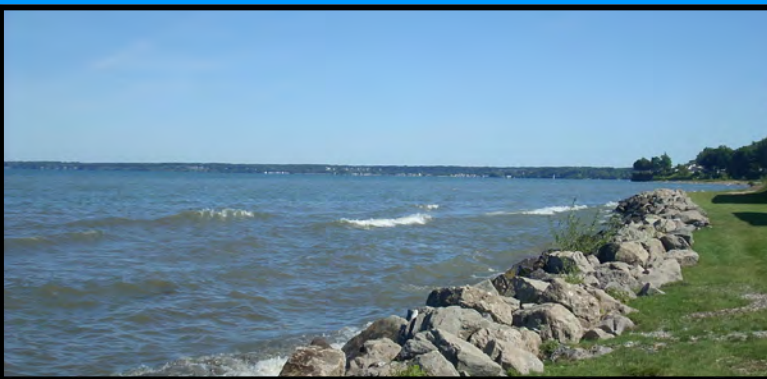
Will conditions change or stay the same if nothing is done and the community stays on its current course? When considering the future, the “do nothing” alternative is often suggested and may even seem attractive.

In Irondequoit, doing nothing will, at best, leave the community exactly where it is now—a nice town that boasts many assets, but lacks a clear, coordinated strategy to maximize its resources and address the economic, social, and physical design problems that need to be addressed. The town may also lose a competitive edge in attracting residents and businesses to those communities that successfully target investment and fully exploit their assets. In a worst case scenario, negative economic, social and property trends in the community will worsen and Irondequoit’s wonderful existing assets will be jeopardized, potentially beyond recovery.

Reach Higher Than the “Low Hanging Fruit”

The temptation to implement recommendations quickly is understandable. People want and expect measurable progress. However, effective and sustainable community revitalization takes time. There is nothing wrong with the Town, its residents, business owners, and stakeholders working hard to achieve early successes. However, they should not stop once the easier, short-term tasks (the “low hanging fruit”) have been accomplished. Continuous, steady action from the entire community will yield far greater results in the long run.

Section 2: Community Profile



IRONDEQUOIT TODAY

In order to plan for the future, we must understand the community's existing capacities, circumstances, and needs. Providing the services and amenities expected by both existing and new residents will be critical to the success of this plan. As the following analysis indicates, the challenge for Irondequoit is to capitalize on existing assets and to create an environment that retains existing residents and businesses and attracts new ones.

Maintaining Fundamental Assets

Irondequoit's peak period of growth occurred between 1945 and 1970. After World War II, Irondequoit experienced a development boom. Until that time, the southern tier of town between Titus Avenue and East Ridge Road was a district of vegetable farms. Within two decades the area was completely transformed by residential and commercial development.

During the 1950s and 1960s Rochester was experiencing significant growth due to the success of Kodak and Xerox. In the 1950s, growth in the eastern part of town was accelerated by the construction of the Sea Breeze expressway. The construction of the Keeler Street Expressway (NYS route 104) and the Bay Bridge made commuting to both Kodak and Xerox facilities convenient for Irondequoit residents. The relocation of Rochester General Hospital to a site just south of the Irondequoit Town line brought a major employment center to town and attracted other healthcare related institutions to the area.

In addition to single family homes, the period also saw a proliferation of apartment complexes. Along East Ridge Road, farm stands, homes and greenhouses were rapidly displaced by suburban commercial development. Most of Irondequoit's schools and churches were also constructed during this period.

By the 1970s, most of Irondequoit was developed although new houses continue to be built on scattered infill sites. As was the case in inner suburbs throughout the nation, some of the factors that contributed to Irondequoit's early growth eventually became development challenges. Even in the 1970s and 1980s, when the region was experiencing moderate growth and development, the Town itself

was losing population, and its employment base was already on the decline. Increased use of automobiles resulted in new development patterns oriented to highways and more suited to the large open spaces available in the middle and outer-ring suburbs.

These events, coupled with the gradual decline of Rochester's manufacturing economy, resulted in negative pressures on some elements of Irondequoit's built "fabric." Today, some of the town's neighborhood commercial areas, apartment complexes, and sections of the East Ridge Road corridor appear tired and suffer from underinvestment.

Despite the challenges, there is ample evidence (expressed throughout the public meetings for this plan) that residents have a deep belief in the future of their town. Repeatedly, citizens have stated they are willing to roll up their sleeves and work to preserve neighborhoods, support thoughtful economic development, and enhance the overall quality of life. They are aware that national real estate development trends indicate a move of people and businesses back to the first-tier suburbs.

Responding to Changing Demographics

A Stable Population

The Town of Irondequoit covers approximately 16.8 square miles and has a population of approximately 51,610 (2012 Census estimates). Irondequoit accounts for about 7 percent of Monroe County's population, though the proportion has been slowly decreasing since the 1960s.

Irondequoit's population boom occurred between 1940 and 1970, when it increased from 23,376 to 63,675. Since its peak in 1970, Irondequoit's population has declined slightly, with the most significant loss (9.5%) occurring between 1970 and 1980.

Figure 2.1 on the following page provides historic and projected population counts for the Town and County generated by the Genesee Finger Lakes Regional Planning Council. According to these projections, Irondequoit's population will decrease by 1.0% by 2020 and Monroe County will increase the same during this period.

While this data is useful for illustrative purposes, it is important to note that data projected for smaller areas, like Irondequoit, is subject to larger margins of error.

Why Did This Happen?

Irondequoit's population declined by about 20 percent (or 11,323) in the two decades between 1970 and 1990. In the immediate postwar era, rising automobile ownership enabled many employers and urban residents to relocate to suburban areas like Irondequoit, where the American dream of owning a suburban home was delivered in the marketplace. By the 1970s, the very factor that was crucial to the growth of the Town – its livability – may have proved increasingly inadequate in comparison to the lifestyle afforded by the outer suburbs.

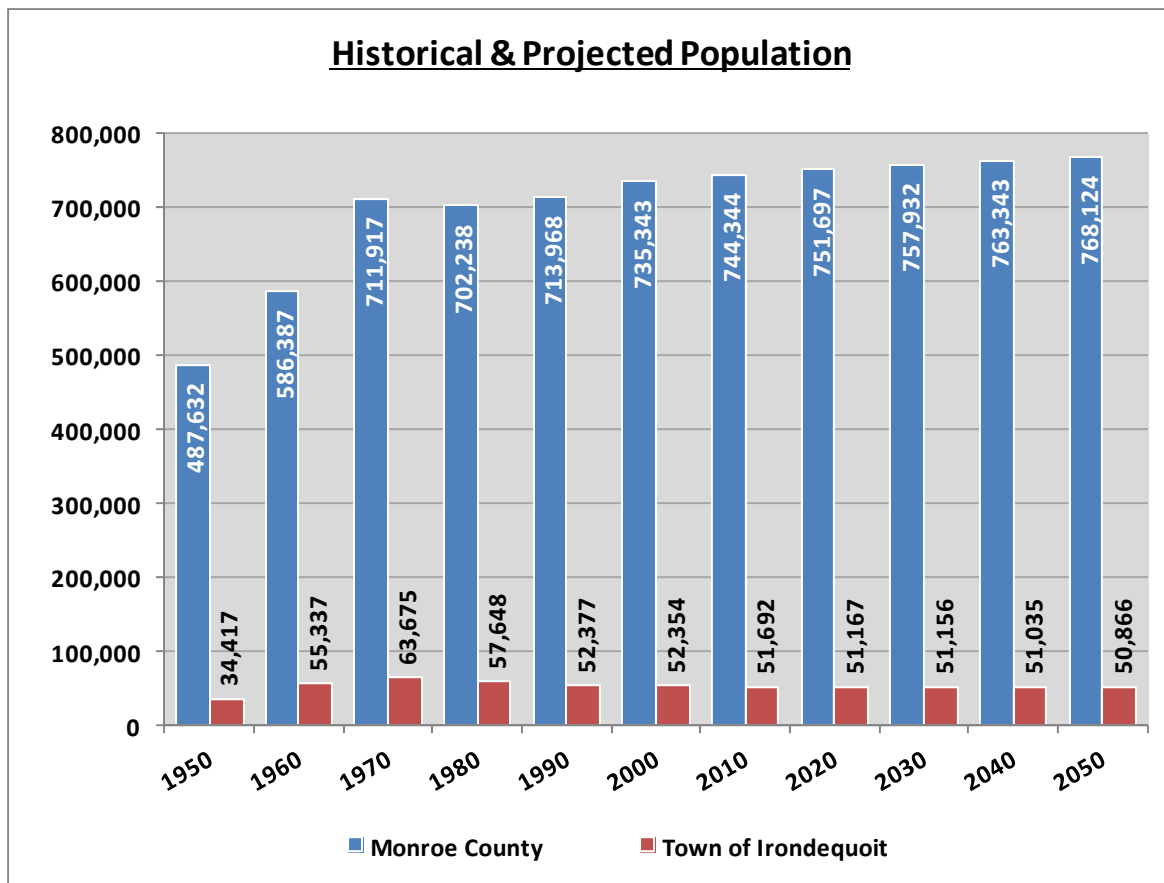


Figure 2.1—Source: Genesee Finger Lakes Regional Planning Council

This dynamic continues, albeit at a slower rate. According to Internal Revenue Service data, between 1990 and 2000, most new residents to Irondequoit came from the City of Rochester (8,860); and most of those leaving Irondequoit moved to Webster (3,410).

Regional Comparisons

As part of existing conditions review, Irondequoit was compared to five other communities in Monroe County:

- Greece
- Brighton
- Gates
- Webster
- Pittsford

Greece, Brighton and Gates were selected because they are first-tier suburbs like Irondequoit. Pittsford and Webster were selected because they are mid-ring suburbs and were mentioned specifically in several public meetings as the “competition” - the places where Irondequoit’s residents relocate.

We conducted a cursory review of demographics, cost of living ratings and education statistics for all six communities to identify local trends and determine what impact the changes in other communities could tell us about recent trends in our town.

For this comparative assessment, we utilized data from the US Census, individual municipalities and Sperling’s Best Places (www.bestplaces.net), a website created to analyze data about people and provide accurate and up-to-date information about communities across the country.

Demographics

Based on the most recent census data, Irondequoit and Gates were the towns that decreased in population. Irondequoit’s decrease over this 10-year period is considered statistically insignificant. As shown in the chart on the following page, population growth was highest in Webster and Pittsford; more minimal increases were noted in Brighton and Greece.

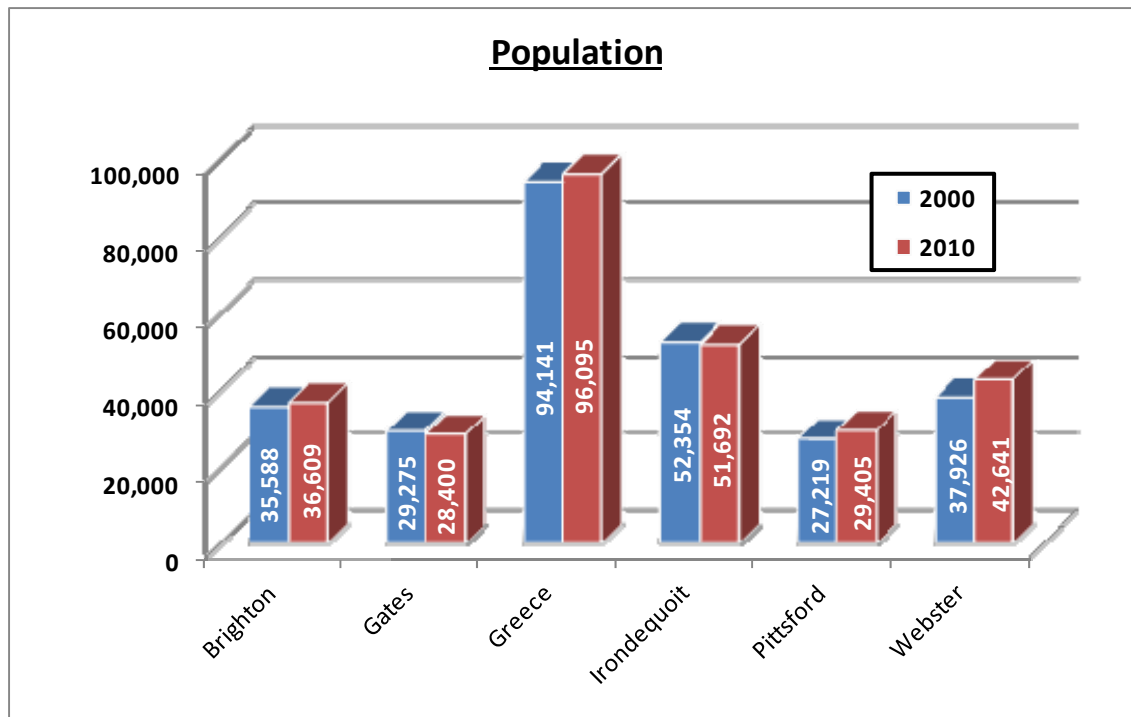


Figure 2.2—Source: US Census

The marginal growth in two of the other first-tier suburbs was likely due to recent housing developments. Those two towns are less fully built-out than Irondequoit. The growth in Pittsford and Webster reflect local and national housing trends whereby new residential and commercial development leapfrogs past first-tier suburbs, moving farther away from urbanized city centers. Newer construction in these towns has been designed to address current market trends including large lots and large homes equipped with open floor plans, elaborate kitchens, and master bedroom suites.

Irondequoit's relative lack of growth in recent years despite good initiatives undertaken by the Town indicates that the problem is a foundational one. Addressing this problem in the future will require the Town to foster continued collaboration among residents and community leaders as well as a focused approach to deal with neighborhood-specific problems.

Along with population, the size of households in Irondequoit has decreased since 1980 and has remained stagnant for the last decade. Irondequoit's trend of shrinking household size is consistent with national and regional trends. In large measure, the shrinking family size is the result of an aging population, lower birth rates, and social changes in the family structure, such as single-parent families and single-person households. Clearly, these are dynamics outside Irondequoit's circle of influence. The household-size data do, however, explain why the relatively large population loss in recent decades has not been accompanied by notable housing abandonment.

Year	Average Household Size
1980	2.46
1990	2.35
2000	2.25
2005	2.22
2010	2.26

Figure 2.3—Source: US Census

A Changing Population

Understanding a community's age composition is an important component of future planning efforts. It is useful in forecasting trends in labor force, household formation, and social security needs. An aging population (depending on its composition) can potentially increase the fiscal and infrastructural burden on the community. Figure 2.4 illustrates Irondequoit's age distribution trends between 2000 and 2010.

A significant portion of the population ranged from 25 to 54 years in age, with 41.5% in 2000 and 39.8% in 2010. Many of these individuals will likely be experiencing significant life changes in the next ten years, regarding family and household size. This same group is also in or beginning to enter their peak employment and earning potential years. The age groups behind this category, and particularly those aged 20-24 years, are not nearly large enough to replace them, although it is worthy to note that this cohort increased in the last 10 years as did the pre-retirement cohort (55 to 64). The general loss of younger residents could have significant implications on the entry-level labor market, not only for Irondequoit, but also for the entire region. Future planning to meet the needs of the 25 to 54 age categories could hold the greatest potential for Irondequoit. Compared to the other towns, Irondequoit has the highest percentage of seniors and among the lowest percentage of pre-school and school aged residents.

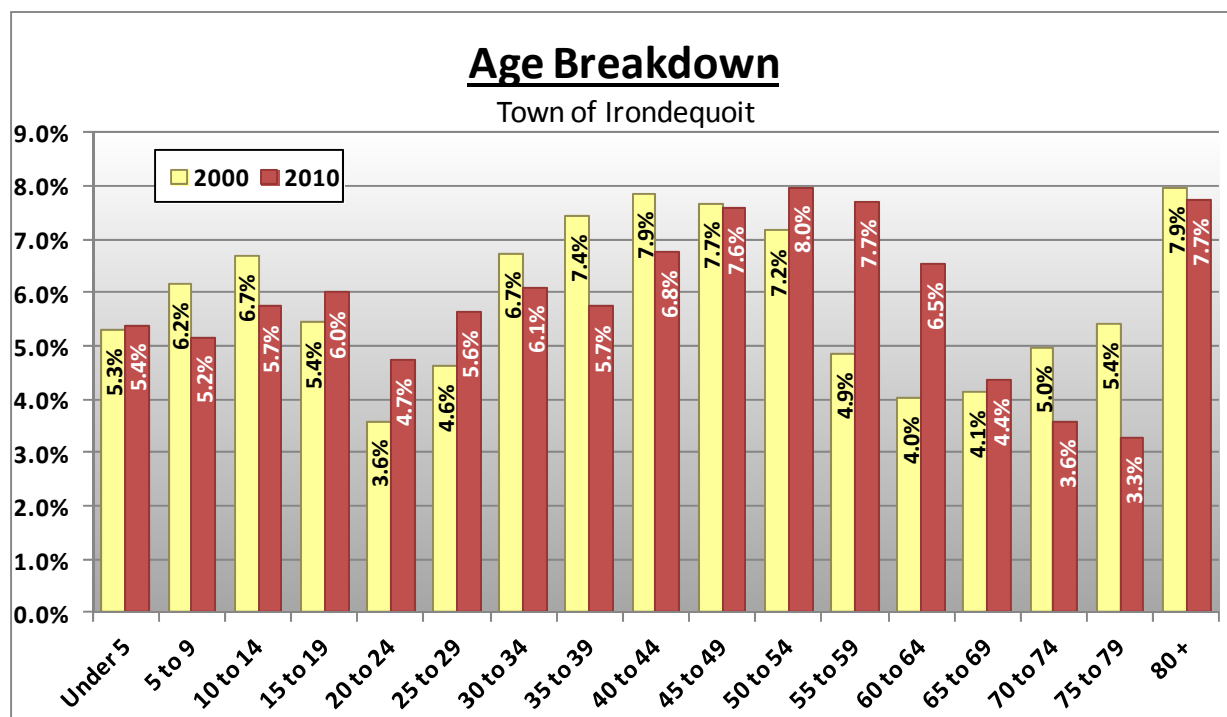


Figure 2.4 - Source: US Census

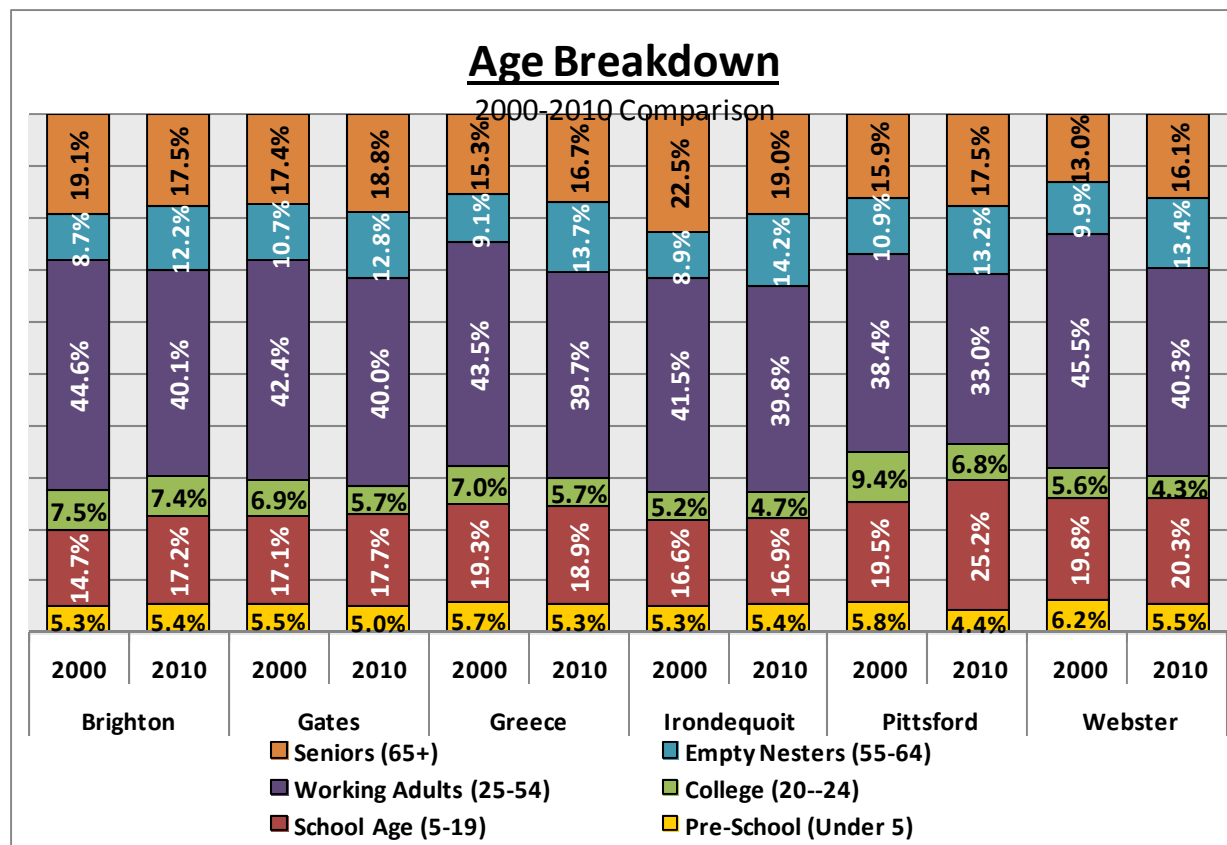


Figure 2.5 - Source: US Census

The percentage of population aged 25 to 54 in 2010 ranged from a low of 33.0% in Pittsford to a high of 40.3% in Webster. Irondequoit had the third lowest percentage in that age group, 39.8%. Irondequoit's aging population and decreasing number of school age residents will impact future educational demands, including the facility and staffing requirements needed to maintain today's level of service.

Race

Many social scientists note that innovative or potentially-innovative communities are culturally, ethnically, and racially diverse.

A large majority (86.8%) of the town's residents are white (Caucasian), compared to 76.1% in Monroe County. The breakdown of Irondequoit's remaining race categories in 2010 was Black (7.7%), some other race (1.9%), Asian/Pacific Islander (1.3%), and American Indian/Alaskan Native (0.2%). Those indicating a

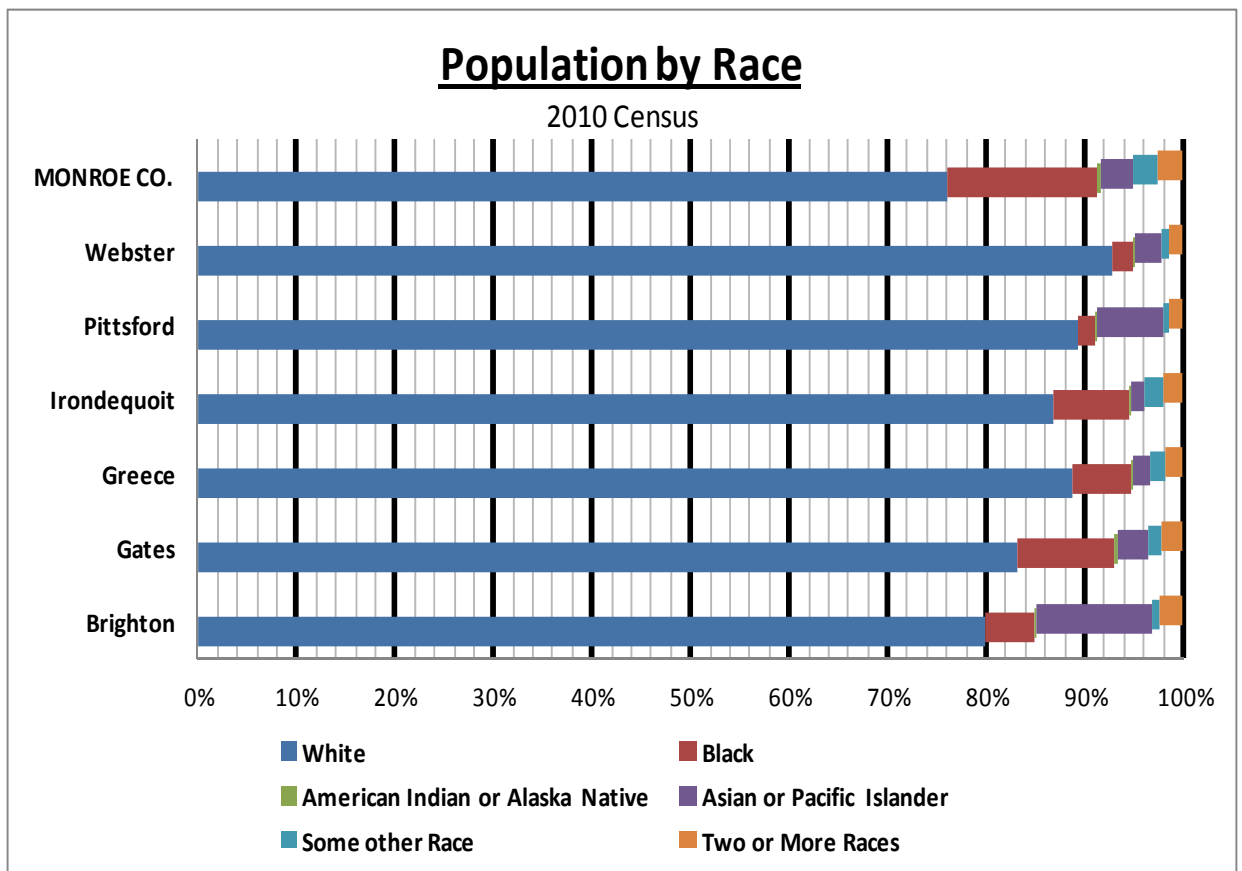


Figure 2.6 - Source: US Census

combination of two or more races, including Hispanic or Latino heritage, made up 2.1% of the population.

A Well-Educated, Professional Population

In the not so distant past, it was not uncommon for an individual to graduate from high school and begin working in the manufacturing and trade industries. For many, if their father worked as a plumber, then they too would apprentice as a plumber. In Irondequoit, the close proximity of universities and high-tech industries, especially Kodak, has resulted in a highly educated workforce. Has this trend continued until today? Is Irondequoit's workforce positioned to march into the 21st century? Today's "smarter," information-driven industries require "smarter" workers. Consequently, Irondequoit residents' educational attainment will determine their ability to participate in today's "New Economy" driven by knowledge-intensive industries.

A person's education level is often related to other demographic information such as income and employment. Places with more educated residents tend to have better employment, higher median incomes, and higher valued homes. Based on educational attainment reported in 2000 and 2010, Irondequoit residents' educational levels have increased. Figure 2.7 shows that about 45% of Irondequoit residents over the age of 25 had obtained as Associates Degree or higher in 2010, compared with 37.7% in 2000. Despite the significant increase, Irondequoit's percentage of college educated residents still slightly lagged behind the county's, which was 46.6% in 2012.

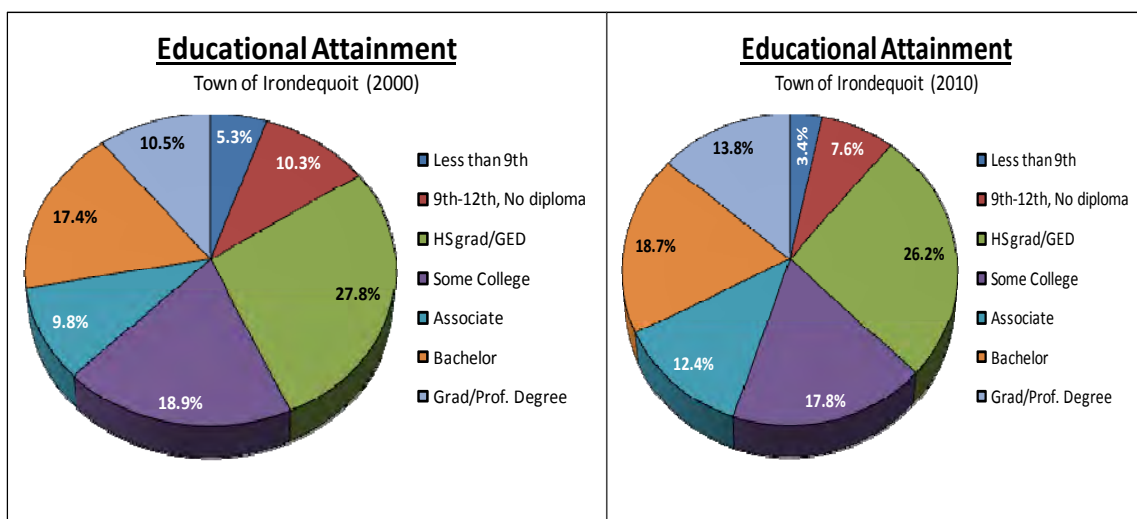


Figure 2.7 - Source: US Census

The lower number of college educated residents relative to the county may be due to continuing outward migration of population within the Rochester metro area. In the 1950s and 1960s, the newest homes and neighborhoods were located within Rochester's first-tier suburbs. Since that time, residential growth and high income households have migrated to middle and outer-ring towns such as Pittsford, Mendon, and Victor. Educational attainment varies across the six comparison towns with Pittsford and Brighton achieving higher rates. This may in part be explained by the proximity of these Towns to schools such as the University of Rochester, St. John Fisher & Nazareth Colleges and M.C.C., all of which are either within or closely border the Towns of Pittsford and Brighton.

For residents 25 and older, the percentage of Irondequoit residents with a high school diploma or higher was 89%, which was higher than only one other community. Irondequoit's percentage of residents with Bachelor's degrees or higher was 33%, which was greater than Gates (19%) and Greece (26%). Webster had a slightly higher percentage (41%) and Brighton and Pittsford had much higher percentages in this category, 62% and 73% respectively.

When we examined educational attainment by age groups, Irondequoit's percentage of college educated residents increased significantly for the 25 to 34 year old age group. However, Irondequoit position among the comparison communities remained unchanged.

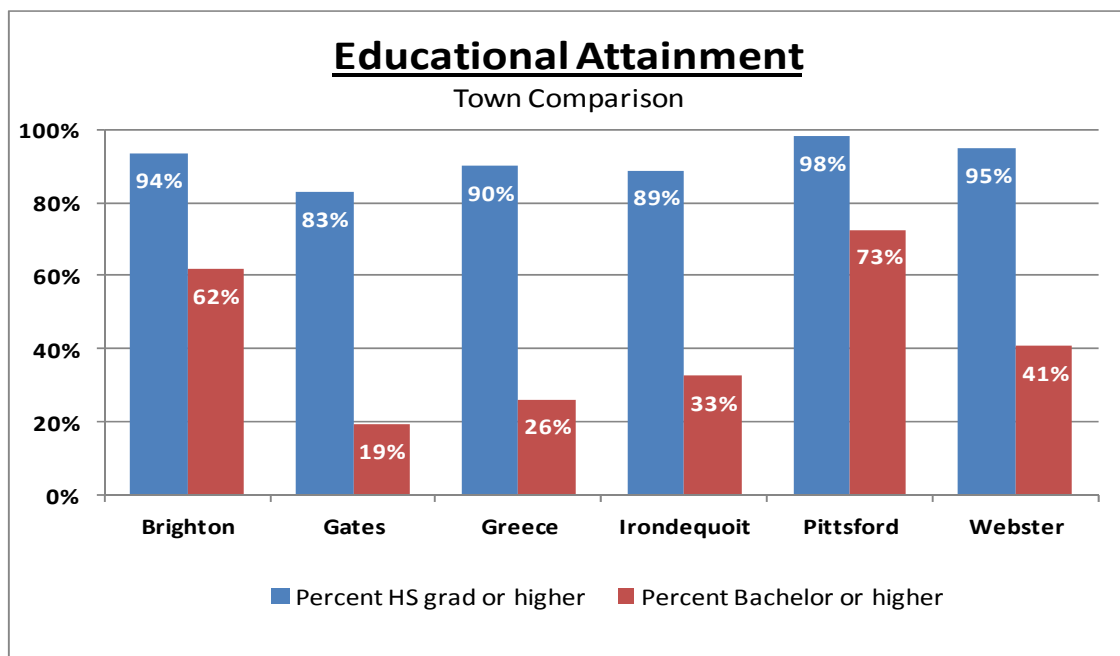


Figure 2.8 - Source: US Census.

Feeling the Effects of Economic Transition

Understanding a community's income characteristics is an important indicator for determining a community's economic well-being. One of these key indicators is median household income. Figure 2.9 shows how Irondequoit measures up to comparison communities in Monroe County.

Based on 2010 Census figures, Irondequoit had the second lowest median household income (\$53,396). However, when the incomes for 2000 and 2010 were compared and adjusted for constant dollars, it was determined that the median income decreased across all of the communities. Compared to other first-tier suburbs (i.e., Gates, Greece or Brighton), Irondequoit's median income is not significantly dissimilar. Pittsford and Webster, as "mid-ring" suburbs that have more opportunities for new development on vacant land, are obviously much different than the older suburbs above.

The largest percentage of Irondequoit's population fell into the \$25,000 to \$49,000 income range. The same was true for Brighton, Gates, and Greece. The largest percentage of both Pittsford's and Webster's residents earned \$100,000 or more, 53.5% and 29.9% respectively.

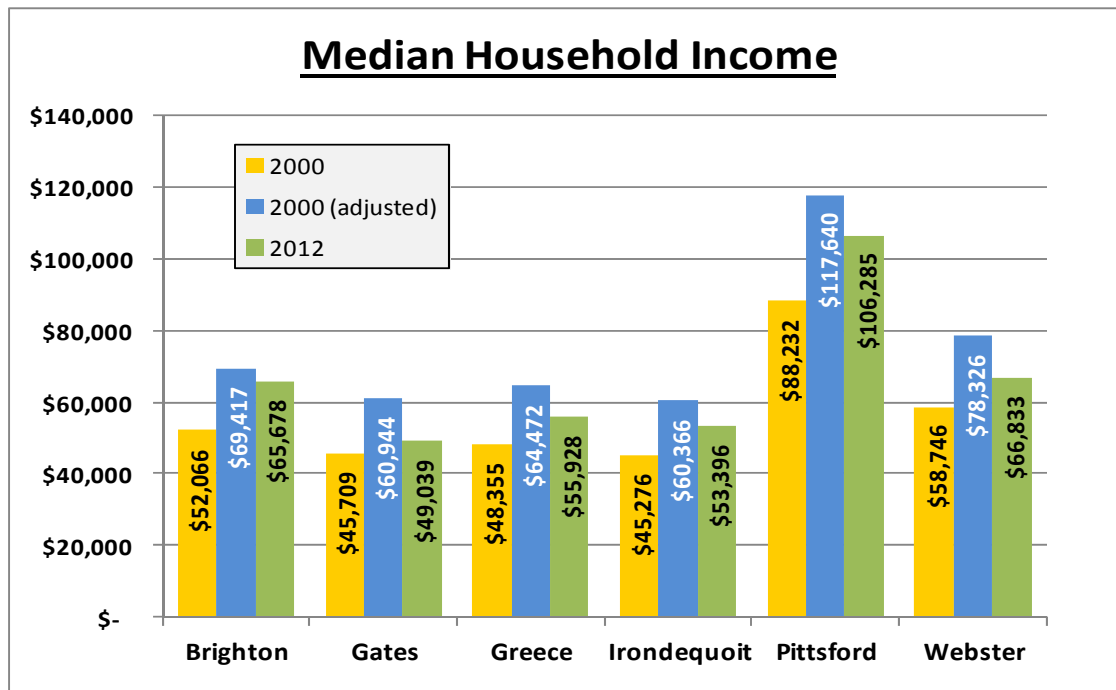
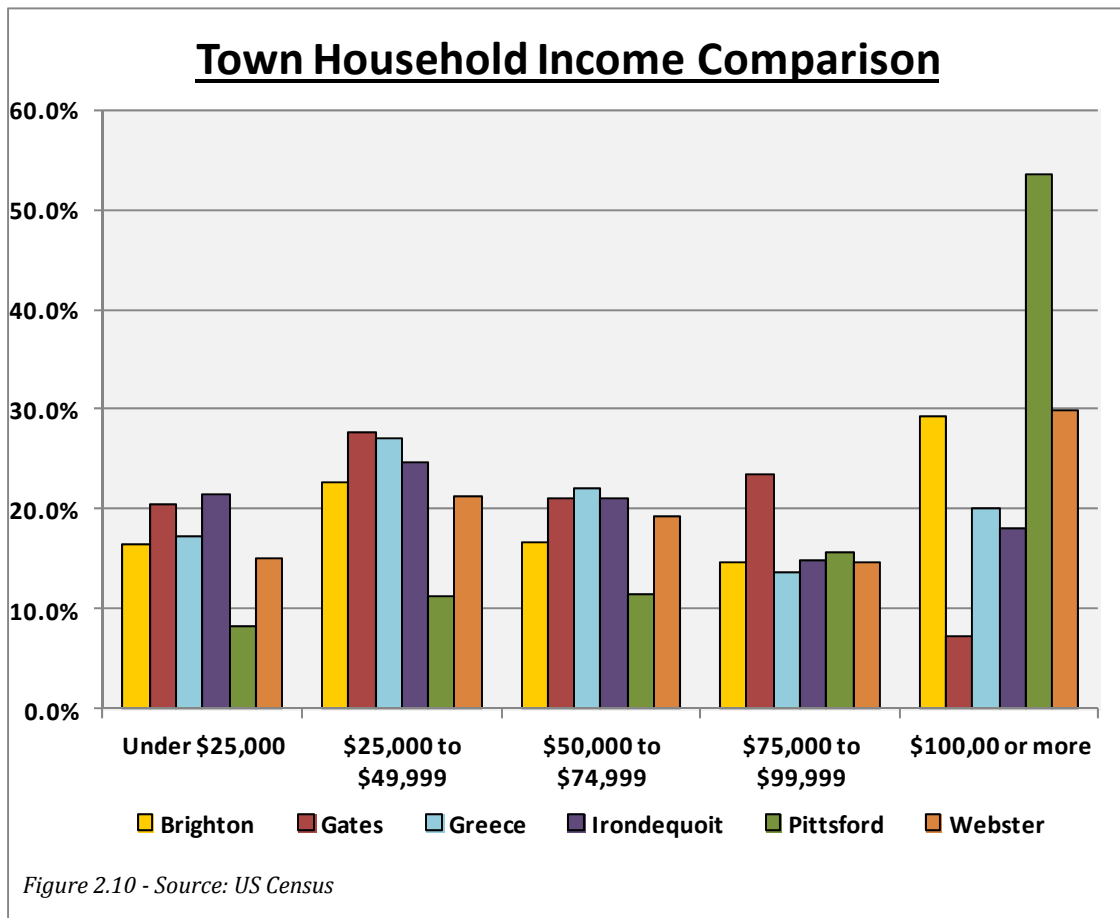


Figure 2.9 - Source: US Census

Across all communities, Irondequoit had the largest percentage of its population in the under \$25,000 category (21.4%) Gates was a close second with 20.5%. Pittsford had the fewest households in this category (7.3%).

Irondequoit had a smaller percentage of residents in the \$100,000 or more category (18.1%) compared to every town except for Gates (7.3%).



Examining the income types of a community can also help us understand its well-being. Figure 2.11 shows the source of income for Irondequoit's residents. About 26 percent of the town's household's report no income from employment or self-employment, the second highest percentage of all the comparison communities. Irondequoit was in the middle of the pack for households reporting Social Security and retirement incomes, as well as a small, but meaningful, percentage of households receiving public assistance (highest among all). These types of income, of course, are relatively fixed and represent a significant population that is particularly sensitive to downward shifts in the economy and property tax

Income Type Received by Household (2012)

	Brighton		Gates		Greece		Irondequoit		Pittsford		Webster	
	Households	% total	Households	% total	Households	% total	Households	% total	Households	% total	Households	% total
Wage & Salary	12,098	77.9%	8,582	71.4%	29,334	75.7%	16,235	73.6%	8,006	78.3%	13,075	75.9%
Social Security	4,485	28.9%	4,678	38.9%	13,378	34.5%	7,570	34.3%	3,512	34.3%	56,160	32.6%
Public Assistance	112	0.7%	203	1.7%	799	2.1%	544	2.5%	110	1.1%	98	0.6%
Retirement Income	3,070	19.8%	3,415	28.4%	10,438	26.9%	4,947	22.4%	2,325	22.7%	3,770	21.9%
Total Households	15,535		12,026		38,760		22,050		10,228		17,220	

Figure 2.11 - Source: US Census

increases. Individuals and families on fixed incomes also depend heavily on public services, such as recreation and senior programs, because they can't afford alternatives.

Changing Housing Setting

One foundation of this plan is to recognize the value of Irondequoit's neighborhoods as a primary building block for a prosperous future. Understanding the occupancy and ownership rates of these households is one measure for assessing the stability of neighborhoods and communities.

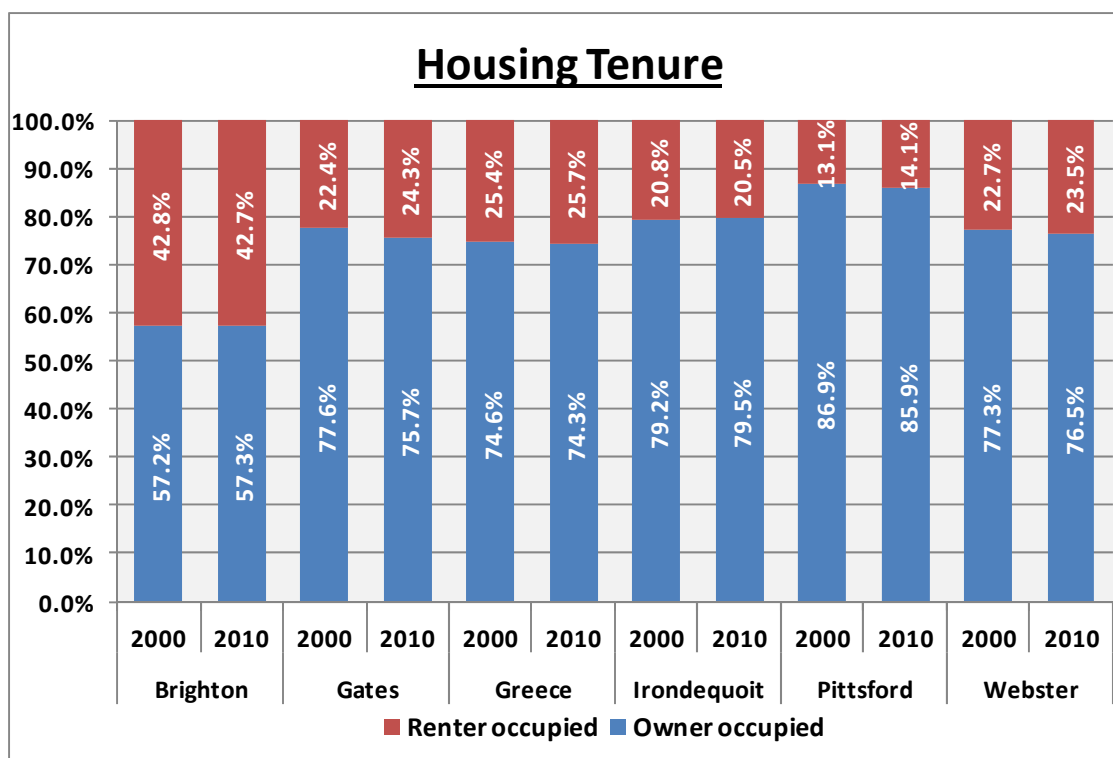


Figure 2.12 - Source: US Census

Although research has not yielded a definitive percentage of homeownership for a stable community, state and national trends indicate that roughly 50 percent homeownership is the minimum necessary to avoid falling or stagnating property values, diminishing neighborhood appearance, and increasing code violations. Historical Census data shows that since the 1940s, homeownership rates in the United States have been steadily rising. In 2013, over 64 percent of American households were owner-occupied.

The stability of neighborhoods and residential areas is often tied to housing tenure. If a downward shift in homeownership is accompanied by diminished neighborhood appearance, lower or stagnant property values, or increased code violations, then the increase in rental properties are often blamed.

In 2010, Irondequoit had the second highest percentage of owner-occupied housing units (79.5%). Pittsford had the highest, with 85.9%. Brighton had the lowest with 57.3% of residential units being classified as owner-occupied. Except for Brighton, all of the towns exceeded the national owner occupancy rate (57.3%).

Irondequoit's percentage of owner-occupied housing increased less than 1% from 2000, which was consistent with other town's relatively unchanged occupancy rates.

Public Safety

Public safety can have a major impact on a community's quality of life and ability to attract and retain residents and businesses. In 2007, Irondequoit's rates of both violent and property crime were slightly higher than those of the comparison communities. However, Irondequoit's crime rates are trending downward significantly faster than in the other towns.

Crime Rates Per 100,000

	Violent Crime			Property Crime		
	2002	2012	% Change	2002	2012	% Change
Brighton	58.5	76.0	30%	2,814.0	2,531.5	-10%
Gates	108.3	230.8	113%	3,857.3	4,315.6	12%
Greece	78.9	133.3	69%	2,451.6	2,641.8	8%
Irondequoit	140.0	151.8	8%	4,200.0	3,137.7	-25%
Webster	23.5	60.6	158%	1,501.8	1,080.7	-28%

Figure 2.23 - Source: USDOJ Bureau of Justice Statistics, FBI's Uniform Crime Reports. Pittsford is not included in this FBI database, which includes only jurisdictions with their own police force.

ECONOMIC, RETAIL, AND REAL ESTATE ANALYSIS

A clear understanding of trends and existing conditions is a prerequisite for sound planning. To be realistic, recommendations for the future must consider demographic, economic, retail, and real estate conditions. Population change is the most important element within a local or regional economy, driving the demand for housing and consumer spending. Employment generates income, which in turn creates demand for household purchases. These factors cumulatively determine the quantity and location of development within a given community.

The following summarizes the general findings from the 2009 market analysis in Appendix C which, although not current to today, still provides valuable information and trends regarding the local economy.

Economic Indicators

From 2000 to 2006, Irondequoit lost approximately 100 businesses and 400 to 500 jobs. The decrease in businesses represented an 8% decline in the total number of businesses located within the town. During the same period, Monroe County experienced a 1.5% increase in the number of businesses. Despite the overall loss of business in Irondequoit, three business sectors increased including real estate, professional/technical services, and educational services.



Local retail business located on Cooper Road



National chain store on East Ridge Road

The average weekly wage in Irondequoit, across all industries, was \$645 in 2006. This was less than that for either Monroe County or New York State. However, the 27% growth exhibited in Irondequoit's average wage since 2000 was well above the county and state rate of growth, and well above the inflation rate (17%).

Approximately 45% of Irondequoit workers commute to Rochester, while 18% both live and work in Irondequoit.

Retail Business

In recent years Irondequoit has witnessed a decline in retail business activity. Between 1997 and 2002, the number of retail establishments in the town dropped from 294 to 258, an approximate 12% decrease. The loss of retailers corresponded to a decline in the total sales within the town as well as a decline in the average sales per store type.

Much of the decline in sales may be attributed to the loss of several auto dealerships. When auto sales are excluded, the data indicates the town experienced 4% growth in retail sales in all other categories. The estimated 4% growth (exclusive of auto) in Irondequoit lags behind both the 14% growth occurring in Monroe County and the 12% growth in the Rochester metro area. Another factor that contributed to the loss of stores and sales during that period was the demise of the former Irondequoit Mall.

In 2008, the estimated consumer spending demand of Irondequoit households was approximately \$596 million, or \$27,000 per household. Much of this demand is not captured by local retailers, including spending demand for electronics, bookstores, clothing stores, and restaurants. The void in Irondequoit's current retail offerings suggests an opportunity for future growth. A repositioning of the existing stores in Irondequoit or the introduction of new retailing options could recapture some of these "lost" sales.

There is an estimated 21.7 million square feet (SF) of shopping center space in the greater Rochester market, with approximately 2.5 million SF (11.5%) located in Irondequoit. Irondequoit's inventory of shopping center space includes the largely vacant Medley Centre Mall on East Ridge Road.

Housing

The Town of Irondequoit is primarily a residential community and is largely built-out. Over the last five years (2003 to 2007), there has been an annual average of 17 building permits for single-family residential development, representing 1% of the activity in Monroe County. The average value of the residential permits activity in Irondequoit is less than \$110,000 and represents about 59% of the average value in Monroe County, indicating that housing is comparatively affordable in Irondequoit.

Local real estate professionals identify Irondequoit as a very affordable market. The town is a reasonably active residential market as retirees sell their homes to new families and first-time homebuyers. One professional offered that 30% of Irondequoit's residential real estate market is comprised of retirees, many of whom wish to downsize and remain in town, but are unable to find desired or suitable residential options.

Office Market

Based on the RKG market analysis, the Rochester metropolitan area contains approximately 15.9 million SF of office space with approximately 9.1 million SF of the total located in downtown Rochester. It is estimated a total of 721,500 SF of office space is located in the town of Irondequoit, which represents 4.5% of the metropolitan area total. Between 10% and 15% of Irondequoit's office space is vacant compared with 15.6% downtown office space in Monroe County. Much of Irondequoit's office space is located in smaller office buildings constructed during the 1960s and 1970s and former retail space converted to office use.

There is slightly more than 1.4 million SF of office space available in downtown Rochester and another 680,000 SF under development. Over the last 20 years, development of large-scale suburban office parks has weakened the demand for downtown office space. The development of new office space particularly in Henrietta, Brighton, Perinton, Pittsford, and Webster has also competed with smaller older office facilities such as those found within Irondequoit.

Local real estate professionals, as well as representatives of Rochester General Hospital, indicate a demand for modern medical office space in Irondequoit.

Tax Base Analysis

The town of Irondequoit contains 21,289 parcels of land, which covers over 7,990 acres. The largest area is occupied by residential (72.5%) followed by commercial land (15.3%) and community services (4%). The East Ridge Road commercial corridor (parcels within 200 feet of the street) comprises 236 acres and accounts for 5.7% of the town's land area.

The 2014 assessed value of all property in Irondequoit is approximately \$3 billion, of which \$2.4 billion is taxable. Approximately 68% of the taxable value in Irondequoit is derived from residential properties. A significant portion of the town's commercial taxable properties (40%) are located within the East Ridge Road corridor. The total assessed value of properties in the corridor amounts to \$280 million or 9% of the town's taxable value.

Based on the 2009 market analysis, the average assessed value for all property types in Irondequoit is approximately \$79/SF. Residential properties average \$77/SF while commercial properties average \$73/SF. The lower value of commercial properties compared with residential may reflect Irondequoit's inventory of older commercial retail space that has not been updated. Commercial properties in the East Ridge Road corridor have an average value of \$70/SF, suggesting that the town's primary commercial corridor has a combination of lower valued, older, and under-improved properties.

Approximately one-half of Irondequoit's operating budget, is derived from property taxes and nearly 84% of this is received from residential property owners. The remaining revenue comes from other sources including sales tax receipts. If other revenue sources, such as sales tax receipts or state funding are reduced, the additional tax burden will fall primarily on residential property owners.

FISCAL IMPACT ANALYSIS

The Comprehensive Plan will recommend policies and projects to ensure Irondequoit's prosperity in future decades. These recommendations must take into consideration the Town's and taxpayers' ability to pay. This fiscal impact analysis is intended to be one of several tools policy makers can use to evaluate future initiatives. Using this analysis should allow policy makers to have a general sense of how Irondequoit might be better prepared when developing a marketing strategy for the community. This combined with other decision criteria such as quality of life, conservation values, existing infrastructure, community character, and others, should help provide a framework for Irondequoit's future.

Tax Rates

The Town of Irondequoit has a higher equalized property tax per \$1000 of taxable value than any of the other comparison communities, with both the highest town and school district tax rates.

The reason for this emerges in Figure 2.14. Irondequoit has the lowest taxable full values as a ratio of population. This is an indication that property values in Irondequoit have appreciated at a lower rate in recent years than in the comparison communities, which is a sign of unmet market demands.

2013 Town Tax Comparison

	Brighton	Gates	Greece	Irondequoit		Pittsford	Webster
Equalization Rates	100%	100%	100%	100%		100%	91%
Town Tax	\$ 5.34	\$ 6.18	\$ 6.34	\$6.52		\$ 2.71	\$ 4.54
County Tax	\$ 7.54	\$ 7.32	\$ 7.25	\$7.18		\$ 7.78	\$ 8.34
School District Tax	\$ 25.93	\$ 25.38	\$ 23.55	\$28.93 (East)	\$27.58 (West)	\$ 25.08	\$ 23.46

Figure 2.13 - Monroe County Tax Assessment

School District Finances

A look at the school district finances (Figure 2.15) indicates that Irondequoit's school districts' spending is similar to the comparison communities. The total expenditure per pupil in the town of Irondequoit is in line with the comparison communities. This suggests that the lower assessed value of commercial and residential property is the primary reason behind the town's comparatively higher tax rate.

2012 Taxable Value Ratio

	Brighton	Gates	Greece	Irondequoit	Pittsford	Webster
Total Taxable Value	\$ 2,554,844,921	\$1,549,517,396	\$4,873,111,356	\$2,502,388,384	\$2,904,513,568	\$3,133,332,382
2013 Population	36,609	28,400	96,095	51,692	29,405	42,641
Taxable Value/Population	\$ 69,787	\$ 54,560	\$ 50,711	\$ 48,410	\$ 98,776	\$ 73,482

Figure 2.14 - Monroe County Tax Assessment

2013 School District Finances

	Number of Pupils	Total Expenditures	Total Expenditures per Enrolled Pupils
Brighton CSD	3,531	\$ 64,500,399	\$ 18,267
Gates-Chili CSD	4,192	\$ 100,817,944	\$ 24,050
Greece CSD	11,304	\$ 212,015,278	\$ 18,756
East Irondequoit CSD	3,012	\$ 73,488,769	\$ 24,399
West Irondequoit CSD	3,631	\$ 64,707,851	\$ 17,821
Pittsford CSD	5,927	\$ 115,353,712	\$ 19,462
Webster CSD	8,528	\$ 148,306,980	\$ 17,391

Figure 2.15 - Source: NYS Comptroller

Local Finances

The average town government expenditure per capita in the comparison communities is \$686. Figure 2.16 illustrates that the Town of Irondequoit's spending is only slightly above average (\$642).

2012 Local Finances

	Brighton	Gates	Greece	Irondequoit	Pittsford	Webster
2012 Population	38,809	28,400	96,095	51,692	29,405	42,641
2012 Total Expenditures	\$ 26,781,626	\$ 15,346,858	\$ 59,994,508	\$ 35,460,216	\$ 17,543,365	\$ 28,737,437
Expenditures Per Capita	\$ 732	\$ 540	\$ 624	\$ 686	\$ 597	\$ 674

Figure 2.16 - Source: NYS Comptroller

Even though tax rates are relatively high, a homeowner in Irondequoit still pays less in property taxes than the average homeowner in the comparison towns because the cost of homes is among the lowest of the municipalities examined.

However, when we take into account the fact that Irondequoit has the lowest median household income of all areas under comparison, the advantage in affordability seems to vanish completely. As Figure 2.17 shows, the typical homeowner in Irondequoit spends a little over 9 percent of household income on property taxes, which is around average when compared to other communities.

Tax Cost of Homeownership

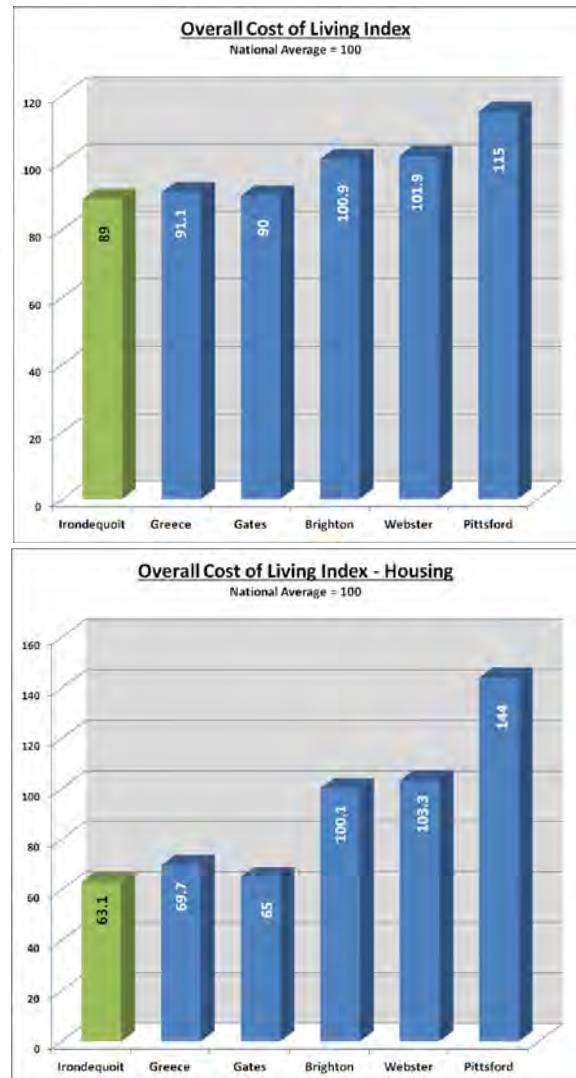
	Brighton	Gates	Greece	Irondequoit		Pittsford	Webster
				EICSD	WICSD		
Median Home Value	\$ 169,700	\$ 111,800	\$ 125,800	\$ 115,400	\$ 115,400	\$ 256,500	\$ 171,900
Town Tax Rate	5.34	6.18	6.34	6.52	6.52	2.71	4.54
Town Tax/\$1000	\$ 906	\$ 690	\$ 797	\$ 752	\$ 752	\$ 695	\$ 780
School Tax Rate	25.93	25.38	23.55	28.93	27.58	25.08	23.46
School Tax/\$1000	\$ 4,401	\$ 2,837	\$ 2,962	\$ 3,339	\$ 3,183	\$ 6,433	\$ 4,033
County Tax Rate	7.54	7.32	7.25	7.18	7.18	7.78	8.34
County Tax/\$1000	\$ 1,279	\$ 819	\$ 912	\$ 829	\$ 829	\$ 1,995	\$ 1,433
County Services	0.72	1.04	1.04	1.04	1.04	0.41	0.95
County Services/\$1000	\$ 122	\$ 117	\$ 131	\$ 120	\$ 120	\$ 106	\$ 163
2012 Median Household Income	\$ 65,678	\$ 49,039	\$ 55,928	\$ 53,396	\$ 53,396	\$ 106,285	\$ 66,833
Total Tax Burden	10.2%	9.1%	8.6%	9.4%	9.1%	8.7%	9.6%

Figure 2.17 - Source: Monroe County Tax Assessment, U.S. Census Bureau.

Cost of Living

In recent years, the Rochester region's sluggish economy has produced the benefit of a lower cost of living and more affordable housing than is found in much of the country. According to Sperling's Best Places, three of the six local towns surveyed had an overall cost of living lower than the national average (index rating of 100). Irondequoit, with an index rating of 89 is the lowest of the group while Pittsford is the highest.

More variation between the towns is revealed in the comparison of housing costs. Irondequoit's index of 63.1 falls significantly below the national average index of 100. The other three first-tier suburbs fall above Irondequoit but Gates and Greece are below the national average in similar range as Irondequoit. With larger inventories of newer and larger homes, housing is more expensive in Webster and Pittsford.



Summary

Tax rates in Irondequoit are comparatively on the higher side, and the community is relatively less wealthy than the comparative communities. A significant reason for this appears to be a lower tax base. A lesser reason for high tax rates may be attributed to local finances. While it may seem beneficial for Irondequoit to

streamline its expenses and, if at all possible, avoid raising taxes, in the long run, fiscal health will depend on the Town's ability to revitalize the tax base and attract investment. Equally important, the Town needs to focus on fostering and maintaining the perception that it is a friendly, safe, economical place to live and do business in.

PRESERVING NEIGHBORHOODS

The Town of Irondequoit is divided into 13 census tracts. According to the US Census Bureau, census tracts are areas with generally uniform social and economic characteristics and identifiable boundaries. While significant variations in housing type and income may exist within individual census tracts, an examination of census tract data

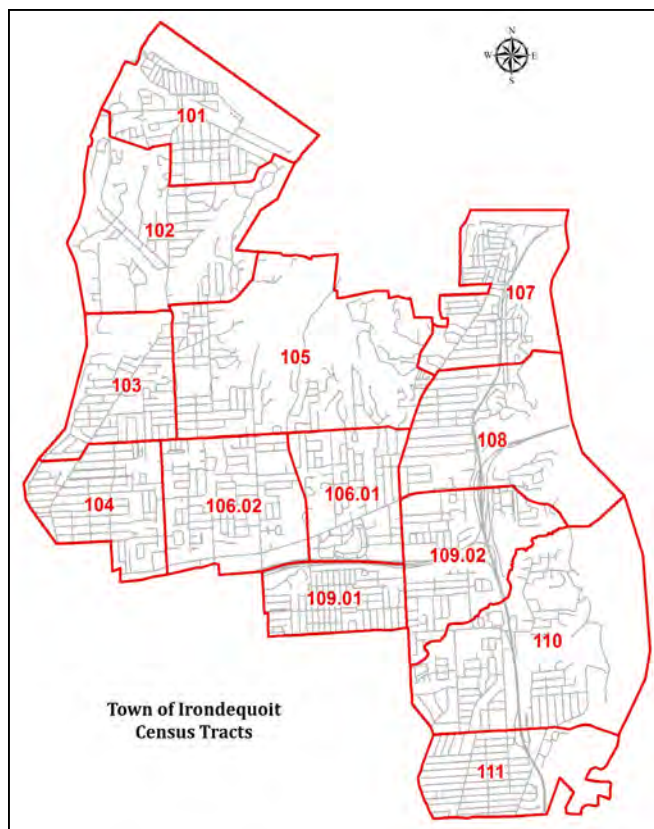
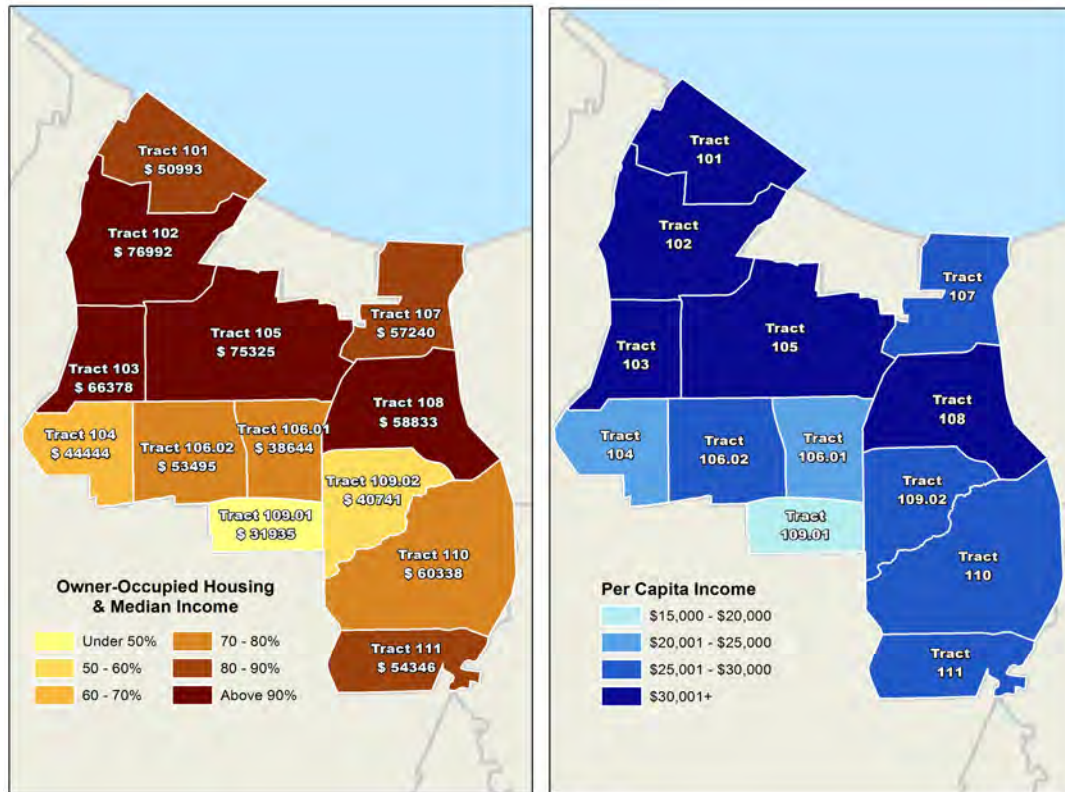


Figure 2.19 - Source: U.S. Census Bureau, 2010.

Census Tract Comparison

Census Tract	Population/ Tract	Median Household Income	Per Capita Income	Percent Owner-Occupied			Average Household Size
				Owner	Total	%	
101.00	3,799	\$ 50,993	\$ 37,320	1,501	1,728	86.9%	2.19
102.00	3,929	\$ 76,992	\$ 34,567	1,466	1,508	97.2%	2.60
103.00	3,788	\$ 66,378	\$ 31,706	1,546	1,582	97.7%	2.45
104.00	5,051	\$ 44,444	\$ 24,553	1,501	2,164	69.4%	2.32
105.00	4,501	\$ 75,325	\$ 34,929	1,735	1,792	96.8%	2.88
106.01	2,643	\$ 38,644	\$ 23,530	868	1,189	73.0%	2.83
106.20	3,687	\$ 53,495	\$ 27,381	1,209	1,672	72.3%	2.19
107.00	3,447	\$ 57,240	\$ 29,751	1,322	1,567	84.4%	2.20
108.00	3,014	\$ 58,833	\$ 31,748	1,281	1,350	94.9%	2.23
109.01	5,280	\$ 31,935	\$ 18,133	944	2,272	41.5%	2.08
109.02	3,313	\$ 40,741	\$ 25,256	964	1,610	59.9%	2.05
110.00	5,160	\$ 60,338	\$ 27,702	1,685	2,301	73.2%	2.24
111.00	4,103	\$ 54,346	\$ 27,662	1,643	1,864	88.1%	2.19

Figure 2.20 - Source: U.S. Census Bureau.



can provide a useful, if general, overview of neighborhood conditions. The percentage of owner-occupied housing can be an indicator of neighborhood economic health and stability. In Irondequoit, the concentration of apartment complexes within some census tracts, and the absence of multi-family housing in other areas is evident in the census tract comparison of owner-occupied housing. Generally, the census tracts with the highest percentage of rentals are located in the south portion of town. These tracts contain most of Irondequoit's large apartment complexes. Variations in income generally correspond with owner occupied housing patterns.

The census tract figures for median household income generally correspond to percentage of owner-occupied housing. The census tracts having Irondequoit's highest incomes include recent construction overlooking the bay, large-lot neighborhoods surrounding Durand Eastman Park, lakefront homes, and well established older neighborhoods.

Census tract 109.01 has the lowest percentage of owner occupied housing and lowest median family income in Irondequoit. The neighborhood abuts the city of

Rochester and is physically separated from residential areas to the north by the Route 104 expressway and the East Ridge Road commercial district. In addition to apartment complexes, the area contains a significant amount of rental senior citizen housing. With a median age of 50.7, the census tract has the oldest median age found within the town.

During public and focus group meetings, residents debated an “east-west” divide in Irondequoit, a perception that one side of the town is more desirable than the other. As the data show, there is no statistically meaningful difference in terms of socio-economic data between the eastern and western halves of Irondequoit. The only objectively discernible factor that could realistically fuel perceptions of “two” Irondequoit’s is the existence of two school districts.

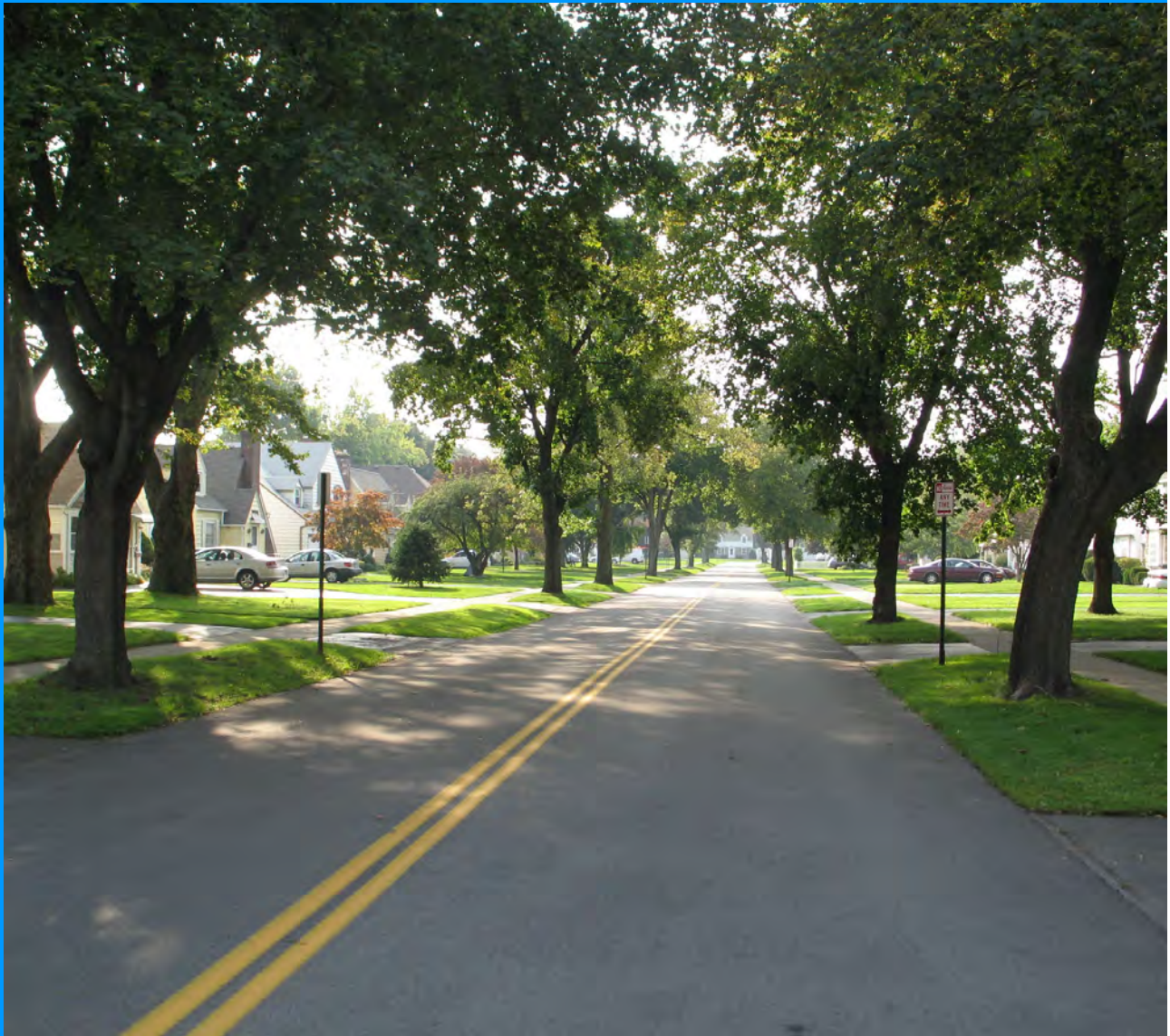
CONCLUSIONS: OUR TOWN, OUR VISION, OUR FUTURE

Like many first-tier suburbs, over the last decade, Irondequoit has felt the effects of national and regional trends, including population shifts and economic changes. Fortunately, because the town possesses a well-educated population, appealing neighborhoods, and unmatched environmental assets, Irondequoit continues to attract younger new families and long-time residents still find it an appealing community to call home.

To ensure Irondequoit remains competitive, community leaders must work today to create a climate that is even more appealing to people and business. This means renewing the town’s image in the region, revitalizing Irondequoit’s few challenged neighborhoods (and protecting the majority that are strong), protecting natural features, exploiting the town’s recreational opportunities, and increasing the tax base through thoughtful commercial and waterfront development.

To be successful, Irondequoit leadership and residents alike must be willing to commit to a common direction, take simple coordinated steps to promote reinvestment, and attract new partners. Finally, and most importantly, the community must be prepared to maintain a long-term commitment to re-establishing itself.

Section 3: Vision, Goals, Strategies and Actions for a Vibrant Community



IRONDEQUOIT'S SHARED VISION FOR THE FUTURE

Irondequoit's vision represents residents' ideas on how the community can be improved and describes their expectations of what the Comprehensive Master Plan's implementation will achieve. We are confident that this is how residents will describe Irondequoit if this plan is fully implemented.

"A Community for a Lifetime" describes the town's appeal to residents of all ages. Irondequoit's walkable, well defined, and well maintained neighborhoods offer a wide spectrum of housing. Our residents' diversity enriches the overall community experience.

A direct reflection of our town's spirit and pride, Irondequoit's character and appeal are strengthened by its exceptional physical attributes. The town boasts tree-lined streets and distinctive, well-maintained commercial and residential areas. The town's distinctive attributes are celebrated through a variety of niche communities which come together.

Like its history, Irondequoit's future will be defined by its unique natural landscape and physical location. Surrounded on three sides by water – Lake Ontario, Irondequoit Bay, and the Genesee River – Irondequoit maximizes development potential in a way that preserves its critical natural resources. Increasing public access to the waterfront and expanding trail linkages continue to be community priorities.

The town enjoys a thriving, well-balanced economy, offering residents, and visitors a mix of local, regional, and national retailers and merchants. Commercial areas are vibrant and attractive, which encourages public and private investment. Targeted, well-managed commercial development, thoughtfully integrated with public access and recreation areas within the town's waterfront districts, creates distinct destinations throughout the town.

Irondequoit continues to maintain and enhance its high quality services to residents of all ages. The Town works hard to ensure that its facilities meet current and future needs of the community. Town leaders collaborate with an engaged community and other municipal partners to streamline service and increase efficiency. Irondequoit's commitment to sustainability permeates the Town's administrative and operational decisions.

THRIVING NEIGHBORHOODS— IRONDEQUOIT'S HEART AND SOUL

Neighborhoods are where we raise our children, establish enduring friendships, make our greatest financial investments, and age gracefully. For Irondequoit, they also represent almost 90% of the town's tax base.

This section provides an overview of specific physical conditions in the neighborhoods' residential and commercial areas and establishes general guidance for enhancing their viability and appearance.

Several key findings related to the physical character of Irondequoit's neighborhoods emerged during the planning process. These findings reflect residents' preferences and consensus as expressed through public workshops, focus groups, and online comments.

Residential Character: The general appearance of Irondequoit demonstrates the community's intent to create and maintain a predominantly residential character. Other land uses, such as retail stores, rarely have a design treatment (building or site) consistent with the quality of the Town's residential environment.

Urban Forest: The Town has an outstanding inventory of trees that enrich the physical environment. Many of the town's residential areas are enhanced by a mature, dense and diverse tree cover. The commercial areas lack strong landscaping treatment and associated tree cover. Maintaining street trees requires investment. However, the costs are more than offset by the dividends that a healthy urban forest and attractive town provide.

Residential-Commercial Dichotomy: There is general inconsistency between the character of residential development and commercial development. This may suggest that development standards for commercial areas may need to be enhanced to create an improved appearance in areas where business is conducted. There is a direct relationship between the general appearance, its perception, and its economic vitality.

Change and Time: The progression of development over time can be seen in the character of the community -- from small lots and tighter street patterns to larger lots and cul de sacs. The character of the streets and structures mimics design and planning trends at the given time of a particular development. In spite of this distinction, the community maintains an impressively high-quality physical character throughout its neighborhoods.

Connections: Historically, the community has an appreciation of a mix of uses in the neighborhoods. Unlike many suburbs, residents and policy-makers are generally comfortable with appropriately-scaled commercial uses next to residential areas. This successful coexistence is largely a function of how the Town treats the transitional areas between different uses.

Pedestrian Experience: In a preferred development survey, town residents rated walking environments with traditional pedestrian accommodations most favorably. Images of sidewalks and on-street parking were rated as some of the most desirable physical environments -- this is true for commercial and residential areas. This response may indicate that efforts to create more traditional urban settings (at a small scale) through redevelopment would be an acceptable alternative to existing conventional suburban development that has large setbacks and on-site parking that dominates the public views.

Parks and Open Space: Residents who participated in the planning process indicated a strong interest in parks and open space. Many of the highest rated responses from the visual preference exercises were for parks and open space. More specifically, all of these images were of waterfront or passive recreation areas.

Signage: Generally, the Town has a weak sign code, which places only modest limits on the amount of commercial graphics on a given site. The negative visual impacts are evident on many commercial corners in our neighborhoods.

Materials: Residents displayed a strong preference for enhanced landscaping and high-quality building materials, especially brick and stone, on public and commercial buildings. Perhaps because many of Irondequoit's commercial areas have very little landscaping, residents expressed a strong preference for well-landscaped environments.

PRIMARY GOALS FOR MAINTAINING HEALTHY NEIGHBORHOODS

The ideas gathered from public input and data analysis were organized into the following goal statements:

1. Preserve neighborhoods, natural surroundings, and architectural and historic resources within residential and commercial settings.
2. Recognize the importance of, and invest in, the maintenance and development of sidewalks, tree-lined streets, parks, trails, and public gathering places.
3. Maintain a healthy balance of residential, commercial and open space areas throughout the town.
4. Strengthen the neighborhood's visual character, especially in neighborhood commercial areas.
5. Encourage a wide range of residential living opportunities for residents of all ages and income levels.
6. Establish, strengthen, and promote Irondequoit's identity within the town and region.
7. Foster community pride and engage community members and stakeholders in collaborative efforts to protect and revitalize the town's assets.
8. Promote sustainable development patterns and practices that will achieve the community's goals for walkability, environmental stewardship, and economic vitality.



Residents and stakeholders identified the goals and issues most important to them. The goals for healthy neighborhoods were derived from the input gathered throughout the process.

ECONOMIC BASIS FOR RECOMMENDED STRATEGIES AND ACTIONS

The rest of this chapter contains strategies and actions for accomplishing the Master Plan's goals for healthy neighborhoods. These recommendations are based on not only public preferences but also economic and demographic analysis of Irondequoit's neighborhoods, which is summarized on the following pages:

Overall Marketability of New Housing: Essentially, almost any type of new housing developed in Irondequoit would perform very well if an appropriate site were available. Choosing the best alternative for development is a function of the site and the objectives of the developer.

Appreciation Rate and Owner-Occupancy: A key indicator of housing desirability is the appreciation rate of owner-occupied housing. In recent years, residential property values have not risen as fast in Irondequoit as in other eastern Monroe County suburbs. However, this is likely a sign of unmet consumer demand for certain types of housing in Irondequoit. The fact that Irondequoit enjoys a high and stable percentage of owner-occupied housing in good economic times and bad is also a clear indicator of the desirability of housing in the town.

Absorption Rates: The faster a new development sells its lots/units, the faster a developer recoups his or her investment. Due to the lack of available land, Irondequoit has had few new developments to provide a measurement of absorption. Nonetheless, two of the recent developments in the town demonstrate the high rate of demand for new housing. These newer developments include Whitetrail Rise (6 single-family homes) and Audobon Trail (28 attached single-family homes). Units at both developments ranged from \$175,000 to \$300,000.



Irondequoit offers a range of single-family homes. Future residential development should reflect Irondequoit's natural beauty, celebrate unique neighborhoods and expand residential living choices for existing and new residents.

Marketability by Product Type: The review of supply and demand factors shows that the development of a single-family, condominium, or apartment development would yield higher than average absorption rates if good, marketable sites were available. Demand is also high and supply is low for all types of senior housing.

Senior Housing: Vacancy rates are relatively low for assisted living, nursing care, independent living, and congregate care. The size and age of the existing housing stock is believed to be a barrier for “aging in place” and influencing outward migration of seniors to more desirable housing opportunities in nearby communities. It is important to understand that assisted living and nursing care facilities are need-driven housing. Independent living, congregate care, and empty-nester housing, on the other hand, are lifestyle choices.

Neighborhood Commercial: There is an unmet market demand for small “niche” retailers, locally-owned restaurants, and offices for small entrepreneurs in attractive – even unique – settings with adequate parking. Neighborhood commercial development could benefit from targeted public investment and collective marketing.

STRATEGIES AND ACTIONS FOR MAINTAINING HEALTHY NEIGHBORHOODS

Identify and stabilize neighborhoods that are threatened by physical decline.

Pockets of residential neighborhoods will be identified and surveyed where standards for physical structures are below average. The town will continue its high standards of maintaining the public right-of-ways and public gathering places, as well as its aggressive enforcement of town zoning and state building codes.

- Conduct a survey and analysis of housing conditions throughout the Town. A program will be established to survey each neighborhood in Irondequoit in terms of physical housing conditions per housing maintenance and building codes. Standards for surveyors will be outlined in detail and easy to follow. The resulting data will be assessed and used as a basis for targeting investment in code enforcement and housing programs.

Enhance housing opportunities for seniors.

Irondequoit has an aging population base. Currently, seniors have limited retirement housing options in town. As a result, many choose to remain in their home, while others choose to move to modern alternative housing outside of Irondequoit.

- Explore zoning incentives to encourage rehabilitation and new construction of housing attractive to seniors. Zoning incentives that encourage the construction of new housing to meet the needs of seniors will be studied. Incentives may include density bonuses, infrastructure assistance, tax abatement, etc. High quality design and materials should be required to ensure new housing will add value to the areas where it is located and will retain its value over time.
- Promote suitable amenities to create a quality living environment in senior housing. Seniors moving to market-rate housing expect a high level of personal service. Additionally, there are a number of amenities found in modern senior housing communities to create a marketable product. Modern alternative housing in the Irondequoit area will be studied to establish suitable amenity levels that would qualify for incentives.
- Identify suitable locations for new construction for senior housing and promote them to potential developers. Locate senior housing in areas convenient to retail, medical, personal services, educational, and cultural

Aging in Place

With Irondequoit's large and growing population of seniors, public and private investment in the community must incorporate strategies that will allow residents to stay in Irondequoit, whether in their own homes or in senior-oriented facilities.

- ✓ New or rehabilitated homes that are designed well to address the senior populations' needs. Modifications to entry ways, bathrooms, kitchens, lighting and yards will promote independence at home.
- ✓ Locating medical and community services in close proximity for easy access.
- ✓ Ample public transportation services and pedestrian access.
- ✓ Locate senior living facilities in close proximity to retail, community services, pharmacies and medical offices.

facilities. In the process of identifying optimal sites, the focus will be on redevelopment areas with as many of the above attributes as possible.

- Create outreach materials showing the high percentage of seniors in Irondequoit, community loyalty, and the excellent base of nearby community and supportive services available to seniors. Appropriate sites, based on community feedback, could be identified and presented with outreach materials.
- Explore funding opportunities and state/federal programs to support Irondequoit's existing Naturally Occurring Retirement Community (NORC) and consider ways to expand this network in the future.
- Consider a financial assistance program to assist economically disadvantaged seniors with exterior maintenance and building code issues for their single family homes, based on census tract data and local conditions analysis. As retirement households continue to age, they often have less disposable income. This may be a significant issue for Irondequoit because of the already high ratio of older adults in the Town. A financial assistance program, perhaps using targeted Community Development Block Grant funds, could help offset this issue. Before undertaking such a program, other communities with similar programs will be profiled to gain an understanding of guidelines, costs, and the successes/failures of providing such incentives.

Rental Registry

The Town currently maintains a rental registry, which helps to monitor property conditions and ensure that rental properties contribute positively to our community's neighborhoods.

The Town will maintain the registry process, and make modifications and improvements as needed, as part of its efforts to maintain high-quality residential neighborhoods throughout the town.

Ensure a range of housing options for new residents.

The influx of young households is important to the continued economic vitality of a community. Strategies and programs will be created to attract young households to Irondequoit.

- Enhance the quality of rental options for new residents. Irondequoit has a limited base of newer, high-quality rental options. Given that many young adults and empty nesters are renters, this limits the Town's ability to attract these groups. Maintaining and enhancing the quality of the existing rental base will be encouraged. This will include continuing to work with property owners through code enforcement, as well as design standards.

- Continue to promote the Town as an excellent place to live. The qualities of Irondequoit as a residential community will be promoted: well respected school systems; affordable housing; strong neighborhoods; unsurpassed recreational/environmental assets; and convenient location.
- Adopt residential design guidelines to require that multi-family structures (including mixed-use structures) are compatible with the surrounding area/neighborhood. These guidelines promote a high quality physical environment, requiring, for example, new multi-family structures to use masonry or stone in their facades, employ traditional neighborhood design and incorporate pedestrian-oriented development patterns and amenities.



Well-designed, high density residential development can expand the town's resident base and provide critical mass needed to support nearby neighborhood businesses.

Require new commercial development to be of the highest quality – improving the exterior appearance and functionality.

In general, commercial development in Irondequoit has not produced a high-quality built environment, especially relative to architectural style and materials. Future commercial development will meet new standards.

- Adopt user-friendly commercial design standards and guidelines to achieve a higher quality, more functional built environment in the Town's neighborhood commercial areas. Standards will address measurable attributes of development (i.e. massing, height, architectural treatment, landscaping) and guidelines will provide guidance for interpreting the Town's intent behind each standard. Area-specific design considerations are outlined in the following pages. Design standard recommendations based on future land use designations are included in Section 6 of the plan.

- New standards and guidelines for commercial development will also provide for enhanced landscaping and screening standards. For example:
 - ✓ Buffered transitions will be provided and improved to protect residential properties.
 - ✓ Perimeter and interior landscaping will be required for off-street parking areas and drives, as well as extensive use of trees on site.
 - ✓ Lighting will be shielded from adjacent properties and rights-of-way.
- Promote and encourage good commercial design and landscaping through an awards program.
- Revitalize the Town's Architectural Review Board.
- Create a financial incentive program for neighborhood commercial façade improvements, perhaps using Community Development Block Grant funds.

Provide incentives for existing businesses to invest in expansion, site improvements or other activities that will strengthen the local market.

- Develop a capital investment program or policy to encourage physical improvements of commercial properties.

Support increases in development density if consistent with the Master Plan.

- Higher densities provide for a more interesting, pedestrian-oriented community and enhance the Town's fiscal revenues. They will be supported in residential, office and mixed-use developments if such higher densities are consistent with the Master Plan and target resource plans.

Improve the community's gateways so they are attractive and present visitors and residents with a favorable image of the Town.

Gateways establish an initial image for the community. In some cases, Irondequoit has made improvements to enhance its gateways. In other cases, such enhancements have been limited. A more comprehensive approach is necessary.

- Install decorative signage at all key gateways into the Town. Locations for such signage include Culver Road, Empire Boulevard, Winton Road, North Goodman Street, Hudson Avenue, St. Paul Street, Seneca Avenue and Pattonwood Drive.
- Develop municipal sign standards to ensure that fonts and key design elements are consistent throughout the Town.

- Ensure gateway signs remain well landscaped and maintained. The Town may consider selecting consistent plant species in an effort to establish identity through landscape design and reduce maintenance costs.
- Implement gateway improvements on a priority basis, according to available funding, which could include partnerships with adjacent property owners and nearby businesses. A recognition program would be helpful to promote the partnerships.

Promote public art.

Public art can serve as a celebration of the unique values of the community and promote a high quality built environment by providing interest and joy.

Investment in public art conveys the message that people care about a place. Public art can be programmed into public construction projects and be promoted in public spaces and parks.



- Engage in ongoing communication and information sharing with the Irondequoit Arts Council.
- Enrich the built environment through investments in public art at key public locations throughout the Town (e.g. library and senior center), as funds permit. The Town will encourage private donations and funding to support this strategy and use local artists as often as practical and appropriate. Public art installations will be made and maintained at community and neighborhood focal points and public buildings and sites.
- A study and recommendation will be made regarding the structuring, financing and maintenance of an ongoing public art program.

Improve the appearance and aesthetic appeal of residential properties and housing stock, especially in challenged areas.

- Sponsor “clean up days” in which residents volunteer to work together in a community clean up. Clean-up days can be hosted locally by neighborhoods or organized on a town-wide basis.
- Create community volunteer programs to encourage neighbors to assist one another. For example a “Senior to Senior” program could link high school

Street Trees—Enhancing Neighborhoods Naturally

Street trees are a simple effective neighborhood enhancement tool. They beautify the streets, calm traffic, provide shade and protection for pedestrians, and help offset the potential negative environmental impacts of development.

Irondequoit boasts an abundance of tree-lined residential streets that need to be maintained and enhanced over time. However, as the picture (lower right) demonstrates, not all residential streets are tree-lined. To manage the urban forest and identify priorities for street tree plantings, the Town should develop a street tree plan and program to identify the protocols and strategies for replacing existing street trees and planting new ones in areas currently lacking them.

The Town's program should specify ideal spacing of trees that will achieve preferred aesthetic and minimize impact on sight distances, establish a process for systematically replacing and/or adding trees, and identify preferred species that grow fast, achieve an appropriate tree canopy height, and minimize impacts to underground utilities. The Town can consult local experts or utilize Cornell University's Urban Horticulture Institute's recommended urban trees to select species that are hardy enough for urban conditions.



seniors with senior citizens who need assistance with basic property maintenance (e.g. raking, mowing, painting, etc.), allowing students to meet their community service requirements while helping the community.

Expand the current range of housing options (cost, size, type, density) to maintain healthy neighborhoods, increase property values and ensure high-quality housing for all incomes.

- Work with local realtors to create positive promotional messages about the Town's housing market, emphasizing affordability, historic resources, design, quality of construction, walkable neighborhoods, access to parks and trails, and history.
- Town leaders should work with area developers and real estate agencies to identify potential development and redevelopment sites available in the Town as well as those that may be available in the future.
- Create new housing or rehabilitate existing housing in a way that promotes Irondequoit's commitment to sustainability. Encourage green building practices and materials in new residential development and eco-friendly residential rehabilitation through zoning, site plan or tax incentives.

Increase residents' and property owners' interest and involvement in their neighborhoods.

- Develop a "welcome wagon" program to welcome new residents to the community, that can be carried out at the neighborhood level or town level.
- Encourage the creation of additional neighborhood association(s) to provide residents, property owners and nearby merchants with a formal mechanism for sharing information, ideas and

Welcome to Irondequoit!

A "welcome-wagon" program, whether initiated at the town or neighborhood level, is a simple and effective way to encourage community involvement.

Components of the program may include:

- ✓ A welcome letter from the Town Supervisor or president of the neighborhood group.
- ✓ Brochures about important town services, with hours and contact information.
- ✓ Coupons from area businesses
- ✓ A reusable Irondequoit shopping bag to help promote the town's identity and its commitment to sustainability.

concerns on a regular basis. The town could prepare a customized “how-to” brochure with helpful hints for effective community organizing or provide third-party information by national organizations, such as Neighborhoods USA (www.nusa.com).

- Create a participatory budget program, whereby funding applications for neighborhood improvements can be submitted for consideration during the Town’s budget development process.

Provide greater opportunities for alternative modes of transportation, including walking, biking, and public transit.

- Develop and maintain a sidewalk plan that prioritizes sidewalk repairs and installation projects. Prioritization should be based on proximity to schools and parks, linkages to major corridors and areas with partial sidewalks. The priority list should be re-evaluated annually and compared to other ongoing capital improvements within the town. Where feasible, new sidewalks should be included in the reconstruction of residential streets to reduce costs and minimize impacts to local residents.
- Seek county, state and federal funding to support the installation of new sidewalks, especially in areas where gaps exist between schools and community assets (e.g., north side of Titus Avenue). Safe Routes to School (through TAP) is one example of a state administered federal program designed to enhance pedestrian access and safety.
- Continue to expand the town’s trail system to encourage pedestrian and bicycle access through and to the town.
- Create and update as necessary a town-wide bike route map that shows on and off-road biking opportunities through the town.

Active Transportation Planning

The Town and Committees should coordinate and collaborate with the Genesee Transportation Council in the preparation of a long-range active transportation management study for the Town. The study should identify:

- ✓ Existing gaps in the biking/walking transportation system
- ✓ Conceptual trail routes and sidewalk system priorities
- ✓ Enhanced public transportation opportunities
- ✓ Class and trail users (variety of users recommended)
- ✓ Construction and maintenance (including phasing)
- ✓ Potential sources and means of financing

- Expand existing bike routes where feasible. Improvements to the existing bike routes may include lane striping, signage and/or the development of multi-use paths.
- Work with RGRTA to explore future improvements to and expansion of the existing bus line routes, stops and schedules to enhance service throughout the town.
- Install visible crosswalk features at major intersections within the town's neighborhoods to create safer places for pedestrians to cross. Crosswalk features could include changes to pavement color or material, yield-to-pedestrian signs, bulbouts and planted medians to provide safe refuge across some of the town's wider streets.

Improve public spaces within the neighborhoods.

- Create an inventory of existing trees and update it annually.
- Adopt a tree ordinance and train Department of Public Works (DPW) staff on tree maintenance.
- Maintain and expand Irondequoit's inventory of street trees, especially in residential neighborhoods. Tree replacement and installation in the planting strips located within the right-of-way should be mandated by DPW policy. Utilize urban forestry grants provided through New York State's Department of Environmental Conservation.
- Provide and maintain pedestrian amenities at key locations within residential neighborhoods, including benches, pedestrian scaled street lighting, trash receptacles and other public realm furnishings that make outdoor spaces inviting and comfortable.

Enhance and expand recreation, parks and trails.

- Maintain and expand the existing active and passive recreational opportunities (green space, pavilions, nature paths, playgrounds, ball fields, etc.) throughout the Town. The Town should explore opportunities to expand recreational and athletic facilities, especially on town-owned property.
- Promote the creation of a diversity of active and passive recreation facilities within the Town for all age groups.

- Preserve significant open spaces within the Town in addition to park land for aesthetic and environmental reasons.
- Capitalize on unique scenic, historical, and cultural assets, including the Port of Rochester, Irondequoit Bay, Sea Breeze, and scenic ravines, for recreational and education pursuits.
- Work with neighboring Towns, the City, and other agencies/groups to expand inter-municipal and regional trails along waterway, railways and historical routes.
- Provide high-quality recreational lands, facilities, and programs in a fiscally appropriate manner.
- Ensure that parks and recreational offerings are responsive to the needs and desires of the community.
- Develop a Town-wide Parks and Recreation Master Plan to guide specific development and enhancement of existing and future facilities.



The town's existing parks are tremendous assets to residents of all ages. They should be maintained, enhanced and expanded to meet the changing needs of the community.

Expand the town's tax base by supporting existing and attracting new regional and neighborhood commercial development.

- Promote a “business-friendly” project review process that encourages development and investment in the community.
- Promote Irondequoit Chamber of Commerce membership to improve opportunities for networking and collaboration among merchants.
- Work with the Irondequoit Chamber of Commerce, Rochester Business Alliance, Regional Economic Development Council and other relevant agencies to continue and expand programs to support small business development and operation within the town.
- Work with area developers and the Chamber of Commerce to solicit desired businesses to locate in the Town of Irondequoit.
- Develop a small business attraction materials that can be marketed to developers and prospective business owners.
- Expand activities and coordination related to tourism marketing within the town and with regional partners.

Improve the appearance and accessibility of existing commercial areas in ways that respect the individual character and function of each commercial area.

- Maintain and expand the efforts of “Planting Irondequoit Pride” to landscape the town's commercial areas, especially at gateways and focal points.
- Consider developing volunteer planting/landscaping groups associated with specific neighborhood commercial areas (Empire Boulevard, Pattonwood, Sea Breeze, as Titus-Cooper-Hudson).
- Create partnerships with local businesses and organizations to sponsor and/or offset the costs associated with plantings and landscaping in the town's commercial areas.
- Improve bicycle and pedestrian access to and through the town's commercial areas through the establishment of dedicated bike lanes.
- Work with bicycle and hiking tour operators to include Irondequoit in future programming and packages.

Design Considerations for Commercial Areas (Excluding East Ridge Road)

Empire Boulevard

- Ensure facades are attractive and well-maintained.
- Provide landscaping, particularly along the frontage to soften the appearance of parking areas.
- Encourage new buildings with zero or minimal setbacks to restore neighborhood scaled commercial setting consistent with surrounding neighborhoods. Re-establish basic streetscape elements, such as:
 - ✓ Planting street trees between the sidewalk and curb.
 - ✓ Removing excess pavement between the sidewalk and curb.
 - ✓ Remove asphalt and parking abutting inside edge of sidewalk in many commercial properties on the north side of the street. Well designed on-street parking may calm traffic and compensate for lost parking spaces.



A few of the existing streetscape on Empire Blvd.

Pattonwood

- Encourage redevelopment of southeast corner of Pattonwood Drive and Thomas Avenue (vacant corner parcel and parcel to south with vacant building). New buildings should be located close to the sidewalk with glassy transparent facades. The corner deserves a “gateway” commercial building located close to the sidewalk, with transparent facades facing both streets. A drive connecting this new development with plaza property would be required.
- Encourage multi-story buildings.
- Plant street trees between sidewalk and street.
- Provide more transparent façade at Rite Aid Pharmacy or replace with a new building located forward, closer to street.
- Ensure that future redevelopment incorporates a walkable scale, mix of use and ample pedestrian connections and accommodations (e.g., crosswalks).

Sea Breeze

- Sea Breeze is an area where gaudy, silly, fanciful, and/or exotic designs may be appropriate. Enhance the area's nostalgic waterfront character by employing an early twentieth-century architectural design theme and building materials. Examples of compatible design elements include pavilions, open porches, glaze "sun porches," dining patios, cupolas, exposed rafter tails, six-over-one double-hung windows, French doors, standing-seam metal roofs, cedar shingle siding (or equivalent), board-and-batten siding, novelty siding, vertical board siding and boardwalks.
- Buildings should be located close to the sidewalk with transparent façades and main entrances facing the street.
- Currently there are no striped crosswalks in the area. Stripe strategic crosswalks across Culver Road and equip with "yield-to pedestrians in the crosswalk" signs.
- Locate parking lots to rear and sides of buildings.
- Interconnect adjacent commercial properties to allow more efficient use of parking.
- Provide on-street parking in areas that safely accommodate it.
- Install pedestrian-scaled lighting and streetscape amenities in public and private developments.
- Encourage mixed-use buildings with first floor retail and upper floor residential or office.
- Explore opportunities for improved circulation throughout the Seabreeze area to provide multi-modal access, enhance regional connections, ensure safety, and capitalize on economic development opportunities.



Titus-Cooper-Hudson

- The Town adopted detailed guidelines for the Titus Cooper commercial district (Irondequoit's Titus/Cooper/Hudson Town Center Design Guidelines). The existing guidelines address the area's unique conditions and were intended to: promote higher density residential and mixed use development; improve pedestrian connectivity, streetscape appearance, and public spaces; encourage human scaled development and zero setback site designs; enhance the appearance of new and existing buildings; and encourage the adaptive reuse of older buildings possessing architectural or historic importance. The guidelines were utilized in the design and development of I-Square.
- The neighborhood commercial design standards contained in Section 5 (Community Design) outline simple, easy-to-understand community design principles that are largely embodied in the existing Town Center Design Guidelines. The general design standards proposed in this plan simplify this information's presentation, making it usable by a wider audience including non-professionals. The Town may consider revising the existing Town Center Design Guidelines to incorporate content and/or formatting from the neighborhood design standards.
- Although the Titus/Cooper/Hudson Town Center Design Guidelines calls for eliminating drive-through facilities for all streets within the identified boundaries, a continuing debate over the pros and cons of permitting drive-through facilities is still occurring within the community. This topic deserves more consideration and is further discussed in Section 9.
- Limit or reduce curb cuts by requiring cross access and shared parking.
- Provide on-site pedestrian facilities through and between parcels to improve walkability throughout the area.
- Establish well-designed, highly visible crosswalks at non-signalized intersections and consider mid-block crosswalks in areas where they can be safely accommodated.
- Install decorative street lights through commercial district.

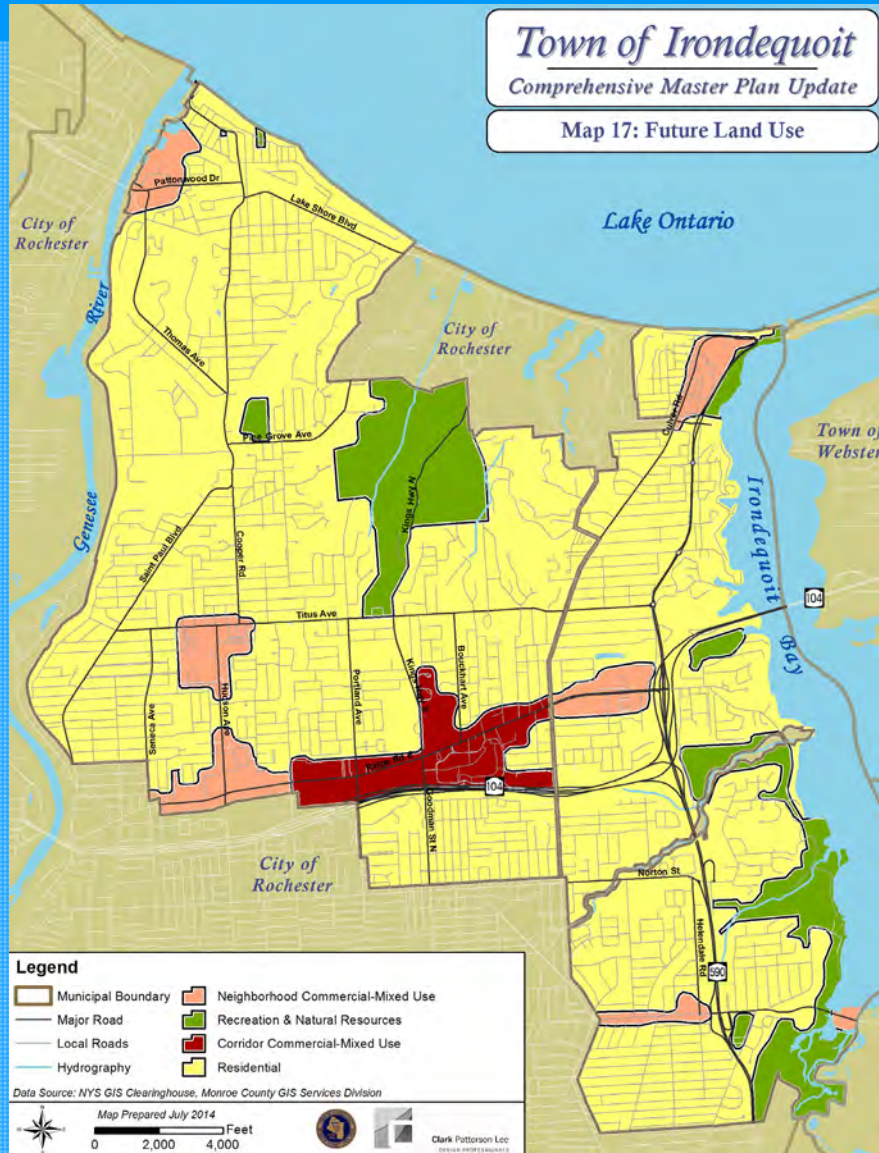
Promote the identity and character of Irondequoit's varied neighborhoods and the high quality of life our residents enjoy.

- Install additional small-scale decorative signs identifying some of the town's more unique and well-known neighborhood areas, such as White City, Summerville, Flats, German Village, Sea Breeze and Laurelton. These signs can be incorporated into or adjacent to street name signs or as small standalone signs.
- Individual neighborhoods can install unique signs, banners, or signature landscaping features, per recommendations contained in the Residential Living goal area.
- Encourage neighborhood groups to create neighborhood "flags" that residents can buy to install on their properties. If possible, the flags could be designed and printed utilizing town artisans and businesses.



Decorative banners and signs help enhance the streetscape while promoting a specific community, neighborhood or attraction. Examples provided above demonstrate how the materials and designs can be customized to suit the particular place and focus.

Section 4: Future Land Use



FUTURE LAND USE

Overview

The future land use plan is an important component of the comprehensive plan because it identifies the general locations for future land uses in a community (e.g., residential, commercial, industrial, mixed use, parks and open space). The Town's future land use plan also provides a foundation for future zoning revisions and updates.

Future land use decisions must consider the town's physical geography, the location of natural features, existing and proposed infrastructure, projected demographics and economic factors, the community's overall vision and best practices in land use planning.

As a fully-developed first-ring suburb, drastic changes in Irondequoit's land use are not anticipated in the near or distant future. The Town's neighborhoods will remain intact. Its recreational and natural resources, including dedicated conservation space or environmental constraints, will not change significantly. For the most part, commercial development will only be encouraged in places where it already exists. As a result, the future land use map shown on the previous page suggests very little change compared to existing land use patterns (Map 18, Appendix A).

This section includes a discussion of the general land use categories in the future land use map as well as the exploration of specific redevelopment priorities in the town. Given the limited development and redevelopment opportunities within the town, waterfront redevelopment and East Ridge Road represent the town's most significant future land use considerations for the purposes of this plan.

Future Land Use Classifications

Commercial

Future commercial development will be focused in areas where commercial uses currently exist. In all commercial areas, efforts will be made to increase the amount of development without allowing the commercial areas to expand in size. The emphasis will be on maximizing the density of existing developable lands.

The scale and intent of commercial development in the Town of Irondequoit varies and can be divided into two primary land use categories: Corridor Commercial and Neighborhood Commercial/Mixed Use

Corridor Commercial

Due to the larger parcel sizes and access to Routes 590 and 104, regional commercial and mixed-uses are recommended in this area. Land uses would include commercial and retail buildings; professional offices; medical centers and medical-related offices; hotels and motels and low-impact, light-industrial uses, such as research and development facilities. Multi-story, mixed use development would also be appropriate in this area. The Corridor Commercial category encompasses the area surrounding the former Irondequoit Mall.

Neighborhood Commercial/Mixed Use

Although the context and conditions within each of the neighborhood commercial vary considerably, the future intended uses are relatively similar. Development in these areas will reflect the scale and style of the surrounding neighborhoods and carefully blend mostly neighborhood focused services and retail and residential development. Well developed neighborhood commercial areas can quickly transform into unique, local destinations that Town residents and visitors will enjoy.

Compatible mixed uses, such as retail, office and residential, will be encouraged. Opportunities for live-work and developments that utilize peak parking at opposite times, such as offices and restaurants, should be explored. In general, uses for this area include: small-scale retail and office; a mix of appropriately scaled residential development, professional offices, restaurants; bars and taverns; recreational facilities, and parks.

Recreation & Natural Resources

Made up of a mix of Town, County and State owned properties, these land uses are geared primarily towards active and passive recreational activities for Town residents. In addition, this land use category includes lands that are considered environmentally sensitive, such as steep slopes, wetlands or extensive woodlots. Future recreational and natural uses should include parks, athletic fields, trails, civic uses and fragile or environmentally-sensitive habitats.

Residential

Residential areas will continue to comprise the large majority of Irondequoit's land use. The predominance of single-family homes in Irondequoit's residential neighborhoods will remain unchanged in the future. However, the Town needs to expand residential options to accommodate evolving housing preferences and needs. Well designed in-law homes, multi-family and senior housing development options should be encouraged in areas that can adequately support higher intensity development. In general, higher density housing, such as town homes, apartments or multi-family dwellings should be located in areas where existing infrastructure can support that type of development and where such development will not adversely impact neighborhood character. A key consideration in determining suitable locations will be proximity to commercial centers and transit, which would allow multi-modal access and provide a transition between commercial and residential areas.

There are not many large swaths of vacant land, which are unhindered by environmental constraints, where new single-family residential subdivisions could be constructed. Consequently, unless existing developments are razed, there will be very few opportunities for large-scale, single-family residential development. Instead, new single-family homes will likely be developed on pre-existing, approved lots or as part of minor subdivisions where possible in the town. In the future, there may be areas that may be able accommodate alternatives to single-family residences, such as two-family housing or a mixed use development (e.g., mix of office and residential in one single structure or development). The Town should enact flexible standards that protect the character and scale of existing nearby neighborhoods while also allowing for alternative residential development options to be available in the Town.

In existing residential areas, the Town will continue to work to provide adequate and cost-effective services, enforce property maintenance standards from the local and State building codes and work with residents to enhance their neighborhoods.

Future Redevelopment Priorities

Given the limited availability of undeveloped land in the town, redevelopment will play a critical role in Irondequoit's future land use and development story. As the town considers its redevelopment priorities, East Ridge Road and waterfront development opportunities emerge as Irondequoit's most prominent opportunities to enhance quality of life and expand its tax base.

A more detailed understanding of the considerations, needs and opportunities relative to these distinct redevelopment opportunities is needed to help guide future investment and decision making. The following narrative explores the goals and preferred land uses along East Ridge Road and several key waterfront areas located throughout the town. The discussions in the section are complemented by the community design preferences explored in Section 5 of the plan document.



Examples of redevelopment opportunities along E. Ridge Road and the waterfront highlight the varying types of development that could be accommodated in these areas in the future. (Photos: Town of Irondequoit, 2014)

East Ridge Road Land Use

Intensity and Density

Accommodating an increase in building area along the corridor means that the intensity of land use must be increased.

The shallow depth and/or steep topography of parcels fronting much of East Ridge Road limits opportunities to significantly increase total building area, even if the parcels could be combined. Although the smaller lots are critically important to the corridor's health, most of the potential for increasing building area lies in the larger parcels, or "superblocks."

One measure of land use intensity is floor area ratio or FAR (total building area divided by total site area). Because of current zoning's setback and height requirements and maximum permitted lot coverage of 33%, FARs on East Ridge Road's largest properties rarely exceed .30. For example, the FAR of former Top's Plaza is .27 and that of the Depot Plaza is .28.

Doubling the permitted FAR to .60 and increasing lot coverage to 50%, would allow an additional 400,000 square feet to be redeveloped on the larger parcels. With relatively minor modifications to existing parking requirements. Most, if not all, new parking demand could be accommodated by surface parking.

Existing setbacks will need to be changed as well. Buildings may be placed closer to the street, with a setback between zero and 20 feet from building line to property line in some areas along East Ridge Road. This gives the buildings more prominence to the street rather than parking lots and can provide a greater aesthetic appeal to the corridor.

East Ridge Goals

Through community input, public dialogue and data analysis, the following goals for the East Ridge Road corridor have been identified:

1. Prioritize redevelopment and reinvestment that strengthens the Town's tax base.
2. Redevelop key commercial locations at a higher density and with a mix of uses.
3. Ensure that market realities inform the Town's land use preferences.
4. Enhance physical character and visual appearance on public and private property to create a more appealing investment climate and to make the area a safe, comfortable and pleasant place to spend time.
5. Monitor and improve traffic flow and highway infrastructure conditions to maintain safe conditions and convenient movement through the corridor.
6. Accommodate transportation alternatives to car.

Mix of Uses

Although most redevelopment on East Ridge Road is likely to be retail, zoning should allow, and encourage, a mix of uses on the same site.

Although the market for new office space appears limited, it can be a major contributor to East Ridge Road revitalization, and should be a priority of the Town. Office space provides the most net fiscal benefits of all uses, providing tax revenues, jobs, and patrons for local businesses, while requiring fewer public services.

East Ridge Road also becomes an important option for the Town to diversify its housing stock, particularly the provision of senior housing. St. Ann's Community, Legacy at Cranberry Ridge, and St. Salome's all report few openings. Modern senior housing developments, in close proximity to retail, would be a very marketable product in Irondequoit. Roadway and streetscape improvements would allay security concerns. The potential also exists to attract professionals with live-work housing.

Parking

Increasing the amount and intensity of land use within the East Ridge Road corridor will impact parking demand. In essence, more development will likely mean that more cars will need to be accommodated within the same general space.

In 2007, Monroe County produced a Statistical Analysis of Parking by Land Use. County employees conducted on-site surveys to obtain accurate parking data for various types of development. While the Town's parking requirements generally follow the findings of the county survey, there are important differences. For example, the County study finds that 200 spaces are sufficient for a typical big-box store of 50,000 to 130,000 square feet to meet peak demand; current Town zoning requires 225 to 585 parking spaces. By adjusting Town parking requirements to correspond more closely to the County's survey data, most new parking demand could be accommodated by on-site, surface parking spaces.

The Town should also study other suburban mixed-use developments throughout the country as it considers revising its parking requirements. Experience shows that three parking spaces per 1,000 feet of gross building area are adequate for office and retail uses. This ratio is less than the one typically used for suburban single-use development but is appropriate for mixed-use development. Residential uses require 1.5 spaces per unit.

Where structured parking is required for a particular proposal, the Town should consider offering a density bonus of up to .80 FAR and 80% lot coverage to help compensate the developer for his or her additional capital costs.

Traffic Implications

Increasing the amount of building area, especially retail and office space, affects traffic volumes and movement. Increased land use intensity along the East Ridge Road corridor will primarily impact the Hudson Avenue, Portland Avenue, Goodman Avenue, and Culver Road intersections. The impact of an additional 400,000 square feet of building area will increase the number of peak trips by less than five percent. As a result the impact on the intersections will be minimal and additional delay negligible.



One example of underutilized surface parking that results from existing zoning regulations.

The current overall Level of Service for all of these intersections is rated C, or acceptable, and is not expected to change as a result of the proposed intensification. This does not account for any traffic increases resulting from the future redevelopment, of the former Irondequoit Mall, which would need to be mitigated by the developer. All redevelopment along East Ridge Road is subject to MCDOT requirements for a traffic impact study, the scope of which is determined by MCDOT on a project basis.

Infrastructure Impacts

The proposed changes in density and intensity of use are not expected to require significant investment by the Town in new or improved infrastructure.

The corridor should be redeveloped in a manner that maximizes the tax base. This study does not recommend locating new civic facilities along East Ridge Road.

Fiscal Implications

The annual fiscal impact of adding 300,000 to 400,000 square feet of new mixed-use space in the East Ridge Road Corridor was analyzed at stabilization, meaning that the impact represents a time in the future when development is completely built-out.

The net fiscal impact is positive, generating, at current tax rates, between \$157,500 and \$280,000 in annual property tax revenues. This is equivalent to 1-2% of the Town's total current property tax revenues.

It is important to note that this master plan recognizes that there are several other aspects of a healthy commercial area that would be "marketable" for businesses along East Ridge Road, particularly reasonable aesthetic and traffic-safety improvements to the corridor.

Such improvements are essentially marketable qualities and would positively distinguish the corridor from others in the region, potentially leading to more stable tenant mixes, higher rents, increasing property values, and, therefore, more resources available to landlords and business owners for re-investment in their businesses and corridor properties.

Essentially, this master plan recognizes that the East Ridge Road corridor is Irondequoit's "face" to the outside world. It is a primary entryway into the Town and an important means by which visitors experience the community. Improving the economic base and visual attractiveness of the Town's most visible thoroughfare will significantly enhance the overall perception of the entire Town, making it easier to attract investment throughout the community.

Similarly, thoughtful investments in the Town outside the East Ridge Road corridor can have positive benefits for property and business owners within the corridor. Other sections of this master plan make recommendations to preserve the unique qualities of Irondequoit's waterfronts and residential neighborhoods and expand recreational opportunities. These community improvements also have net positive fiscal implications as they help the Town stabilize, and gradually increase, its tax base (85% of which is derived from residential properties). Equally important, from a fiscal perspective, they enhance the characteristics of long-term economic gain by making Irondequoit a more desirable place to live and conduct business, leading to long-term success for the corporate citizen.

Vehicular and Pedestrian Movement

The future viability of the corridor is directly tied to the future functionality of East Ridge Road itself. Therefore, considerable attention should be devoted to the roadway's physical condition and other transportation-related issues.

Effective transportation planning requires that all forms of transportation be considered equally and be addressed as comprehensively as possible given current and planned conditions. Although automobiles are the predominant mode of travel along East Ridge Road, buses, bicycles, and pedestrians must also be factored into the recommendations. The Town wants to encourage changes that will improve all modes of travel to the greatest extent possible.



A view of East Ridge Road looking east near Hill Court Circle.

The Monroe County Department of Transportation's recent rehabilitation of East Ridge Road did not include an extensive re-working of the existing roadway configuration. The following improvements and policy changes should be considered in any future corridor reconstruction projects undertaken by the county. Additionally, some of these recommendations may be incorporated into the design of redevelopment projects proposed along the corridor. These recommendations to improve traffic operation, reduce congestion and enhance safety can help guide future decision making and capital investment well into the future as funding opportunities and circumstances change.

1. Reduce the number and severity of conflict points to provide safer passageway for motorists, pedestrians and bicyclists. Conflict points are places where intersecting traffic (vehicle, pedestrian, bicycle) either merges, diverges or crosses. Conflict points occur at intersections and driveways. Lowering the number of conflict points along a corridor reduces the potential for accidents and traffic congestion that results from turning movements. Corridors with fewer conflict points are more comfortable places to drive, walk and ride because there is less turning activity and fewer movements that need to be anticipated.
2. Enhance and increase cross access among adjacent developments along the corridor to the greatest extent practicable. The Town should consider development of a cross access management policy.

3. Identify and improve physical design of pedestrian crossing locations throughout the corridor.
4. Improve signal location and operation to maximize traffic flow and maintain acceptable levels of service.
5. Provide safer, more pleasant access options for bicyclists, pedestrians and transit users.
6. Alter roadway configurations to address existing and future operational deficiencies.

Streetscape and Site Design

Often overlooked, undervalued or simply added in as an afterthought in a particular development, an area's natural and physical landscape has long lasting value that greatly impacts its perceived quality, viability and sustainability. Streetscaping or landscaping that is installed adjacent to roadways, parking areas or other vehicular corridors, softens and beautifies otherwise aesthetically unappealing places. Improving the visual look and feel of a corridor through streetscape enhancements provide an immediate visual impact that can spur additional investment. A community that invests or aggressively encourages investment in the public realm inspires confidence and buy-in from the private sector.

In addition to spurring economic development, streetscape enhancements also provide valuable environmental benefits. Vegetation and foliage such as street trees, groundcover, planters and vines add additional pervious or porous surfaces that absorb rainwater that would otherwise be directed to storm sewers and discharged elsewhere or treated if a combined sewer system.

Streetscaping is not just limited to vegetation. It also includes planters, decorative retaining and privacy walls, pedestrian seating areas, street kiosks, decorative lighting, signage and wayfinding, bike racks, bus shelters and other amenities. However, there are limitations within the East Ridge Road corridor. The predominant issue is the limited right-of-way width. A right-of-way contains the vehicular travel lanes and often includes additional space for road expansion or streetscape enhancements. Neither of these cases exist for East Ridge Road today. In areas with restricted right-of-way, encourage streetscaping as part of site design.

The Community Design section of the plan provides recommendations for enhancements to commercial corridors.

Former Irondequoit Mall

The Irondequoit Mall was the area's premier shopping center when it opened in 1990. Initially, the two-story, 900,000 square foot mall was home to four anchor retailers and a large selection of smaller upscale specialty stores unavailable elsewhere in the region. The mall attracted residents throughout northern Monroe County and beyond.

Over the course of the following decade, major renovation and expansion projects at two other regional malls—the Mall at Greece Ridge Center and Eastview Mall—contributed significantly to the mall's decline. During that same time, the emergence of Webster's retail market led to an additional reduction in potential customers for the Irondequoit Mall. By 2009, all mall tenants had closed except for Sears and Macy's. Today only Sears remains open.

In 2009, in anticipation of previously proposed redevelopment plans, the Town adopted revised zoning for the properties comprising the former Irondequoit Mall. The Tourism and Resort Redevelopment District defines future uses and design preferences to provide retail and entertainment, high-quality restaurants, high-quality hotels with first-class amenities, office space, a wide range of housing opportunities and generally encourage improvements to increase economic activity and tourism. The district was created to create a vehicle to promote creative redevelopment plans in an already intensely developed corridor that will promote a more attractive experience and improve the Town's visual, cultural and community image all while preserving and protecting the natural and scenic qualities of open land, elsewhere, in the Town.

A market analysis report developed when the comprehensive master plan process was originally initiated (Appendix C) examined local consumer spending patterns. In certain retail categories, such as groceries and hardware, East Ridge Road drew customers from throughout the region. In most other categories, East Ridge Road underperformed. Un-captured sales in Irondequoit were approximately \$150 million, a figure that is likely underestimated. A conservative rule-of-thumb in the real estate industry is that each \$1 million in retail sales can support 1,000 square feet of bricks-and-mortar space. East Ridge Road, therefore, could support an additional 150,000 square feet in retail space.

The previously completed analysis also noted a limited but important demand for additional modern medical office space due to the proximity of Rochester General Hospital. Furthermore, Section 2 of this master plan (Community Profile) notes an unmet demand in certain residential niches, particularly senior housing. The Town should plan for an additional 300,000 to 400,000 square feet of building space within the East Ridge Road corridor.

The redevelopment of the former Irondequoit Mall remains a critical priority for the Town. However, if the current plans for private redevelopment continue to falter and no viable alternative development plan emerges, then the Town should work with Monroe County and New York State to demolish the structure (partially or wholly), environmentally remediate the property as necessary, and turn ownership of the land to the Town to facilitate future redevelopment of the site. The “shovel-ready” land would become one of the most desirable properties in the County.

East Ridge Road has significant potential. Table 4.1 presents summary of the spending demand not currently being met in major merchandise categories, which was excerpted from a previously prepared market analysis report. Capitalizing on development potential will require an East Ridge Road corridor that is visually and functionally appealing.

Table 4-1: Summary of Irondequoit’s Undersold Merchandise Categories

Major Merchandise Category	Unmet Sales Demand
Motor Vehicle and Parts Dealers	\$6,648,649
Furniture and Home Furnishing Stores	\$2,605,627
Electronics and Appliance Stores	\$12,533,400
Building Material, Garden Equip Stores	\$27,139,301
Health and Personal Care Stores	\$14,769,636
Clothing and Clothing Accessories	18,115,391
General Merchandise Stores	\$13,368,214
Miscellaneous Store Retailers	\$9,308,159
Food Service and Drinking Places	\$41,951,206
TOTAL	\$146,439,583

Excerpted from Table 13 in the Market Analysis Report in Appendix C. The excerpt only includes major merchandise categories that had unmet sales demand.

Waterfront Redevelopment Opportunities

Irondequoit's name is derived from a Seneca Indian term meaning "where the land and waters meet." The name describes the town's unusual geographic position abutting three bodies of water: the Genesee River on the west, Lake Ontario to the north, and Irondequoit Bay to the east. Irondequoit's waterfront includes a diverse array of natural features and recreational assets. These waterfront areas possess scenic beauty and provides town residents and visitors with access to a range of unique natural and built environments.

Several of Irondequoit's waterfront areas exude nostalgia for a bygone era but remain popular destinations today. These include Seabreeze Park, Hotdog Row, Marge's, and the nation's oldest miniature golf course. Waterfront residential areas include modest neighborhoods as well as some of the county's more expensive homes. Irondequoit's waterfront continues to draw people who enjoy strolling, fishing, boating, and/or just enjoying the beauty of the environment.



The waterfalls on Densmore Creek, located just west of the Plateau Waterfront Opportunity area, are one of many scenic geological features in Irondequoit that are the result of region's past glaciation.

A special characteristic of Irondequoit's waterfront is the preservation of large tracts of land in its natural state. Few other suburban communities can match the diversity of habitat and range of scenic beauty found in the Genesee River gorge, Durand Eastman Park, and in the wooded bluffs, ravines and wetlands along Irondequoit Bay and Irondequoit Creek.



Steep banks along the east side of the Genesee River (across from Turning Point Park). The abandoned rail bed at the top of the bank marks Irondequoit's western boundary.

Source: Clark Patterson Lee (2009)

Although the future land use discussion focuses on key areas along the town's vast waterfront, it is important to recognize that the town's natural waterfront sites are interrelated and should be managed together. Irondequoit is fortunate to possess a natural system that wraps three sides of the town. These features greatly enhance residents' quality of life. Nearly everyone in Irondequoit lives within walking or biking distance of a natural place that provides tranquility and beauty. Protecting these areas preserves wildlife habitat and indigenous plant communities. Naturally vegetated land resists erosion, absorbs storm water run off, and filters pollutants. Protecting Irondequoit's unique natural communities helps keep the three bodies of water around the town healthy and clean.

Irondequoit is a nearly fully developed town. This situation underscores the need to use the remaining land wisely. Each of the seven waterfront sites offers the potential to enhance residents' quality of life and/or provide an economic development potential opportunity. These sites are varied in size, physical configuration, and their suitability for potential use. A common thread between them is the opportunity to preserve natural resources and provide public facilities and public amenities. Where development or redevelopment potential exists that is adjacent to the waterfront, great care should be taken to preserve natural features and to incorporate public access.

Local Waterfront Revitalization Program (LWRP)

Future land use preferences for waterfront development areas were formulated in conjunction with the Town's efforts to revise its Local Waterfront Revitalization Program (LWRP). The LWRP, which is a separate planning effort prepared in collaboration with the Towns of Penfield and Webster, is a state initiative in which local communities prepare a plan that sets forth design, location, and environmental standards for development along a community's waterfront.

Both initiatives—the Comprehensive Master Plan and the Local Waterfront Revitalization Program—share a vision of making the best possible use of Irondequoit's waterfront. They each address waterfront opportunity sites identified by the town: River Rail Corridor; Pattonwood; Summerville; Sea Breeze; Bay Bridge, Plateau; and LaSalle Landing (shown in Figure 4.1 on page 4-16.)

Waterfront redevelopment strategies included in this plan are consistent with the updated LWRP. Together, the two initiatives provide a balanced view of how Irondequoit's precious waterfront resources can be used wisely for public benefit.

Waterfront Goals

- Provide enhanced public access to the waterfront, including access to scenic views and improved pedestrian connections between neighborhoods, the waterfront, and other destinations.
- Connect people and neighborhoods by expanding and improving sidewalks, trails, and multi-modal connections into waterfront development projects.
- Encourage development of appropriate design, scale, and use to improve the utilization of public lands and to improve residents' quality of life.
- Promote investment and businesses that expand public enjoyment of the river, lake, and bay waterfronts.
- Identify and implement environmental protection priorities to protect water quality and other sensitive natural features.
- Maintain and expand residents' ability to experience and enjoy Irondequoit's waterfront and natural beauty.
- Ensure development of the waterfront opportunity areas is compatible with the residential scale and physical character of existing neighborhoods.



Waterfront Development Context

Approximately 14 miles of shoreline surrounds the town of Irondequoit. However, as the river gorge and Durand Eastman Park are within the corporate limits of the City of Rochester, only seven miles of actual shoreline are located within the town. Of this, about five miles of shoreline is located along Irondequoit Bay. The diversity and amount of waterfront available to Irondequoit residents are unique in the region.

A special characteristic of Irondequoit's waterfront is the preservation of large tracts of land in its natural state. Few other suburban communities can match the diversity of habitat and range of scenic beauty found in the Genesee River gorge, Durand Eastman Park, and in the wooded bluffs, ravines and wetlands along Irondequoit Bay and Irondequoit Creek.

Although this section is focused on individual key parcels of the waterfront, it is important to understand that the town's natural waterfront sites are interrelated and should be managed together. Irondequoit is fortunate to possess a natural system that wraps three sides of the town. These features greatly enhance residents' quality of life. Nearly everyone in Irondequoit lives within walking or biking distance of a natural place that provides tranquility and beauty. Protecting these areas preserves wildlife habitat and indigenous plant communities. Naturally vegetated land resists erosion, absorbs storm water run off, and filters pollutants. Protecting Irondequoit's unique natural communities helps keep the three bodies of water around the town healthy and clean.

Irondequoit is a nearly fully developed town. This situation underscores the need to use the remaining land wisely. Each of the identified waterfront sites offers the potential to enhance residents' quality of life and/or provide an economic development potential opportunity. These sites are varied in size, physical configuration, and their suitability for potential use. A common thread between them is the opportunity to preserve natural resources and provide public facilities and public amenities. Where development or redevelopment potential exists that is adjacent to the waterfront, great care should be taken to preserve natural features and to incorporate public access.

River-Rail Corridor Area

Location

The River-Rail Corridor is a former railroad bed that parallels the town's western boundary. The corridor extends from the Rochester city line northward along the rim of the Genesee River gorge. Just south of Pattonwood Drive, the railroad right-of-way turns eastward crossing St. Paul Boulevard and then intersecting with the Hojack Line rail bed which runs from the Genesee River eastward to Rock Beach Road. The corridor connects a proposed river trail in the city with Seneca Park, numerous Irondequoit neighborhoods, the Pattonwood commercial district, the Summerville area, and the existing Lakeshore Trail.

Future Land Use

Past studies, public input gathered for this plan, and other stakeholders agree that the most appropriate and desirable use for the River-Rail Corridor opportunity



Examples of the types of development styles, amenities, and features that residents rated as "highly desirable" during public outreach workshops and meetings.

area is a multi-use recreational trail. The *Rochester Regional Trails Initiative* study completed for the Genesee Transportation Council in 2002 identified Irondequoit's River-Rail corridor as a regional priority for trail development. The entire trail segment in Irondequoit will follow the nearly level grade of the old rail bed running along the rim of the river gorge. Short side trails will connect the main trail to adjacent neighborhoods. The Irondequoit Seneca Trail Feasibility Study completed in March 2014 identified the preferred alignment and amenities for a future trail corridor in this area. Future investment in the trail's development should be coordinated with redevelopment of adjacent waterfront areas to maximize community access and benefit.

The River-Rail Trail will provide residents improved access to experience the Genesee River gorge which is currently largely inaccessible from the Irondequoit side of the river. Although located within an urban/suburban setting, the river gorge is a major natural resource notable for both its beauty and well preserved natural state. Although steep banks prevent physical access to the river shore, the rim of the gorge provides a nearly continuous sequence of scenic and varied views overlooking the river, gorge, wetlands, and other features.

The route of the River-Rail trail passes by residential areas. To address privacy and security issues, neighborhood links and parking will need to be thoroughly explored and carefully designed.



*The alignment of the proposed trail passes by several residential streets, including Westbourne Road (left).
Source: McCord Landscape Architecture*



*This simple, durable, rustic fencing located along the Auburn Trail in the village of Victor keeps users on the trail and off of private property (right).
Source: www.auburntrail.com*

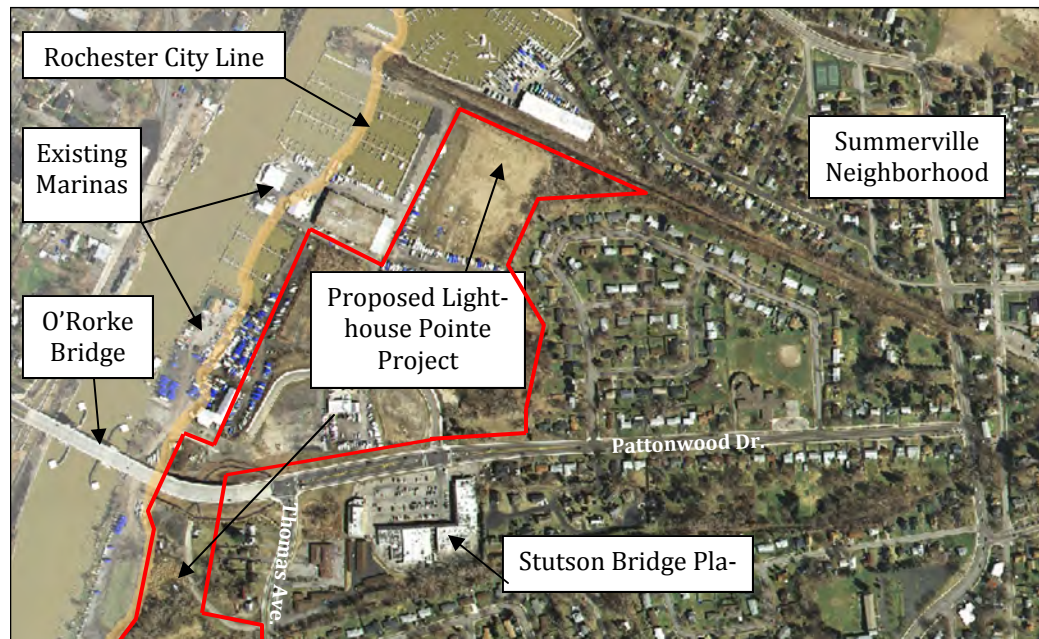
Pattonwood Area

Location

Pattonwood is located in the northwest corner of Irondequoit on the east side of the Genesee River. It is an important neighborhood commercial district serving the northwest corner of Irondequoit as well as the Charlotte neighborhood across the river in the city of Rochester. The O'Rourke lift bridge spans the Genesee River and connects Pattonwood with Charlotte and the Ontario State Parkway. Pattonwood encompasses the Stutson Street Plaza, several nearby small commercial properties, and forty-seven acres of vacant land. The area abuts two commercial marinas on the river which are located within the city of Rochester. Single-family residential neighborhoods are located to the east and south of the Pattonwood area. Homes to the south are buffered from the Pattonwood commercial area by the wooded CSX rail bed.

Future Land Use

The Town's River Harbor District zoning, including the entire Pattonwood Opportunity Area, encourages high density, mixed use development incorporating pedestrian accommodations. The existing code is consistent with the community



Aerial view of the Pattonwood area. Running horizontally through the center of the photo are the O'Rourke Bridge over the Genesee River and Pattonwood Drive.

input regarding the area received in the development of the Comprehensive Master Plan. Desired land uses for the Pattonwood area include a mixture of residential, retail, services, offices, restaurants and marine services specific to the harbor area. The Town should support and encourage a mix of uses that will enhance the area and serve the needs of the Town and surrounding neighborhoods, specifically:

- Food service, restaurants, and grocery retail;
- Convenience, specialty, maritime services, and “higher-end” retail shops;
- Professional office and business space;
- Hair salons and other services meeting neighborhood needs.

The area is bounded to the south, east, and north by well established neighborhoods of single-family homes. Future development, which is likely to be of a larger scale and greater density, should include various types of residential development to address current and future needs. Adequate buffering should be incorporated to preserve neighborhood character and the privacy of residents. Equally important is the inclusion of pedestrian links connecting existing neighborhoods to new development. Enhancing pedestrian connections will improve the walkability and connectivity of the area and afford existing residents access to the amenities and services that are included in new development. New development within the Pattonwood Opportunity Area should be designed to enhance the quality of life for residents in nearby neighborhoods.

If the Lighthouse Pointe project is built it will dramatically transform the character of the area. Because of the size and importance of the project, design principles for the project are included in the community design section. The principles reflect both the intent of the River Harbor zoning as well as the community’s vision for the Pattonwood area. Successful redevelopment of the remainder of the Pattonwood opportunity area should be coordinated with this project to maximize the potential improvement of the entire area and ensure future investment creates an attractive and cohesive neighborhood.



*View from the east end of the O'Rourke Bridge along Pattonwood Drive toward Stutson Bridge plaza.
Source: Clark Patterson Lee (2009)*

Summerville Area

Location

Summerville-Lakeshore is located in the extreme northwestern corner of town just east of the outlet of the Genesee River. It is located immediately north of the Pattonwood area. The area includes a public alley leading to a small section of Lake Ontario waterfront. This public footpath is bounded by the United States Coast Guard Station, the Westage condominium complex, a restaurant, and a State fishing access site. Public access to the lakeshore and the Summerville pier is available here. However, this area also includes private beach and pathways, which restricts access to property owners via their respective deeds.

Future Land Use

To encourage investment in the neighborhood, the Town should consider revising zoning to facilitate redevelopment of aging and/or deteriorated properties. Zoning should encourage the enhancement of a traditional neighborhood streetscape with homes that have active facades and prominent entrances connected to the public sidewalk. Regulations should be flexible to permit the accommodation of modern residential use through the construction of semi-detached homes and/or the combining of lots. Zoning should ensure that new construction is of an appropriate residential scale that is compatible with existing homes in the area and does not allow buildings that encroach on existing residents' privacy or comfort.

Appropriately scaled and designed town homes and/or small retail/commercial establishments are appropriate uses for the existing commercial stretch of St. Paul Boulevard. Within the existing commercial section of Saint Paul Boulevard (between 3rd Street and Summerville Drive), mixed use (residential and retail/services) and neighborhood-scale retail/services are appropriate. Commercial uses should be limited to ensure they do not create a nuisance for nearby residents. Food service and restaurants restricted by a special permit process to ensure parking demands, traffic, noise, and hours of operation do not create a nuisance for residents or harm residential property values.

As recommended by public comments, the previous Master Plan and LWRP, the Town should consider increasing the allowable density of development to encourage development but not so much to alter the essential scale and character of the area.

Saint Paul Boulevard is the primary street leading into and through Summerville. The street ends at a landscaped traffic loop adjacent to the DEC public access fishing site and the entrance to the Rochester Yacht Club. Sidewalks along both sides of Saint Paul Boulevard end in the area of the traffic loop. Pedestrian improvements to the area should include improving the pedestrian route from the end of Saint Paul Boulevard to the Summerville Pier, the DEC fishing access site, and public lakeshore area. Since the pier is located in the City of Rochester, implementation will require discussion, coordination, and/or approval from the City, as well as the United States Coast Guard, and the Army Corps of Engineers.

The Army Corps of Engineers is planning to evaluate the condition of the Summerville Pier within the next few years. The Corps may install warning safety signs or block off access depending on the outcome of the evaluation. Improvements to allow pedestrian use of the pier are not part of the Corp's mission and would need to be locally initiated. Monroe County has an agreement for the improvements to the west river pier and has funded improvements using congressional earmarks.



If designed properly, new housing doesn't have to be an eyesore. Simple, clear design guidelines can help ensure new homes engage the street and blends into the character of Summerville.

Inappropriate "snout houses" feature the garage doors as the dominant façade element facing the street producing a sterile and uninviting streetscape.

Sea Breeze Area

Location

Sea Breeze is located in the extreme northeast corner of Irondequoit. This opportunity area encompasses the western side of Culver Road east to the Bay, from Durand Boulevard to Lake Ontario, as well as the peninsula that extends across Irondequoit Bay. The area is home to Irondequoit Bay Marine Park, Seabreeze Amusement Park, and “Hot Dog Row.”

Future Land Use

Culver Road is the primary street in the Sea Breeze Opportunity Area. Culver Road is divided into two distinct sections by the broad curve, open lots, and a change in grade that occur as the road approaches the lake. Although Seabreeze Park is located at the curve, the park’s main entrance and primary orientation is toward the southern section of Culver Road. South of the curve, Culver Road is lined by a mixture of commercial and residential properties. Seabreeze Amusement Park is the area’s primary anchor during the summer months. Commercial establishments include restaurants, taverns, a miniature golf course, offices, and hair salons.

East of the curve on the flat peninsula of land between the lake and the bay, “Hot Dog Row,” and the State Marine Park boat launch are located on the south (bay) side of the road. On the north side of the road is an elevated berm on which sits a row of 35 small homes facing a broad private sandy beach. One of the homes is operated as a popular beachfront tavern (Marge’s). The eastern boundary of the area is the bay outlet. Next to the outlet is a pier, the seasonal swing bridge, and public restrooms.

Connectivity and access to and through the Sea Breeze area needs to be enhanced, and the Town should explore potential options for year-round connection to West Webster.



*Other seasonal destinations have extended the business season by introducing off-season attractions. At the Deep River Waterpark in Indiana water rides are converted into skating areas during the winter.
Source: Deep River Waterpark.*

The Town should look for opportunities to work with New York State to enhanced recreational activities along the waterfront, especially in the area south of the State Marine Boat Park.

Although East Ridge Road will likely remain the town's retail commercial center, Sea Breeze may be improved to better serve as a neighborhood "village-like" commercial district and as a family oriented regional entertainment destination. Residents and area stakeholders have indicated that they believe the Culver Road corridor should be geared towards recreational and commercial uses including:

- Local and specialty retail stores oriented to family activities
- Businesses that support area recreational activities (fishing, boating, water-activities, biking, etc)
- Coffee shops, ice cream, and food service
- Small community or conference center
- A site to accommodate festivals or family entertainment/recreational activities

An additional opportunity for the area is the development of attractions that bring people to the area outside of the normal summer season. Ice fishing on the bay is already a popular local activity. Several suggestions during the planning process included establishing skating or sledding areas, perhaps at the Sea Breeze site. As an example, The Deep River Water Park in Indiana converts water features to ice rinks to allow winter activities, such as family skating. In order to better accommodate future development in this area, connectivity enhancements will need to be explored to improve address the town's priorities related to tourism, public safety, and year-round, multi-modal access.

The Town's current zoning divides the area into two districts, Waterfront Development and Business. The business district contains the same regulations as other business districts in the Town, such as East Ridge Road, sections of the Titus-Cooper neighborhood, and Empire Boulevard. The character of the Sea Breeze area is much different than these other areas. The designation of the Sea Breeze area as a unique mixed use zoning district that is oriented toward form-based regulations may be warranted in order to spur revitalization and increase redevelopment opportunities.

Bay Bridge Area

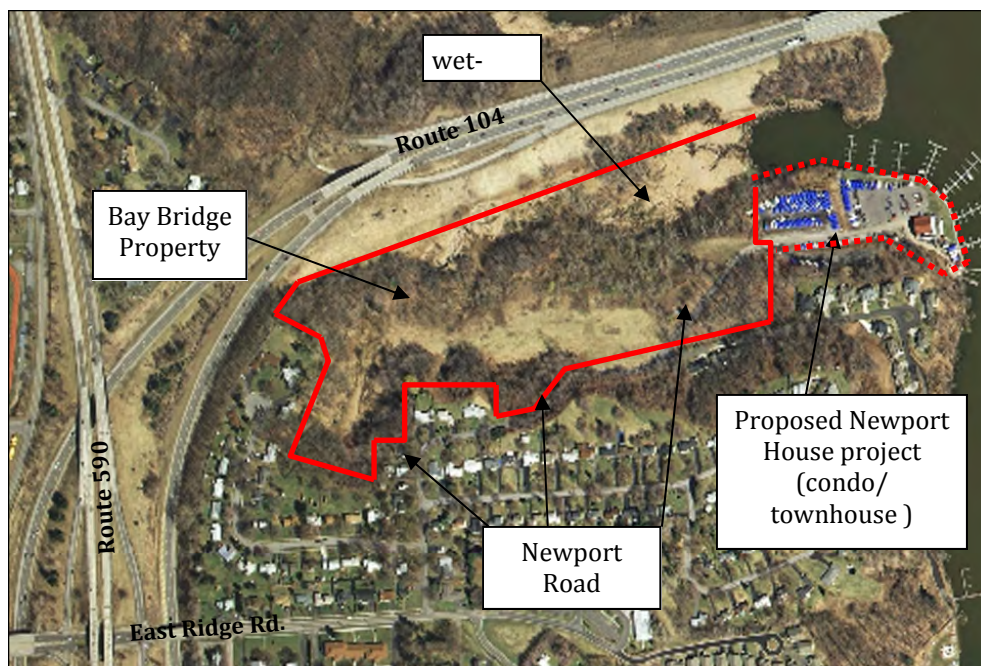
Location

Located on the east side of town, the Bay Bridge 24.3-acre site is an undeveloped Town-owned property bordering Irondequoit Bay and located between New York State Route 104 and Newport Road. The property provides scenic views of the Bay, the Route 104 bridge and the surrounding bluffs.

Future Land Use and Development

The recommended use for the Bay Bridge area is passive recreational activities. The 1985 Master Plan and 1988 LWRP also indicated that recreation is the most suitable use for this site. Passive activities include:

- Picnic tables
- Open fields for non-intensive athletic use
- Hiking/nature trails
- Wetland/Irondequoit Bay overlook or observation area



The Bay Bridge Opportunity Area is bounded by NYS Route 104 to the west and north, Irondequoit Bay to the east, and existing single family homes to the south.

The long-term goal for the Bay Bridge area is to maintain the property in a natural condition. A property master plan, including a landscape plan, is suggested to:

- Identify appropriate locations to provide access to the property and to accommodate limited parking and other facilities.
- Identify trail routes and provide trail design standards that prevent erosion, minimize maintenance, accommodate handicapped visitors where feasible, provide users access to the site's scenic views and enable visitors to experience a variety of natural environments.
- Identify areas suitable for the reintroduction of indigenous plants to improve the site's interpretive value and to increase wildlife habitat.
- Buffer the view and noise from traffic on Route 104.
- Set standards for the construction of limited, durable, vandal-resistant facilities to minimize maintenance and environmental impact.

Appropriate development of the Bay Bridge Opportunity Area will increase recreational opportunities and improve the quality of life for residents in the surrounding neighborhoods.

Adequate space exists on the Bay Bridge site to accommodate a small parking area off of Newport Road. To limit traffic and to encourage walking and non-vehicular visitation, it is recommended parking be limited to no more than six cars. Due to the small area and recommended limited parking space, there would be few implications for traffic congestion or overuse. The site's secluded location and heavy vegetation would provide an adequate buffer to adjacent residential dwellings as well.

Plateau Area

Location

The Plateau Area is on the east side of Irondequoit a half mile south of the Bay Bridge area. The L-shape area abuts the NYS Route 590 expressway on the west and Irondequoit Bay on the east. Residential neighborhoods are located to the north and south.

Future Land Use and Development

The Plateau Area is one of the larger undeveloped areas of land remaining in the Town of Irondequoit. Limited access to the site, steep slopes, and use restrictions limit development options. The large and more level western section is buffered from residential neighborhoods to the south, east, and north by deep wooded ravines.

Several uses have been suggested for the site. The Town of Irondequoit is investigating the feasibility of relocating of the Department of Public Works from its present location on the Town Hall campus. Truck traffic conflicts with other uses on the property and detracts from the park-like appearance and public use of the campus. Locating the Town's Public Works to the State DOT property at the west side of the Plateau area offers several advantages. The property is one of the few vacant properties in the town that is large enough to accommodate the Town highway facility. It is currently owned by the state so Town acquisition will not take land off the tax rolls or utilize land with high development potential. The site's location provides convenient access to East Ridge Road, one of the Irondequoit's three primary east-west cross-town arteries, and 590/Seabreeze Parkway, which provides north-south access. The site is level and suitable for the construction of a garage and material storage facilities. The property is set away and buffered from residential properties, which will minimize traffic conflicts and noise impacts. Use of the site for the Department of Public Works



*View west into the 50-acre Town owned property from the access road off of Bay Shore Boulevard.
Source: Clark Patterson Lee (2009)*

also meets the New York State Department of Transportation's condition that the property be used for a transportation related use. Another consideration at the Plateau Area is that New York State has expressed an interest in maintaining an area reserved for the storage of brush and debris resulting from a storm or other emergency.

The Town-owned portions of this area may also be suited for recreational development. As indicated in Section 3, additional athletic fields may be needed in the Town. The west end of the Town property includes level land that may be suitable for the development of a few athletic fields. Field development would require improved vehicle access and parking. If the Department of Public Works is relocated to the State DOT property, consideration will need to be given to prevent access conflicts between recreational traffic and town equipment. A possible option would be to extend Dozier Lane and thus create a new recreational access road. A fence and planted buffer between a DPW campus and recreational areas would be recommended to ensure security, safety, and to create a pleasant park-like environment.

The eastern section of the Town property including successional wooded slopes and wetlands should remain in natural state. Due to environmental factors and the long, narrow configuration of the property bisected by the Densmore Creek ravine, the land is not well suited for development. The Town property has great value as part of a remarkable system of natural areas scattered along the southwestern end of the bay. These areas comprise bluffs and ravines covered with mature upland hardwood forest, successional woodlands, bottomland plant communities, and wetlands. As stated previously, these areas should be viewed as a single resource that contributes to the protection of the bay and to area residents' quality of life. The preservation of these natural areas will have the long term effect of enhancing the value of residential properties in nearby neighborhoods.

The Plateau Area offers an excellent opportunity to expand the Town's trail network. A trail from East Ridge Road through the Plateau area to Bay Shore Boulevard would provide a pedestrian link from the neighborhoods bordering the bay to the high school and the commercial areas on East Ridge Road. The town property offers a variety of varying habitats, natural settings and views. Key features include view of the bottomlands and wetlands in the Densmore Creek Ravine and the wetlands bordering the shore of the bay.

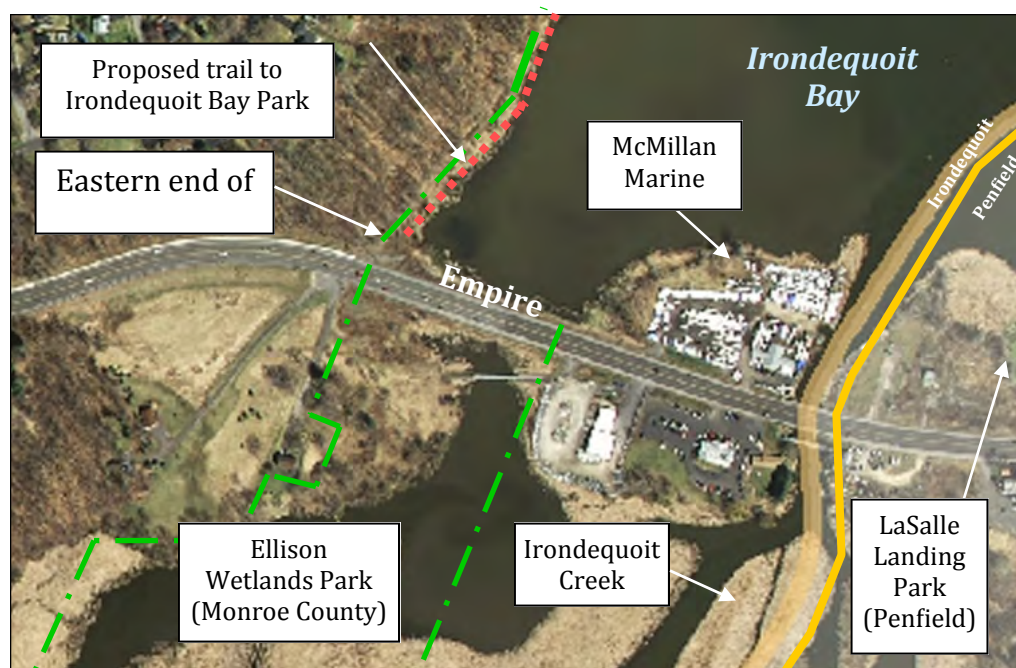
LaSalle Landing Area

Location

The smallest of the seven waterfront sites, La Salle's Landing Area is located in the southeast corner of Irondequoit adjacent to the Penfield town line. It extends from wooded bluffs along the west side of the bay to Irondequoit Creek which marks the Penfield town line and is bisected by Empire Boulevard. To the east in Penfield, Empire Boulevard is level, continues to parallel to the end of the bay, and is lined with scattered businesses. To the west the road ascends a long gradual hill toward the residential neighborhoods occupying Irondequoit's southern tier. Although La Salle is not far from the neighborhoods to the west, wooded bluffs and the width and volume of traffic on Empire Boulevard isolate this area.

LaSalle's Landing Land Use and Development

Development at LaSalle's Landing will be limited by the area's small size, high water table, and the environmental issues associated with its proximity to wetlands, Irondequoit Creek and the bay. Both the volume and speed of traffic on Empire Boulevard are a concern affecting egress to the site. The four-lane configuration of the road makes left-hand turns challenging during busy periods. Existing zoning requires buildings, parking and all other improvements except docks to be set back a minimum of twenty-five feet from the edge of the water to



The LaSalle Opportunity Area is located between the south end of Irondequoit Bay and Empire Boulevard. The yellow line indicates the Irondequoit/Penfield town line.

minimize the impact of development on the bay and creek's riparian zone. The LaSalle Landing area is small and is Irondequoit's only opportunity for development along the south edge of the bay. To ensure development of the site provides the greatest benefit, the Town should consider revising existing zoning to specify uses that most closely embody the Town's goals for the area. It should be noted that development within 100 feet of the shore of Irondequoit Bay requires NYSDEC permit(s). Considering these criteria, it is recommended that principal uses in the district be limited to the following:

- Public parks, playgrounds or similar public recreational use authorized or operated by a public agency and not operated for gain.
- Retail food establishments.
- Stores, shops and boutiques that take advantage of the site's proximity to the water should be encouraged.
- Car-top boat and canoe sales, display and launch areas.
- Floating docks or piers on pilings that provide access for fishing, walking and the docking and launching of canoes, kayaks and other car-top size non-motorized boats.

A primary goal is to improve Irondequoit residents access to the water's edge at the south end of the bay and to Irondequoit Creek and the wetlands located to the south in Ellison Wetlands Park. Incorporating the following amenities into both public and private development will help achieve this goal:

- An observation and/or picnic area to permit bird watching and recreation at the edge of the Irondequoit Creek wetlands and public fishing access along the edge of the bay.
- A small boat launch area for non-motorized watercraft. Boaters could access the bay and Irondequoit Creek and the wetlands to the south. (Monroe County's updated master plan for the Ellison Wetlands Park includes a parking area, and car-top boat launch for the south side of Empire Boulevard.)
- Walking paths near the edge of the water with connections to a sidewalk along the north side of Empire Boulevard and a safe crosswalk to trail connections leading to Tryon and Ellison Wetlands Park.
- A gateway feature announcing that west-bound travelers on Empire Boulevard are entering Irondequoit.

Future Zoning Changes

Towns in New York State are authorized to regulate land use through New York State's Town Law §272-a. These zoning regulations govern the way in which land is used and developed. Their goal is to carry out the municipality's long-range land use objectives. However, as previously noted, the regulations do not address the quality and character of development.

Zoning ordinance revisions combined with the design standards proposed in this section are two primary – indeed, indispensable -- tools Irondequoit can use to reshape existing land use patterns to meet the goals and objectives articulated by residents and other stakeholders and outlined in this comprehensive plan.

Irondequoit's current zoning code was adopted in 1977 and modified numerous times during the subsequent three decades to keep up with contemporary needs. Although the code, generally, is not difficult for residents to understand or for Town officials responsible for enforcement to interpret, there are parts that are unnecessarily complicated, written too loosely, and/or contain omissions.

The zoning recommendations outlined below can be accomplished in two ways. The more economical and timely approach would be to amend the existing ordinance consistent with the recommendations. The ordinance could also be completely rewritten in a different format. Page 9-36 gives the example of a Form-Based zoning code, which is growing in popularity around the country and quite different from Irondequoit's existing ordinance.

The following recommendations should be considered for either approach:

District Consolidation and Integrity

The current code contains 16 zoning districts, including eight different residential districts. There is considerable overlap in the allowed uses across some of these districts. Therefore opportunities to streamline and simplify the zoning code may exist. For example, the commercial and manufacturing district designations should be reviewed to determine potential consolidation opportunities to streamline business development that supports the Town's community development and design strategies set forth in this plan. The differences between the River Harbor, LaSalle's Landing, and Waterfront Development Districts are also relatively small. The R-4 and R-7 zones are not utilized frequently because developers of multi-

family residential units have historically prefer R-5 zoning. An additional concern with the zoning ordinance in R-1 and R-2 residential areas is the increase in rental properties. During the planning process, many residents specifically referenced the conversion of single-family homes to rental units as a potential problem for the neighborhoods. The Town should continue to refine its Rental Registry process, which is governed by Chapter 177 of Town Code, to ensure maintenance and suitability of rental properties.

A further concern is the areas of “transition,” that is, areas with a mix of commercial and residential zoning classifications, most of which are in close proximity to East Ridge Road. Conflicts between existing land uses frequently make properties in these areas difficult to expand or sell. The Town should consider potential rezoning strategies to improve investment in these areas appropriately.

Senior Housing

In order for Irondequoit to live up to its motto as a town for a lifetime, senior housing options need to be expanded in the Town. Current zoning regulations limit how and where senior housing and senior-friendly housing can be accommodated. Revisions to the code would provide better guidance on the design of single-family homes, cottages and/or mother-in-law suites and enhance opportunities for a range of housing types and/or mixed use development options that may better address current and future market demand for senior housing. Future revisions to the regulations should include performance standards and/or criteria to ensure future development is located and designed in a way that will enhance the Town’s neighborhoods and housing stock. Future senior housing development should improve community character and maintain the current scale of the Town’s existing development patterns.

Access Management

Given the Town’s goals of maintaining its vibrant neighborhoods, enhancing neighborhood commercial centers and revitalizing East Ridge Road, the Town may want to incorporate access management requirements as part of any future zoning code update. Access Management guidelines will outline transportation improvements and design preferences to help the Town achieve its future land use and development goals.

Design Standards

There are a couple of ways in which the design standards recommended in this plan can be implemented. A community design manual can be created and incorporated by reference into the Town's zoning ordinance as mandatory policy. Alternatively, design standards can be written directly into the zoning code. To have the most efficient and greatest impact, the revision/rewriting of the zoning code and the development of design standards should occur in tandem.

Incentive Zoning

The Town should consider enhancing its zoning incentives to implement specific physical, cultural, and social policies described in this comprehensive plan. Incentive zoning provides a mechanism whereby allowances can be made for projects that provide amenities deemed by the Town to be beneficial to the community. Consider providing density bonuses for site assemblage and redevelopment to encourage conversion and reuse of vacant or under-utilized properties, as such bonuses may help to recapture the costs associated with the process. Consider allowing density bonuses (increased buildouts) for good design, signage and landscaping in order to encourage reinvestment and new investment.

Parking Requirements

Modify the Town's existing minimum parking requirements for retail development to be consistent with Monroe County's standards for big-box retail. Current requirements for retail outlined in §235-79 should be reduced, or the requirements for grouped facilities in §235-78A(2)(a) should be modified to allow fewer parking spaces. Additional parking reductions should be permitted when parking can be shared

Architectural Review

Future development in Irondequoit should respect and enhance the existing built environment, especially in areas where there are historic structures or sites. Formally incorporating architectural review into the development process will help ensure that significant development or renovation projects are incorporating the design standards established by the Town.

Form Based Code Development

Form-based code development is based on a land use categorization system (transect) that organizes all elements of the urban environment on a scale from rural to urban (see sample diagram below). Transect zones 1 and 2 are rural and are intended for less built-out communities than Irondequoit. Zones 3 through 5 could be applied in appropriate areas of Irondequoit. These transects could be the basis for a future form based code revisions, similar to other communities across the county.



Summary of Potentially Applicable Transect Zones

T-3 Zone (Low Intensity Zone)

Building Heights: 1-3 stories

Land Uses: single family; low density multi-family; home office; corner store; parks and trails

Other Considerations: larger setbacks; buildings must address primary streets; alleys and rear access drives encouraged.

T-4 Zone (Medium Intensity Zone)

Building Heights: 1-3 stories

Land Uses: high density single-family; multi-family; live-work; office (limited to 1 per block); commercial (limited to 1 per block); parks and trails

Other Considerations: medium setbacks; shared parking required; buildings must

address primary streets; alleys and rear access drives encouraged

T-5 Zone (High Intensity Zone)

Building Heights: 2-4 stories; more or less by warrant

Land Uses: multi-family; live-work; office (open); commercial (open); parks and trails

Other Considerations: mixed-use buildings encouraged; activity zones encouraged; tightest setbacks; shared parking required; buildings must address primary streets.

Special Districts

The Former Irondequoit Mall, Durand Eastman and Flats would likely be treated as special districts and would need to be examined in more detail to determine specific land uses and massing guidelines.

Section 5: Community Design



Community Design Introduction

Vibrant, attractive communities are often associated with sound design principles that have been adhered to over time. Community design standards are one way to ensure a community's built environment consistently incorporates effective design principles. In general, community design standards are intended to:

- Foster attractive building and site designs that endure over time with aesthetic appeal.
- Help to create a “sense of place” that complements and relates to surrounding land uses.
- Reflect the character and traditions of the Town of Irondequoit that promote a strong, vibrant, cohesive community.
- Enhance and promote pedestrian and other non-vehicular access around and between buildings and sites
- Protect natural areas, such as wooded areas, streams, meadows, and slopes and encourage designs (site and structures) that fit to the land, rather than fitting the land to the structure.
- Utilize environmentally-responsive building techniques to minimize construction waste, land clearing, and energy use while increasing material recycling and reuse.

In order for design standards to be successful, they must be easy to understand, reflect local vernacular and provide opportunities for flexibility and creativity. In Irondequoit, design standards need to address both broad and area-specific development preferences in a way that will enhance Irondequoit's sense of place and build value over time.

Key Design Terms

Building Setback – the distance from a property line, curb or other boundary at which the edge of a building stands.

Façade – any side of a building facing a public way or space

Fenestration – the design and placement of windows within a building.

Massing – refers to the bulk and size of a structure.

Public Realm – Publicly owned streets, sidewalks, rights-of-ways, parks and other publicly accessible open spaces.

Streetscape – The appearance or view of a street, typically defined by the views available when walking or driving.

Transparency – the ability to see into a building through glass (windows and doors), especially at the street level.

The design strategies complement the recommendations contained in Section 3 and Section 4. They also provide a foundation for future design standards the Town can incorporate into the development review process and subdivision regulations. These design standards will require further refinement before they are formally adopted and integrated into community development procedures.

General Guidelines for Good Community Design

Good community design is based on some commonly accepted “rules” of physical form. Each community must establish its own baseline “rules” that address a wide range of design issues, from building and site design to streets and neighborhoods. For Irondequoit, the following directives should serve as the baseline for Irondequoit’s future design standards:

Context

- Retain, reflect and enhance the dominant aesthetic or visual qualities of the neighborhood or surrounding area.
- Appropriately relate proposed development and redevelopment to existing designs, styles, building forms and land uses.
- Encourage and promote a sense of design continuity that appropriately relates the historic past of the area to ongoing revitalization and redevelopment efforts.
- Encourage and promote the sensitive and contextual design of buildings, signs, sites and public spaces through the use of design elements, details, styles and architectural features as well as other amenities, materials or treatments that may be appropriate to further the design standards.
- Encourage and promote the use of predominant existing building materials within the surrounding area and the predominant existing building materials, architectural features and windows on specific structures as a guide in determining appropriate replacement and new construction materials.

Site Planning

- The scale and location of new buildings should complement the context of the surrounding area and be commensurate with street infrastructure.
- Building orientation should be aligned with the primary roadway it faces. Corner buildings face two streets and should be oriented accordingly.
- Entrances should be easily visible from the roadway.
- Corner lot development should be located as close to the intersection as possible to anchor the lot and maximize visibility.
- Parking should be placed at the side or rear of the lot and screened from view whenever possible.
- Parking lots should be regularly shaped rectangles; parking lots should not follow irregularly shaped lot lines.
- Limit the amount of paved surfaces to what is needed on site.
- Encourage shared access, shared parking, and cross access between lots.
- Provide pedestrian linkages from building entrances to nearby roadways, parking areas and adjacent pedestrian systems.



Corner lots have twice the visibility compared with normal lots; therefore, they should be designed and sited to take advantage of both streets.

Form, Scale and Massing

- Place a majority of the building mass as close to the road as possible to help define the street edge.
- High-access, public functions (e.g. entryways, public art, displays) should be located prominently at the front of buildings, with less public uses (e.g., storage, loading, drive-throughs) located to the side or rear of buildings.
- Encourage different massing at building entries to enhance human-scaled appearance and improve visibility from many directions.

- Blank façade walls should be avoided. Blank end walls should incorporate building components or design features. Blank rear walls should be screened with landscaping.

Landscaping

- Provide onsite landscaping at the building edge, parcel edge and throughout the site to provide physical and visual relief.
- Utilize landscaping to reinforce street edge lines and establish buffers between adjacent development, especially where uses vary.
- Landscaped islands and other green space should be consolidated into useful areas. Avoid narrow grass or planting strips.
- Utilize native plantings that are suited to Irondequoit's climate (USDA Hardiness Zone 6) and are salt tolerant.
- Retain existing trees on site to the greatest extent possible



Utilizing large shade trees in parking lots helps to soak up excess stormwater, provide shade to reduce the "heat island" effect, and break up the visual monotony of asphalt.

Façade

- Distinguish facades via the elaboration of architectural or ornamental details. Develop principal facades to give physical expression to the building's function.
- Incorporate a visible entrance facing the sidewalk.
- Place windows, doors and architectural details symmetrically.
- Provide adequate glass to allow transparency between interior and exterior.



AVOID: Blank façade walls; discourage materials, inadequate windows, lack of symmetry or architectural details.

- Exterior lighting should be designed and arranged to reflect light away from and not impinge upon adjoining properties or streets. The use of cutoff luminaries should be required to eliminate unnecessary light and to reduce general light pollution. Where the use of cutoff luminaries alone does not prevent light spread on to adjacent properties, additional shields or reflectors should be required.

Streets

- Across all development types, a pedestrian-oriented and human-scaled streetscape should be encouraged to the greatest extent possible.
- Provide pedestrian connections (e.g. sidewalks, multi-use paths) to the greatest extent possible, in all new development and redevelopment.
- Promote safe pedestrian movement, access and circulation. Public walking areas, including streets, sidewalks and public rights-of-way should be highly visible and clearly defined.
- Install continuous street trees wherever physically possible. In areas where right-of-way street trees are not possible, street trees should be installed on the private development side.
- Street lighting should be scaled for comfort of pedestrians but provide adequate illumination for safety.
- Overhead wires shall not occur in any rights-of-way in any new developments.
- Traffic calming techniques, such as curb bulb-outs, street trees, and raised crosswalks, should be used to the greatest extent practicable in appropriate locations in the town. These types of physical design measures reduce the negative impacts of vehicular use, alter driver behavior and improve conditions for non-motorized street users.



In this photograph from Greenville, NC, a pedestrian sidewalk bisects a parking lot and provides not only direct access to the main entrance, but also pedestrian amenities, such as

Details

- Protect, respect, and expand the design of green space, landscaping and open space within the Town and encourage public and private development that enhances this character with landscape design details such as trees, lawns, plantings, fountains and public gathering areas.
- For historically significant structures, replacement windows in elevations visible from any public right-of-way should match the original windows in size, materials, and configuration to the greatest extent possible.
- Promote preservation of historic buildings to enhance and promote the history, culture and architecture of the Town.
- Pedestrian areas and vehicle parking areas should have lighting of an appropriate scale, design, color, and intensity.

Materials

- The use of smaller scale, natural materials such stone or brick is encouraged whenever possible, especially on the front façade and near pedestrian areas.
- Attractive, durable materials affect the quality of the physical environment and the public's perception of the area and community. They instill pride and convey that people care about the area. Inexpensive building envelope materials deteriorate quickly and convey an unfavorable image. The table at right is intended as a general guide to the materials most and least appropriate for use within Irondequoit's commercial areas.

Design Lesson: Building Materials

ELEMENT	RECOMMENDED	AVOID
Walkways	Concrete	Asphalt
	Stamped concrete	Gravel
	Pavers	
Facade	Common brick	Standard gray concrete block
	Stone veneer	Vinyl siding
	Stucco	EIFS (exterior insulation finish systems)
	Ground face concrete block	Metal siding
	Split face concrete block	
	Cement fiber siding	
	Cedar clapboard or shingles	
	Imitation (Cultured) stone	
Trim	Painted or stained finish grade wood	Bare wood
	Cement fiber panels	Rough lumber
	Aluminum	Preservative treated lumber
Accessories	Traditional style opaque awnings	Internally illuminated vinyl awnings



Built with high-quality materials and designed tastefully, commercial buildings can make a place unique.



Low-cost or inconsistent building materials can transform well-made structure into eyesores.

Commercial Corridor Design (East Ridge Road)

Improve the ambiance and visual qualities of Irondequoit's primary commercial area along East Ridge Road by increasing density, encouraging consistent setbacks, and promoting consistent site and streetscape design.

Context

- With larger parcels conducive to commercial and institutional development, this area will be characterized by the intensive, high density development. With frontage along East Road and multiple access points to Route 104, this area will continue to be more auto oriented. However, future development should restore human scaled site and streetscape elements to make the area more comfortable for pedestrians, bicyclists and transit users.
- Locate big box development in this area, utilizing façade and massing techniques described and illustrated on page 9-18.

Site Planning

- Buildings should not be set back more than 20 to 30 feet from the street curb.
- Buildings should address the primary street they face. Corner lots should address both streets.
- Encourage shared parking to reduce the amount of surface parking required to service the site, particularly where adjacent uses have different peak hours.
- Require shared entrance drives and cross access on adjacent lots where it can be physically accommodated.
- Loading docks, service areas and trash facilities should be located at the rear of the building and not visible from the road. Fences, walls or landscaping can be used to shield them from view.
- Signs should not be taller than the highest point of the principal building. Preference for a maximum height of 20 feet should be



Encourage on-site pedestrian linkages and high-quality greenspaces.

considered. No exterior sign should be mechanically or electronically operated to provide motion or the appearance of motion (including flashing or LED-style signs).

- On-site free standing lighting should be no higher than 30 feet.
- Lighting fixtures should complement the site design and building structure.
- All site lighting should have sharp cut-off luminaries. Color-corrected high pressure sodium lamps would be preferable. Architectural wall packs should provide only downlight on building exterior. Luminaries shields should be used so lamping is not visible.
- Consider appropriate foot candle levels for site conditions. Generally, the average foot candle level is 5 near building entrances and parking areas and 1 on pedestrian systems (sidewalks). No light spillage should occur off site. Lamp shields should be used to direct light.
- Break the parking areas up into groups of no more than 35 spaces per area separated by landscaping areas.
- Encourage the incorporation of bicycle-related facilities, such as bike lanes, lock-up areas, and storage lockers, with any proposed site plans where it is considered practical and/or feasible.
- Encourage shared dumpster facilities for adjacent properties that have cross access.
- Require performance standards for uses that utilize microphones, speaker systems and other external auditory equipment to minimize excessive noise, especially adjacent to residential uses.



Landscaped islands between parking aisles and scattered among stalls help to break up the lot.

Form, Scale and Massing

- Multi-story buildings (2 stories and higher) are appropriate, and encouraged, in this area. Large single story structures, particularly retail buildings, should be articulated to appear two story.
- Large retail structures should use roofline articulation or mass divisions on primary façade(s) to create a more human-scaled building. In between the main massing elements, a secondary level of scale reduction can be achieved with a smaller porch design. In addition to creating a more interesting façade, this provides pedestrian shelter and helps to tie the façade together. For multiple tenant plazas, these porch areas act as the front facades and entry points to smaller businesses.
- Utilize progressively smaller design elements so the façade transitions as pedestrians move toward the building, with the smallest elements near entry ways and facades adjacent to pedestrian pathways.
- Encourage façade enhancement by the occasional variation in materials. However, the overall size, scale, motif and use of materials for the front façade design should be consistent across the façade in order to tie the entire composition together. Avoid varying design styles across the façade.
- Roof-mounted equipment and mechanicals should not be visible from any ground angle, and placement should



Lack of mass divisions or variation in material in the façade makes it difficult to see division of space at the pedestrian level.



Façade enhanced by slight variations in materials; separation of adjacent spaces recognizable at pedestrian level.



An example of an architecturally compatible roof screen used to conceal roof top mechanical equipment.

be an integral part of overall architectural design with regard to form, materials and color.

- On all elevations, the primary structural materials should be masonry and the base of the building should have an 18-inch watercourse on all elevations.

Landscaping

- Development should aim to provide a minimum (10%-15%) of gross site as landscape area distributed equally within parking and around buildings. Softscape/green space should comprise a majority of the requirement. The remaining percentage should consist of pedestrian amenities such as sidewalks and plazas and should be permeable, to the greatest extent possible, to minimize impacts to stormwater facilities by allowing groundwater recharge to occur naturally.
- Future standards should identify specific acceptable planting species for placement around buildings, in parking lots, along interior roadways, and in special conditions (e.g., extreme soil conditions).
- Encourage the creation of a “front lawn” and entryway to buildings fronting on East Ridge Road.
- Utilize landscaping to screen parking areas located to the side of buildings.
- Ensure landscaping, especially landscaped islands in parking areas, are designed to allow clear site lines for pedestrians and motorists.
- Locate signs, landscape buffers, and buildings so that those in close proximity to driveways and intersections do not impede site distance and reduce the safety of pedestrians and motorists.



The D'Angelo Professional Building provides a good example of a commercial site with a “front lawn” and pedestrian access.



Encourage high quality building materials, site landscaping, pedestrian scaled lighting and public art. Discourage horizontal banding and poorly separated pedestrian accessways.

Façade

- When it is not feasible to place the building entry directly on the front façade, attempts should be made to ensure that it is still readily visible and faces the main road or internal street.
- Create human scaled front entrances, even on large “big-box” development.
- Large blank walls should be broken up with pilasters other architectural features.
- Banding designs (continuous horizontal stripes) should not be permitted across large areas of façade.

Streetscaping

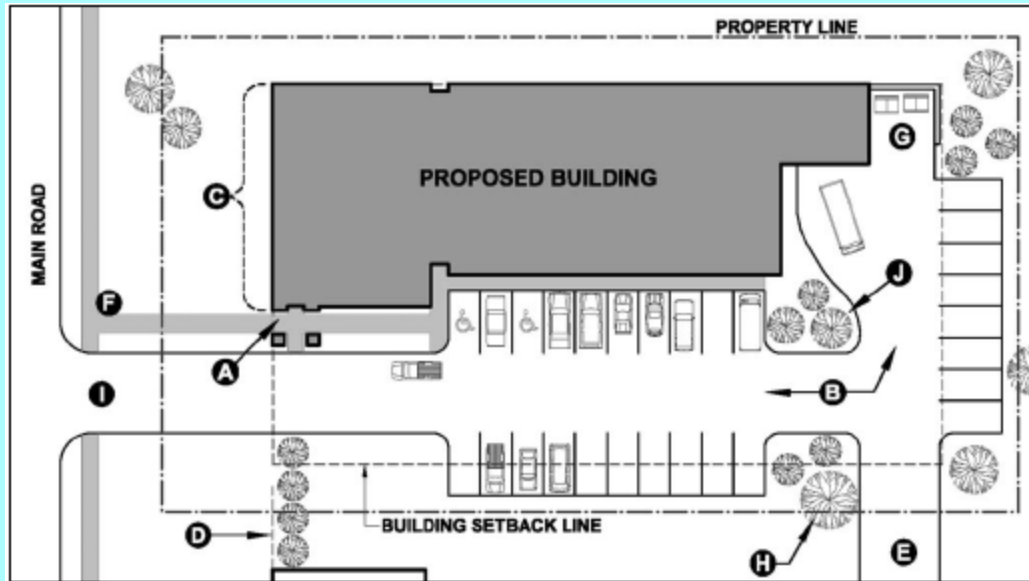
- Prohibit on-street parking, unless adequate space is present, traffic will not be impeded, and on-street parking fits the context of the area.
- Overhead utilities should be discouraged.
- Limit curb-cuts to reduce operational and safety deficiencies along East Ridge Road.
- Locate secondary site access on side streets wherever feasible.
- Encourage parcel side street tree plantings until right-of-way can be expanded.
- Plant street trees or vegetative buffer between sidewalk and roadway, as redevelopment and or right-of-way changes permit.



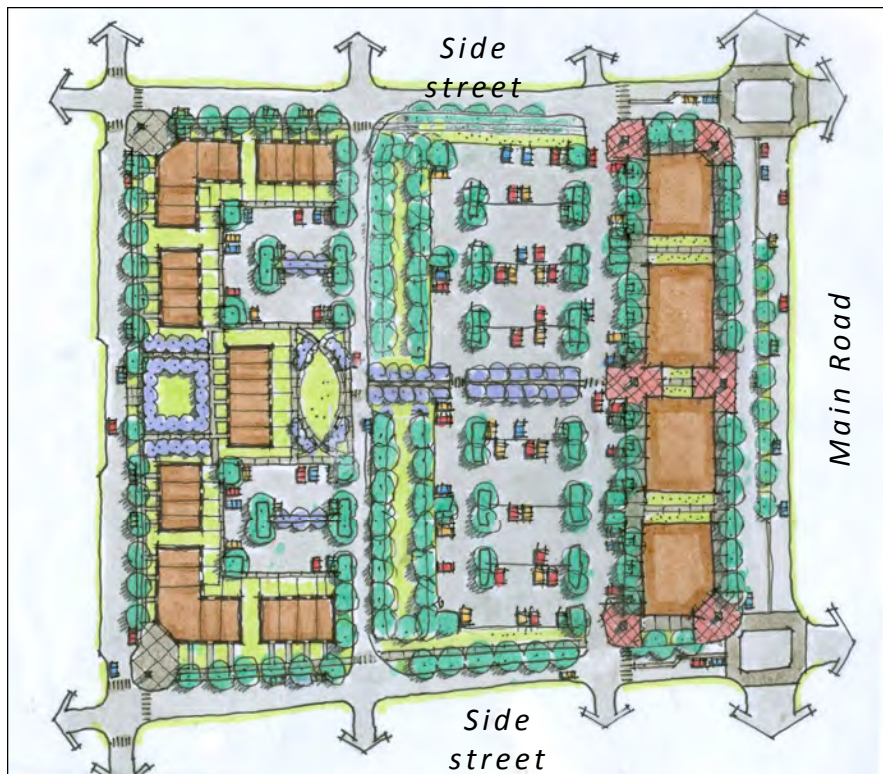
Plantings along the edge of parcel provide a visual buffer and enhance the appearance of adjacent roadways.

- Locate signs, landscape buffers, and buildings so that those in close proximity to driveways and intersections do not impede site distance and reduce the safety of pedestrians and motorists.
- Revise existing regulations to ensure new signs in the corridor are attractive and maintain complementary scale, design and lighting. Signs along commercial corridors need to be functional (readable to motorists and pedestrians) and visually appealing.
- Consider replacing the existing span wire traffic signals with mast arms. There were numerous public comments about the unsightliness of the aerial utility lines. Using mast arm signals rather than span wire signals would help to achieve the visual look that the public desires. These mast arm poles could be used in conjunction with decorative lighting and have a similar appearance for a consistent and cohesive look throughout the corridor.
- Consider locating overhead utility lines underground during roadway or site reconstruction projects along the corridor to significantly reduce visual clutter. Although the aesthetic impacts are obvious (shown in Figure 5), burying power lines also presents several life safety benefits. Overhead lines can be severely damaged by inclement weather, especially heavy snow and ice storms. Downed lines and poles, and the resulting power outages, pose many potential threats to safety, health and business operation. Additionally a reduction in utility poles would provide unobstructed access in the pedestrian zone (sidewalk and buffer areas). Although the cost of burying power lines is a significant factor (estimated to be in the range of \$3 million per mile), incrementally burying lines may be an option. The Town should work with the MCDOT and other agencies to develop a prioritized list of intersections and blocks where lines should be buried as opportunities arise. Figure 5 contains photo simulations that demonstrate the positive visual impact this would have on the corridor.

Design Lesson: Site Planning and Landscaping



- A. Prominent building entrance is visible from the street and is easily accessed from parking and public sidewalk.
- B. Parking is located at rear and side of building and is screened from abutting homes.
- C. Prominent façade with large windows faces street.
- D. Street edge is defined by building and landscaping.
- E. Parking connects to adjacent property.
- F. Sidewalk across street frontage with connection to building entry.
- G. Loading docks, service areas and trash facilities are not visible from the street. Fences and or landscaping screen these areas from abutting properties.
- H. Mature existing trees are saved and incorporated into site design.
- I. A single driveway serves property.
- J. The parking lot has a simple efficient design that minimizes the amount of pavement required. Landscaped areas are large enough to allow plantings to thrive and have a visual impact.



This conceptual graphic illustrates several key site development elements that reflect recommended improvements to Irondequoit's East Ridge Road.

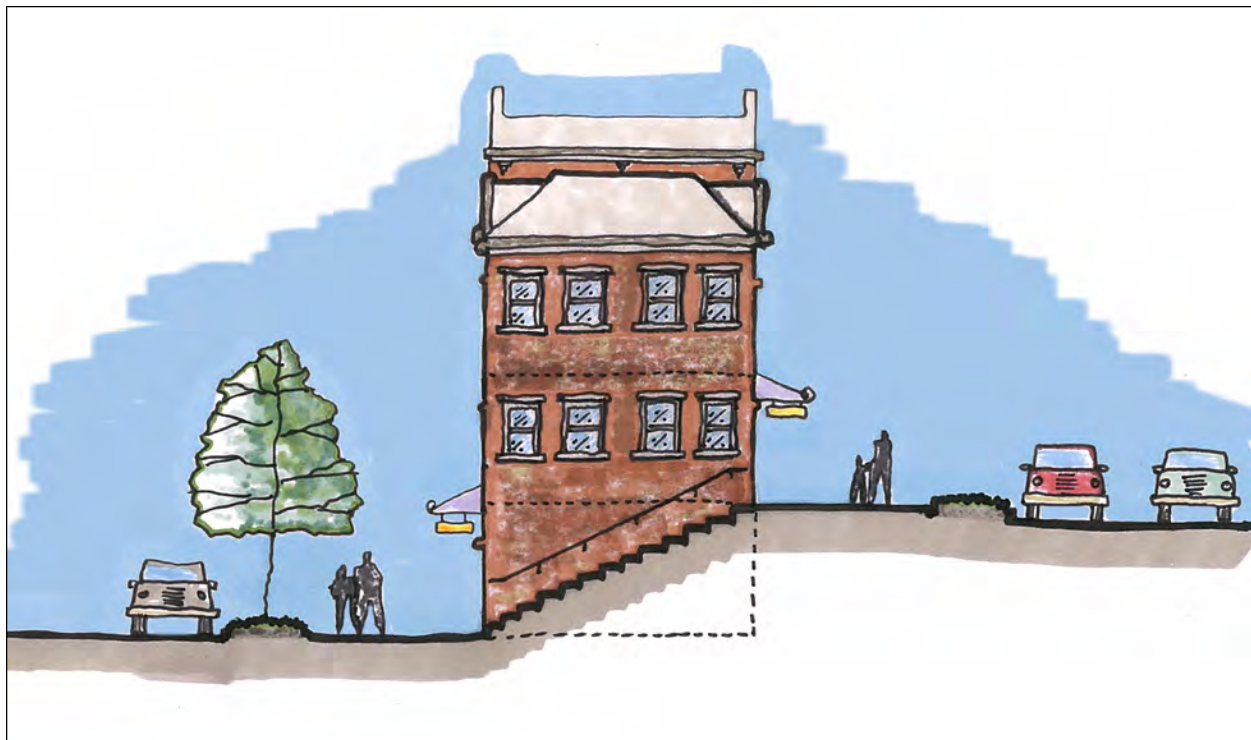
Main entrance—the development is located close to the road, which provides an outside edge to the corridor and creates workable linkages for pedestrians.

Parking—The lot is hidden from the corridor, located in this example to the rear of the buildings that front the corridor.

Site access—In this example, access is provided from the side streets, which minimizes the development's impact to operation and safety.

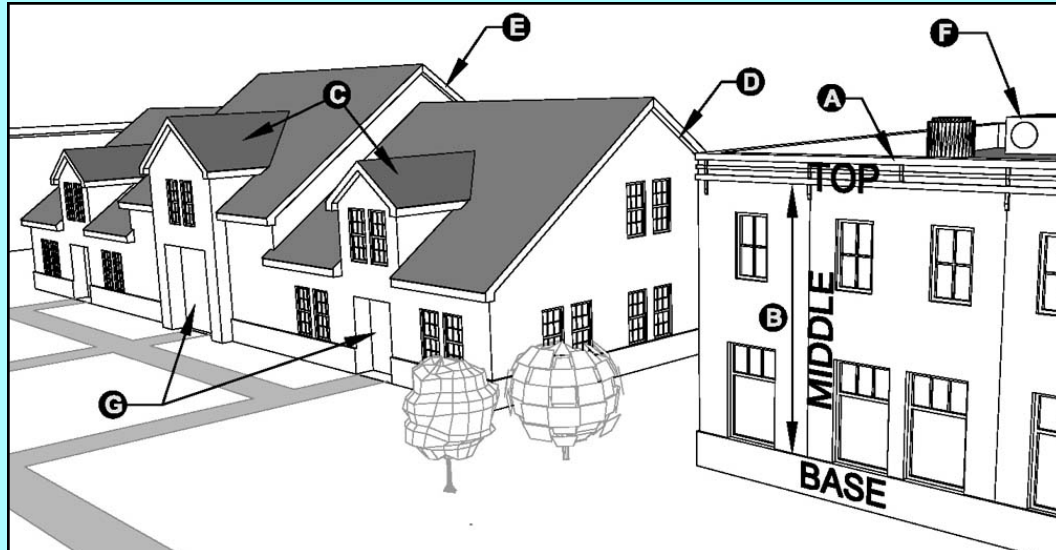
Landscaping—The concept includes ample vegetation and trees as well as hardscaped areas (plazas and seating areas).

Mixed use—Commercial, office and residential uses can be easily accommodated in one large site plan.



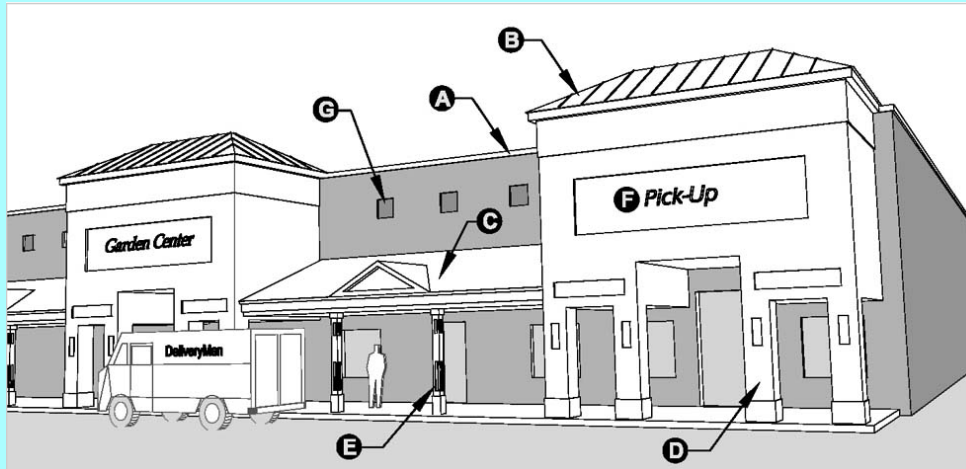
This conceptual design illustrates how steep grade changes along the edge of a right-of-way can be more creatively addressed to maximize development space, create an defined edge to the corridor and expand opportunities for attractive streetscaping and landscaping elements..

Design Lessons: Form and Massing



- A. The highest section of the building should be oriented toward the street. The cornice is the transition between the wall and the roof. The cornice should reflect the scale of the building and should not be overly large, bold, or “inflated” roof to accommodate a giant logo or sign lettering. Flat-roof structures should be simply articulated to express their form rather than concealed by a mansard roof, large cantilevered soffit or other applied form.
- B. Traditional articulation of the base, middle and top of facades is encouraged.
- C. Sloped roofs, projecting gables, dormers and other variations in roof forms break down the scale of larger structures.
- D. Roof overhangs from 6 inches to 18 inches are typical of our region’s vernacular architecture and lend shadows and visual interest to facades.
- E. Variations in roof height may be used to highlight the main entrance or the most important part of a building.
- F. Air handling units, condensers, satellite dishes and other equipment placed on the roof should not be visible from the street.
- G. The roof should be designed to divert rain and snow away from pedestrian areas such as walkways and building entrances. The use of porches, loggias, canopies, awnings or similar protective designs are encouraged.

Design Lesson: Enhancing the Big Box



- A. Often, a typical big box is usually a featureless mass articulated only by the point of entry.
- B. Roofline variations and massing projections can be used to reduce the apparent scale of the building and make the façade more interesting. These features may highlight specialty areas, exits, or customer pick-up zones.
- C. A single-story porch provides a human-scale entrance, which visually breaks down the building mass and provides shelter for the pedestrian.
- D. Piers and posts should be visually proportional to the mass they support.
- E. Small scale materials, variations in color and greater detail make entrance areas inviting and easy to find.
- F. Appropriately scaled signs are incorporated into the design of the façade.
- G. Use repeating windows or recessed panels of contrasting color or texture rather than horizontal stripes to add façade interest.

Neighborhood Commercial-Mixed Use Design

Neighborhood commercial-mixed use areas generally provide localized retail and services to nearby residents. Some neighborhood commercial areas may attract visitors from all parts of the town and surrounding communities because of the special attractions or amenities they offer. Redevelopment in these areas must carefully balance high quality commercial-mixed use development with preserving quality of life for surrounding residents.

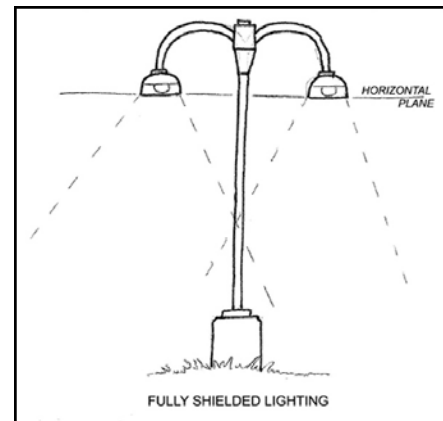
Context

- Many of Irondequoit's neighborhood commercial-mixed use areas boast rich historic and cultural resources that should be reflected in the design of future development.
- These areas are characterized by smaller lots that are not conducive to large-scale, high-intensity uses.
- Smaller commercial and mixed use developments should be located in these areas.

Site Planning

- Commercial buildings should maintain zero setbacks. Residential buildings should be setback not more than 10 feet from property line. In cases where maximum setback occurs, adequate landscaping treatments must be installed.
- Encourage shared parking to reduce the amount of surface parking required to service the site, particularly where adjacent uses have different peak hours.
- Require shared entrance drives and cross access on adjacent lots where it can be physically accommodated.
- Locate parking to the rear of buildings.
- Loading docks, service areas and trash facilities should be located at the rear of the building and not visible from the road. Fences, walls or landscaping can be used to shield them from view.
- All building entrances should link to sidewalks associated with private or public streets.
- Lighting fixtures should complement the site design and building structure.

- Signs should not be taller than that highest point of the principal building. Preference for a maximum height of 15 feet should be considered. No exterior sign should be mechanically or electronically operated to provide motion or the appearance of motion (including flashing or LED-style signs).
- Break up parking areas up into smaller sections of approximately 10 spaces each and having these areas separated by landscaped islands.
- On-site free standing lighting should be no higher than 15 feet above grade.
- Exterior lighting should be designed and arranged to reflect light away from and not impinge upon adjoining properties or streets. The use of cutoff luminaries should be required to eliminate unnecessary light and to reduce general light pollution. Where the use of a cutoff luminaries alone does not prevent light spread on to adjacent properties, additional shields or reflectors should be utilized. The light intensity from illumination of any kind at any given location along the property line from which the light originates should not exceed 0.2 foot candles, except for specific uses regulated by State law, such as banking institutions (Article II-AA of the New York State Banking Law).
- Spotlights or other types of artificial lighting used to illuminate signs or building faces should not emit beams of light that extend beyond the vertical plane of the sign or building face that they illuminate and should not be located in such a manner as to cause the beams of light to be reflected upon any adjoining property or public street.
- The use of “wall packs” or other building-mounted high intensity fixtures should not be permitted.
- Consider using incandescent or warm florescent fixtures at entrances, pedestrian paths, decorative lighting, and other areas where glare and intensity will pose a nuisance.
- Encourage shared dumpster facilities for adjacent properties with shared access.



- To minimize light trespass at property lines, ground surface illumination derived from luminaries should not exceed 0.1 foot candles at residential property lines or 0.5 foot candles on non residential property lines as measured on a vertical plane.
- Ensure bicycle storage facilities are included with all site plans.
- Drive-through facilities, either stand alone or as part of a business, should only be specially-permitted accessory uses subject to performance and distance standards. These include drive-throughs not located adjacent to residential areas, distance between drive-through facilities of 1,000 feet, ingress & egress should only be on major roadways (no residential roads), and noise and screening. *(For example see, Town of Warner, New Hampshire)*

Form, Scale and Massing

- Consider implementing a form-based or hybrid zoning to help regulate building scale on a site, provided the building does not exceed the average footprint of adjacent commercial structures.
- Appropriately scaled, multi-story buildings (no higher than 3 stories) should be encouraged in these areas.



Top: Encourage consistent setback, ample transparency, prominent façade on both streets, appropriate exterior lighting

Left: Avoid blank walls, incompatible architecture, unscreened service uses, parking dominates corner presence

- Encourage a mix of building types, heights and styles that provide suitable transition.
- Encourage different massing at building entry points to create a visual and functional focal point.
- A mix of building materials such as masonry and wood should be used in the building design.



The main entrance is articulated by an architectural overhang and provide protection to visitors.

- Ensure fenestration is symmetrical, in terms of design and placement. In most buildings constructed before 1950, windows are twice as tall as they are wide and there is usually a consistent ration of solid wall surface to the voids created by window and door openings.
- Roof-mounted equipment and mechanicals should not be visible from any ground angle, and should be an integral part of overall architectural design with regard to form, materials and color.
- Architecturally mounted lights should be installed at all entrances.

Landscaping

- Utilize landscaping to screen parking areas located to the side of buildings.
- Ensure landscaping, especially landscaped islands in parking areas, are designed to allow clear site lines for pedestrians and motorists.
- Encourage creation of front lawn and entryway to buildings fronting on East Ridge Road.
- Future standards should identify specific acceptable plant species for

placement around buildings, in parking lots, along interior roadways, and in special conditions (well drained or poorly drained soils).

Façade

- Create human scaled front entrances, even on chain stores and larger developments.
- Large blank walls may be broken up with pilasters or other features.
- Banding designs (continuous horizontal stripes) should not be permitted across large areas of façade.
- Treat primary entrance as a prominent architectural feature and provide visitors with protection from the weather, where possible.
- Facades of secondary entrances should be adequately designed to add the overall quality of the structure.

Streetscaping

- Encourage on-street parking where feasible.
- Limit curb-cuts to reduce operational and safety deficiencies, especially in the areas along East Ridge Road, Culver Road, Titus Avenue and Hudson Avenue.
- Locate secondary site access on side streets wherever feasible.
- Urban furnishings provided on public or private properties should reflect the surrounding character.
- Plant street trees or vegetative buffer between sidewalks and roadways, as redevelopment and or right-of-way changes permit.



New construction (below) can be designed to complement the character and architectural style of historic neighborhood commercial centers. Symmetry and scale of façade elements have a tremendous impact on a suc-

Design Lesson: Store Fronts



- A. **Encourage** storefront additions that relate to the style, setback, building form, and scale of its neighbors. It incorporates abstracted design features to identify it as a product of our time.
- B. **Avoid** storefront additions that conceal a building's historic façade and introduces elements that are incompatible with the building and the surrounding neighborhood.
- C. **Encourage** retail building with an active elevation that engages the street with sufficient storefront windows (transparency) and other pedestrian features, such as awnings and street furniture.
- D. **Avoid** changing the location, size, shape and style of storefront windows, which can result in insufficient transparency and asymmetrical design. Newly installed façade materials that do not match existing should be avoided.

Design Lesson: Franchise Architecture

Franchise architecture, also known as prototype architecture, pertains to building designs that are associated with, and sometimes trademarked by, specific chain stores or corporations. This approach to building design often appeals to national retailers because it assists with branding and enhances business recognition regardless of specific location.

When considering community design, typical franchise architecture and stock building plans present a challenge because they often conflict with communities' design preferences or standards, especially in areas that have or want a well-defined sense of place. In addition to undermining a community's unique character, franchise architecture also makes future building reuse difficult when the original franchises move or close. Throughout Irondequoit, and especially in the Neighborhood Commercial areas, the Town should ensure franchise development complements the

Franchise Design To Avoid



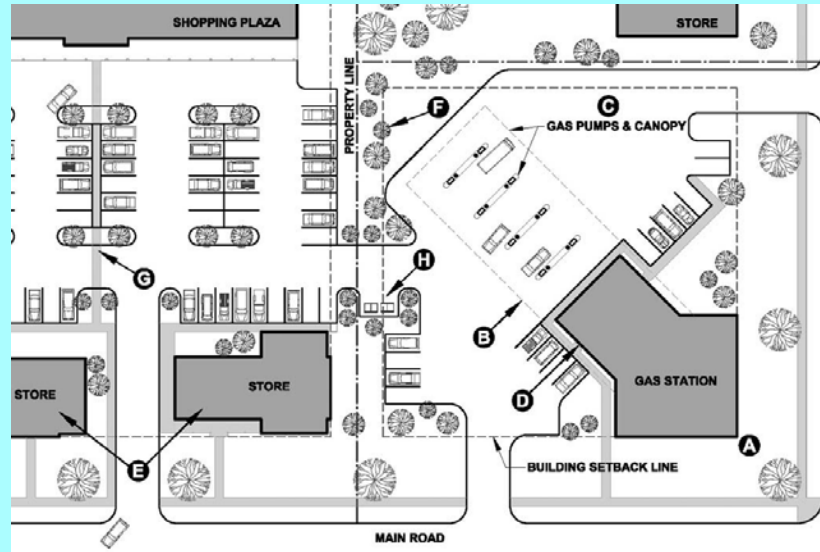
Both images show examples of franchise building stock that would be difficult to adapt to other uses.

Franchise Design to Encourage



Above: RiteAid on Monroe Avenue has been designed so the building can be divided into smaller storefronts if vacated in the future. Bottom: Tim Hortons's building could be adapted to accommodate other uses.

Design Lesson: Better Corner Lot



- A. Corner lots are especially important in defining the street. Corner buildings should be designed to locate building mass as close to the intersection as possible to help anchor the lot. Two facades, each incorporating large areas of glass, give corner businesses excellent exposure.
- B. Gasoline filling canopies incorporated into the architectural design of the adjacent retail store.
- C. The preferred way to lay out a gas station is to place the pumps toward the rear of the lot while having the convenience store out in front near the street. This gives the store greater visibility, reduces the prominence of the pumps and parked cars and pulls the curb-cuts away from the intersection permitting safer, easier access.
- D. Store entrance is conveniently accessible and visible from the pump, parking and street.
- E. In many cases shopping plaza parking areas are oversized. Existing shopping plazas set back far from the street can be improved by developing the land at the front of their lot. This helps to improve the character and visual quality of the street and allows for “one-stop” shopping using shared parking.
- F. Screen large parking areas from abutting residential properties and streets.
- G. Large parking areas incorporate landscape islands and sidewalks to reduce the apparent expanse of asphalt and to create a safer more

Neighborhood Design

The Town of Irondequoit boasts wonderful, diverse neighborhoods. Future residential development should be designed to complement existing development patterns and building styles and allow flexibility to expand housing selection in a way that will meet all community's members' needs. The following general design issues should be considered as future residential development opportunities arise.

General Design Issues

- Residential development should be designed to complement the context, scale, massing and architectural design of adjacent structures and surrounding areas.
- New residential development must include sidewalks to allow pedestrian linkages to adjacent streets and neighborhoods. Sidewalks should be a minimum of 5-feet wide.
- New residential development must include pedestrian-scaled street lighting that matches or is similar to existing decorative street lighting. In places where existing adjacent lighting is cobra-style or not provided, the lighting in the new development should be decorative in nature and approved by the Town.
- New residential streets should be designed to calm traffic and safely accommodate bicycle access.
- New residential streets should include tree lawns with a minimum width of 10 feet wide.
- Street trees should be planted on new residential streets. Spacing of trees should be the minimum distance permitted based on species, driveway spacing, length of street and other design considerations.
- When existing street trees are removed from the public right-of-way, they should be replaced with a tree of a similar species and type that maintains the existing character of the street, especially height and canopy. (e.g. shade trees replaced with shade trees, not fruit trees.)
- Future senior living developments should be located in close proximity to transit stops, retail centers and professional services.

Design Lesson: Residential Additions



- A. **Encourage** additions that fit the scale and massing of the existing home. The new porch is scaled to fit existing building. Replacement windows are sized and placed correctly.
- B. **Avoid** additions that overwhelm original building by altering scale, changing its massing and introducing incompatible forms.
- C. **Encourage** additions that are compatible in form, mass and detail thus preserving the character, scale, and mass of the original house.
- D. **Avoid** additions that lack any visual similarity to the original building, which diminishes the visual character of original house. Windows are original building and additional are not symmetrical and do not fit the architectural style of the house.

- High density residential development (larger than 6 units per acre) should be located in areas where existing infrastructure can support its development.
- New development or significant redevelopment should retain existing trees to the greatest extent possible.

Exterior Renovations or Additions to Existing Homes

- Ensure replacement windows are appropriate in size, shape and style to match the architectural style of the house.
- Avoid enclosing front porches, which will alter the massing and symmetry of the façade.
- Additions should be compatible in form, mass and detail and the original structure. They should have visual similarity as the original building and enhance the visual character.
- Maintain, or replace with similar quality, the existing trim on homes that were constructed prior to 1950.
- Additions should be located in a way that will preserve the façade's main entrance.



Left: Inappropriate renovation with existing porch enclosed and covered with vinyl siding. Right: appropriate renovation with original porch maintained in tact and trim details preserved.

Design Lesson: Multi-family Residential Development



- A. **Encourage** multi-family development that features an attractive design, utilizes durable materials, incorporates on-site landscaping and streetscape enhancements (e.g. sidewalks, decorative crosswalks and bike lanes).
- B. **Avoid** developments that do not relate to the scale or architectural design of the community and incorporates designs in which the garage serves as the front facade.
- C. **Encourage** attractive buildings that incorporate a mix of appropriate materials (e.g. wood and brick) and porches in the design. Developments that connect front entrances directly with adjacent sidewalks.
- D. **Avoid** developments that lack adequate landscaping, tree lawns and street trees. Parking lots located in front of buildings should be avoided to the extent practicable.

Waterfront Design Considerations

Waterfront development and redevelopment will span many land uses, including residential and commercial. Although the design standards outlined for those land uses would apply in waterfront settings, additional design issues should be considered.

- Ensure building designs and materials are compatible with, and reflect the character of the surrounding area.
- Primary facades may face the water as long as it is consistent with adjacent development. Secondary facades that face roads, parking lots or access drives should be designed with equal aesthetic appeal and adequately articulated to match the building's use.
- Decks should be located on the side(s) addressing the water. The use of prefabricated wood lattice should be discouraged.
- Decks should be attached to buildings in a manner that when removed will not damage any historical material present.
- Decks should respect the site-lines of neighboring buildings. Decks with multiple floors should be stepped back as they get higher to preserve the visual flow.
- Canvas awnings (stationary or retractable) should be encouraged. Metal and wood shingle awnings should be discouraged.
- Shed roof style awnings are encouraged. Bubble-shaped awnings should be discouraged unless they are covering an arched opening.
- Work with the DEC and developers on mitigating measures for removed or altered wetlands including reconstruction. Wetland reconstruction may occur as part of a buffer development or vegetative screening.
- Encourage the use of vegetative swales to assist with storm water management and development related drainage.

- To the extent possible, new waterfront development should include public access easements to allow for the public's continued use and access to the waterfront.
- Require developments located directly adjacent to waterfront to incorporate public spaces to allow easy access and enjoyment of the waterfront by the all residents and visitors. Public spaces should features pedestrian-scaled amenities.
- Encourage the creation of waterfront promenades.
- Discourage, or limit the amount of, mirrored structures, in which multiple buildings feature facades with identical architectural expression.
- Development in waterfront areas must incorporate sustainable building techniques to minimize potential negative environmental impacts.
- Building architecture should not be a reproduction of existing buildings or all



Waterfront development styles may vary throughout the town. However, by incorporating good building and site design strategies, future development and redevelopment will

Lighthouse Pointe Design Principles

Addressing Land Use, Streetscape, Building and Site Design

- Increase population density, permit and encourage multi-story buildings, encourage activity and vibrant public spaces, to maximize utilization of the riverfront and increase the Pattonwood area's ability to support year-round services, business.
- Create high-density residential development including town homes and multi-story condominiums oriented toward and engaged with walkable, pedestrian-friendly streets and the river.
- Density, mass, and height of new development should step down so new construction is compatible in scale and design with existing adjacent residential neighborhoods.
- Include a riverfront promenade and other public gathering spaces.
- Incorporate active uses including a conference center or flexible space accommodating large gatherings, lodging, restaurants, shops, entertainment establishments, and other uses that support pedestrian activity and capitalize on the riverfront location.
- Create walkable streetscapes incorporating sidewalks on both sides of new streets, highlighted pedestrian crossings, street trees, on-street parking, decorative street, and pedestrian level lighting.



Proposed renderings of the Lighthouse Pointe project show how the proposed development would transform the Genesee riverfront and the approach to the O'Rourke Bridge. The drawings capture the pedestrian amenities, density, scale, and mixed use envisioned in past Town planning initiatives for the area and in the drafting of the River-Harbor District zoning. (Renderings provided courtesy of Town of Irondequoit and Lighthouse Pointe Property Associates, LLC.)

- To facilitate appropriate vehicular speeds and ensure pedestrian safety, incorporate 10-foot wide traffic lanes, curbing, curb bump outs, speed tables, roundabouts, and other traffic calming elements.
- Incorporate public spaces such as plazas or promenades to permit the public to access and enjoy the river and harbor.
- Outfit public spaces with attractive and durable amenities such as seating areas, benches, pavilions, tables, and bike racks. Distribute density so the highest buildings are adjacent to the river and arterial streets.
- New buildings should incorporate durable quality materials and sensitive architectural design and articulation that respond to the harbor's scale and historic vernacular building traditions (i.e. metal roofing, clapboard siding, roof dormers and overhangs, and other similar features).
- New construction shall be designed to incorporate pedestrian entrances and active facades oriented to and engaged with the street.
- Street facing, ground-floor spaces housing restaurants, retail businesses, or other non-residential shall incorporate traditional storefronts and large areas of glazing to visually connect interior activity with the public space of the street.
- Preserve private access and accommodate the continued functioning of the existing marinas, private boat docks, and storage areas located along the river.



Sustainable Design Strategies

Sustainable development practices help minimize negative environmental impacts by incorporating site design, building systems, and materials that are environmentally friendly and minimize energy consumption. These practices should be encouraged and incorporated into developments, site plan reviews, and land use regulations whenever possible.

Rain Gardens

Rain gardens are areas that contain native vegetation alongside impervious surfaces (parking lots, buildings) that allow water to be naturally infiltrated into the ground. The rain that falls during a storm can carry sediment and pollutants as it travels along these impervious surfaces. Native plantings and soil do filter out these pollutants and give them an opportunity to break down naturally. In a rain garden, the plantings also provide a landscaped buffer that is visually appealing. Rain gardens are good for on-site runoff control and are often used for smaller surface areas such as parking islands or alongside residential lots. This technique has been utilized at the East Irondequoit High School grounds.



*Rain garden in a parking lot in Monroe County, Indiana.
[Photo by Monroe Co, IN]*



Residential rain barrel (upper), commercial rainwater cistern (lower) at Ryerson Woods Welcome Center in Riverwoods, IL. [Photo by Lake County, IL]

Rainwater Harvesting

Rain barrels and rain cisterns can be used to capture rainwater that falls on building roofs. Once the rainwater is filtered to remove any sediment, the water can then be pumped to an irrigation system and used for watering landscaping. Rainwater cisterns can be screened aboveground or can be placed below ground if space and design allows. Commercial and residential developments can utilize this technique with a few modifications.



Living or Green Roof

Green roofs utilize a low-growing, low maintenance, tolerant vegetation installed over a specially-designed roofing system instead of standard asphalt roofing. Although slightly costlier at the onset of construction and design, green roofs provide many valuable benefits that standard asphalt or even metal roofs cannot. Unlike traditional roofing systems, which direct rainwater to drains and stormwater systems, a green roof's vegetation absorbs the water or delays the time and amount of runoff that occurs. In addition, green roofs also help to insulate the ceiling of the structure from heat loss and sound, provide an extended habitat for birds, help to regulate temperatures and provide a unique area for workers or employees if roof access is permitted.



Green roof on Chicago City Hall. [Photo by City of Chicago]

Vegetated Swale or Bio-Swale

Swales are typically shallow, grassy ditches that are sloped to carry excess stormwater from surrounding areas to a retention pond or field drain. Placed in a parking lot, these bio-swales can capture surface runoff and slowly allow it to permeate into the soil. By adding native landscaping to the swale, the water can be further absorbed and filtered. Typically underground drainage pipes are also installed to capture excessive rain that falls during more intensive storms. However, during everyday storm events, these bio-swales retain and use the water that falls rather than having the underground system pipe it offsite.

Pervious Pavements

Pervious, or porous, pavements allow liquids such as rainwater to pass through to the subsoil below to eventually be naturally filtered and returned to the groundwater. The most common types of these surfaces are made with bricks or pavers as they have joints and cracks between them that allow liquids to pass through. Concrete and asphalt is also being produced that allows liquids to pass through as well. The benefit of this type of surface is to decrease the strain on stormwater



Pervious pavement as brick pavers. [Photo obtained from "mytorontohomeimprovement.com"]

systems, allow nature to naturally filter out pollutants and to recharge the groundwater system.

Native Landscaping

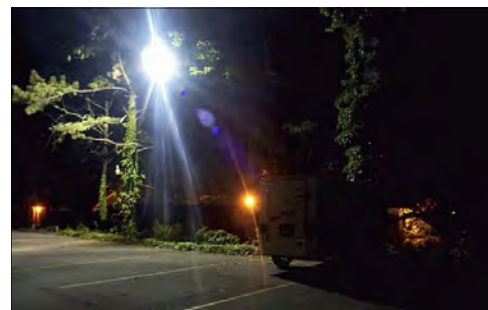
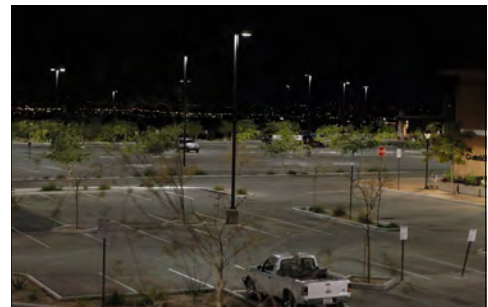
The addition of landscaping to any otherwise blank, grassy area adds not only aesthetic value but also valuable habitats for animals and additional vegetation to absorb and filter rainwater. However, not all plants are created equal. Native plants should be utilized in both commercial and residential landscaping projects. Native plants and trees are uniquely adapted to the local weather and climate, water and soil conditions. Choosing these types of plants decreases the amount of water needed, maintenance, fertilization and also decreases the likelihood of diseases or untimely death. In addition, some native species are specially suited to unique local conditions, such as compacted soils around parking lots or salt prone areas near high-volume roadways.

High-albedo Surfaces

High-albedo surfaces refers to surfaces that are typically lighter in color to reflect, rather than absorb the sun's rays and heat. Lighter colored surfaces are especially important on large expanses such as buildings roofs and parking lots. On building roofs, by reflecting the sun's rays and heat, the internal heating, ventilation and cooling (HVAC) system has to work less to maintain a comfortable temperature and there is less degradation to the roofing materials. For parking lots, reflected heat also decreases material degradation as well as the "heat island" effect - areas where temperatures are noticeably higher despite the actual temperature.

"Dark Sky" Compliant Lighting

Commercial uses typically require lighting around their buildings and in parking lots to ensure user safety and security. However, poorly designed lighting fixtures produce excessive light that extends beyond the site, negatively impacting surrounding properties. "Dark sky" compliant lighting fixtures refer to lights that are strictly meant to shed light onto the ground only and not beyond the property on which it is located. Compliant lighting will decrease unwanted glare for pedestrians, bicyclists and motorists who may be traveling nearby; reduce energy consumption by generating only the light needed; and increase visibility at night. Compliant lighting should also be recommended (required) for residential development.



"Dark sky" fixtures only light specific areas (left) rather than in all directions (right) [Photos by International Dark-Sky Association.]

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Section 6: Implementation Strategies



OVERVIEW

This section addresses the role of the Town in implementing the master plan. It provides general guidance for maintaining accountability; securing a sound fiscal foundation; creating appropriate development regulations, procedures, and incentives; and engaging residents, businesses, and other stakeholders in the plan's implementation.

Recommendations

A Living Document

Throughout the planning process, participants emphasized the need to create a master plan that is not relegated to a shelf but used on a daily basis as public and private decisions are made concerning development, redevelopment, capital improvements, and other matters affecting the Town.

The following recommendations emerged for ensuring the plan is a living document:

Annual Work Programs and Budgets

Individual Town departments and administrators should be cognizant of the recommendations of the master plan when preparing staff reports, annual work programs, and budgets. Several strategies can be implemented this way. Town Board review of these proposals should likewise occur cognizant of the master plan's strategies.

Development Approvals

Administrative and Board approvals of development proposals – including site plans, subdivision plans, and rezoning – should be a primary means of implementing the master plan. The zoning ordinance, subdivision regulations, and other parts of the Town code should be updated in response to the recommendations presented in the master plan.

Capital Improvement Program, CDBG, and Annual Town Budget

The five-year Capital Improvement Program (CIP), which is updated annually, should be consistent with the master plan's recommendations. The overall Town budget and Community Development Block Grant (CDBG) allocations should also concur with the plan. New Town investments that are not reflected in the master plan – and which could dramatically impact the plan's recommendations – should necessitate at least a minor update to the plan.

Private Development Decisions

Property owners and developers should consider the strategies and recommendations of the master plan in their own land use and investment decisions. Public decision-makers will be using the plan as a guide in their development-related discussions, such as zoning, site plan review, and infrastructure. Property owners and developers should be consistent with the plan's recommendations.

Interpretation

The Town Board should authorize the Planning Board to provide, in writing, an interpretation of major items that are unclear or not fully addressed in the plan or may appear to conflict with other adopted plans and policies such as the Local Waterfront Revitalization Program.

Updates

The master plan is meant to be a flexible document that is constantly used and regularly updated to reflect changing conditions and priorities. The Town should develop a process to update the plan every three years to keep it "evergreen." This is a sufficient timeframe to consider changing conditions that may affect the plan's policies.

Building Organizational Capacity

The following recommendations will help the Town assume a more focused role in facilitating development and redevelopment:

Revise Development Regulations

One of the Town's top priorities should be to provide the necessary regulatory tools to guide implementation of the master plan. Specifically, this means:

- Updating the zoning code in line with the plan's recommendations, especially within the East Ridge Road corridor where a mix of well-designed uses and higher densities could be critical development incentives.
- Adopting design and development standards and guidelines, as recommended, particularly to ensure that commercial development delivers the quality in the built environment that is found in the Town's residential neighborhoods.
- Improving the efficiency of the development approval process (see Administrative Review and Approval section on the following page).

Administrative Review and Approval

The development approval process should be studied and any appropriate changes identified that would expand administrative review and approval of development-related permits. Streamlining the development approval process can be important as an incentive because it provides applicants a quicker approval than might otherwise occur.

Economic Development Director

Dedicate or hire a staff person whose primary responsibility is to work with property owners, businesses, and developers in undertaking implementation activities. Key to the success of this plan will be establishing and maintaining good working relationships with these entities, which must be balanced by the greater public good.

Professional Support

The Town will find it extremely useful to procure professional advisors that will aid in the implantation of the target area plans. Professional expertise is particularly critical when attracting developers or businesses to specific sites. In addition, updating the development regulations may require outside professional assistance.

Partners

Non-Town partners should be identified and engaged to assist in implementing key elements of the plan. These partners may include citizens, civic organizations, institutions, and business leaders. These partners can be critical to success. On particular strategies, the Town may decide to appoint a public-private task force to lead implementation.

Neighborhood Capacity Building

Neighborhoods are the building blocks of a strong Irondequoit. Neighborhood capacity is most developed when there is a sense of community among residents. With a sense of community comes pride in the neighborhood, a strong neighborhood image, and resident involvement in neighborhood improvements. The Town should encourage – and assist – neighborhood residents to organize, create neighborhood plans, and take ownership of their neighborhoods.

Financial Incentives

Economic incentives can be an important magnet to attract new investment. Although such incentives would be new to Irondequoit, they are a traditional tool of local government in New York State. Economic incentives should be integrated with zoning incentives, a streamlined development approval process, and strategic infrastructure investments to carry out the strategies of the master plan and make Irondequoit more competitive with other suburbs.

Please note that the mix of federal and state economic development programs frequently changes. The main point is that this plan recommends a more aggressive economic development role for the Town.

Substantial financial incentives currently available to the Town include:

- *Section 108 Economic Development Loan Guarantee Fund.* Communities that receive Community Development Block Grants can use this program to provide low-interest loans for private, large-scale economic development projects.
- *Economic Development Initiative (EDI).* A community applying for a loan guarantee under the Section 108 loan guarantee program can also apply for EDI grants to further assist a project.
- *Business Improvement District (BID).* As mentioned in Section 5, a BID is a special function district created by the Town Board to develop and maintain infrastructure and other amenities which enhance the appearance of an area. BID's are funded through a special tax assessment on properties in the district.
- *Section 485B Tax Credits.* This program provides property tax credits on the Town and county portion of the property tax. It is available to redevelop vacant or underutilized buildings.

Marketing

Using data developed for this plan, the Town should create promotional brochures and information packets to market opportunities within the Town to the development community, property owners, and other interested parties.

Annual Report

The Supervisor should prepare an annual report for the Town Board and general public that lists all strategies in the master plan and summarizes the status of implementation.

Relation to Past Plans/Studies

The adoption of this Comprehensive Master Plan outlines various policies, strategies, and projects to enhance, protect, and strengthen the Town and its assets in concert with the community's Town-wide vision. The Town has proactive departments dedicated to providing high-quality services and planning for the future as well as passionate and engaged residents and business leaders. The Town, in cooperation with residents, have drafted several plans and studies that have been adopted, and/or incorporated into Town policies and review processes in the past (Section 1, page 1-2 includes a listing of these studies/plans). With the Town's 2009 Comprehensive Master Plan, some of those past planning initiatives still remain viable, while others will become null and void. The chart below highlights those plans and studies and their relationship to the adoption of the updated Plan.

Existing Plans	Impact to Existing Plans			
	No Impact	Replaces	Supports	Other Action
Master Plan for the Town of Irondequoit (1985)		X		
Local Waterfront Revitalization Plan (1988-2009 Revised)			X	
Parks & Recreation Master Plan (1998)			X	Specific plan update recommended
Ridge Road Corridor Study (1996)			X	Specific plan update recommended
Newport Cove Park (1997)			X	
LaSalle's Landing Development Plan (1997)			X	Code changes recommended
Town Facilities Feasibility Study (2001)			X	
Town-wide Traffic & Transportation Study (2001)	X			
Open Lands Inventory (2002)	X			

Existing Plans	Impact to Existing Plans			
	No Impact	Replaces	Supports	Other Action
Library/Community Center Studies (2003-present)			X	
Sea Breeze Revitalization Plan (1998)			X	Code changes recommended
Town Center (Titus/Cooper/Hudson) Master Plan (2003)			X	Design guideline changes
Draft Irondequoit Bay Harbor Management Plan (2003)	X			
Town-wide Drainage Study (2005)	X			
NYS Route 590 (Sea Breeze Drive) Final Design Report (2006)	X			
Cooper-Titus Shared Parking Project (2007)	X			
Lighthouse Pointe (Pattonwood) Area Development Plan (2008)			X	
East Ridge Road Rehabilitation: Draft Design Report (2008)				Streetscape changes recommended
Irondequoit Bay Slope Vegetation Mgmt. Plan (2008)	X			
Emergency Operations Plan (2009)	X			

SUMMARY OF RECOMMENDATIONS

The matrix beginning on page 10-8 summarizes the recommendations that were identified in each section of the master plan. Arranged according to their general location within the master plan, each section contains a brief overview of the action item, an anticipated timeframe for initiation, potential funding sources, action leaders and potential partnering opportunities. The anticipated timeframe is the period in which an activity, action or planning effort could be initiated or completed and is broken down into five categories:

- Ongoing: Continuous effort or monitoring to sustain the desired outcome
- Immediate: Within the next six months to one year
- Short-Term: 2-5 years
- Mid-Term: 5-10 years
- Long-Term: 10 years or more

As action items are completed or initiated, it is recommended that the Town actively record their status in the matrix to track progress and highlight successful implementation. For each action item, there is a checkbox and space in the “Anticipated Timeframe” column to record the initiation/completion date and check off the action. This activity will help to keep the plan as an active document that is referred to for Town-wide policies and decision-making as well as track progress.

Anticipated Timeframe
Short-Term

January 23, 2009

Action leaders are those departments, organizations or groups that would be charged with beginning and/or sustaining the action item. Funding sources are categorized according to their general source (e.g. NYS DEC, NYS DOS, USDOT, etc.); additional information on specific grants and loans for each fund source is included at the conclusion of this section.

Please note that the anticipated timeframes represent a general guide. The timeframes for individual recommendations may change according to available funding and staff resources. However, the vast majority of the recommendations within this plan should be able to be implemented within five years.

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
1. Conduct a survey and analysis of housing conditions in each neighborhood throughout the Town.	Short-Term	NYSOCR	Community Development	Monroe County, Neighborhood Groups
2. Zoning incentives to support and encourage the rehabilitation or new construction of homes that are attractive and suitable for seniors.	Immediate	NYSOCR, NYSHFA	Community Development	
3. Incentives for new or rehabilitated senior housing should include amenities to increase marketability and high quality of life.	Short-Term		Town Board	Sr. Housing Developers
4. Identify locations suitable for senior housing or facilities. Ensure scale and context of development fits the surrounding area.	Immediate & Short-Term		Community Development	Institutions, Civic Organizations
5. Establish a financial assistance program to assist economically-disadvantaged single-family homeowners with building code and safety and exterior maintenance issues.	Short-Term	NYSOCR	Town Board	Civic Organizations, Monroe County
6. Maintain and enhance the level of quality rental options for new residents, especially young adults and empty nesters.	Mid-Term		Planning Board	Monroe County
7. Actively promote the Town of Irondequoit as an excellent place to live. Promote qualities contained in the Plan through realtors, word of mouth, advertising, and other marketing efforts.	Immediate & Ongoing		Community Development, Citizens, Business Leaders	Chamber of Commerce
8. Establish and adopt design guidelines for multiple-family structures that are architecturally compatible with adjacent areas and pedestrian friendly.	Immediate & Short-Term	NYSCA	Community Development, Town Board, Planning Board	Business Leaders, Residents

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
9. Establish and adopt user-friendly design standards for commercial uses to promote higher quality design.	Immediate	NYSCA	Community Development, Town Board, Planning Board	Business Leaders, Residents
10. Promote and encourage quality commercial building and site design through a Town or Town-sponsored awards/recognition program.	Short-Term		Community Development, Town Board	Monroe County, Chamber of Commerce
11. Revitalize the Architectural Review Board and revise their role in Town design and planning review.	Immediate		Town Board	
12. Create a financial incentive program for commercial façade improvements in neighborhoods.	Short-Term	NYSCA, NYSOPRHP, NYSDEC, NYSOGR	Town Board	Chamber of Commerce, Business Leaders
13. Identify and encourage higher development density in appropriate areas of the town through zoning revisions.	Immediate & Short-Term		Community Development, Town Board, Planning Board	Monroe County
14. Install decorative gateway signage at all key gateways into the Town as identified in this plan.	Mid-Term	NYSDOT	Parks & Recreation, DPW	Chamber of Commerce
15. Develop municipal sign design standards to ensure consistency throughout the Town.	Immediate & Short-Term		Town Staff, Town Board, Planning Board	Business Leaders, Residents
16. Ensure maintenance of Town signs, both signage and surrounding landscaping.	Immediate & Ongoing		DPW, Community Development	Citizens, Civic Organizations, Institutions
17. Develop a priority systems for implementing gateway improvements and establish partnerships where possible.	Mid-Term		DPW, Community Development	Business Owners, Civic Organizations

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
18. Include public art into gateways, public spaces, parks, or other locations where feasible.	Mid-Term	NYSCA, NYSOGR	Town Staff, Planning Board	Institutions, Civic Organizations
19. Study and determine feasibility of developing a public art program.	Short-Term		Town Staff	Irondequoit Art Club
20. Assist in starting up and/or sponsoring “clean-up” days in neighborhoods.	Immediate & Ongoing		Town Staff, Town Board	Monroe County, Chamber of Commerce
21. Create community volunteer programs to encourage assistance between neighbors for property maintenance or other site needs. The program should be geared towards seniors and/or economically-disadvantaged individuals/couples.	Short-Term	NYSOGR	Community Development, Neighborhood Groups	
22. Maintain a listing of potential development and redevelopment sites (vacant, brownfield, underutilized, etc.) throughout the Town.	Immediate		Community Development	Monroe County
23. Incorporate sustainable building practices into any new development and redevelopment, public or private, through zoning/ tax incentives, site plan review, building requirements or other means.	Immediate & Ongoing	USDOC	Town Board, Planning Board, Conservation Board, Community Development	
24. Develop a “welcome wagon” program to welcome new residents to the Town at the neighborhood level.	Short-Term		Community Development, Neighborhood Groups	Civic Organizations, Chamber of Commerce
25. Encourage the creation of additional neighborhood associations to establish a formal mechanism for sharing information/ideas/concerns.	Immediate & Short-Term		Community Development, Citizens	

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
26. Develop, maintain, and annually re-evaluate a sidewalk plan for prioritizing sidewalks repairs and installations.	Short-Term	NYSDOT	DPW	
27. Update and strengthen the fence regulations in the zoning code, especially in regards to maintenance and location.	Short-Term		Town Board, Town Staff	
28. Actively seek out grants, loans, and other funding sources for the installation of new sidewalks or the expansion of existing facilities.	Immediate & Ongoing	NYSDOT	Community Development, DPW	Monroe County
29. Actively expand the Town's trail system to encourage additional alternative transportation (bicycle and walking) throughout the Town.	Mid-Term	NYSDOT, CF	Community Development, DPW, Parks & Recreation	Monroe County
30. Create and update a Town-wide bike map for on- and off-road routes building upon the maps created for this plan.	Mid-Term		Parks & Recreation, Community Development	Monroe County, GTC
31. Expand and enhance existing bike routes in the Town.	Mid-Term	NYSDOT	DPW, Parks & Recreation	MCDOT, NYSDOT, GTC
32. Identify feasible improvements and expansions to the RGRTA bus lines, bus stops and schedules to enhance service throughout the Town.	Long-Term	NYSDOT	Community Development, DPW	RGRTA
33. Identify and enhance pedestrian crossings with high-visibility markings, facilities and structures.	Immediate	NYSDOT	DPW	NYSDOT, MCDOT

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
34. Create an inventory of existing street trees to include species type, condition, and dimensions, and update it annually.	Short-Term	NYSDEC	DPW, Community Development	
35. Adopt a tree ordinance and train DPW staff on proper maintenance.	Immediate		Town Board, DPW	
36. Actively expand the existing inventory of street trees within the Town right-of-way, especially in residential neighborhoods.	Short-Term	NYSDEC	DPW, Community Development	NYSDOT, MCDOT
37. Maintain and expand active and passive recreational opportunities consistent with the Parks and Recreation Master Plan.	Long-Term	NYSDEC, NYSOPRHP	Parks & Recreation	Monroe County
38. Identify key locations in residential neighborhoods and establish partnerships to incorporate pedestrian amenities, especially at neighborhood gateways and gathering spaces.	Mid-Term	NYSCA, NYSOGR	Community Development, Neighborhood Groups	Civic Organizations
39. Promote a “business friendly” project review process to encourage development and investment in the community.	Immediate & Short-Term		Town Board, Planning Board	Civic Organizations, Monroe County
40. Promote membership in the Irondequoit Chamber of Commerce to businesses to improve networking and collaboration opportunities.	Ongoing		Town Board, Chamber of Commerce	Business Leaders
41. Partner with the Chamber of Commerce, Small Business Association, and other agencies to expand assistance to support small business development in the Town.	Short-Term	USDOC	Town Board, Community Development, Chamber of Commerce	Business Leaders
42. Utilize the economic findings in the Master Plan to actively solicit desired businesses in the Town.	Ongoing	USDOC	Town Board, Community Development	Civic Organizations

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
43. Develop a Small Business Attraction Program in partnership SUNY Geneseo Small Business Development Center.	Mid-Term		Community Development, Town Board	Institutions
44. Maintain, support, and expand efforts of "Planting Irondequoit Pride" to landscape commercial areas, especially at key gateways.	Short-Term		Town Board, Citizens	Civic Organizations
45. Consider and develop volunteer groups for landscaping neighborhood commercial areas.	Mid-Term		Citizens, Community Development	Civic Organizations
46. Partner with local businesses and organizations to sponsor/ offset costs associated with public landscaping.	Mid-Term		Community Development	Business Leaders, Civic Organizations
47. Revise zoning regulations along East Ridge Road to increase the density of development by requiring a higher floor to area ratio (FAR).	Immediate & Short-Term		Community Development, Planning Board, Town Board	Monroe County
48. Decrease building setbacks along East Ridge Road to zero to 20 feet from the property line to increase density and improve the appearance.	Immediate & Short-Term		Community Development, Planning Board, Town Board	
49. Allow a mix of uses, including retail, office and residential, on a single site as a permitted use within the corridor in the zoning code.	Immediate & Short-Term		Community Development, Planning Board, Town Board	
50. Review and revise existing standards for parking requirements to correspond more closely with the County's 2007 parking survey and analysis report.	Immediate & Short-Term		Community Development, Planning Board, Town Board	Monroe County

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
51. Develop access management criteria for development to minimize and combine driveways and shared access.	Short-Term		Town Board, Planning Board	Monroe County
52. Amend zoning or site plan regulations to establish more stringent minimum spacing standards for offset driveways and intersections.	Immediate & Short-Term		Community Development, Planning Board, Town Board	MCDOT, NSYDOT
53. Where desired or proposed access management techniques cannot be achieved, require developers/applicants to submit detailed traffic studies as described in this Plan.	Short-Term		Planning Board	MCDOT, NSYDOT
54. Require more stringent corner clearance requirements at intersections in the zoning code.	Immediate & Short-Term		Community Development, Planning Board, Town Board	MCDOT, NSYDOT
55. Explore ways to modify zoning code and site plan regulations to require new or redeveloped properties in the corridor to provide cross access across adjacent parcels or developments.	Mid-Term		Community Development, Planning Board	
56. Sidewalks that are rehabilitated or installed should be designed with a well designed buffer between pedestrian and vehicular areas.	Mid-Term	NYSDOT	Community Development, DPW	MCDOT, NSYDOT
57. Expand on-street bike lanes where feasible through the reconfiguration of existing rights-of-way to accommodate a minimum five-foot wide, dedicated bike lane.	Long-Term		Community Development	MCDOT, NSYDOT

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
58. Encourage bike use through the establishment of a bike-sharing station, whether public, private or a partnered effort.	Long-Term		Community Development , Business Leaders	Civic Institutions
59. In any locations where on-street parking can be accommodated, include curb bump outs to shorten pedestrian crossing distances.	Mid-Term & Long-Term		DPW, Community Development	MCDOT, NSYDOT
60. Establish, maintain and expand the corridor's tree inventory through the site plan review process, incentives, or where sufficient right-of-way exists for the Town to install new trees.	Short-Term	NYS DEC	DPW, Planning Board	MCDOT, NSYDOT
61. Revise existing zoning and subdivision regulations to include specific landscaping requirements that include buffers, parking lot islands, and other enhancements.	Immediate & Short-Term		Community Development , Planning Board, Town Board	
62. Improve and enhance bus stops with shelters through partnerships, where feasible, as part of the site plan review process or other means.	Mid-Term	NYSDOT	Community Development , Planning Board	Institutions, Civic Organizations, Business Leaders, RGRTA
63. Establish a community-supported design theme for the Town that includes major corridors and neighborhoods that can be incorporated into development.	Short-Term	NYSCA	Citizens, Community Development	

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
64. Maintain and expand landscaping and entry gateways at key intersections within the corridor. Consider seasonal changes to promote Irondequoit's assets.	Mid-Term	NYSDOT	Planting Irondequoit Pride, DPW, Community Dev.	Institutions, Civic Organizations, Business Leaders, Citizens
65. Improve existing "Welcome to Irondequoit" signage where inconsistencies exist with decorative signage and landscaping elements.	Mid-Term		Planting Irondequoit Pride, DPW, Community Dev.	Institutions, Civic Organizations, Business Leaders, Citizens
66. Revise existing site and sign regulations to ensure any new signage are attractive, appropriately scaled, properly located, and appealing.	Immediate & Short-Term		Community Development, Planning Board, Town Board	
67. As part of any reconstruction or rehabilitation projects within the corridor, incorporate the burial of overhead utility lines and develop a prioritized list of areas where lines should be buried.	Long-Term		Planning Board, DPW	RG&E
68. Incorporate the site plan recommendations identified in this Plan as part of the site plan review of any new or redevelopment project.	Immediate & Ongoing		Town Board, Planning Board	
69. Encourage site assemblage and redevelopment of underutilized or vacant properties through density bonuses.	Mid-Term		Planning Board, Town Board	

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
70. Consolidate the Town Zoning Code to simplify interpretation and redundancies.	Immediate & Short-Term		Community Development , Planning Board, Town Board	Citizens
71. Establish a East Ridge Road Corridor overlay to allow density bonuses for good design, signage, landscaping, access and other criteria.	Short-Term		Community Development , Planning Board, Town Board	Business Owners
72. Include well-defined pedestrian connections between sidewalks and front doors on new or redevelopment as a part of the site plan review regulations.	Immediate & Ongoing		Planning Board	
73. Revise parking regulations to require limited frontage parking for buildings, with the majority of parking located to the sides or rear.	Immediate		Planning Board, Community Development , Town Board	Business Owners
74. During site plan review for projects proposed within the corridor, an analysis should be included regarding the suitability of on-street parking and a minimization of parking.	Immediate & Short-Term		Planning Board	MCDOT
75. Encourage alternative site development for sites and areas previously considered “undevelopable” by sharing the design concepts in this Plan with developers.	Ongoing		Planning Board, Community Development , Town Board, DPW	
76. New or significant rehabilitation of existing properties should incorporate well-defined entrances and landscaping.	Ongoing		Planning Board	

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
77. Encourage traditional building design and incorporation of architectural elements for new or redeveloped structures through zoning code revisions or the adoption of design standards.	Immediate & Short-Term		Town Board, Planning Board, Community Development	Business Owners, Residents
78. Incorporate standards or design examples for building massing, context and scale, especially in proximity to residential neighborhoods, and emphasize logical transitions between buildings.	Immediate & Short-Term	NYSCA	Planning Board, Town Board	Business Owners, Residents
79. Where buildings have “frontage” on multiple, highly travelled roadways, ensure building and site designs are equally attractive on all sides.	Immediate & Ongoing		Planning Board	
80. Develop a trail feasibility study for the River-Rail Opportunity Area with input from stakeholders, adjacent property owners, and user groups.	Short-Term	NYSDEC, NYSDOT, NYSOPRHP, FHWA, CF	Community Development, Parks & Recreation, DPW	Monroe County, GTC, City of Rochester
81. Support and encourage a mix of neighborhood-level commercial and retail uses to service surrounding residential sections of the Pattonwood Opportunity Area.	Mid-Term		Town Board, Community Development	
82. Engage the local marinas and property owners in the Pattonwood Opportunity Area to identify needs, constraints and opportunities and coordinate revitalization efforts.	Mid-Term	NYSCA	Community Development	Business Leaders, Property Owners

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
83. Revise the River Harbor Design Guidelines in the zoning code with increased emphasis on streetscape and sign design rather than architectural style and detail.	Immediate & Short-Term		Community Development , Town Board	City of Rochester, Business Owners, Residents
84. Develop a local wayfinding signage system to guide visitors to local destinations within the Town, especially the various identified opportunity areas.	Short-Term	NYSCA, NYSDOT	Community Development	
85. Encourage the development of buildings with visible pedestrian entrances and facades that are “active” and engaging.	Ongoing		Planning Board	
86. Work with adjacent property owners to screen and maintain areas visible to the public, specifically in the Summerville-lakeshore Opportunity Area, but also throughout the Town. Zoning regulations can be revised to include buffer and screening requirements.	Immediate & Short-Term		Town Board, Community Development , Planning Board	Business Leaders, Property Owners
87. Work with outside agencies to determine the condition and evaluate options for improving the Summerville Pier similar to the Charlotte Pier.	Mid-Term	USACE	Town Board	USACE
88. Engage landowners in the area around First, Second, and Third Streets tin Summerville to develop a neighborhood plan for the area.	Immediate & Short-Term		Community Development	Residents

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
89. Ensure Summerville residents and businesses are involved in the review of the Lighthouse Pointe project.	Ongoing		Town Board	Lighthouse Pointe developer
90. Extend pedestrian connections (sidewalks and trails) from the Summerville to Pattonwood area.	Mid-Term	NYSDOT	Planning Board, DPW	
91. Encourage improvements along the lakeshore of Summerville beach such as a public promenade and/or landscaping.	Long-Term	USACE, NYSOPRHP	Community Development, DPW	MCDOT, City of Rochester
92. Revise zoning regulations for the Sea Breeze area that permit recreational and commercial uses as the primary uses.	Immediate & Short-Term		Planning Board, Community Development, Town Board	Monroe County
93. Work with local businesses and developers to develop attractions that can be utilized throughout the year or at various seasons.	Long-Term		Community Development	Business Leaders
94. Continue to reinforce the design guidelines outlined in the 1998 Sea Breeze Revitalization Plan.	Ongoing		Planning Board	Monroe County
95. Develop tax and assessment incentives and business development programs to encourage neighborhood beautification and small business development in the Sea Breeze Opportunity Area.	Mid-Term	USDOC, NPS	Community Development, Town Board	

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
96. Consider rezoning the Sea Breeze Opportunity Area as its own unique district that is oriented towards mixed use and form-based regulations.	Immediate & Short-Term		Community Development , Planning Board, Town Board	Business Owners, Residents
97. Determine the feasibility of a seasonal, neighborhood-level bussing system to alleviate traffic and parking for visitors as density and businesses in the Sea Breeze area increase.	Long-Term	NYS DOT, FHWA	Community Development	Business Leaders
98. Prepare a property development master plan for the Bay Bridge Opportunity Area as a passive recreational activity area.	Short-Term	NYSOPRHP, NYSDEC	Planning Board, Parks & Recreation, DPW	Monroe County
99. Examine the potential of developing the Town-owned Plateau Opportunity Area into a recreational area.	Mid-Term	NYSDEC, NYSOPRHP	Community Development	Conservation Board
100. Continue to protect the land bounding Densmore Creek as a natural area.	Ongoing		Town Board	
101. Revise zoning regulations for the LaSalle Landing Opportunity Area to limit permitted uses to public recreation, restaurants and water-related businesses.	Immediate & Short-Term		Planning Board, Community Development , Town Board	Town of Penfield, Monroe County
102. Work with the City, Penfield and Monroe County to establish trail connections to Tryon Park, Ellison Wetlands, and LaSalle's Landing Park.	Short-Term	NYSDEC, NYSOPRHP	Community Development , Parks & Recreation	Town of Penfield, Monroe County, City of Rochester

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
103. Develop a Parks and Recreation Advisory Committee with broad-based community representation.	Immediate	PTNY	Parks & Recreation	
104. Partner with the City and Monroe County to co-sponsor special events and programs at regional recreation sites.	Short-Term		Parks & Recreation	Monroe County, City of Rochester
105. Establish parameters and criteria for acquiring lands or rights thereto for the purpose of preserving open space.	Short-Term		Town Board, Conservation Board	
106. Revise and strengthen zoning and site regulations to create buffers along stream corridors for protection; allow limited, non-invasive trails and fishing access among other activities in these areas.	Immediate & Short-Term		Community Development, Town Board	
107. Initiate in dialogue with neighboring Towns and the City to expand inter-municipal and regional trailways.	Short-Term		Community Development, Parks & Recreation	Towns of Penfield & Webster, Monroe County, City of Rochester
108. Develop a Walkable Community Committee to improve pedestrian and biking access throughout the Town.	Short-Term	PTNY	Parks & Recreation	
109. Develop a trail feasibility study that builds upon the potential trails outlined in this Plan and involves the Walkable Community and Trails Advisory Committees.	Short-Term		Parks & Recreation	

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
110. Re-analyze the bike routes currently available in the Town as part of the trail feasibility study and establish priority routes for improvement and enhancement.	Short-Term		Parks & Recreation, Community Development	
111. As part of the trail feasibility study, develop a priority system for the installation of new and rehabilitation of existing sidewalks.	Short-Term		DPW	
112. Prepare a maintenance and reconditioning plan and schedule for all neighborhood playgrounds.	Short-Term		Parks & Recreation	
113. Continue to actively pursue an alternative location for the DPW garage utilizing the criteria outlined in this section of the Plan.	Short-Term		DPW, Planning Board, Town Board	
114. Develop a capital investment program for existing commercial properties to encourage physical improvements, including expansion and aesthetics.	Short to Long-Term	ESD	Town Board, Community Development	MCIDA

Implementation Tools

Potential sources for funding the various action items highlighted on previous pages are identified below. The funding sources include a variety of grants, low-interest loans, and combinations thereof that can be used for a wide range of projects including community development, commercial and industrial development, historic preservation, environmental restoration and parks and recreation. In some instances, agencies and organizations provide technical assistance rather than funding; however, this type of support is just as important as it can provide a wealth of expertise to the Town with no cost. This matrix on the following pages should be considered advisory as funding cycles, limits, and eligible activities can change year-to-year. Every effort has been made to ensure these sources are up-to-date as of the completion of this plan.

Funding Sources *

New York State Empire State Development Corporation - NYSESDC
(<http://www.esd.ny.gov>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
New York State Empire Zones	Sales, real property, investment, personal & corporate income tax breaks, reduced utility rates, tax credits	Employment-based incentive program; no direct grants	None	Old zones still applicable; no new entrants. See Excelsior Program for replacement.
Strategic Planning and Feasibility Studies	Strategic dev. Plans, Econ. Dev., priority to distressed areas	Match up to \$100,000	50%, 10% cash equity	
RESTORE NY	Projects that aim to revitalize urban centers, emphasis on economically distressed areas.	\$5 million for no more than two projects	10%	

* Many of the State funding resources are available through the Consolidated Funding Application (CFA) process. Detailed information is available at agency websites as well as the CFA Regional Economic Development Council site.

New York State Department of Environmental Conservation - NYSDEC
(<http://www.dec.ny.gov/index.html>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Urban and Community Forestry Grants	Tree inventory & mgmt plans, tree/shrub planting & maintenance, green roofs & rain gardens.	Between \$2,000 and \$20,000 for communities smaller than 65,000.	50%	Total of \$900,000 (2009 anticipated) available through Environmental Protection Fund
Clean Water Programs	Water quality restoration, storm & water mgmt. and other similar activities.	Dependent upon program		
Environmental Protection Fund (EPF)	Open space protection, pollution prevention, parks, recreation, historic preservation, local waterfront programs.	Varies	Varies	Funding amount varies each year depending on NYS Legislature
Brownfield Opportunity Areas Program	Revitalization plan and implementation strategies for brownfield and site assessments.	Up to 90% of the total project costs	10%	Requires designation as a Brownfield Opp. Area by State
Statewide Water Quality Improvement Projects Program	Municipal wastewater treatment and separate storm sewer systems, nonagricultural nonpoint source abatement & control, aquatic habitat restoration, water quality mgmt.	Reimbursement up to 75 or 85% of total project costs	Varies	Competitive program

2014 Comprehensive Master Plan

New York State Department of Environmental Conservation - NYSDEC
(<http://www.dec.ny.gov/index.html>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
NYS Green Building Tax Credit		Credit based on "green" component	N/A	Tax credit for buildings that meet "green" standards; currently under review.

New York State Office of Parks, Recreation, & Historic Preservation - NYSOPRHP
(<http://nysparks.state.ny.us>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Historic Preservation	Projects that improve, protect, preserve, restore, or rehabilitate State or National Register properties		50% (75% if high poverty area)	Funded through the EPF (p.10-33)
Recreational Trails Program	Provide and maintain recreational trails for motorized & non-motorized use	\$5,000 to \$10,000	20%	Federal SAFETEA-LU funding distributed through State agencies

Parks & Trails New York - PTNY
(<http://www.ptny.org>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Capacity Building Grants Program	Organizational startup and development, training, communications, volunteer recruitment and mgmt.	\$3,000	N/A	For non-profit organizations (classified as a 501 (c)(3)) that are actively working to protect and build parks and trails.

New York State Council on the Arts - NYSCA
(<http://www.nysca.org>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Architecture, Planning & Design	Planning and community design	No less than \$2,500, typically less than 50%		Funds variety of programs in urban design, community dev., preservation. Partnership with Preserve NY.

New York State Office of Community Renewal - NYSOCR
(<http://www.nysocr.org>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
NYS Community Development Block Grant	Activities that benefit low- to moderate-income person.	\$400,000 to \$600,000; \$900,000 for joint water/sewer projects	60%	
New York Main Street Program	Main Street/Downtown revitalization	\$50,000 to \$200,000		Projects must be completed within two years.

New York State Environmental Facilities Corporation - NYSEFC
(<http://www.nysefc.org>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Clean Water State Revolving Fund	Water quality restoration	Low and no-interest loans	N/A	Various funding programs
Industrial Finance Program	Activities for solid waste, resource recovery, sewage treatment, drinking water, industrial hazardous waste facilities and brownfield.	Low interest loans, minimum of \$1.5 million	N/A	Applications require a \$2,500 fee; for tax-exempt facilities

New York State Department of Transportation - NYSDOT
(<http://www.nysdot.gov>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Transportation Enhancements Program (TEP)	Funding for transportation projects of cultural, aesthetic, historic, and environmental significance.	Project must have a total cost of at least \$200,000. Up to 80% of total capital projects	20%	Project must fit into one of twelve eligible categories. Federal Transportation Appropriation
Safe Routes to School	Engineering, enforcement, education, evaluation or encouragement	\$25,000 to \$550,000 (infrastructure and/or non-infrastructure)	N/A	Funded under Federal SAFETEA-LU.
Scenic Byways Program	Development and designation of scenic byways			Tourism and economic revitalization focus
Congestion Mitigation and Air Quality Improvement Program	Transit and traffic flow improvements, shared-ride services, demand mgmt. strategies, pedestrian & bicycle programs, inspection & maintenance	Up to 80% total capital projects	20%	Funding availability within our region may be questionable after 2015
Surface Transportation Program	Transit-related projects on roads not classified as minor local or rural collectors	Up to 80% of total capital projects	20%	

New York State Pollution Prevention Institute - NYSPPI
(<http://www.nysp2i.rit.edu>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
NYSP2I Community Grants Program	Projects that raise awareness/ understanding of pollution prevention practices and lead to implementation	Maximum of \$15,000	N/A	

New York State Housing Finance Agency - NYSHFA
(<http://www.nyhomes.org>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Affordable Home Ownership Development Program	Acquisition, rehabilitation, or improvement of homes for low- to moderate-income families	\$35,000 per unit or \$40,000 per unit in designated high cost areas		Funds for municipal, non-profit, and charitable organizations

United States Environmental Protection Agency - USEPA
(<http://www.epa.gov>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
No specific program	Shore protection, flood control, ecosystem restoration, recreation, navigable waterways improvements, etc.	Varies	Dependent upon project and program	Federal appropriation originates in Congressional delegation

The Conservation Fund - CF

(<http://www.conservationfund.org>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Kodak American Greenways Program	Provides grants for planning and design of greenways	Up to \$2,500; typical grants are \$500 to \$1,500		Funds come from corporate endowments and the Fund

United States Department of Housing and Urban Development - USHUD

(<http://www.hud.gov>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Brownfield Economic Development Initiative (BEDI)	Land writedowns, site remediation, funding reserves for activities that benefit low- to moderate-income persons, prevent blight, or address imminent threats and comm. needs	\$2 million	Equal match	Requires a Section 108 guaranteed loan and must be used in conjunction with loan on the same project

National Park Service - NPS

(<http://www.nps.gov>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Historic Preservation Tax Credit	Rehabilitation & renovation of income-producing properties on or contributing to National Register			10 to 20% tax credit depending on historic certification
Land and Water Conservation Fund		Up to 50% of eligible costs	50%	Administered through the NYS OPRHP

United States Army Corps of Engineers - USACE
(<http://www.eda.gov>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
No specific program	Shore protection, flood control, ecosystem restoration, recreation, navigable waterways improvements, etc.	Varies	Dependent upon project and program	Federal appropriation originates in Congressional delegation

United States Department of Transportation/Federal Highway Administration - FHWA
(<http://www.fhwa.dot.gov>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Transportation, Community, and System Preservation	Planning, research, implementation and initiatives based on relationship between transportation, community and system preservation	80% of eligible project costs		May also be administered through NYSDOT

United States Department of Commerce - USDOC
(<http://www.eda.gov>)

Program	Funded Activities	Funding Limit	Match Required?	Notes
Economic Revitalization Administration	Planning, technical assistance, public works, "green" economic dev.	Varies depending upon program		