PLAN FORWARD
A Comprehensive Plan for Monroe County

MUNICIPAL FOCUS GROUPS - NOTES

CANAL WEST COMMUNITIES

Town of Clarkson
Town of Sweden
Village of Brockport
Town of Ogden
Village of Spencerport
Town of Gates

CANAL EAST COMMUNITIES

Town of Brighton
Town of Pittsford
Village of Pittsford
Village of East Rochester
Town of Perinton
Village of Fairport

WATERFRONT COMMUNITIES

City of Rochester
Town of Hamlin
Town of Parma
Village of Hilton
Town of Greece
Town of Irondequoit
Town of Webster
Village of Webster
Town of Penfield

SOUTHERN COUNTY COMMUNITIES

Town of Riga
Village of Churchville
Town of Chili
Town of Henrietta
Town of Wheatland
Village of Scottsville
Town of Rush
Town of Mendon
Village of Honeyoye Falls

About these Notes:

Four municipal focus group sessions were held as part of the Plan Forward effort on November 15 & 17, 2021. The groupings above reflect the municipalities that participated during each group meeting. The purpose of these meetings was to understand the communities' perspective on the plan topics from the municipal leadership perspective, and to identify areas where the county can strategically assist or support municipal planning efforts.

The focus group sessions included a brief presentation by the project team followed by a facilitated Q&A session. The questions and responses are listed below. They are organized by question; each group's responses are listed directly below the question heading. For some questions, focus group participants responded by submitting short written comments. In these cases, the comments are grouped into categories.

Question 1:
WHAT MAKES MONROE COUNTY A GREAT PLACE TO LIVE?

CANAL WEST
Group 1: Parks & trails, Our parks & recreation programs, Parkland, Canal front,
Group 2: Businesses, Business friendly, Businesses, Opportunity, Great economy
Group 3: The many higher education institutions, Higher ed, schools, Center of colleges (Brockport, RIT, Nazareth)
Group 4: Variety of communities (rural, suburban, urban), Canal side communities, Rural town open space, Farming community, Family friendly
Group 5: Great access to amenities, easy access across the county, Lowkey with services in Brockport/Pittsford
Group 6: Wonderful people in our area, Diversity, People, Diversity, Diversified

Group 7: Affordability
Group 8: Healthcare
Group 9: Cultural events, Our cultural opportunities in Rochester

CANAL EAST

Greenspace, Parks and greenspace, Natural resources, Natural beauty
Group 2: All star dining options, Variety of restaurants, Entertainment venues, Access to the arts and cultural activities, Arts, Food, Sports, Culture, Cultural life, Abundance of local restaurants and pubs, Variety of social events, Abundance of activities, Great food
Group 3: Ability to have urban culture and experiences alongside of rural farms/markets/settings, Wonderful neighborhoods, Small communities where everyone knows everyone, Big city offerings / small town feel, Neighborhoods, Beautiful neighborhoods, Eclectic towns, Neighborhoods, Good balance among urban, suburban and rural environment, Monroe county has a great mix of different types of communities (urban, rural, lake, canal)
Group 4: Education system, Great education, Higher ed institutions
Group 5: Great agricultural region
Group 6: Housing prices better than much of the country
Group 7: Easy transportation, Ease of getting around (absence of northeast corridor traffic congestion), Central location

WATERFRONT

Group 1: Parks/Open space, Parks & rec., Great park spaces (hills, water, trails), Parks!
Group 2: Lake Ontario, Waterfront, Lake Ontario, Abundance of water
Group 3: Cultural diversity, Arts & music, Arts & culture, Diverse cultures & areas within the towns and villages
Group 4: Change of seasons, Climate, 4 seasons-no hurricanes, earthquakes, etc.
Group 5: Bike lanes, Traffic, Ease of accessibility N-S and E-W within the county, proximity internally and close to major cities
Group 6: Vibrant Urban Center
Group 7: Police force, Fire department
Group 8: Employment
Group 9: Higher education institutions
Group 10: Relatively strong climate resiliency
Group 11: People

SOUTHERN COUNTY

Group 1: Quality of life, Diverse activities to take part in, Good schools (except City of Rochester), Cultural activities & tourism, Museums & GEYA, Variety of activities for all ages, great restaurants, Location within NYS, Minimal traffic, Rural experience, Economic stability, Higher education, Entertainment
Group 2: Close proximity to many areas and attractions, Close to Finger Lakes, Easy to get around, Location within NYS, Easy to get to needed events & places in 20 minutes drive-time, 15 minutes from Rochester, Region, Metro area variety, Location to lake
Group 3: Natural environment, Open space, Parks, Parks, Diverse landscape, Environment
Group 4: Friendly residents, diverse population, diverse people
Group 5: Weather
Group 6: Great transportation network
Group 7: Great quality drinking water, Good healthy water supply
Group 8: Cost of living, low housing cost, Low taxes and great services in Henrietta

Question 2:
WHAT IS MISSING THAT WOULD MAKE THE COUNTY EVEN BETTER?

CANAL WEST
Group 1: Coordination between municipalities unless adjoining, Better relationship with surrounding municipalities, Better communication county-to-local, Cooperation between city & smaller municipalities, There is a large disparity between east & west- how do we bridge that, partnerships, Integrated planning 1-3-5 year county-to-local, Shared services across communities (fire Marshall, buildings)
Group 2: Safety, Public safety, Overall safety- crime uptick, Public safety
Group 3: Better broadband, Road & bridge repair, Public transport, Aging infrastructure, Updated infrastructure water and sewer
Group 4: Improvements to the Lake Ontario waterfront (like has been done in Buffalo), Improvements along the west side canal area
Group 5: Industrial Opportunity
Group 6: Alternative energy incentives
Group 7: Mental health care
Group 8: Senior focus
Group 9: Sports center

CANAL EAST
Group 1: Better job opportunities, Job opportunities for young people, Job opportunities, Economic and population growth, equitable opportunities
Group 2: Making Rochester a true destination through redevelopment of the downtown core (yes, some of it has already started), No serious effort to reduce crime in the city- hurts quality of life for city residents and diminishes the attraction of the city as a destination
Group 3: Mass transit, More transportation options (subway, rail system), Better public transportation with ease of use to destinations, Transit system is largely ineffective, Public transportation
Group 4: Facilitate multi modal transportation that connects neighboring municipalities, More bike trails
Group 5: Diversity, Promotion of diversity throughout the county- the county is very segregated
Group 6: Smooth roads, Conditions on interstate and county roads, Better use of roads- undo the destruction caused by 1970s poor placement of highways, Reclaiming Rochester neighborhoods- remove the rest of the inner loop
Group 7: Less political feuding, politics
Group 8: Taxes are too high
Group 9: Cell service
Group 10: This region generally underutilizes or makes poor use of its waterfront areas
Group 11: Balance in the type and affordability of housing throughout the county
Group 12: Professional sports and theatre, Missing major league sports
Group 13: Need ways to keep families here
Group 14: Balance in the type and affordability of housing throughout the county

WATERFRONT
Group 1: Economic opportunities for all, More employment opportunities, More neighborhood commercial, More diversity in individual communities (of population)
Group 2: Lower taxes county, Lower property taxes, Better use of taxes
Group 3: More public access to waterfronts (lots are privately owned), Cleaner beaches for swimming, Waterfront on Lake Ontario- mouth of Genesee River

Group 4: Better connected airport, Non-stop flights to more places
Group 5: Major sports or music venue, Division 1 college football and basketball
Group 6: Warmer weather year-round
Group 7: Support for housing rehab to improve and sustain aging housing
Group 8: Regional schools
Group 9: Coordinated land use decisions
Group 10: Listen to people a little more
Group 11: Destination Downtown at night for suburbanites
Group 12: Better infrastructure- roads and bridges
Group 13: More policemen

SOUTHERN COUNTY
Group 1: Better public transportation, Mass transit from outlying towns & villages, Increased regional transit, Better roadways & infrastructure, roadways & other infrastructure need improvement, Fix RCSD- it reflects poorly on the whole region, Road conditions
Group 2: Public water, Public water in areas in much need for affordable drinking water
Group 3: Lower taxes, Lower taxes, Low tax base- no growth of business/industry, Home owner high tax rate, Money, Lower taxes
Group 4: Easy access to business support
Group 5: Focus on sustainability (less fossil fuels)
Group 6: Less crime, Stronger police force without limitations
Group 7: Town should have their own identity, More local control instead of state, Smaller communities and community living
Group 8: Broadband internet, Low cost broadband
Group 9: Collaborative county government (too much fighting), recognition of small suburb issues, Acknowledgement of unique issues & not just general top-down, Remove silos
Group 10: Consistent quality schools, Integrate city/county schools and administration
Group 11: Better parks, more multimodal and interactive trails, indoor water park, Embrace waterways / connect to Oatka Genesee Etc.

Question 3:
WHAT THINGS WOULD YOUR MUNICIPALITY LIKE TO BE ABLE TO DO THAT YOU CAN'T RIGHT NOW?

CANAL WEST
1. In the Town of Sweden, not everyone has public water because the shallow bedrock makes it expensive.
2. In the Town of Clarkson, there are 2 state bridges that have been in disrepair for the last 10 years. They are scheduled to be replaced in 2024 and 2025, but there is little confidence that this will actually happen.
3. In the Town of Sweden local road expansion is needed on 19 & 31. If they could extend Owens, Chumway, Redmond Roads it would take pressure off of the intersection.
4. In the Village of Spencerport, the exits for 531 need to be extended. Traffic is increasing from the west, and 531 dumps traffic onto 31.
5. In the Town of Gates there is a need for sound barrier around the Lyell Road exits. There is a need for an extension beyond Howard Road. There are a lot of state and county roads that need sidewalks, particularly around schools where the kids walk to school and at Wegmans (Weiland?) and Long Pond Roads. There is also a need for crosswalks, some of them have been eliminated because there are no sidewalks, but people are still walking there and need to cross the road safely.

6. In the Village of Spencerport and East Ave. extension that would go from 259 to Lyell Ave. would lessen congestion, improve safety response time and help economic development by providing access to Village Plaza storefronts.

CANAL EAST
1. The Town of Pittsford wants to control (reduce) speed limits on State Roads.
2. The Village of East Rochester finds it difficult to have five state and county roads in the Village that they do not control. They would like to lower the speed limit to 25 mph, fill potholes, improve road conditions, add signage, improve pedestrian safety. They are impeded by the State DOT, who is working on its own plan which is being implemented on a different timeframe (MUTCD Plan). This results in instances where there is no connectivity between where it is needed and where it is installed. Municipalities aren't able to provide input.
3. The Town of Brighton wants sidewalks and streetlights, but needs resources. It is not eligible for CDBG funds because its population is under 50,000. It doesn't have the funds to cover basic infrastructure needs, much less quality of life enhancements.
4. Matching grants.
5. The Village of East Rochester wants to right-size the borders of municipal boundaries. The lack of clear boundaries is halting potential developers.

WATERFRONT
1. Be able to address zombie properties. County coordination is needed for foreclosures.
2. Lead abatement programs.
3. Some areas are experiencing a lack of senior housing, such as The Village of Hilton. (There is sufficient senior housing in Webster, however)
4. Coordination with the county is needed for repair, maintenance, and cost-sharing of the street light system
5. Multi-use trail system network that extends out of the city and into the towns

SOUTHERN COUNTY
1. Develop Black Creek into a park with a boardwalk in Churchville through path creation, shoreline cleanup, structural improvements. An intermunicipal agreement has been established for maintenance. We want the County to make a plan for development- see the Black Creek trail study for more information.
2. Develop a border-to-border trail or greenway that connects all parks. A master plan committee is currently working on a plan for this in the Town of Wheatland.
3. The Town of Wheatland has broadband needs and also needs to collaborate with the County on recycling issues.
4. The Village of Honeyoye Falls comprehensive plan includes a goal to create a walkable area along the creek. The issue is that there ais a lot of private property including around a covered bridge that would provide access above the falls.
5. Henrietta lacks a town center and a sense of identity. It has some multimodal projects underway including the Genesee River Trail and the East River Road Corridor.
6. A BIG IDEA is connecting the towns in the southern portion of the county by trail. Trying to work internally has created issues, county-wide trail planning is needed.
7. 5G
8. Henrietta is interested in sharing lessons learned with other towns with respect to Ag/solar, 5G, garbage issues
9. Wheatland and Rush would like to better plan for and serve their senior populations- there is no transit and few senior housing options in these communities

Question 4:
WHAT TRANSPORTATION OR INFRASTRUCTURE SERVICES DOES YOUR MUNICIPALITY NEED BUT NOT HAVE, OR NEED TO BE IMPROVED ON?

CANAL WEST
1. A revised RTS system is needed.
2. The RTS on-demand service process is cumbersome, and rides are sometimes not available. Service to Brockport has been diminished through the new plan, but students still need to be able to take the bus to the college. Accessibility and reliability are lacking. People don't know about the on-demand services, some people do not have cell phones to utilize the service. The system revisions has left some unable to get their jobs.
3. Wi-fi accessibility should be addressed.
4. The Village of Brockport is on-route to the Erie Canal, however, the bike lanes here are dangerous because they are not continuous.
5. More sidewalks are needed in the Town of Sweden between the apartments and the retail centers (such as where Lowes is).
6. Not all towns and villages mandate sidewalks in subdivision regulations.
7. Broadband dead spots should be addressed.
8. The Town of Clarkson is having issues with water-main breaks. "We need to take care of what we have."
9. There has been flooding along E. Canal Road despite multiple detention facilities. The issue may be that the State built a bus garage in the floodplain.
10. FEMA floodplain changes are a burden for residents. Some communities are unaware if they participate in NFIP. Relationship with FEMA is not productive in some cases.
11. More coordination between the state, county, and local level is needed.

CANAL EAST
1. RTS!
2. The sewer system is 125 years old and needs replacement. There is some demand for expansion (water, sewer, development) in Brighton.
3. The Monroe County Water Authority lacks coordination with the road, water main, hydrant maintenance. Roads are often being dug up, replaced, and then re-dug for work that seems like it could be better coordinated.
4. COMIDA- money has been spent on projects that made no sense, without consulting with the municipalities. They don't subsidize projects with a true community benefit. "We should be incentivizing high-tech industrial, not hotels and doctors' offices."
5. COMIDA- re-evaluate the process of how funding is awarded or what the mission is.
6. COMIDA- poor decisions about subsidies take resources away from infrastructure improvements.

WATERFRONT
Group 1: Sustainable energy systems (solar, etc.), EV charging, opportunities for district geothermal or other collective investments
Group 2: Expand internet access, broadband access
Group 3: Storm sewers, Infrastructure that is more resilient to lake water fluctuations
Group 4: Trail access along or two waterfront areas
Group 5: Street trees and bike lanes on county roadways
Discussion

1. Can the county purchase electric vehicles at a lower rate than each town would pay on their own? What are the standard specs for EV charging stations? There are more phase II stations that quick-charge stations.
2. The Village of Webster went through NYSERDA for level 3 charging stations. They cost $50,000. Is there any way the county could coordinate some kind of power-purchasing agreement?
3. Geothermal- residential street maintenance is an opportune time to install geothermal infrastructure. What parameters need to be in place to add this feature?
4. Storm sewers- The Village of Webster has old development that doesn't have adequate storm sewer infrastructure. They are aware of specific weak points in the system.

SOUTHERN COUNTY
Group 1: Bus route, RTS expansion, Improve RTS service, RTS more services, Bus service, Public transit, Public transit, RTS Park and Rides to create demand to attract riders who could drive so they can choose public transportation, Bus
"It's only serving people with no other option, not building bigger ridership. The bus system doesn't necessarily have to look like big busses- it can use smaller transit vehicles. The new RTS system took away lines in the S.W. corridor, so now the Towns would have to subsidize bus routes if they want to get service to their population. Some types of community developments require a bus route."
Group 2: Bike lanes on main roads also act as calming devices, Bicycle lanes, Bike lanes on existing roads, Discuss road diets to allow bike lanes with MCDOT
Group 3: Walking parklets, More money for sidewalks
Group 4: Charging locations for electric autos, Electric vehicle charging stations
Group 5: Internet, Fiber optic, Broadband, Internet
Group 6: Sewer, New water districts, better quality infrastructure, Sewer, Water
Group 7: Develop hamlets, Identify and preserve farmland
Group 8: Traffic control, Better maintenance of ramps from 490 including lighting

Question 5:
ARE THERE ENOUGH PARKS AND TRAILS IN YOUR MUNICIPALITY TO SERVE THE POPULATION?

CANAL WEST
1. In Sweden yes, the parks and trails are working.
2. Gates has the canal trail, but it's not safe because there are bad people on it.
3. The Town of Sweden has had a lot of county support for parks, for example, a grant for the Lodge at Sweden Town Park
4. The Village of Brockport- Maintenance is needed in Corbett Park including tree replacement for lost ash trees.
5. In Spencerport and Ogden the Heritage Trail is a draw and a destination. Boats stay at the docks (canal) free for 48 hours. People come to experience the small-town atmosphere.
6. In the Town of Sweden soccer tournaments in the park are a huge economic driver.
7. In the Town of Sweden, there is a need to light some sections of the canal so that people can walk during dark evening months.
8. The Village of Brockport needs more canal access points to prevent backyard cut-throughs.
9. In Spencerport secluded areas of canal have utilized tree-clearing to promote safety
10. The Canal Corporation has been reaching out to canal-adjacent residences to work on a tree-clearing plan

11. Monroe County needs a sports center, such as the Dome in Syracuse. If there was a centrally located, county-owned multi-use sports facility, all of the municipalities could benefit from it.
12. There could also be facilities sharing of sports resources in the county. See: Procter Field in Rochester.

CANAL EAST
1. Communities need to balance the need for parks with the need for taxable, valuable land, especially for small communities like Fairport which is 1.5 square miles.
2. Not all parks are walkable. The Town of Perinton is interested in adding more parkland to make sure that everyone in the community is served.
3. The Village of East Rochester added adult amenities such as fitness trails, horseshoes, but no sports fields. In they process they noticed that people do not want outsiders in their neighborhood. They will fight against upgrades that would make the parks appealing to new user groups and draw outsiders in.
4. The Town of Pittsford is focusing on connecting existing parks with safe walkways- either trails, sidewalks, or signage. Pittsford is lucky that connections are short between their parks.
5. Town of Brighton parks are strong and abundant by design. The town is working a facilities maintenance plan.
6. Trails going to parks sometimes have to cross a state road. It is difficult to work with the state to add crosswalks. Adding a traffic crossing takes a lot of effort. See for example: Strobe crosswalk in Perinton.
7. The Multiversity Trail is a planned trail connection between RIT, MCC, and the University of Rochester. The trail concept has won a state grant. It mostly utilized existing trails, and proposes to close some gaps between them. MCC is the most difficult connection. This idea was part of the Brighton 218 Comprehensive Plan Update, as well as a previous trail and sidewalk plan. It is important for student neighborhood connections.
8. Trails increase the value of properties around them and help the tax base.
9. Proper bicycle lanes and dedicated bicycle lanes are needed.

WATERFRONT
1. Pickleball
2. Need to understand the communities in the city
3. Establish friends of groups. The county could partner with towns to fundraise and provide maintenance. This worked for the library system and Webster has had success with a trail system friends group.
4. Dog park is being requested in the Town of Webster and Town of Irondequoit.

SOUTHERN COUNTY
1. The Town of Wheatland needs more parking facilities near its parks
2. Town of Henrietta needs parks with a sense of destination.
3. Village of Churchville has been receiving demands for a dog park.
4. The Village of Churchville skating rink needs more consistent hours. The county is responsible for this facility. The issue is that the maintenance equipment is kept at the golf course, there is a need for a garage at the rink. The Village is already talking with the County about this issue.
5. The Village of Honeyoye Falls and the Town of Mendon need funding (state, federal, county) to support infrastructure improvements, but the median income is too high for eligibility
6. The Town of Rush has a 260 acre BOCES park that could use improvements. The Town does not want to raise taxes. The property could be used more efficiently, there is unrealized potential.
7. In the Town of Wheatland, parking along the road for fishing access in Oatka Creek Park
8. County parks are the most heavily used public resource in the towns- has their usage been analyzed (The county has a 5 year park plan, but it is not well known). Could feedback be collected from people to understand what kind of amenities they want in the parks?

Question 6:
WHAT ROLE DOES AGRICULTURE PLAY IN YOUR COMMUNITY?

CANAL WEST
1. Sweden has a lot of working agricultural land. Solar projects are going into residentially zoned agricultural land. Sweden has a solar law and 4 approved (5MW or smaller) solar farms.
2. The Town of Gates has no agricultural land left- it has been completely developed. They are developing a code to allow chickens. They need a farmers' market and there could be an opportunity for this in the plaza redevelopment. Gates does not have any food deserts.
3. The Town of Gates does not allow apiaries because most of the lots are .5 acres or smaller. There is no demand for community gardens in Gates.
4. The Brockport Presbyterian community garden and food pantry is used a lot.
5. Demand for food pantry services are increasing.
6. The Brockport Housing Town & Gown committee addresses student food insecurity.
7. Cannabis is allowed on industrial sites. Municipalities are looking into it and may opt out of (of the State Program/Law). Municipalities can always opt back in, but they won't always have the ability to opt-out. NYS has not written its regulations yet, so many municipalities are waiting to see what they are and if they want to agree to have them.
8. In the Town of Clarkson there is a need to protect remaining farmland from solar developers through solar laws. They need more mechanisms for protecting farmland.

CANAL EAST
1. There are no farmers markets without local farms.
2. The Brighton Farmers Market is the premiere tourist attraction in Brighton. It is important for community building. The market offers food, music, community groups, people coming together. Attendance has increased since COVID.
3. Monroe County's legacy and heritage is agriculture. "It's our underpinning and we should celebrate it."
4. Perinton and Fairport have people with transit challenges who can't get to the grocery store. So in addition to not being able to get into the City using the RTS, they can't even get around in their own community without a car.
5. Brighton and Rochester have a lot of Afghani immigrants who have difficulty getting to places that sell Halal foods.
6. There are not enough community gardens- there is a waiting list for the ones that exist in Perinton, Fairport, and Brighton.

WATERFRONT
1. The agricultural land surrounding the Village of Hilton is disappearing. Hilton is aware of this but doesn't see it as a problem. The closest farmers' market is it the Town of Parma.
2. Farmers are selling their properties. Apple farming is part of the county's agricultural heritage, yet, Parma only has 3 apple farms now.
3. Farming is historically significant to the Village of Hilton. The apple logo can be found on many things in the village.
4. Ag element in the county is critical. We can't rely on California for all our produce. We need to preserve farmland and remain sustainable. Ag retention and sprawl are land use issues.
5. The Genesee Land Trust is invaluable.
6. See: Monroe County Green Space Initiative
7. Should we think of / plan for large greenhouse operations as if they are industrial or agricultural operations? What is the appropriate zoning for industrial agriculture? Where should this land use be sited? Need help from the County to bridge the gap between land owned and developed for industrial agricultural opportunities. How do we combat NIMBYism for these projects?

8. Monroe County is well-situated to distribute food to other cities.

SOUTHERN COUNTY
1. The Town of Wheatland has a lot of farms and farm exemptions are an issue for small municipalities
2. Solar is removing prime farmland, woodland, and hedge rows
3. City residents don't actually like farming activities
4. The Town of Mendon has an aging farmer population
5. The Town of Rush has a lot of farms in agricultural districts and which receive agricultural tax assessments- these are increasingly being run by large farms outside of the Town. There are a lot of 200 acre farms being consolidated into 1,000 acre farms which are owned and managed by entities outside of the town and county- so taxes do not stay local even though impacts do.
6. The Village of Churchville is home to Star of the West Mill- which relied on product from the surrounding farms
7. Development from "transplants" infringes on farmland
8. Thinking of solar in opposition to farming is a mistake. Solar must be set up in a way that allows land to be converted back to farming in the decommissioning process. Solar can be a good source of income for farmers.
9. The Town of Henrietta has Agritourism opportunities
10. For aging farmers, their land is their investment and in order to retire they sometimes choose to sell their land, which can result in conversions to other types of development

Question 7:
WHAT TYPE OF HOUSING, NEIGHBORHOOD, AND LIFESTYLES ARE YOUR COMMUNITY MEMBERS LOOKING FOR?

CANAL WEST
1. The Town of Sweden is seeing a demand for rental properties.
2. Need for affordable properties.
3. Most apartment projects being constructed now are high-end rentals.
4. There is a low inventory of single-family homes.
5. The Town of Sweden has re-zoned land for more housing.
6. The Village of Spencerport has a need for Senior Housing and moderate to upper-end town homes.
7. Gen X does not want to bother with home ownership [this is partially driving the rental market].
8. In the Town of Gates, the community is opposed to multi-family developments. A warehouse facility is coming which is expected to create 2,000 jobs. This will create demand for new rental housing.
9. The Town of Gates [population] is disproportionately older and needs help aging in or staying in their homes. There is a high cost of holder home upkeep.

CANAL EAST
1. Walkability
2. Mixed Use Development
3. Age in-place or in-neighborhood
4. There are no senior living places in East Rochester
5. Older housing stock is old, tired, and expensive to rehab
6. Affordable housing for all ages is needed: ranches, townhomes, and apartments
7. Need middle housing options
8. Need mixed income housing projects
9. Need integrated-age housing

10. The Village of Pittsford is interested in adaptive reuse of 2 office parks, they would like to create more mixed-use opportunities
11. Sustainable Development: "The greenest buildings are the ones that are already built."
12. In Pittsford, high land value makes affordable housing difficult for developers. Through a zoning update, they are trying to replicate mixed use development that's in the village- assessing successful and unsuccessful mixed use projects.
13. Cluster Development
14. Building off of trail infrastructure
15. The Village of East Rochester has converted apartments which need to be reverted back into single family housing. They have a program which gives people up to $10,000 to do this. However, one issue is that realtors sell East Rochester as a place to buy a rental property.
16. The Town of Brighton has used incentive zoning as an opportunity for the community to take back and offset the negative effects of bad development. It has worked PHENOMENALLY WELL. If developers want to be in your community, they will make a deal with you. Brickyard trail is an example that came from a senior housing project.

WATERFRONT
1. Senior housing should be: a) integrated into the community b) part of mixed-age housing developments c) well designed. See Perinton @ 251 as a good example.

SOUTHERN COUNTY
1. There is a need for senior housing that is accessible, affordable, and does not require outdoor maintenance
2. Walkable communities and trail connectivity should be a baseline requirement for new developments
3. There is a trend toward rentals- apartments, condos, and townhomes
4. Need for SAFE communities
5. Single family homes are starting to submit permit applications for in-law apartments. Will this trend continue? If not, what is the chance that those apartments would become rental properties after that use, and what would the impact be?
6. People are looking for places with historic character and a small-town look and feel
7. People ask for, but won't actually support small business
8. "Outsiders" want school and small town character, however long time residents want chains, and convenience businesses (There have been lawsuits about the drive-thru Dunkin Donuts in Honeyoye Falls)
9. Redevelopment of old plazas & allowing mixed use development in their place, for example, the Marketplace Mall project that the University of Rochester is doing
10. There are issues with the IDA tax and PILOT policies
11. Some of the southern communities, such as Churchville, are only a 1 mile distance from interstate 490- How can these communities draw people traveling on this route in?
12. There is a recognition that people are looking for the smaller shopping experiences that places like Churchville or Honeyoye Falls have to offer, however Monroe County is not marketed well, and these opportunities are not well known.

Question 8:
WHAT ARE THE SUCCESSFUL, INNOVATIVE, CREATIVE, OR INTERESTING SMALL BUSINESSES IN YOUR MUNICIPALITY? WHAT ARE THEY DOING?

CANAL WEST
1. The Village of Spencerport has interest in hosting new businesses, but limited parking deters new business.
2. The Town of Sweden has a successful online clothing re-sale business.
3. Brockport needs restaurants for adults (not students).
4. Lots of businesses are run out of homes now. This can conflict with zoning and building inspectors.
5. The Village of Spencerport has an African craft store that draws people who are looking for something different.
6. Sweden wants to be a community that welcomes small business, but it doesn't know how to make that happen.

CANAL EAST
1. Book Culture- independent book store
2. The Bot Shop – record store
3. Iron Smoke – tasting room
4. Copper Leaf Brewery
5. Lock 32
6. In general- niche, authentic, boutique. Not a mall. Shopping opportunities that provide a layered experience for customers.

WATERFRONT
1. Ridge Donut
2. Atlas Eats
3. Small mom & pops
4. Ethnic foods sellers
5. Rivinos
6. No shortage of pizza in Village of Hilton
7. Hilton Diner is a community Hub
8. Self-storage seems to be more popular
9. Town gift shops selling local art
10. Village of Webster has a Sign Shop and McAllister's Pub, which is a community hub
11. Call button business in Village of Webster is very successful.

SOUTHERN COUNTY
(Question not asked)

OTHER

CANAL WEST
1. Because the 2020 Census was conducted during COVID, when students were not on campus, the population of the Village of Brockport will not be reflected correctly in the reporting. It will be shy 1,200 people.
2. Shared HR services for municipalities.

3. The county could supply a pool of shared assessors available to the municipalities for minimal cost.
4. Clarkson used to have a mobile DMV that was very popular. It stopped during COVID, but is still in demand.

CANAL EAST
1. Canal clear-cutting issues
2. High Acres Landfill has a problem with odor. Perinton and Fairport are affected. The odor causes headaches, illness, etc. Trash on the trains goes through the village. It impacts canal tourism. Waste Management owns this facility.
3. The waterfront in the county is underutilized! In particular the aqueduct at Broad Street should be vibrant.
4. Aesthetic / Visual issues are off-putting for visitors- litter, etc.

WATERFRONT
Q9: WHAT ARE THE KNOWN BARRIERS TO THE DEVELOPMENT OF YOUR COMMUNITY CENTERS?
1. Transit
2. Lack of information for transit hubs and the on-demand transit system
3. Businesses look to relocate when transit service is no longer in service
4. Ladder Road and Long Pond Roads are very accident prone and it's hard to access community services from these places.

SOUTHERN COUNTY
1. COMIDA gives tax breaks when businesses don't need them, which hurts the communities. The communities do not feel like they are involved with the decisions that COMIDA makes, even though they are affected by those decisions.
2. The county development review process holds up applications and projects
3. It is difficult to get volunteers for EMS, Fire, etc. The police are also stretched thin.
4. The airport corridor is disgraceful. More development, rehabilitation, and strategic planning is needed around the airport. Brooks Avenue looks particularly bad and good development should be encouraged in that area. Scottsdale Road could be a more defined entrance. The lack of a cohesive plan.
5. Monroe County has no VISION!
6. There are issues with solar including issues with battery storage, NIMBYism, fire service concerns, environmental concerns, and questions about whether the town is able to cover the environmental costs of issues with solar facilities.