

Section 10: 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	Comp. Plan replaces existing	Other Impact - No Action req’d.	Other Impact - Action req’d.
Master Plan for the Town of Irondequoit (1985)		X		
Local Waterfront Revitalization Plan (1988-2009 Revised)			Supports & Supplements	
Parks & Recreation Master Plan (1998)		X <i>(Section 7)</i>		
Ridge Road Corridor Study (1996)		X <i>(Section 5)</i>		
Newport Cove Park (1997)			Supports & Supplements	
LaSalle’s Landing Development Plan (1997)				Code Changes Recommended <i>(Section 6)</i>
Town Facilities Feasibility Study (2001)			Supports & Supplements	
Town-wide Traffic & Transportation Study (2001)	X			
Open Lands Inventory (2002)	X			

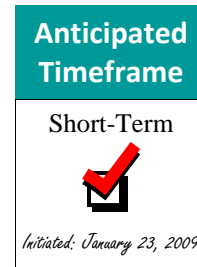
Existing Plans	Impact to Existing Plans			
	No Impact	Comp. Plan replaces existing	Other Impact - No Action req'd.	Other Impact - Action req'd.
Library/Community Center Studies (2003-present)			Location/Criteria Recommended (<i>Section 8</i>)	
Sea Breeze Revitalization Plan (1998)				Recommends changes to code (<i>Section 4 & 6</i>)
Town Center (Titus/Cooper/Hudson) Master Plan (2003)				Recommends Design Guideline changes (<i>Section 4</i>)
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)			Supports & Supplements (<i>Section 6</i>)	
East Ridge Road Rehabilitation: Draft Design Report (2008)				Recommends streetscape changes (<i>Section 7</i>)
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.



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.










Section 4: Maintaining Healthy Neighborhoods

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
4.1 Conduct a survey and analysis of housing conditions in each neighborhood throughout the Town.	Short-Term <input type="checkbox"/>	NYSOCR	Community Development	Monroe County, Neighborhood Groups
4.2 Zoning incentives to support and encourage the rehabilitation or new construction of homes that are attractive and suitable for seniors.	Immediate <input type="checkbox"/>	NYSOCR, NYSHFA	Community Development	
4.3 Incentives for new or rehabilitated senior housing should include amenities to increase marketability and high quality of life.	Short-Term <input type="checkbox"/>		Town Board	Sr. Housing Developers
4.4 Identify locations suitable for senior housing or facilities.	Immediate & Short-Term <input type="checkbox"/>		Community Development	Institutions, Civic Organizations
4.5 Establish a financial assistance program to assist economically-disadvantaged single-family homeowners with building code and safety and exterior maintenance issues.	Short-Term <input type="checkbox"/>	NYSOCR	Town Board	Civic Organizations, Monroe County
4.6 Maintain and enhance the level of quality rental options for new residents, especially young adults.	Mid-Term <input type="checkbox"/>		Planning Board	Monroe County
4.7 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 <input type="checkbox"/>		Community Development, Citizens, Business Leaders	Chamber of Commerce
4.8 Establish and adopt design guidelines for multiple-family structures that are architecturally compatible with adjacent areas and pedestrian friendly.	Immediate & Short-Term <input type="checkbox"/>	NYSCA	Community Development, Town Board, Planning Board	Business Leaders, Residents
4.9 Establish and adopt user-friendly design standards for commercial uses to promote higher quality design.	Immediate <input type="checkbox"/>	NYSCA	Community Development, Town Board, Planning Board	Business Leaders, Residents











Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
4.10 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
4.11 Revitalize the Architectural Review Board and revise their role in Town design and planning review.	Immediate □		Town Board	
4.12 Create a financial incentive program for commercial façade improvements in neighborhoods.	Short-Term □	NYSCA, NYSOPRHP, NYSDEC, NYSOCR	Town Board	Chamber of Commerce, Business Leaders
4.13 Identify and encourage high development density through zoning revisions.	Immediate & Short-Term □		Community Development, Town Board, Planning Board	Monroe County
4.14 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
4.15 Develop municipal sign design standards to ensure consistency throughout the Town.	Immediate & Short-Term □		Town Staff, Town Board, Planning Board	Business Leaders, Residents
4.16 Ensure maintenance of Town signs, both signage and surrounding landscaping.	Immediate & Ongoing □		DPW, Community Development	Citizens, Civic Organizations, Institutions
4.17 Develop a priority systems for implementing gateway improvements and establish partnerships where possible.	Mid-Term □		DPW, Community Development	Business Owners, Civic Organizations
4.18 Include public art into gateways, public spaces, parks, or other locations where feasible.	Mid-Term □	NYSCA, NYSOCR	Town Staff, Planning Board	Institutions, Civic Organizations
4.19 Study and determine feasibility of developing a public art program.	Short-Term □		Town Staff	Irondequoit Art Club

Section 4: Maintaining Healthy Neighborhoods

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
4.20 Assist in starting up and/or sponsoring “clean-up” days in neighborhoods.	Immediate & Ongoing <input type="checkbox"/>		Town Staff, Town Board	Monroe County, Chamber of Commerce
4.21 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 <input type="checkbox"/>	NYSOCR	Community Development, Neighborhood Groups	
4.22 Maintain a listing of potential development and redevelopment sites (vacant, brownfield, underutilized, etc.) throughout the Town.	Immediate <input type="checkbox"/>		Community Development	Monroe County
4.23 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 <input type="checkbox"/>	USDOC	Town Board, Planning Board, Conservation Board, Community Development	
4.24 Develop a “welcome wagon” program to welcome new residents to the Town at the neighborhood level.	Short-Term <input type="checkbox"/>		Community Development, Neighborhood Groups	Civic Organizations, Chamber of Commerce
4.25 Encourage the creation of additional neighborhood associations to establish a formal mechanism for sharing information/ideas/concerns.	Immediate & Short-Term <input type="checkbox"/>		Community Development, Citizens	
4.26 Develop, maintain, and annually re-evaluate a sidewalk plan for prioritizing sidewalks repairs and installations.	Short-Term <input type="checkbox"/>	NYSDOT	DPW	

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
4.27 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
4.28 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
4.29 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
4.30 Expand and enhance existing bike routes in the Town.	Mid-Term 	NYSDOT	DPW, Parks & Recreation	MCDOT, NYSDOT, GTC
4.31 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
4.32 Identify and enhance pedestrian crossings with high-visibility markings, facilities and structures.	Immediate 	NYSDOT	DPW	NYSDOT, MCDOT
4.33 Create an inventory of existing street trees to include species type, condition, and dimensions, and update it annually.	Short-Term 	NYSDEC	DPW, Community Development	
4.34 Adopt a tree ordinance and train DPW staff on proper maintenance.	Immediate 		Town Board, DPW	
4.35 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

Section 4: Maintaining Healthy Neighborhoods

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
4.36 Maintain and expand active and passive recreational opportunities consistent with the Parks and Recreation Master Plan.	Long-Term 	NYSDEC, NYSOPRHP	Parks & Recreation	Monroe County
4.37 Identify key locations in residential neighborhoods and establish partnerships to incorporate pedestrian amenities, especially at neighborhood gateways and gathering spaces.	Mid-Term 	NYSCA, NYSOCR	Community Development, Neighborhood Groups	Civic Organizations
4.38 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
4.39 Promote membership in the Irondequoit Chamber of Commerce to businesses to improve networking and collaboration opportunities.	Ongoing 		Town Board, Chamber of Commerce	Business Leaders
4.40 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
4.41 Utilize the economic findings in the Master Plan to actively solicit desired businesses in the Town.	Ongoing 	USDOC	Town Board, Community Development	Civic Organizations
4.42 Develop a Small Business Attraction Program in partnership SUNY Geneseo Small Business Development Center.	Mid-Term 		Community Development, Town Board	Institutions
4.43 Maintain, support, and expand efforts of “Planting Irondequoit Pride” to landscape commercial areas, especially at key gateways.	Short-Term 		Town Board, Citizens	Civic Organizations
4.44 Consider and develop volunteer groups for landscaping neighborhood commercial areas.	Mid-Term 		Citizens, Community Development	Civic Organizations
4.45 Partner with local businesses and organizations to sponsor/offset costs associated with public landscaping.	Mid-Term 		Community Development	Business Leaders, Civic Organizations

Section 5: East Ridge Road Corridor Management Plan

Corridor-Wide Findings & Strategies

Land Use and Development










Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.1 Revise zoning regulations within the corridor 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
5.2 Decrease building setbacks along the corridor 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	
5.3 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	
5.4 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
5.5 Incentivize the construction of parking structures, where feasible and/or applicable, with increased density, FAR or lot coverage.	Immediate & Short-Term □		Community Development, Planning Board, Town Board	









Vehicular and Pedestrian Movement

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.6 Establish minimum spacing requirements between unsignalized driveways along East Ridge Road and incorporate them into land use and development regulations.	Immediate & Short-Term □		Community Development, Planning Board, Town Board	Monroe County
5.7 Identify specific locations near intersections to reduce the number of driveways as sites are developed or through incentives.	Short-Term □		Community Development, DPW	Monroe County

Section 5: East Ridge Road Corridor Management Plan

Vehicular and Pedestrian Movement, cont'd.

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.8 Include language in the zoning code and site plan review that allows reductions in driveway spacing when specific criteria have been met.	Immediate & Short-Term 		Community Development, Planning Board, Town Board	
5.9 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
5.10 As part of a site plan review, require the reduction or elimination of offset driveways through the alignment of new access points with existing driveways or streets.	Short-Term 		Planning Board	MCDOT
5.11 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
5.12 Require more stringent corner clearance requirements at intersections in the zoning code.	Immediate & Short-Term 		Community Development, Planning Board, Town Board	MCDOT
5.13 Encourage or require right-in, right-out only turn lanes at unsignalized entrances along the corridor.	Long-Term 		Community Development, Planning Board	MCDOT
5.14 Require drive consolidation, shared parking, and/or cross access with any new or redeveloped properties in the corridor.	Long-Term 		Planning Board	MCDOT
5.15 Provide incentives to encourage existing properties to consolidate driveways, provide cross access, or allow shared parking.	Short-Term 		Town Board, Planning Board	MCDOT
5.16 Determine the feasibility of including a provision in the zoning code and site plan regulations that requires new or redeveloped properties in the corridor to provide access to one or more parcel or development.	Mid-Term 		Community Development, Planning Board	

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.17 Actively maintain current pedestrian crosswalks through a maintenance program to ensure their high-visibility presence to motorists.	Ongoing 		DPW, MCDOT	Monroe County DPW
5.18 As part of a crosswalk maintenance program, update crosswalks to incorporate alternative materials that are suitable for pedestrian and bicycling crossing.	Mid-Term 	NYSDOT, USDOT	DPW, MCDOT	Monroe County DPW
5.19 Ensure that crosswalk signage and markings are in compliance with MUTCD standards.	Ongoing 		DPW, MCDOT	
5.20 Identify locations to establish mid-block pedestrian crossings, raised crosswalks, and/or tabled intersections in the corridor.	Mid-Term 	NYSDOT	DPW, Community Development, MCDOT	Monroe County DPW
5.21 Install pedestrian crossing lights at all signalized intersections; include audible crossing signals where necessary to improve safety.	Mid-Term 	NYSDOT	DPW, MCDOT	Monroe County DPW
5.22 Determine the feasibility of installing in-road, lighted crosswalks at specific locations along the corridor; incorporate into a planned or proposed roadway project.	Mid-Term 	NYSDOT	DPW, Community Development, MCDOT	Monroe County DPW,
5.23 Remove existing traffic signals where feasible or determine their effectiveness based on MUTCD standards and local traffic safety.	Long-Term 		DPW, Community Development, MCDOT	Monroe County DPW
5.24 Expand the traffic signal synchronization and timing plan to all areas in the East Ridge Road corridor as part of Monroe County's 2012 Rehabilitation Project.	Immediate 		DPW, Community Development, MCDOT	Monroe County DPW

Section 5: East Ridge Road Corridor Management Plan

Vehicular and Pedestrian Movement, cont'd.

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.25 Where there is demonstrated pedestrian activity, adjust traffic signal timing to include a pedestrian crossing phase at key intersections.	Short-Term □		DPW	MCDOT
5.26 Sidewalks that are rehabilitated or installed should be designed with a buffer between the roadway and sidewalk.	Mid-Term □	NYSDOT	Community Development, DPW	MCDOT
5.27 In any locations where on-street parking can be accommodated, include curb bulb-outs to shorten pedestrian crossing distances.	Mid-Term □		DPW, Community Development	
5.28 Expand on-street bike lanes where feasible through the reconfiguration of existing lanes to accommodate a minimum five-foot wide, dedicated bike lane.	Long-Term □		Community Development	MCDOT
5.29 Pursue the development of a multi-use path adjacent to East Ridge Road in the right-of-way or through easements.	Long-Term □		Community Development	MCDOT
5.30 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
5.31 Determine ideal locations for future and existing transit stops to mitigate traffic flow inconsistencies and unsafe pedestrian crossing.	Long-Term □		Community Development	MCDOT, RGRTA
5.32 Consider land reductions through restriping or reconstruction and incorporating buffered sidewalks, bike lanes, and/or landscaping.	Mid-Term □	NYSDOT	Community Development, DPW	MCDOT, NYSDOT
5.33 In addition to those intersections identified in the County 2012 Rehabilitation Design Report, identify additional locations where dedicated right-turn lanes should be implemented.	Short-Term □		Community Development	MCDOT









Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.34 Expand the corridor’s existing right-of-way through land acquisition or provision of easements; develop zoning or tax incentives to encourage participation.	Long-Term □		Town Board, Planning Board	








Streetscape and Site Design

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.35 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
5.36 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	
5.37 Pursue and identify areas for streetscape enhancements throughout East Ridge Road, including easements.	Short-Term □	NYS DOT	Community Development, DPW	Business Leaders
5.38 Improve and enhance bus stops with shelters through partnerships, where feasible, as part of the site plan review process or other means.	Mid-Term □	NYS DOT	Community Development, Planning Board	Institutions, Civic Organizations, Business Leaders, RGRTA
5.39 Establish a community-supported design theme for the corridor that can be incorporated into development and enhancements in the public and private realm.	Short-Term □	NYSCA	Citizens, Community Development	
5.40 Incorporate public art and/or decorative urban furnishings that complement the design theme for the corridor.	Mid-Term □	NYSCA	Community Development	Institutions, Civic Organizations

Section 5: East Ridge Road Corridor Management Plan

Streetscape and Site Design, cont'd

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.41 Revise sign regulations to ensure that signage conforms with MCDOT/ NYSDOT standards and address specifics such as location, lighting, materials, heights, and landscaping.	Immediate 		Community Development, Planning Board	MCDOT
5.42 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
5.43 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
5.44 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	
5.45 Determine the feasibility of replacing existing traffic span wire signals with mast arms in conjunction with decorative lighting.	Mid-Term 		DPW, Community Development	MCDOT
5.46 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	MCDOT
5.47 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	
5.48 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
5.49 Consolidate the Town Zoning Code to simplify interpretation and redundancies.	Immediate & Short-Term 		Community Development, Planning Board, Town Board	Citizens
5.50 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
5.51 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	
5.52 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
5.53 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
5.54 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	
5.55 New or significant rehabilitation of existing properties should incorporate well-defined entrances and landscaping.	Ongoing 		Planning Board	

Section 5: East Ridge Road Corridor Management Plan

Building Design

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.56 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
5.57 Create corridor-wide design standards that include a variety of building materials, elements, and features to ensure an complementary mix of styles.	Immediate & Short-Term □	NYSCA	Community Development, Planning Board, Town Board	Business Owners, Residents
5.58 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
5.59 Where buildings have “frontage” on multiple, highly travelled roadways, ensure building and site designs are equally attractive on all sides.	Immediate & Ongoing □		Planning Board	

Sub-Area A: City line to Carter Street

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.60 Revise zoning regulations to require driveway consolidation and/or shared access in site redevelopments.	Immediate & Short-Term □		Community Development, Planning Board, Town Board	MCDOT, Business Owners
5.61 Work towards widening the right-of-way to allow future roadway modifications, including buffer zones and expanded sidewalks.	Long-Term □		Town Board	MCDOT
5.62 Reduce roadway travel lane widths to expand the pedestrian and buffer zone.	Long-Term □		DPW	MCDOT
5.63 Encourage property owners to install or expand landscaping, especially buffers along roadways.	Mid-Term □		Town Board	Property Owners, Business Leaders

Sub-Area A: City line to Carter Street, cont'd.






Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.64 Modify zoning and site plan regulations to decrease setback requirements to reduce and/or eliminate frontage parking.	Immediate & Short-Term □		Community Development, Planning Board, Town Board	Business Owners
5.65 Encourage businesses to utilize side and rear parking and develop or expand a “front lawn” type of entrance with pedestrian connections.	Mid-Term □		Community Development	Business Leaders
5.66 Continue to encourage small-scale development of parcels.	Immediate & Ongoing □		Planning Board	
5.67 Target and encourage neighborhood-level commercial development to service surrounding residential areas.	Immediate & Short-Term □		Community Development, Planning Board	Developers, Property Owners

Sub-Area B: Carter Street to Culver Road



Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.68 Study and determine the feasibility of a raised crosswalk at Carter Street and Stanton Lane.	Mid-Term □		Community Development, DPW	Monroe County
5.69 Work towards widening the right-of-way to allow future roadway modifications, including buffer zones and expanded sidewalks.	Long-Term □		Town Board	
5.70 Determine the feasibility of installing on-street parking on specific portions of the corridor where existing properties have shallow setbacks.	Short-Term □		DPW, Community Development, Town Board	MCDOT, Business Owners
5.71 Encourage the development of “front lawns” and frontage green space along the corridor with pedestrian connections.	Short-Term □		Planning Board, Community Development	Business Owners

Section 5: East Ridge Road Corridor Management Plan







Sub-Area B: Carter Street to Culver Road, cont'd.

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.72 Consider and encourage the development of a multi-story development at the ESL headquarters site when vacated in 2010 (planned).	Mid-Term 		Town Board, Planning Board	Business Leaders
5.73 Ensure the Medley Centre redevelopment project includes streetscape enhancements along the corridor consistent with the recommendations in this Plan.	Short-Term 		Planning Board	
5.74 Encourage side and rear parking for businesses that have small frontage setbacks and currently accommodate diagonal/perpendicular.	Short-Term 		Planning Board	
5.75 Encourage the development of outparcels on larger commercial/retail properties to take advantage of underutilized land and increase density.	Short-Term 		Planning Board	
5.76 Ensure building orientation on corner lots addresses both roadways with limited frontage parking and the primary design focus on East Ridge Road.	Immediate & Ongoing 		Planning Board	

Sub-Area C: Culver Road to Route 590

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.77 Determine the feasibility of installing parallel parking through restriping in the existing right-of-way.	Short-Term 		DPW	MCDOT, Business Owners
5.78 Enhance the mid-block crossing at East Ridge High School utilizing methods and design recommendations contained in the Plan.	Short-Term 		Community Development	MCDOT

Sub-Area C: Culver Road to Route 590, cont'd.

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
5.79 Provide a buffer between the sidewalk and roadway with trees and a tree lawn, where feasible, as well as a curb to protect pedestrians.	Short-Term 	NYSDOT, NYSDEC	DPW	MCDOT
5.80 Expand plantings in the center median adjacent to further enhance this gateway area.	Short-Term 	NYSDOT	DPW, Planting Irondequoit Pride	Civic Organizations, MCDOT
5.81 Plant additional street trees, where feasible, to enhance the corridor and slow traffic.	Mid-Term 	NYSDOT, NYSDEC	DPW	MCDOT, Civic Organizations
5.82 Encourage private property owners to add additional landscaping elements to properties, especially along the corridor.	Long-Term 		Community Development	
5.83 Encourage the development of outparcels on larger commercial/retail properties to take advantage of underutilized land and increase density.	Short-Term 		Planning Board, Community Development	
5.84 Identify potential options for plaza space reuse to plan for any changes that may occur based on new development elsewhere in the corridor.	Short-Term 		Community Development	

Section 6: Waterfront Redevelopment Plan










River-Rail Corridor Opportunity Area

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.1 Initiate dialogue with property owner regarding use and development of the rail bed.	Immediate <input type="checkbox"/>		Town Board, DPW	Monroe County, Genesee Land Trust, City of Rochester
6.2 Develop a trail feasibility study with input from stakeholders, adjacent property owners, and user groups.	Short-Term <input type="checkbox"/>	NYSDEC, NYSDOT, NYSOPRHP	Community Development, Parks & Recreation, DPW	Monroe County, GTC, City of Rochester
6.3 Develop a detailed development plan for a trail that addresses issues outlined in the Plan, as well as funding sources.	Short-Term <input type="checkbox"/>	FHWA, CF, NYSDOT, NYSOPRHP	Community Development, Parks & Recreation, DPW	Monroe County, GTC, City of Rochester
6.4 Utilize various organizations, volunteer groups, partnerships, and other means for improving the rail bed.	Mid-Term <input type="checkbox"/>	Community Development		Citizens, Business Leaders, Civic Organizations, GTC

Pattonwood Opportunity Area

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.5 Proactively support the development of the Lighthouse Pointe Plan through resolutions and lobbying efforts.	Ongoing <input type="checkbox"/>		Town Board, Community Development	City of Rochester, Monroe County
6.6 Support and encourage a mix of neighborhood-level commercial and retail uses to service surrounding residential areas.	Mid-Term <input type="checkbox"/>		Town Board, Community Development	
6.7 Initiate dialogue with the City of Rochester regarding the potential development of a public boating access point along the River.	Ongoing <input type="checkbox"/>		Town Board, Community Development, DPW	City of Rochester
6.8 Engage the local marinas and property owners to identify needs, constraints and opportunities and coordinate revitalization efforts.	Mid-Term <input type="checkbox"/>	NYSICA	Community Development	Business Leaders, Property Owners

Pattonwood Opportunity Area, cont'd.

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.9 As development increases, study the feasibility of a seasonal water taxi connecting Pattonwood to Charlotte.	Long-Term 		Town Board	City of Rochester
6.10 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
6.11 Avoid, and restrict if necessary, additional curb cuts near the Thomas Avenue/Pattonwood intersection.	Immediate & Ongoing 		Planning Board, DPW, Community Development	MCDOT, NYSDOT
6.12 Emphasize shared parking and cross access for any new or redeveloped properties or sites.	Immediate & Ongoing 		Planning Board, DPW, Community Development	
6.13 Encourage the development of a signature or landmark feature at the Thomas Avenue/Pattonwood intersection.	Mid-Term 		Planning Board	
6.14 Develop a local wayfinding signage system to guide visitors to local destinations within the Town.	Short-Term 	NYSCA, NYSDOT	Community Development	
6.15 Connect new and existing development with adjacent sidewalk and trail systems.	Long-Term 		Planning Board	
6.16 Maintain the existing street trees in the area and expand them to primary and secondary streets, preferably in the tree lawn or grass strip alongside the sidewalk.	Long-Term 	NYSDEC	Community Development, DPW	
6.17 Encourage the development of buildings with visible pedestrian entrances and facades that are “active” and engaging.	Ongoing 		Planning Board	

Section 6: Waterfront Redevelopment Plan

Summerville-Lakeshore Opportunity Area

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.18 Establish a wayfinding and signage system to guide visitors to the Lakeshore and River.	Short-Term □		Community Development, DPW	Monroe County
6.19 Enhance the entrance drive alongside the Coast Guard Station to delineate a pedestrian path.	Short-Term □		Town Board, Community Development, DPW	City of Rochester, Coast Guard
6.20 Work with adjacent property owners to screen and maintain areas visible to the public. Zoning regulations can be revised to include buffer and screening requirements.	Immediate & Short-Term □		Town Board, Community Development, Planning Board	Business Leaders, Property Owners
6.21 Enhance the pathway from the Coast Guard Station driveway to the Summerville beach and pier with gravel or pavement.	Short-Term □	USACE, USEPA	Community Development	Property Owners, City of Rochester, Coast Guard
6.22 Initiate the cleanup of the Summerville Beach and surrounding area.	Short-Term □		DPW	Property Owners, City of Rochester, Citizens, Civic Organizations
6.23 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
6.24 Develop design standards for any new or redevelopment that includes setbacks, building orientation and facades, lighting, and green space.	Immediate & Short-Term □	NYSCA	Community Development	Business Owners, Residents
6.25 Enhance and highlight crosswalks along Saint Paul Street with lighting, signage, and pavement markings.	Mid-Term □	NYSDOT	DPW	MCDOT
6.26 Add on-street parking along Saint Paul Street through the use of pavement markings, where feasible.	Mid-Term □		DPW	MCDOT

Summerville-Lakeshore Opportunity Area, cont'd.

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.27 Improve streetscaping with street trees and landscaping, especially at the center circle median and adjacent boat storage yard.	Short-Term <input type="checkbox"/>	NYSDEC	DPW	MCDOT
6.28 Engage landowners in the area around First, Second, and Third Streets to develop a neighborhood plan for the area.	Immediate & Short-Term <input type="checkbox"/>		Community Development	Residents
6.29 Ensure Summerville residents and businesses are involved in the review of the Lighthouse Pointe project.	Ongoing <input type="checkbox"/>		Town Board	Lighthouse Pointe developer
6.30 Extend pedestrian connections (sidewalks and trails) from the Summerville to Pattonwood area.	Mid-Term <input type="checkbox"/>	NYS DOT	Planning Board, DPW	
6.31 Encourage improvements along the lakeshore of Summerville beach such as a public promenade and/or landscaping.	Long-Term <input type="checkbox"/>	USACE, NYSOPRHP	Community Development, DPW	MCDOT, City of Rochester

Sea Breeze Opportunity Area

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.32 Revise zoning regulations for the Sea Breeze area that permit recreational and commercial uses as the primary uses.	Immediate & Short-Term <input type="checkbox"/>		Planning Board, Community Development, Town Board	Monroe County
6.33 Work with local businesses and developers to develop attractions that can be utilized throughout the year or at various seasons.	Long-Term <input type="checkbox"/>		Community Development	Business Leaders
6.34 Create or assist in the creation of additional public access to the Bay with pedestrian amenities and green space.	Mid-Term <input type="checkbox"/>	NYSDEC	Community Development, Parks & Recreation	MCDOT

Section 6: Waterfront Redevelopment Plan

Sea Breeze Opportunity Area, cont'd.

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.35 Continue to reinforce the design guidelines outlined in the 1998 Sea Breeze Revitalization Plan.	Ongoing <input type="checkbox"/>		Planning Board	Monroe County
6.36 Install high-visibility crosswalks across Culver Road with appropriate signage and markings.	Immediate <input type="checkbox"/>	NYSDOT	DPW	Monroe County, City of Rochester
6.37 Install pedestrian-scale lighting and streetscape amenities - incorporate amenities into any new development.	Mid-Term <input type="checkbox"/>	NYSDOT	Community Development, DPW	
6.38 Develop tax and assessment incentives and business development programs to encourage neighborhood beautification and small business development.	Mid-Term <input type="checkbox"/>	USDOC, NPS	Community Development, Town Board	
6.39 Consider rezoning the area as its own unique district that is oriented towards mixed use and form-based regulations.	Immediate & Short-Term <input type="checkbox"/>		Community Development, Planning Board, Town Board	Business Owners, Residents
6.40 Initiate a regular cleanup and maintenance program with the community of the public beach adjacent to the Bay outlet.	Immediate & Ongoing <input type="checkbox"/>	USACE, NYSDEC	DPW	Citizens, MCDOT, Civic Organizations
6.41 Determine the feasibility of a seasonal, neighborhood-level trolley or bussing system to alleviate traffic and parking for visitors as density and businesses in the area increase.	Long-Term <input type="checkbox"/>	NYSDOT, FHWA	Community Development	Business Leaders

Bay Bridge Opportunity Area

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.42 Prepare a property development master plan as a passive recreational activity area.	Short-Term <input type="checkbox"/>	NYSOPRHP, NYSDEC	Planning Board, Parks & Recreation, DPW	Monroe County
6.43 Conduct a geotechnical study of the area to determine the extent of construction/development that the site could handle.	Short-Term <input type="checkbox"/>		Community Development, DPW	
6.44 Establish detailed design standards for the area if higher-density residential development is possible or proposed.	Mid-Term <input type="checkbox"/>	NYSCA	Community Development	Property Owners

Plateau Opportunity Area

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.45 Initiate and finalize discussions regarding the potential purchase or use of the Plateau site.	Immediate <input type="checkbox"/>		Town Board, DPW	MCDOT, NYS DOT
6.46 Examine the potential of developing the Town-owned property in the area into a recreational area.	Mid-Term <input type="checkbox"/>	NYSDEC, NYSOPRHP	Community Development	Conservation Board
6.47 Continue to protect the land bounding Densmore Creek as a natural area.	Ongoing <input type="checkbox"/>		Town Board	
6.48 Consider developing non-invasive trails in the area with connections to nearby neighborhoods and the potential recreational area.	Mid-Term <input type="checkbox"/>	NYSOPRHP, CF, NYSDEC	Community Development, Parks & Recreation	GTC

Section 6: Waterfront Redevelopment Plan

LaSalle’s Landing Opportunity Area

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
6.49 Revise zoning regulations to limit permitted uses in the area to public recreation, restaurants and water-related businesses.	Immediate & Short-Term □		Planning Board, Community Development, Town Board	Town of Penfield, Monroe County
6.50 Encourage the development of public access to the Bay, Creek and wetlands such as those examples outlined in this Plan.	Mid-Term □	USEPA, NYSDEC, NYSOPRHP	Planning Board	Town of Penfield, Monroe County
6.51 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
6.52 Establish a more prominent gateway feature for motorists entering Irondequoit on Empire Boulevard.	Mid-Term □		Community Development, DPW	Civic Organizations, NYS DOT
6.53 Continue to evaluate the feasibility of reconfiguring Empire Boulevard with lane reductions and dedicated pedestrian systems.	Short-Term □		Community Development, DPW	Town of Penfield, MCDOT, NYS DOT
6.54 Develop more specific design standards for buildings and sites in the area as recommended in this Plan.	Immediate & Short-Term □	NYSICA	Community Development	Property Owners
6.55 Install and maintain trees and green space in the area for land stabilization and beautification.	Mid-Term □	NYSDEC, USEPA	DPW	Citizens, Civic Organizations
6.56 Allow the Planning Board discretion to impose additional conditions for new or redevelopment that are in concert with the goals for this area that are outlined in this Plan.	Immediate & Short-Term □		Town Board	

Section 7: Parks, Recreation and Trails Plan

Town-wide Actions

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
7.1 Develop a Parks and Recreation Advisory Committee with broad-based community representation.	Immediate <input type="checkbox"/>	PTNY	Parks & Recreation	
7.2 Partner with the City and Monroe County to co-sponsor special events and programs at regional sites.	Short-Term <input type="checkbox"/>		Parks & Recreation	Monroe County, City of Rochester
7.3 Establish parameters and criteria for acquiring lands or rights thereto for the purpose of preserving open space.	Short-Term <input type="checkbox"/>		Town Board, Conservation Board	
7.4 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 <input type="checkbox"/>		Community Development, Town Board	
7.5 Initiate in dialogue with neighboring Towns and the City to expand inter-municipal and regional trailways.	Short-Term <input type="checkbox"/>		Community Development, Parks & Recreation	Towns of Penfield & Webster, Monroe County, City of Rochester
7.6 Implement a comprehensive system of fees for programs and facility use to offset operating costs, tiered for residents and non-residents.	Short-Term <input type="checkbox"/>		Town Board, Parks & Recreation	
7.7 Review and revise recreation fees collected from new residential development on a regular basis.	Ongoing <input type="checkbox"/>		Town Board, Community Development	

Section 7: Parks, Recreation and Trails Plan

Trail Related Actions

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
7.8 Develop a Walkable Community Committee to improve pedestrian and biking access throughout the Town.	Short-Term <input type="checkbox"/>	PTNY	Parks & Recreation	
7.9 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 <input type="checkbox"/>		Parks & Recreation	
7.10 Re-analyze the bike routes that are outlined in this Plan as part of the trail feasibility study and establish priority routes for improvement and enhancement.	Short-Term <input type="checkbox"/>		Parks & Recreation, Community Development	
7.11 As part of the trail feasibility study, develop a priority system for the installation of new and rehabilitation of existing sidewalks.	Short-Term <input type="checkbox"/>		DPW	
7.12 Coordinate and continue to support Monroe County’s plan for the development of an Irondequoit Bay Park West trail.	Ongoing <input type="checkbox"/>		Town Board, DPW	Monroe County
7.13 Develop and distribute a publication outlining Town trails and the unique scenic, historic, and cultural assets of the Town.	Short-Term <input type="checkbox"/>		Community Development, Parks & Recreation	

Site Specific Actions

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
7.14 Prepare master development plans for Camp Eastman, the Van Lare property (if feasible), Newport Cove (Bay Bridge Opp. Area) and the Plateau site.	Short-Term <input type="checkbox"/>		Town Staff	Monroe County, City of Rochester
7.15 Coordinate a topographic survey of the Plateau site, Camp Eastman, and Van Lare property (if feasible) to determine extent of recreational upgrades as part of the master development plans.	Short-Term <input type="checkbox"/>		Town Staff	Monroe County, City of Rochester
7.16 Finalize design details of the Irondequoit Bay Secret Cove Park according to the recommendations in this Plan.	Immediate <input type="checkbox"/>		DPW	NYSDOT
7.17 Continue building safety and integrity improvement and upgrades to the Pinegrove Facility.	Ongoing <input type="checkbox"/>		Town Board, Parks & Recreation	
7.18 Develop a long-range plan for the use of the Pinegrove Facility as part of the Community Center feasibility study.	Mid-Term <input type="checkbox"/>		Town Staff	West Ironedquoit. CSD
7.19 Reconstruct the existing baseball field at Heyer-Bayer Park.	Short-Term <input type="checkbox"/>		Parks & Recreation	
7.20 Prioritize upgrades to Bateau Play Terrace according to the recommendations in this Plan.	Short-Term <input type="checkbox"/>		Parks & Recreation	
7.21 Determine extent of recreational facilities that can be feasibly constructed at the Eagle Rock/Bay Shore Drive and Birch Hills Drive parcels.	Mid-Term <input type="checkbox"/>		Town Staff	
7.22 Prepare a maintenance and reconditioning plan and schedule for all neighborhood playgrounds.	Short-Term <input type="checkbox"/>		Parks & Recreation	

Section 8: Irondequoit Community Center

Action	Anticipated Timeframe	Funding Sources	Action Leaders	Potential Partners
8.1 Conduct a detailed feasibility study to identify specific program requirements, partnerships, financing, and other elements.	Short-Term <input type="checkbox"/>		Town Board, Parks & Recreation	
8.2 Continue to actively pursue an alternative location for the DPW garage utilizing the criteria outlined in this section of the Plan.	Short-Term <input type="checkbox"/>		DPW, Planning Board, Town Board	
8.3 Initiate in a dialogue with the YMCA and other local recreational organizations to determine the extent for any partnership opportunities.	Short-Term <input type="checkbox"/>		Town Board	WICSD, EICSD, Monroe Co.

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.nysdot.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	Medley Centre site an existing zone. Can also contact Monroe Co. Planning Dept.
Empire Opportunity Fund	Non-residential, job-generating projects of scale	25% of eligible costs for projects over \$500,000	None	Consistent with State/regional plans & relate to economic revitalization policy
RESTORE NY	Projects that aim to revitalize urban centers, emphasis on economically distressed areas.	\$5 million for no more than two projects	10%	

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 & management plans, tree/shrub planting & maintenance, green roofs & rain gardens.	Between \$2,000 and \$20,000 for communities less than 65,000 people.	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

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.	20%	Project must fit into one of twelve eligible categories. Federal Transportation Appropriation
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 50% of non-federal share of capital projects	20%	
Surface Transportation Program	Transit-related projects on roads not classified as minor local or rural collectors	Up to 50% of non-federal share of capital projects	20%	
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.

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

Program	Funded Activities	Funding Limit	Match Required?	Notes
NYSPP2I 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 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		

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

