

VILLAGE OF
FAIRPORT
on the Erie Canal



COMPREHENSIVE PLAN UPDATE

PREPARED FOR

The Village of Fairport Comprehensive Planning Committee

PREPARED BY

SWBR

NOVEMBER 12, 2021

Dear Fairport Community Members,

Welcome to the Village of Fairport's 2021 "Plan Fairport" Comprehensive Plan. In general, comprehensive plans are meant to help guide the future land use but also to be flexible to adapt for economic, demographic and societal changes and trends. Fairport's comprehensive plan is the Village's roadmap for the long-range development of the community and provides both a framework and the policy context within which to make decisions relating to land use, future planning and development.

The 2021 "Plan Fairport" Comprehensive Plan builds on the foundation of the 2007 plan and the 2012 update, incorporating newly collected data, community input, and organizational input to create a plan for the future.

The 2021 Comprehensive Plan contains:

- I. Executive Summary – An overview of the plan and information contained.
- II. Background & Approach – A brief history of the community, the approach taken with previous comprehensive plans, and the data gathered for this plan.
- III. Fairport Today – Documents, studies, and maps describing current Village conditions, as well as current state data about Village resources and attributes.
- IV. Vision For Tomorrow – 2021 Vision Statement, Values, Design Principles, Goals and Conceptual Planning Framework developed by the community to guide the Village of Fairport as it develops future implementation policies and plans.
- V. A Plan For 2030 (And Beyond) – Future Land Use and Civic Infrastructure based on the goals from the Vision for Tomorrow to help guide land use and public funding.

The appendices include:

- A. "Making It Happen" – A matrix of possible future projects that could be used to meet some of the community goals.
- B. "What If" future scenarios – A series of visioning documents shared at community meetings. Thought starters to get the community thinking about possibilities for the future.
- C. Community Engagement and Survey – Surveys and information gathered from multiple community meetings and surveys of residents, members of the greater Fairport community and stakeholders.
- D. 2007 Comprehensive Plan Assessment – A review of the goals and strategies from the 2007 plan and the 2012 update along with data collected from the community at that time.
- E. OCED Market and Demographic Assessment – An analysis of the demographics, the business climate and housing stock/characteristics in the Village. Prepared by Urban Advisors, Highland Planning and SWBR; completed March 16, 2021.
- F. SEQR and Environmental Assessment

Thank you to the members of this community who shared their perspectives and input, and thank you to those who served as stakeholders and attended numerous planning meetings throughout the COVID pandemic. Thank you also to the Village of Fairport Staff, especially Debbie Fuller, Coordinator of Planning and Zoning, and all who stayed the course for completing this plan.

Best regards,

Julie Domaratz
Mayor, Village of Fairport



ACKNOWLEDGEMENTS

COMPREHENSIVE PLAN COMMITTEE

Julie Domaratz, Mayor & Resident
Tim Slisz, Trustee & Resident
Bryan White, Village Manager
Deborah Fuller, Planning Coordinator & Resident
Paul Feeley, Superintendent of Public Works
Thomas O’Gara, Planning Board Chair & Resident
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VILLAGE OF FAIRPORT

Julie Domaratz, Mayor
Matthew Brown, Deputy Mayor & Trustee
Tim Slisz, Trustee
Emily Mischler, Trustee
Mike Folino, Trustee
Bryan White, Village Manager
Deborah Fuller, Planning Coordinator
Paul Feeley, Public Works
Megan Anderson, Village Clerk-Treasurer
Matt Hegarty, Superintendent of Electric
Sam Farina, Jr. Chief of Police
Jason Kaluza, Code Enforcement Officer
Mike Protz, Fire Chief

THE RESIDENTS OF THE VILLAGE OF FAIRPORT

PARTICIPANTS & AUTHORS OF THE 2007 COMPREHENSIVE PLAN

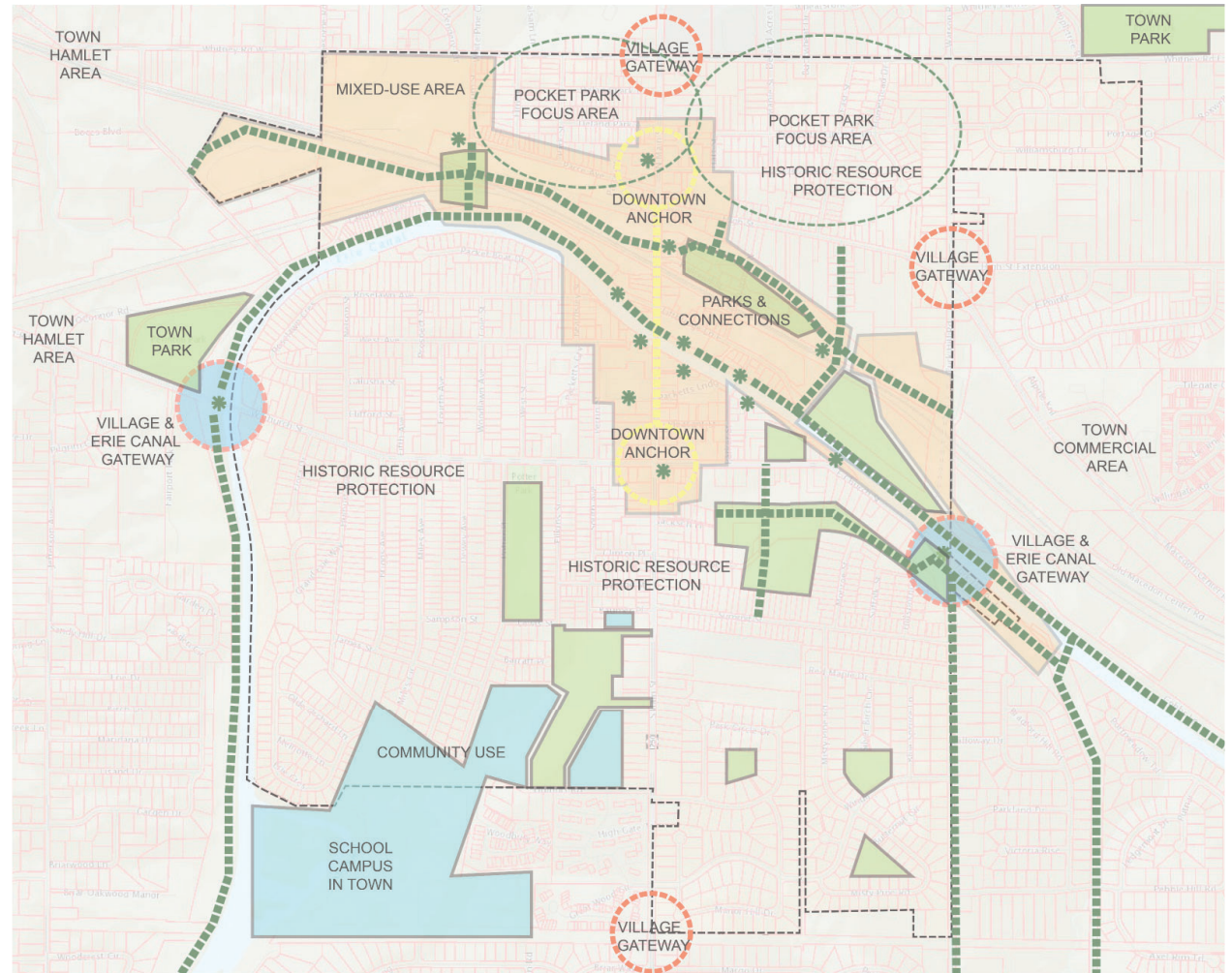
CONSULTING TEAM

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I. Executive Summary

CALL TO ACTION

The Village of Fairport is one of the most desirable places for Rochester area residents to call home, and area businesses to locate. Yet, residents and Village officials continue to seek out ways to improve the quality of life, create a better economic climate and protect important resources. This worthy endeavor will help maintain Fairport's place in a world where competitive positioning is often necessary and where important historic and environmental resources are threatened.

This Comprehensive Plan Update is designed to provide a framework for a **pro-active** response from the public sector, private business and residents. It is an update to the Village's 2007 Comprehensive Plan, and continues a focus on walk-ability, preservation, a vibrant main street, strong neighborhoods, and community service.



The Erie Canal



Historic Architecture



Intact Neighborhoods



A Comprehensive Plan:

- Creates a shared vision for the future of a community
- Serves as a decision-making guide for development, land use, and zoning
- Forms a basis for future policies
- Is flexible and adaptive to serve the community's needs as they change



Village Map 1800's



Village Map 1924

FAIRPORT TODAY

The Village of Fairport is a historic community of about 5,000 people located along the Erie Canal in the southeastern portion of Monroe County, New York. It covers an area of more than 900 acres and features quiet residential neighborhoods with tree lined streets, a commercial district with unique shops and restaurants, and many businesses and industries. The Village-owned Fairport Municipal Commission provides low-cost electricity to residents and businesses in the Village and surrounding areas.

The Village is located within the Town of Perinton in Western New York State. It is approximately 8 miles from the City of Rochester, the region's center city.

The Village has proud residents and is known for its positive attributes including:

- Historic Erie Canal heritage
- Intact neighborhoods
- Walk-ability
- Outdoor activity
- Historic resources
- Locally supported business & food economy
- Mix of land uses
- Festivals

Still, opportunity exists to improve, including:

- Housing affordability and diversity
- Embracing historic character
- Downtown housing stock and density
- Pedestrian connectivity



Fairport's Iconic Erie Canal

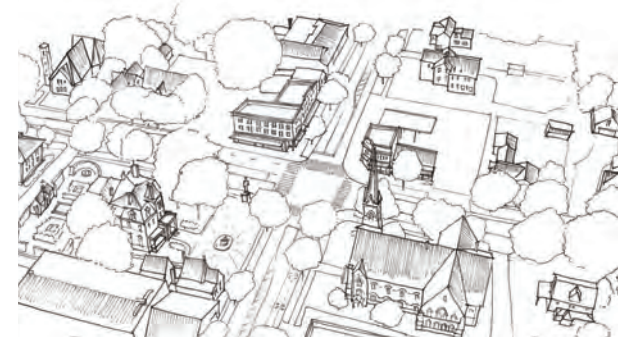


VISION FOR THE FUTURE

The vision for Fairport's 'tomorrow' is well described in the following paragraphs. This Comprehensive Plan is a tool for the Village to use to further realize this Vision by 2030.

*"The Village of Fairport strives to be a **friendly, welcoming, and diverse** community. Fairport is home to neighborhoods with unique characteristics that adapt to changes in societal demographics. We value the tree-lined **walkable** streets and **historic** architecture. The picturesque **Erie Canal** is a famed landmark and heart of the Village; essential to economic and residential development, while drawing visitors for leisure opportunities. **Quality services** and **municipal public power** are attractions for residents and businesses to Fairport.*

*Moving forward, the Village will endeavor to achieve a quality of life that is **equitable** for residents, businesses and any who wish to be a part of the Fairport community. We will continue to **maintain** and **enhance** our vibrant and active **Main Street**, business districts and neighborhoods; to attract diverse residential, shopping, dining, working and recreational uses. The Village will leverage our range of essential public services to foster **sustained** and **resilient** economic **growth**. Best practices of **preservation**, sustainability and **public service** will be our guiding principles for future land use policies and implementation strategies."*



The Four Corners



Liftbridge Lane



Thomas Creek



GOALS & OBJECTIVES

In order to achieve the Village's 2030 Vision, in a manner that is consistent with and promotes its values and design principles, the following Goals are adopted.

Land Use

1. Balance the Impacts of Growth and Development on Social Diversity, Community Character, Economic Vitality & Environmental Quality
2. Responsible Regionalism & Supporting Connections to the Surrounding Community
3. Codification, Regulation & Implementation of the Comprehensive Plan's Vision & Goals

Neighborhood Preservation & Housing

4. Enhance Village Neighborhoods & Celebrate its Historic & Cultural Resources
5. Provide Diverse Housing Choices

Economic Development

6. Continue to Develop an Active Canal-Centric, Mixed-Use Core
7. Retain & Attract Business

Community Health & the Environment

8. Support Access to Food, Health Care & a Healthy Environment
9. Foster the Preservation and Creation of Open Space & Parks
10. Emphasize Environmental Sustainability & Climate Resiliency
11. Support Quality Education

Transportation & Infrastructure

12. Provide Multi-modal Transportation & Infrastructure that Supports Proposed Land Uses and Meets Resident's Village Needs

Government, Community Services & Facilities

13. Responsible Village Governance & Services that Support a High Quality of Life



VALUES

Key values that the Village will exhibit in all activities will be considered as Goals are established and planning objectives undertaken. The Village of Fairport:

- believes in inclusive, equitable & accessible approaches
- is friendly & welcoming
- supports economic, social and environmental sustainability
- values beauty, charming character & a quaint atmosphere
- places a high priority on community safety
- strives for a vibrant & active downtown and community places
- fulfills intergenerational community needs
- Celebrate History & Heritage

DESIGN PRINCIPLES

Similarly, the Village of Fairport holds design principles that will transcend land use, development and property related goals. Those principles include:

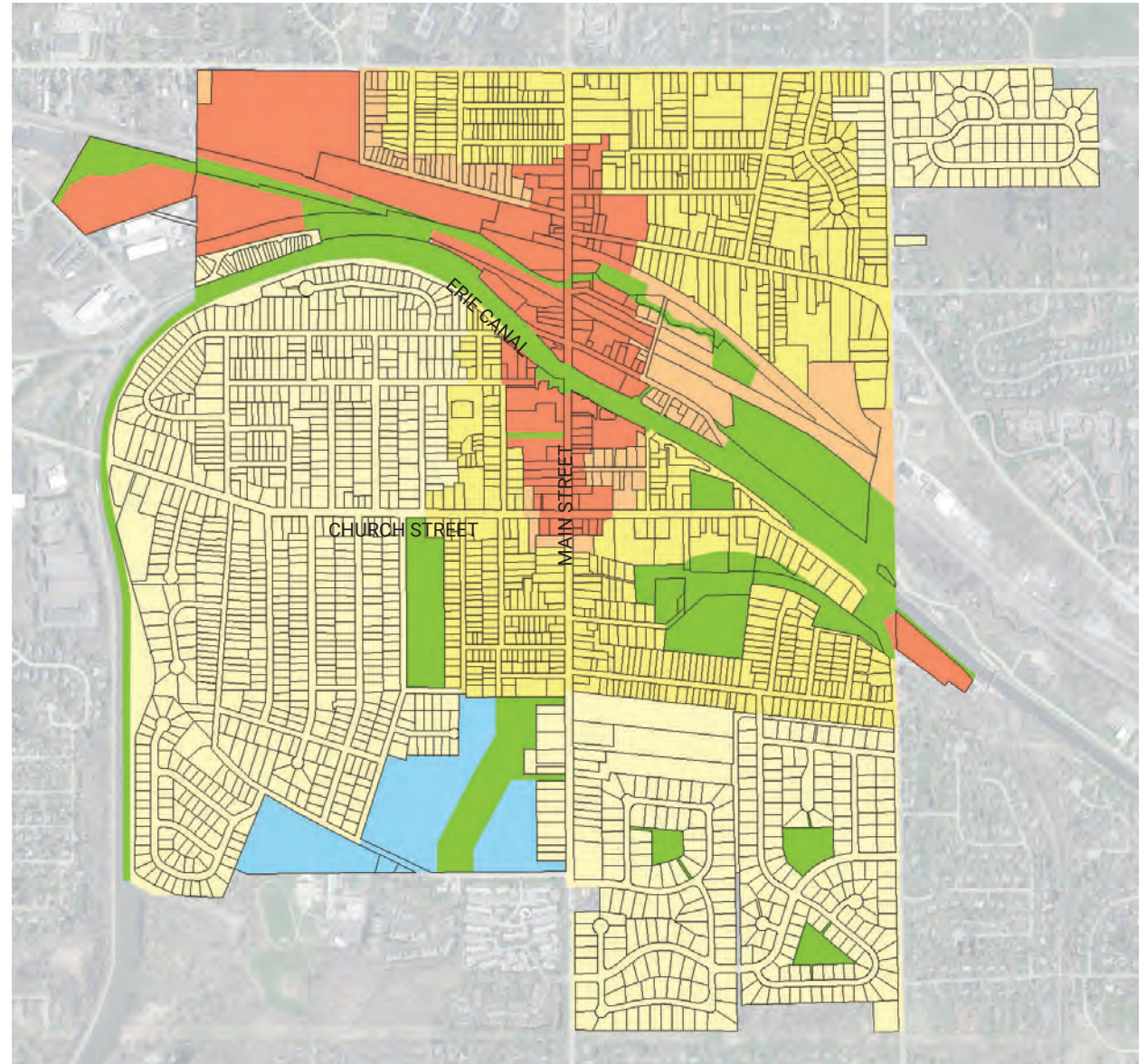
- walk-ability
- mixed & diverse uses
- strong neighborhoods
- people first
- a connection with the surrounding community & environment
- perpetuation & promotion of the Erie Canal & the Village's historic brand



FUTURE LAND USE

To help Fairport achieve the vision of a vibrant, diverse village with an economically strong downtown, a Future Land Use Map was prepared. This Map makes use of a transect approach to describe the character areas around the village. The consultant team collected feedback and the vision expressed by the community to match the different zones with the existing character and the vision for the future.

A proposed Future Land Use is different than Zoning, in that it more generally describes the character and potential use of an area. Zoning codifies land use recommendations and regulates how land is used and developed. A Future Land Use Map should be used to help municipalities develop their Zoning Code.



TRANSECT CHARACTER AREAS

Mixed-Use T5 Character Area

A T5 area is appropriate for an area that feels like the heart of downtown business district or a bustling main street. This area accommodates a wide range of uses that are compatible based upon their design and performance. This can include retail, offices, rowhouses, small to mid-scale manufacturing, civic uses, education, and apartment buildings among other appropriate uses. A mark of a successful mixed-use area is a substantial degree of pedestrian activity.

Mixed-Use T4 Character Area

A T4 area is appropriate just outside of a T5. It accommodates some degree of mixed-use development but is predominantly residential in character. Non-residential uses would be more strictly controlled through design and performance standards and may include uses such as home occupations, professional offices, and service businesses. There is a larger range of building types from rowhouses, to single family-detached houses, to a wide variety of “missing middle” types including accessory dwelling units.

Residential T3 H Character Area

A T3 H area is appropriate just outside of a T4. It is primarily residential while also allowing for out-buildings, accessory dwelling units, churches, schools and in-home owner-occupied businesses. A T3 H area is less dense than a T4, but denser than a T3 L.

Residential T3L Character Area

A T3 L area is appropriate just outside of a T4 or T3 H area. It is primarily single family residential while also allowing for out-buildings, accessory dwelling units, churches, schools and minor in-home owner-occupied businesses. A T3 L zone is less dense than a T3 H, but denser than a rural setting.

Open Space

It is important to ensure that open space occurs throughout the Village. While the right development can help ensure a lively area, a lack of open space for people to gather will make each area less inviting. People enjoy the ability to meet with friends, to play or practice their green thumb. Activity and interaction has been shown to enhance our personal health.

Setting aside places for open space and formalizing them in plan will help ensure that open space is not overlooked as Fairport changes over time. It is also important to keep an open mind for new public space opportunities, especially if the message comes from the community.

Special District

A special district is an area where a unique and typically large scale project might happen, such as a campus or planned development.

In Fairport’s case, the school complex that includes Brooks Hill School, Johanna Perrin School and a portion of the Minerva DeLand School property includes a unique educational land use. This plan supports the continued use of this land for educational use. If there was a change of land use (ie. one or more of the school’s closing) then a Master Plan for the property should be developed that maintains community uses, protects valuable open space and recognizes adjacent residential land uses.



FUTURE CAPITAL PROJECTS

This plan identifies potential civic capital projects, such as streets, pathways, and parks and open spaces, that supports the Plan's goals and Future Land Use Plan.

New Street

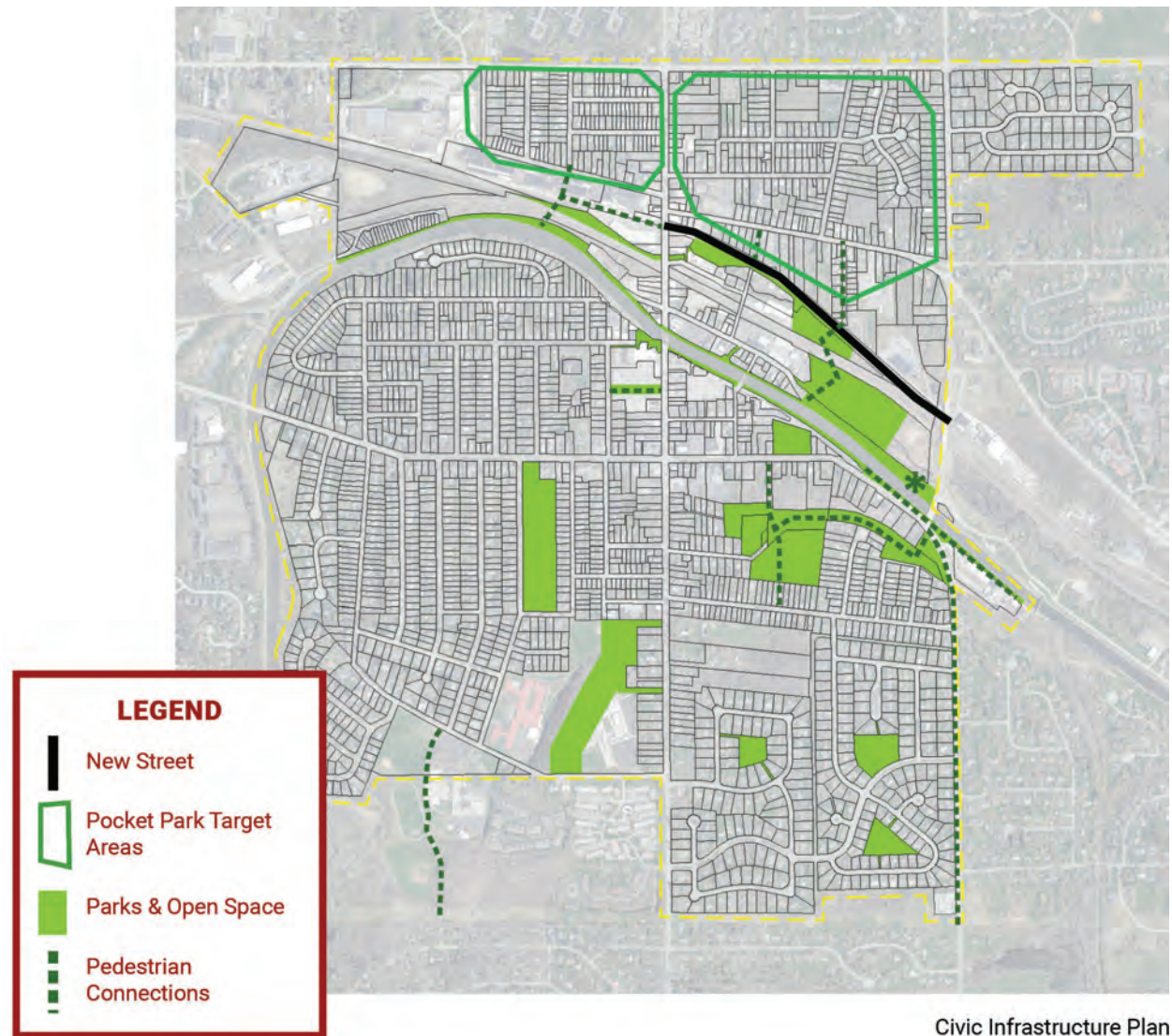
Streets are an essential way to connect neighborhoods. These provide options for people to get places and help relieve traffic by dispersing it rather than concentrating it. A new street connecting North Main Street to Turk Hill Road, following the former railroad right-of-way, could alleviate traffic and give residents a greater range of options.

New Public Pathways

Public pathways enhance the quality of life for residents. These are pedestrian-only or pedestrian-oriented connections to places around the village. Implementing these will encourage more walking, improve community health, and increase the chances for businesses to thrive.

New Parks & Open Space

Designating land to be used as parks and open space for the community ensures that these will be reserved for this purpose. These protect and enhance the quality of life and desirability of the village, protecting property values. Parks provide destinations and landmarks, encouraging people to walk and make it easy to orient oneself within the village. A particular need for the expansion of parks and open space was identified on the north side of the Village.



Civic Infrastructure Plan



MAKING IT HAPPEN

Appendix A: “Making it Happen” Working Matrix of Potential Projects, offers a matrix of action items with descriptions, responsible parties, rational and general priorities for many action items of this Comprehensive Plan. The following items are included, which if done correctly, will progress the Comprehensive Plan’s Vision.

PLANNING & CODE ACTIONS

1. Zoning code update
2. Thomas Creek flood plain mitigation study
3. Bike & pedestrian plan
4. Updated public relations, marketing & business recruitment plan
5. Local Waterfront Revitalization Plan potentially with the Town of Perinton

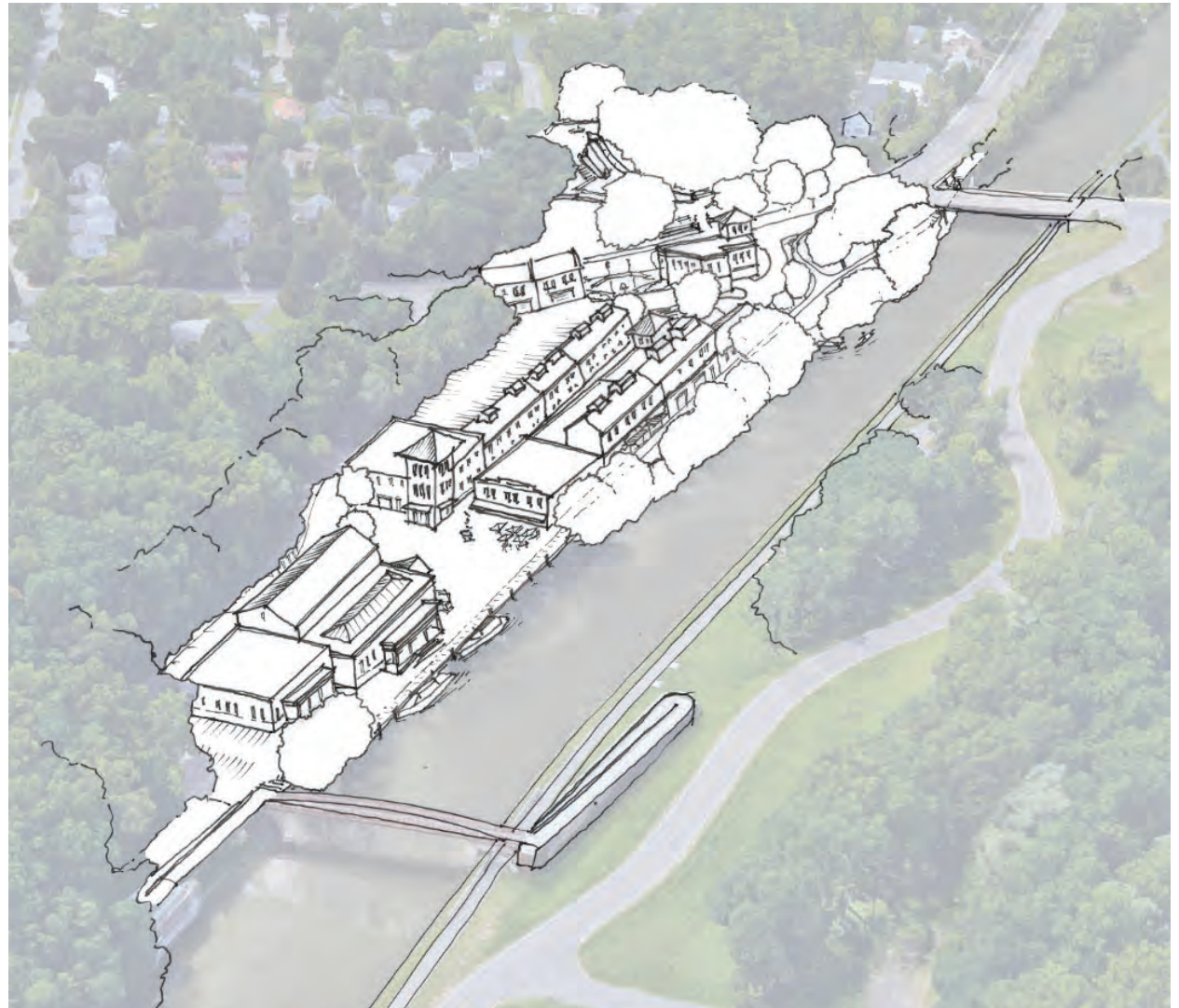
PROJECTS

1. Perrin Street/Main Street complete street connection
2. Park creation in underserved areas (north-west and north-east quadrants of the Village)
3. Visitor infrastructure
4. Main Street/Thomas Creek pocket park
5. New Main Street to Turk Hill complete street
6. Expansion of Thomas Creek linear park- Main Street to Water Street
7. Tactical urbanism projects
8. Main Street streetscape project and crosswalks
9. Church Street crosswalks

10. CanalWorks/Turk Hill park
11. Thomas Creek RR pedestrian bridge - Durant Place
12. East Church Street/Summit Street park
13. Gateway Enhancement projects
14. Parce Avenue to Erie Canal connector

PUBLIC/PRIVATE PARTNERSHIPS & INITIATIVES

1. Liftbridge Lane East revitalization initiative
2. Affordable housing initiative
3. Re-imaging Fairport village landing
4. Re-imagine CanalWorks
5. Re-imagine four corners
6. Re-imagine Parce Ave & Barnum Street
7. South Side parking initiative



II. Background & Approach

THE VILLAGE OF FAIRPORT

The Village of Fairport is a historic community of about 5,000 people located along the Erie Canal in the southeastern portion of Monroe County, New York. It covers an area of more than 900 acres and features quiet residential neighborhoods with tree lined streets, a commercial district with unique shops and restaurants, and many businesses and industries. The Village-owned Fairport Municipal Commission provides low-cost electricity to residents and businesses in the Village and surrounding areas.

The Village is located within the Town of Perinton in Western New York State. It is approximately 8 miles from the City of Rochester, the region's center city.

A Brief History

The land now known as the Village of Fairport was originally territory of the Onöndowa'ga. In English known as the Seneca people. Together, with the Mohawk, Cayuga, Onondaga, Oneida, and Tuscarora, the Seneca make up the sovereign Haudenosaunee Confederacy.

The area of Fairport was settled in 1789 and grew with the success of the Erie Canal. These early settlers were citizens of a geographically large town called Northfield. Then the name was changed to Boyle, until Perinton split off and established in 1812. The Canal became an important transportation route and Fairport, with a hotel and a post office, became a popular stop for travelers. In fact, Fairport got its name from canal travelers who labeled the stop as a "pretty fair port." The term "Fairport" began to be used informally in the later 1820s, although it was not incorporated until 1867. With the Canal open from Rochester to Little Falls, land was cleared and several farms sprang up in and around the area. In 1827, the Fairport Hotel was built and in 1829 the Post Office was moved from Fullamtown to Fairport.

With the coming of the railroad in 1853 and the success of the Canal, Fairport's population began to grow. People that once lived in surrounding areas, such as Egypt, moved and settled near the Canal. Fairport experienced steady growth and by the time it was incorporated in 1867 had a population of more than 1,000.

As a canal port, Fairport was a destination for many local and regional farmers. Agricultural products, primarily potatoes, were shipped from the port, and businesses sprang up to serve workers with production and shipping companies. One prominent early industry was the DeLand Chemical Company, which produced chemicals such as Saleratus (baking powder) to make potash during the mid-1800's.



Historic Erie Canal Village



Fairport Today

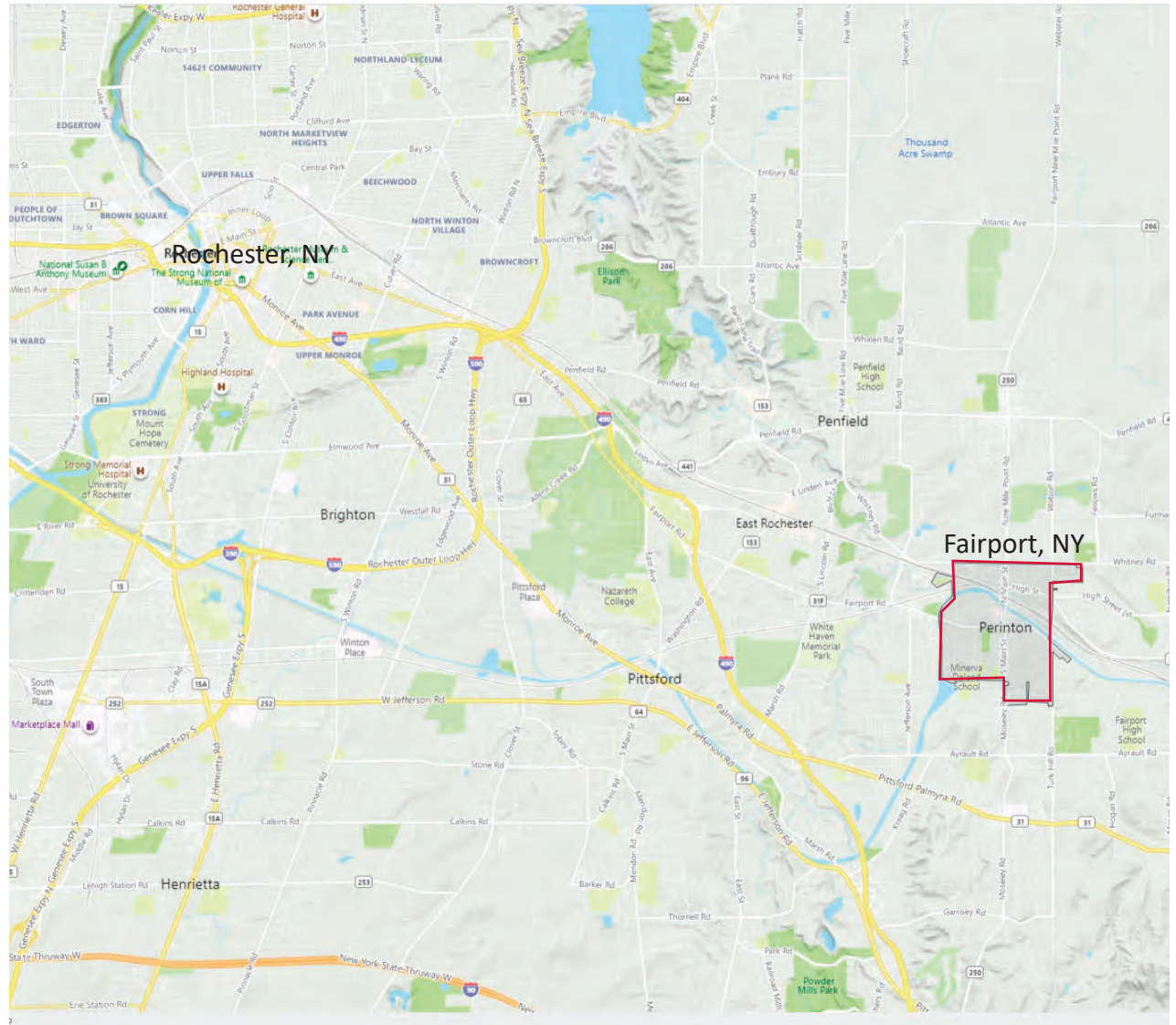


During the late 1800's, the P. Cox Shoe Company (subsequently the A.H. Cobb Preserving Company and the Sanitary Can Co.) built a factory west of North Main Street, north of the railroad tracks. This company became the American Can Company in 1909 and remained Fairport's largest business until it closed in 1993.

Today, Fairport, like the Canal, is different. Much of the local economic and employment base is service oriented. Many buildings that were once occupied by industrial uses have or will be converted to a mix of residential, retail, and office uses. The Canal is still a major focus for Fairport, as with many other communities across the State. Although it is no longer a major commercial waterway, it still draws thousands of people a year as a major recreational amenity. The people of Fairport recognize that its heritage as a small Canal village is one of its biggest assets and they are committed to preserving it.



Integrity, yet Opportunity



Location within the Metro Area



COMPREHENSIVE PLANS

The comprehensive plan is a tool a community can use to address a broad range of issues and topics in a unified manner. Through a comprehensive plan, a community can identify and analyze the relationships between many important inter-related components (e.g. transportation, housing, parks and open space, commercial and retail development, municipal and government services, etc.). It does this on a community wide basis using a collaborative process that involves a broad cross-section of stakeholders. The comprehensive plan addresses the long-range future of the community sometimes up to a 20-year horizon. The primary purpose of the plan is to provide guidance to those in both the private and public sectors when making decisions that affect the future. It is not a detailed plan but rather a conceptual road map stating the community's goals with actions that must be taken to achieve them.

This Comprehensive Plan is an update of the August 2007 Comprehensive Plan prepared by Ingalls Planning & Design, together with a Comprehensive Plan Committee, the Village of Fairport, Bergmann Associates and the Citizens of the Village. Elements of the Plan that remained relevant, have been retained. Many elements have been modified to reflect current conditions. Some new elements have been added to best communicate the new vision and land use strategy.

Under New York State Village Law (Section 7-722), the Village Board of Trustees is responsible for adopting or accepting - and maintaining - the Comprehensive Plan as a guide to the community's development. It serves as a basis for the control of land uses and accountability of decisions by the various boards and agencies and for directing public improvements to help achieve a desired pattern of land use as well as making decisions regarding public investment.

The adoption of this comprehensive plan exemplifies the commitment by the Village to maintain and improve the quality of life for its residents. Through the process of preparing the plan, Village officials gain an understanding of the vision citizens have for the village and what steps need to be taken to implement that vision. Village boards and committees should use this Plan to help them make informed decisions regarding development and zoning applications and how they relate to the goals and objectives stated in the Plan. Citizens can also use this plan to better understand their community and evaluate the effectiveness of local government. The Plan will be updated in intervals no longer than 20 years.

The adoption of a municipality's comprehensive plan is considered a Type I action under New York State Environmental Quality Review (SEQR) regulations. The Appendix contains the environmental review record, including the Full Environmental Assessment Form and the Determination of Significance.

A Comprehensive Plan:

- Creates a shared vision for the future of a community
- Serves as a decision-making guide for development, land use, and zoning
- Forms a basis for future policies
- Is flexible and adaptive to serve the community's needs as they change



The Planning Process

The comprehensive planning process is very important. It must be based on sound research and analysis and, if the plan is to gain community support, involve a broad section of the community. It must have open and clear communication between the citizens, public officials, and planners. This can be achieved in many different ways including meetings, workshops, hearings, and surveys. Although the planning process can vary based on the community, in simplest terms, the process should include the following three components:

- **Community Assessment:** What does Fairport look like today? Understanding local land use, zoning, the business climate, demographics, parks and open space, transportation, infrastructure, etc.
- **Vision & Goals:** What is the Vision for tomorrow? The Community Vision forms the basis for goal setting and developing plan recommendations. It becomes a test against which planning decisions are judged against.
- **Action Plan:** What should the Plan be for 2030 (and Beyond)? Develop a plan on how to implement goals, strategies, land use recommendations, and implementation tasks consistent with the community's vision.

As conditions and community priorities may change over time, it is important that the Village maintain the Comprehensive Plan by periodically:

- re-examining the community conditions and the changes that have taken place;
- reconsidering the goals and objectives, the community's vision, the proposed actions to implement the goals and the vision, and the expected consequences of those actions;
- modifying or amending the Plan or establishing a new Plan to guide subsequent actions.

It is the intent of the Village of Fairport Board of Trustees to periodically review the Comprehensive Plan and to make public its report on the relevancy of the information and premises contained therein.

When adopted by the Village Board, the Comprehensive Plan serves as the basis for consistent decision making and provides documentation for the public to refer to when concerns arise over the accountability of such decisions.



COMMUNITY ENGAGEMENT

Throughout the planning process, the Comprehensive Plan Committee held monthly workshop meetings. Public workshops were held to solicit comments and concerns and to engage the public in a dialogue regarding the Plan's goals and objectives, land use plan, and proposed implementation actions.

A critical goal of the forthcoming Village of Fairport Comprehensive Plan update is to reflect the values and priorities of the community. To achieve this goal, a thorough and meaningful public engagement plan was enacted throughout the project life.

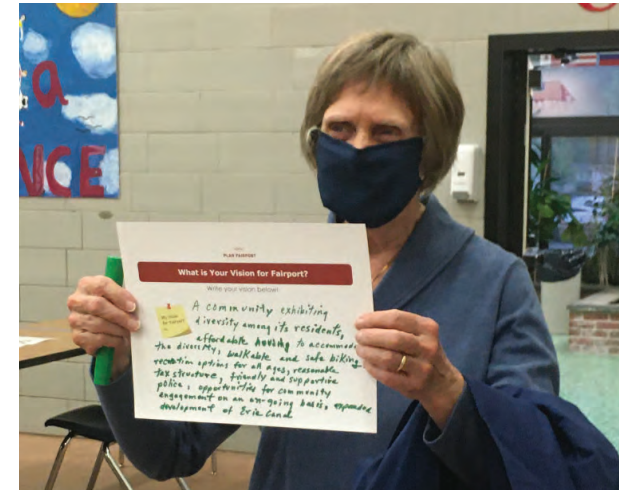
Engagement activities were conducted between July 2020 and April 2021, and included pre-engagement interviews with key stakeholders, an online survey, pop-up events, and four public meetings (three virtual and one in-person). Communications and project updates were available via project website, social media, Village newsletter and post-card mailings.

Phone interviews with a small number of Village of Fairport residents and business owners informed the creation of the subsequent engagement plan. These interviews collected feedback on challenges and opportunities facing the Village and on proposed outreach methods to the community at-large.

Pop-up events (one in August at the Farmer's Market, one in September at the Pavilion along the Canal) promoted the project and encouraged community members to complete the online survey. Over 350 people were engaged through these two events. Promotional postcards with information on how to access the survey were also left at local restaurants.

The online survey was active for 8 weeks from August-October and exceeded response expectations with 1,413 surveys being received. 59% of respondents reported that they live in the village, 8% were former residents, 7% currently work in the village, and 15% neither worked nor lived in the village.

An open house was hosted at Johanna Perrin Middle School in September 2020. 60 people attended, with no more than 30 were present at any one time due to the drop-in format necessitated by COVID-19 meeting restrictions. An online public meeting was hosted via Zoom in October 2020. Similar information and opportunities for giving feedback were given at both events. Participants expressed a variety of views on walk-ability/public safety, development and density, zoning issues, open space and the environment, community building and character, diversity and social equity issues, traffic and more.



Community Vision Statements



September 2020 Open House



Key Findings from Online Survey:

Village Profile

- A majority of respondents expressed that they choose to live in or visit the Village because of its walk-ability (64%), quality neighborhood (49%), and proximity to the Erie Canal (41%).
- In addition to walk-ability (44%), respondents noted that “tree lined streets and sidewalks” and “historic architectural character” are the most important characteristics in the Village.
- Over 95% of the respondents rated the quality of life in the Village of Fairport to be either excellent or good. Respondents (0.3%) rated the quality of life to be poor because of lack of affordable housing as well as the increase in low-income housing.

Development Opportunities and Issues

- In terms of future growth, a majority of respondents would like to see adaptive reuse of existing buildings (87%) and new mixed-use development (44%).
- Most important opportunities/issues identified by respondents for the village during the next ten (10) years include: Attracting unique shops and restaurants in the business district (60%); Ability to bike or walk to recreation sites,

shopping, restaurants, etc. (57%); Protection of natural resources (e.g. woodlands, wetlands, or other open space) (50%); Property taxes (42%)

- About 72% of respondents would prefer more restaurants, cafes and breweries in the Village, followed by bakeries (69%) and shops (61%).

Housing Perspective

- When planning for future housing/residential development, a majority of respondents (50%) noted that the Village should prioritize a “mix of housing types and price points to attract and accommodate individuals and families with a variety of income levels”. 30% of respondents prioritized “low density residential development of single-family housing”. 14% would like to see a priority on Accessory Dwelling Units (ADU’s) and 6% said “Other”.
- Currently, over 85% of respondents live in single-family detached housing. About seven percent live in apartment/ multi-family housing, four percent in single-family attached (townhouse, rowhouse), and three percent in condominiums.

Respondent Profile

- Nearly 52% of respondents belonged to the 40-64 years age-group. Less than 1% respondents were 20 years or younger.
- A majority of respondents identified themselves as white (85%). About 12% preferred not to answer.
- A majority of respondents noted that they receive notifications through social media (55%), followed by Village website (15%) and Village Newsletter (15%).



In March of 2021 two community meetings were held virtually to review initial recommendations of the Comprehensive Plan Committee. These recommendations included a:

- Draft Vision Statement
- Preliminary Goals and Objectives
- A Future Land Use Map
- “What If” Scenarios depicting development opportunities

Over 100 residents participated in these two meetings that used Polling Questions to receive feedback. The results of the polls suggested general support for the Vision, Goals and Land Use Strategy. Strong support was shown for the development character depicted in the “What If” Scenarios.

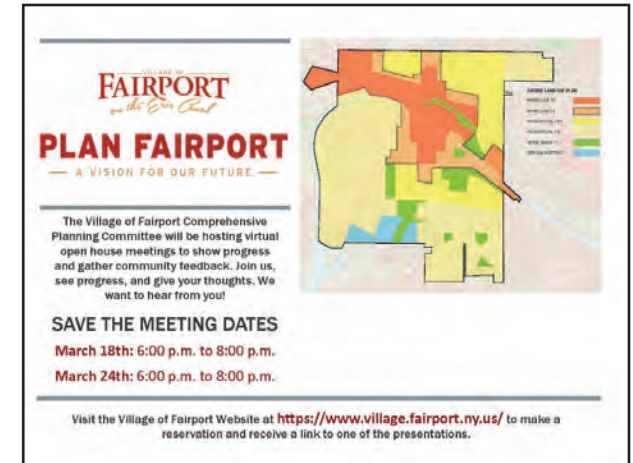
The presentation and meetings were recorded and posted on-line on the Village’s web site. Additional feedback was offered by residents and incorporated into the Draft Comprehensive Plan.



“What if” CanalWorks was re-imagined?



“What if” Fairport’s North Canal Bank had additional infill development?



Postcard Announcing Virtual Open Houses



“What if” the Thomas Creek/former RR corridor became a lively park and open space corridor?



III. Fairport Today

EXISTING PLANS & INITIATIVES

2007 VILLAGE OF FAIRPORT COMPREHENSIVE PLAN

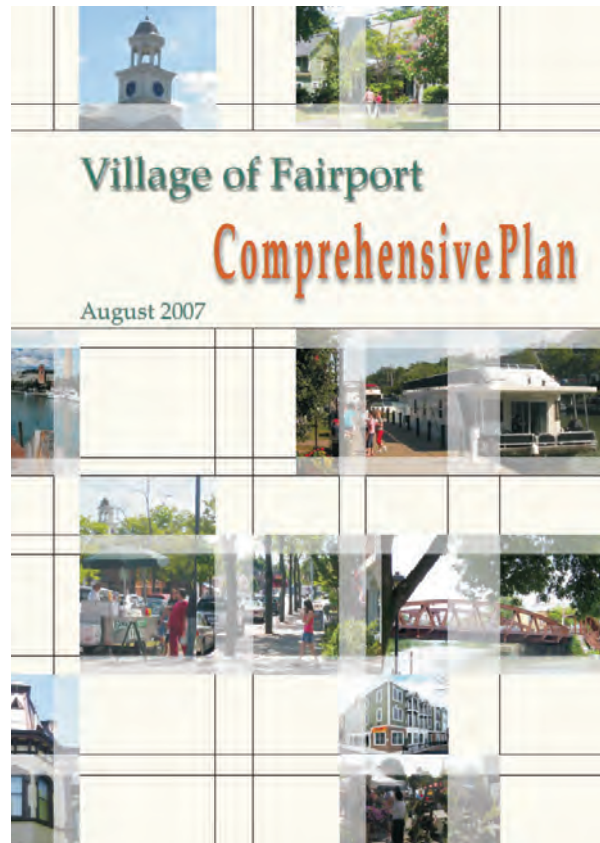
In 2007 the Village of Fairport adopted its current Comprehensive Plan. This Plan has been the guide to community development and serves as the basis for land use controls, amendments to the zoning code and public infrastructure investment.

The 2007 Comprehensive Plan was developed with extensive public engagement by residents, business and property owners, key stakeholders and elected officials. It sets forth the Village's vision for the community.

In 2012 the Village established a Comprehensive Plan Review Committee to reconsider the community's vision, goals and objectives and to modify or amend the recommendations and guide subsequent implementation strategies.

Key issues which are mentioned across multiple topics include:

- Encourage mixed-use development with Village and/or Canal character
- Continue to Create Canal connections
- Implement the "Gateway Plan" (Church & Main)
- Implement the Main Street Streetscape Plan



2007 Village of Fairport Comprehensive Plan

Vision Statement from the 2007 Comprehensive Plan

The Village of Fairport is an authentic community offering a high quality of life for residents, business owners, and property owners. It has a traditional main street, a diverse housing stock, and exhibits a great sense of community pride and spirit from its residents. A primary reason residents choose to live in the village is because of the traditional village character. The tree lined streets and pedestrian friendliness are important village characteristics to be enhanced and preserved. The building stock shall be maintained and compatible with the traditional styles and details that define Fairport's architectural heritage.

The Village shall continue to develop an active and distinct waterfront that promotes Fairport's position as a premier Erie Canal community. We shall have a diverse and vibrant business district that balances the needs of residents and visitors. Main Street shall continue to be the spine of the village, the place where residents and visitors come together for commerce, to socialize, and to celebrate.

The Village shall continue to be responsive, fiscally responsible, and provide quality services to residents, business owners, and property owners. We shall work with and support the local housing market in an effort to accommodate people of all ages, family size, and backgrounds. Fairport has worked hard to offer business and industry a competitive economic environment. We shall continue to support desirable, viable, and innovative development initiatives and be aggressive in our effort to pursue a healthy local economy while protecting and enhancing our village character.

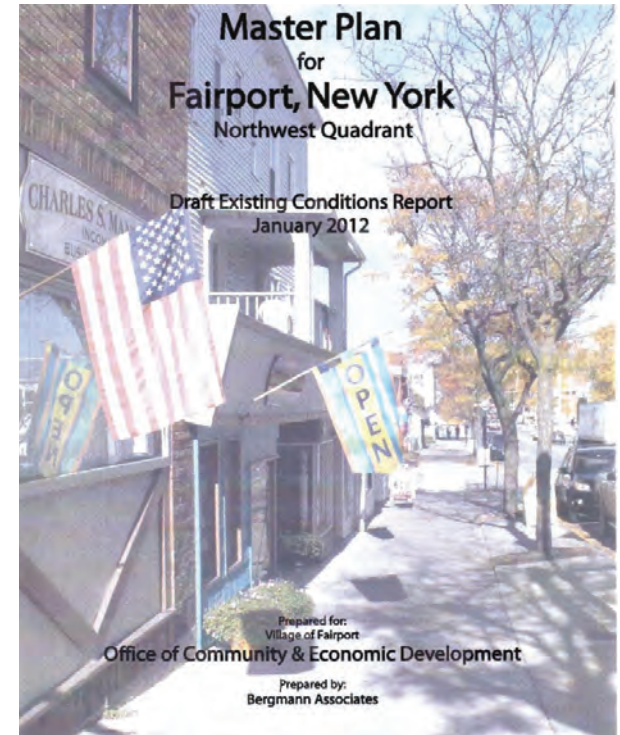


RECENT STUDIES

Since preparation and adoption of the 2007 Comprehensive Plan, the Village administration, OCED and Fairport Perinton Partnership Design Committee have completed multiple studies, design projects and public policy amendments initially recommended in the Comp Plan. Further, the Fairport Municipal Commission, Town of Perinton, NYS Canal Corp and Erie Canalway Heritage Corridor have developed preservation, management and improvement plans as well as completed capital and maintenance projects within the Village. This section will review the studies, improvement plans, and policies recommended in these documents, including the priority recommendations which remain relevant in 2020. The studies, reports and design projects include:

- 2010 Central Business District Circulation, Access & Parking Study (Ingalls Planning, et.al.)
- 2012 Comprehensive Plan Update
- 2012 Sustainability Plan (Ingalls Planning, et.al.)
- 2012 Fairport Public Art Plan
- 2012 Northwest Quadrant Master Plan (Bergmann Associates)
- 2014 Reconnaissance - Level Survey of Historic Resources (Bero Architects)
- 2016 Main Street Streetscape Plans (BME Associates)
- 2016 Thomas Creek Environmental Improvements (BME Associates)
- 2019 Potter Community Center Engineering Report (LaBella Associates)
- 2019 Fairport Bicentennial Canal Gateway Southwest Bank Enhancements (GPI)
- 2019 Town of Perinton Parks, Open Space & Trails Master Plan Update
- 2019 Fairport Northwest Parking Analysis Plan (GPI)
- 2020 Sanitary Sewer Collection System Engineering Report (MRB Group)
- 2020 Fairport Bicentennial Canal Gateway Northwest Bank Enhancements (GPI)

A summary of many of these studies is included on the following pages.



Cover of 2012 Northwest Quadrant Study

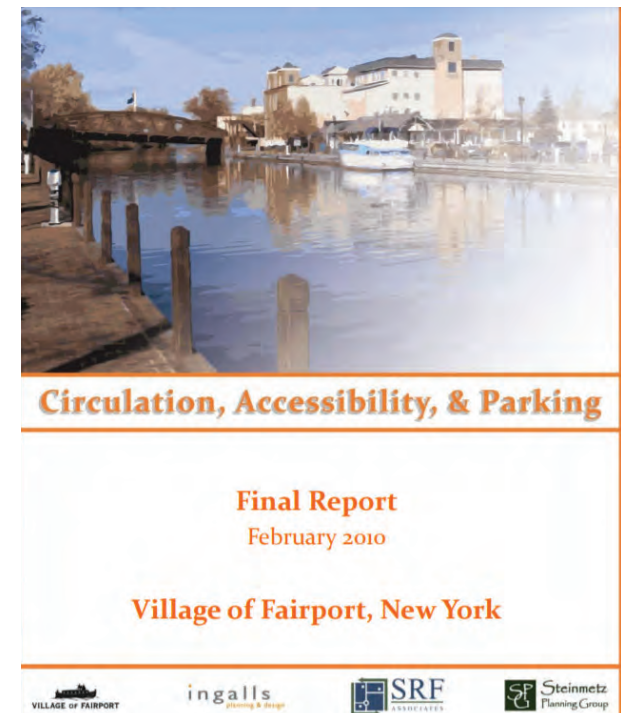
Central Business District Circulation, Access & Parking Study (2010)

In 2010 the Village retained a consultant team to prepare a Circulation, Access and Parking (CAP) study for the Central Business District (CBD). The study examined critical vehicular, truck, pedestrian, bicycle and transit issues throughout the CBD. The study further considered the available public parking capacity both on-street and off-street in Village owned surface lots. The study presented more than 28 near (0-5 year), medium (5-10 year) and long (10-20 year) term recommendations. Several recommendations can be and have been completed by the Village directly, however, the majority of recommendations require participation from non-village agencies including Monroe County and New York State Departments of Transportation, the Rochester Genesee Regional Transportation Authority (RGRTA), the Genesee Transportation Council (GTC) which is the local metropolitan planning organization (MPO), the NYS Canal Corporation and CSX railroad.

The CAP study included several recommendations related to the Village zoning ordinance;

- Modify the permitted uses section of the B-1 district
- Create a 'Village Center' zoning district at the Four Corners with business size restrictions
- Define the term 'water dependent uses' in the Canal District
- Revise parking requirements
- Create additional street type (Alleys)

Of these recommendations at least three remain relevant; B-1 district modifications, revise parking requirements and create an additional street type. Adding a Village Center zoning district and limiting land uses in the Canal district to defined 'water dependent' uses are to be considered further.



Cover of 2010 Circulation, Access & Parking Study



2012 Comprehensive Plan Update

In 2012 a Comprehensive Plan Review Committee was formed to assess work that had been accomplished since the 2007 Comprehensive Plan was adopted, and to assess zoning code updates that still were outstanding. The preservation of Village character, developing the Canal District, improving economic vitality and providing services for visitors were noted as continued important goals. The Committee maintained the goals from the 2007 Plan, but updated many of the action items.

2012 Northwest Quadrant Master Plan (Bergmann Associates)

A study of the Northwest Quadrant of Fairport was performed that assessed existing conditions and offered a summary of opportunities and constraints for redevelopment. The study identified Land Use opportunities, recommendations for Urban Form, Pedestrian Connectivity, Recreational Resources and Transportation & Access.

2019 Potter Community Center Engineering Report (LaBella Associates)

An assessment of existing conditions for the Potter House, site and Carriage House was performed detailing restoration actions and offering preliminary cost opinions. The study identified over \$800,000 in costs associated with the full restoration of the property.

2019 Town of Perinton Parks, Open Space & Trails Master Plan Update

The Perinton Recreation and Parks Department (Recreation and Parks) works with several partner organizations to manage programs and facilities. In 2009 the Comprehensive Parks and Open Space Master Plan was prepared to guide Recreation and Parks annual allocation of funds and resources for facility maintenance and improvements. Due to changes in the town's demographics and recreational demands, the Town prepared an update to the Master Plan. The Master Plan update is centered around five interconnected principles including; Identity, Connection, Service, Environmental Stewardship and Funding.

The Master Plan examines the existing conditions of all Perinton Recreation and Park facilities. Specific attention was paid to the Parks immediately adjacent to the Village of Fairport, including Potter Park, Perinton Park and Fellows Road Park.

2020 Sanitary Sewer Collection System Engineering Report (MRB Group)

Fairport's 100 year old sanitary system was assessed in 2020 for its condition, rehabilitation, capital costs and funding mechanisms. The study recommended additional investigation using closed circuit television and an annual increase in Sewer Rent was recommended in order to perform a full upgrade of the system.



2020 Fairport Bicentennial Canal Gateway Northwest Bank Enhancements (GPI)



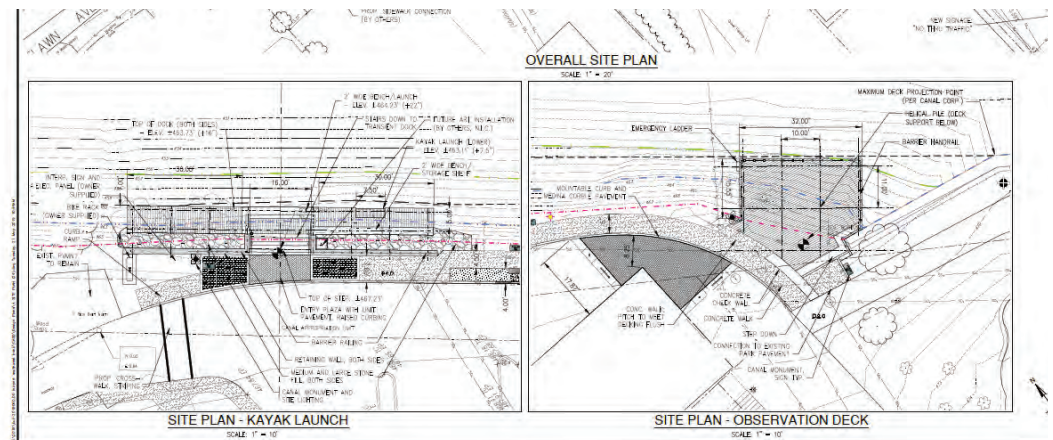
2016 Thomas Creek Environmental Improvements (BME Associates)

2010 Sustainability Plan

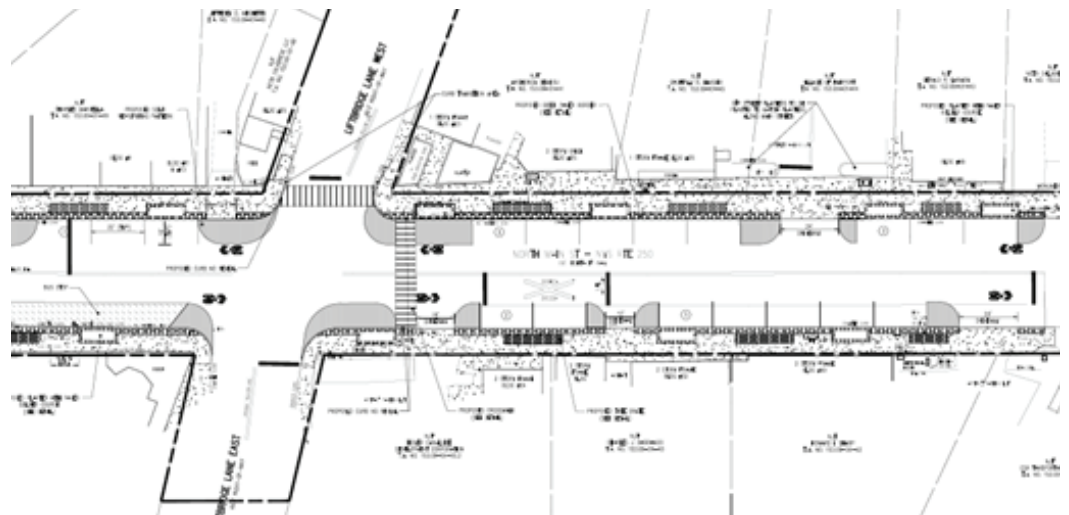
In 2009 – 2010 the Village Mayor and Trustees led the preparation of a Sustainability Plan which offers practical ideas and strategies for Village government and the community to maximize the many resources and increase the quality of life for residents, business and property owners, as well as visitors. The plan recognized that finite resources, coupled with a significant desire to better support a sustainable community, require the Village to make choices about how best to use its natural, social, economic, and human resources. The plan includes ten (10) priority goal areas of sustainability:

- Energy
- Procurement
- Green Cleaning
- Sustainable Building / Development
- Land Management
- Water Conservation
- Transportation
- Recycling
- Environmental Toxins
- Communications

Each priority goal area includes Village accomplishments and Action Steps. The vast majority of action steps set forth in the 2010 plan have been accomplished with several items progressed beyond the original recommendations.



2019 Bicentennial Canal Gateway
SW Bank Enhancements (GPI)



2016 Main Street Streetscape Plan (BME Associates)



Fairport Public Art Plan

The 2007 Comprehensive Plan determined that residents would like to see more arts and culture in the village and felt that it would be an amenity to attract future residents, business and visitors. The plan also concluded that public art should be a future component in comprehensive plan updates. Specific plan objectives include:

- Objective 7.5: Support cultural and civic enrichment activities in the Village such as the gazebo concert series, parades, holiday celebrations, festivals, and public art.
- Objective 7.5.1: Develop and Arts and Cultural Committee to consider and develop a public art program and other events and programs.

In 2012, the Fairport Village Partnership's [now the Fairport Perinton Partnership for a Better Community] Design Committee prepared a public art plan for the Village in order to ensure that public art endeavors had clear process and guidelines for acquiring and maintaining works of art. Today, the Fairport Public Art Committee is a formal committee that reports to the Village Trustees. The 2012 Arts Plan includes a Mission Statement, Objectives & Recommendations and an initial prioritization of public art projects.



Priority public art locations from Fairport Public Art Plan

2019 Fairport Northwest Parking Analysis Plan (GPI)

The GPI Parking Analysis of the Northwest Village parking lot presented an alternative configuration of Lift Bridge Lane West from the current two-way vehicular circulation to one-way westbound from North Main Street. This allows for formal two-way bike / pedestrian access to the Canalway Trail as well as 'back-in' parking on Lift Bridge Lane West.

SRF Associates prepared a 'Parking Occupancy Survey & Traffic Access Operations Assessment'(Technical Letter). The study examined capacity and occupancy (utilization) for the weekend of May 17-19, 2019. Over the three-day period parking utilization exceed capacity (91 spaces) for two short periods (1-2 hours). The study also investigated the Level of Service (LOS) for vehicles under the current access condition (two-way) at North Main Street and Lift Bridge Lane West. The proposed project improvements will change the traffic flow to one-way westbound. The study concluded that the LOS will remain at acceptable C-D level during peak hours.

The scope of the Lift Bridge Lane West Improvement project changed in 2021 to eliminate vehicular traffic on Lift Bridge Lane West, and to limit it to pedestrian and bicycle use.



Schematic Design Plan from Northwest Parking Analysis

EXISTING CONDITIONS MAPPING

Monroe County maintains a Geographic Information System database of existing conditions. Mapping for the Village of Fairport is included on the following pages, including mapping for:

- Existing Land Use
- Existing Zoning
- Public Lands
- Existing Vacant Land
- Wetlands
- Steep Slopes
- Flood Zones

EXISTING LAND USE

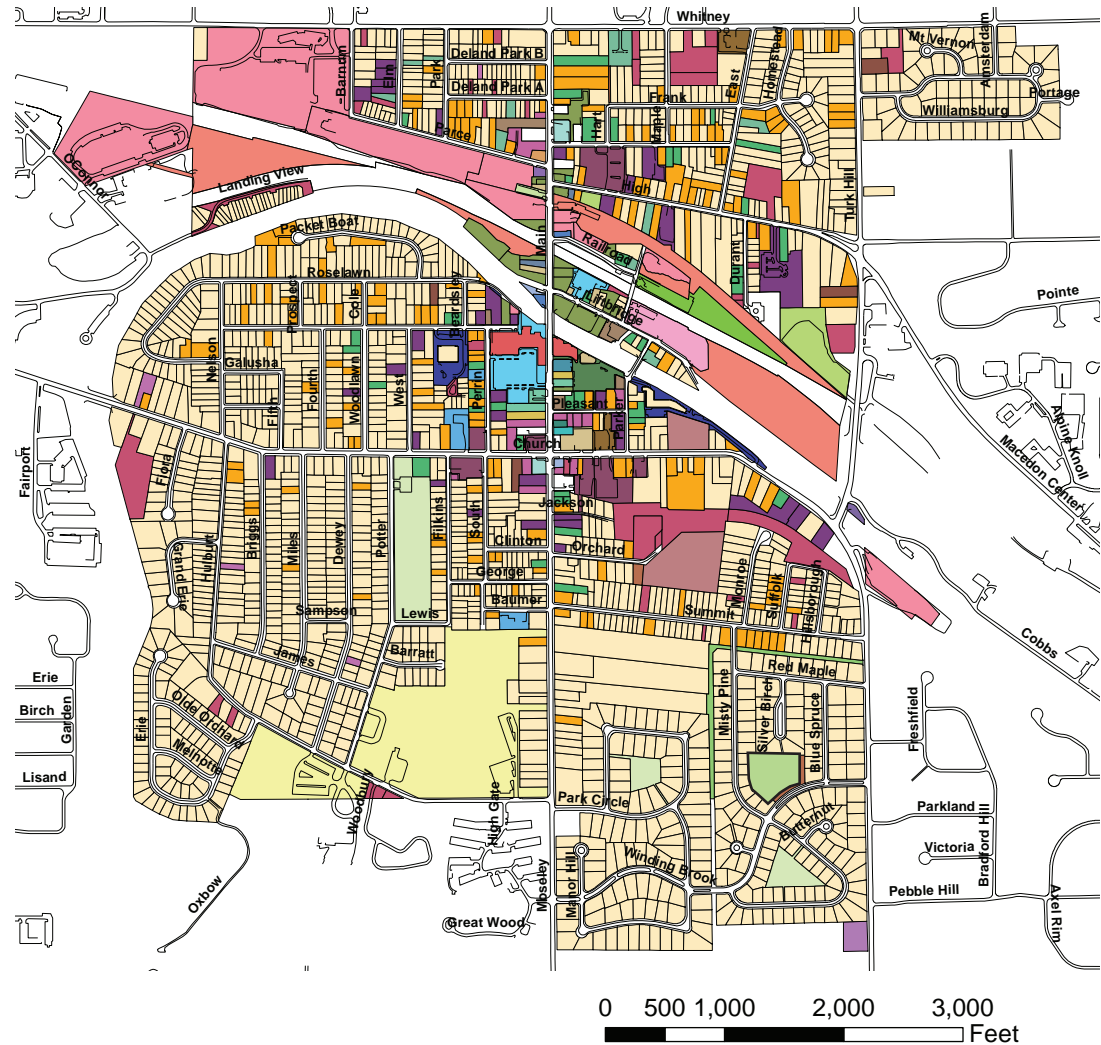
The Existing Land Use Map shows the distribution of land uses by type – Single-family Residential, Multi-family Residential, Vacant, Commercial/Retail, Community/Public Services, Manufacturing, Public Utilities, and Recreation. The land use categories are adapted from the classifications used in the tax parcel assessment records.

As the Existing Land Use Map indicates, land use in the Village of Fairport is predominantly residential, occupying approximately 50% of the taxable land area, and contributing more than 70% of the Village's taxable assessment.

Commercial businesses are concentrated along Main Street, both north and south of the Canal. Many businesses are located in the Packett's Landing and the Village Landing commercial areas, which are part of the Urban Renewal area adjoining the Canal, and in the Box Factory redevelopment.

Industries are located along the railroad. Businesses include LiDestri Foods, a food manufacturing plant located at the site of the former American Can Co. plant; Corning Tropel Corporation; and Conking and Calabrese, a building supply company. In addition, several small industries are located along Railroad Street.

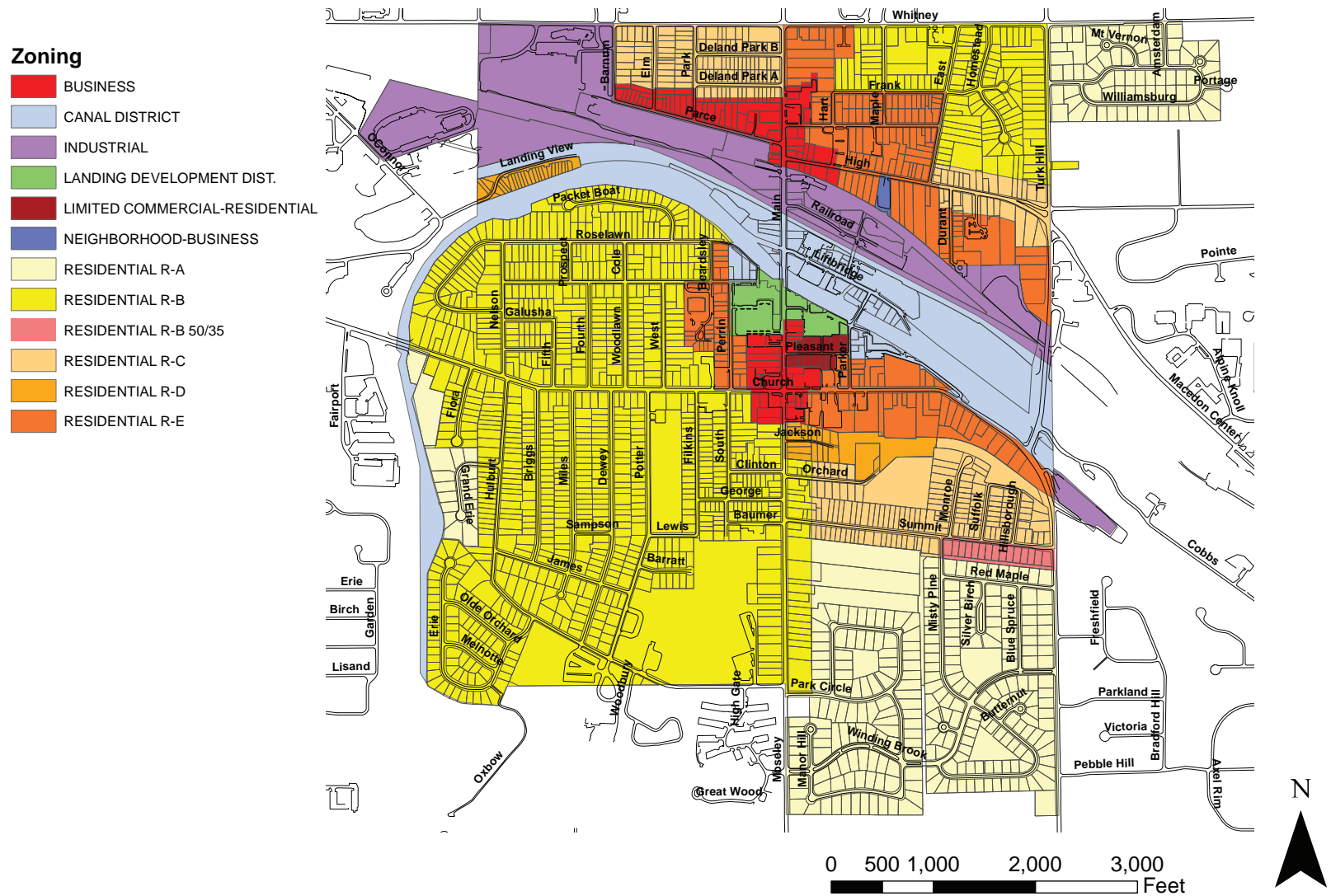
Existing Land Use Map



EXISTING ZONING

Existing zoning districts are shown on the figure to the right. There are a total of 11 zoning districts in the village. Five residential districts cover a majority of the village. The remaining 6 districts are: Business District, Canal District, Industrial District, Landing Development District, Limited Commercial-Residential District, and Neighborhood Business District.

Existing Zoning Map

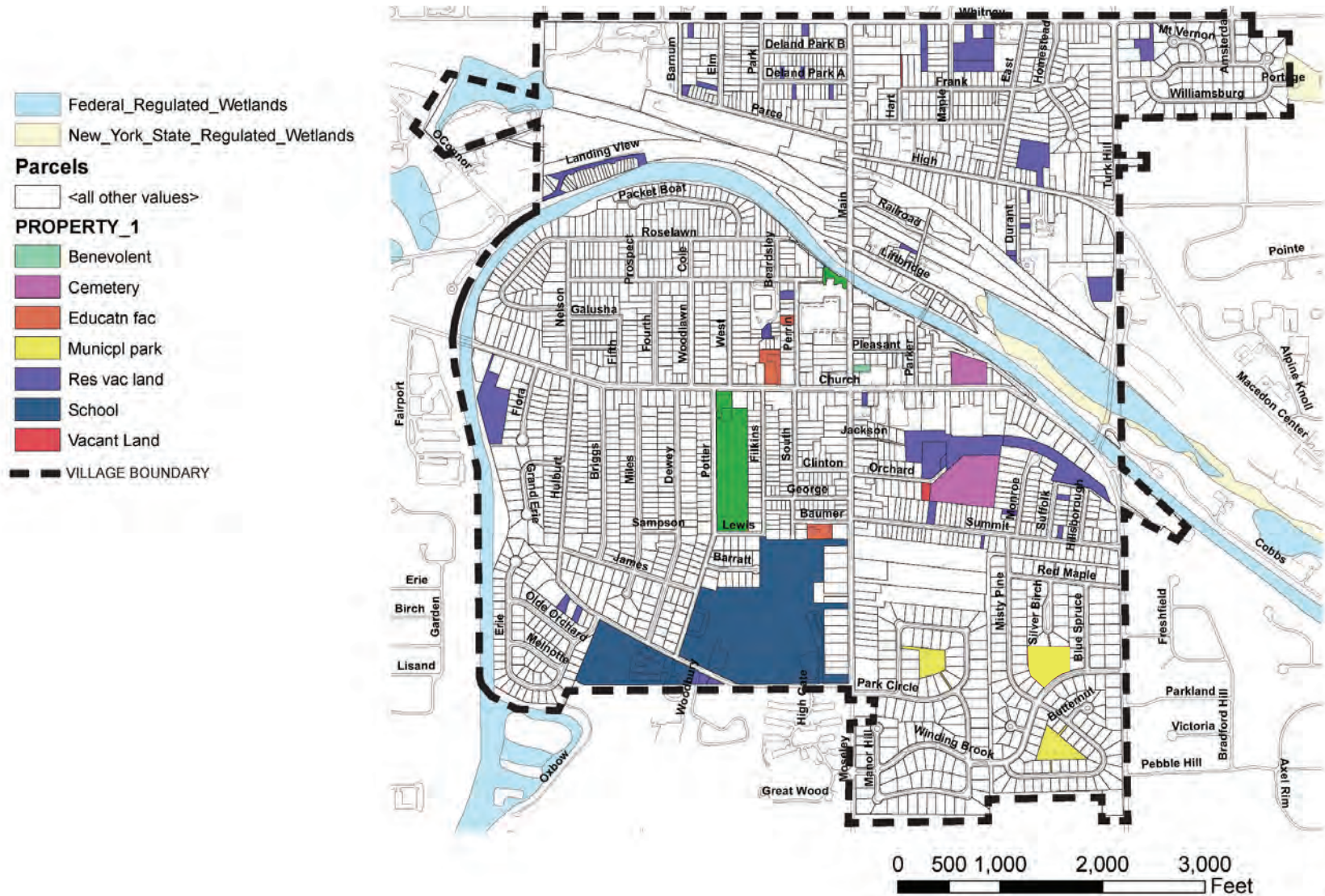


PUBLIC LAND

Public uses are located throughout the Village. Fairport Central School occupies 51 acres in the southwest portion of the Village, as well as the administrative offices on E. Church Street. The Village owns several parks, the Village Hall, the East Church Street Fire Hall, a cellular tower on Summit Street, and the Department of Public Works facility on Railroad Street, as well as public parking lots at Liftbridge Lane East and Water Streets. Several parcels are owned by the Industrial Development Agency and leased to individual businesses. Quasi-public uses include several churches, service organizations and two cemeteries.

The State of New York owns the Erie Canal, the Canal Towpath and Canal Right of Way and the property adjacent to the railroad tracks.

Public Land

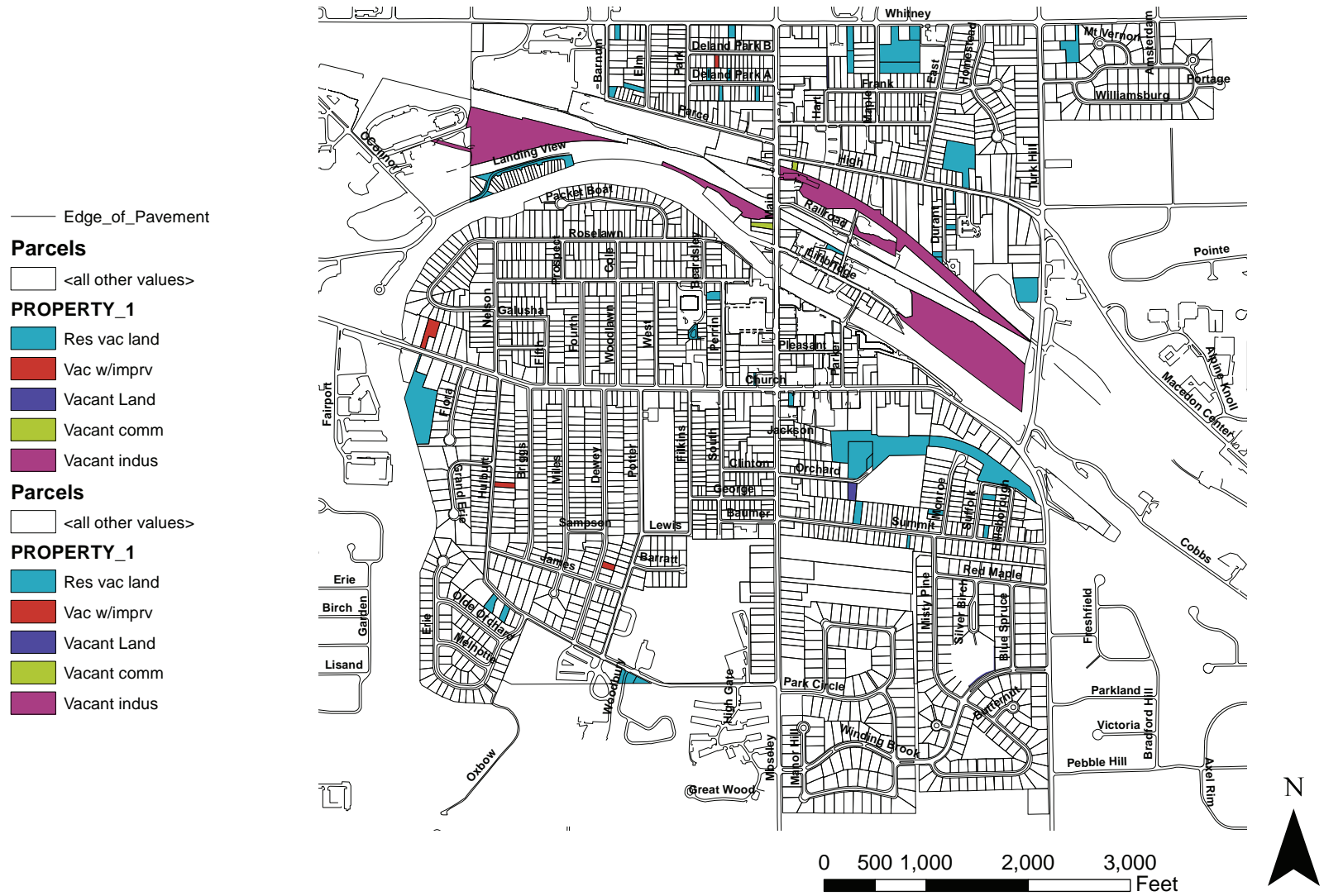


VACANT LAND

The Village contains very limited vacant and developable land. Vacant lands shown on the figure to the right are primarily located on sensitive environmental lands (hill sides and wetlands) or former industrial lands.

Vacant land includes the wetland area in the eastern portion of the Village, in the wetland along Thomas Creek, and the hilltop area at the end of Orchard Street, north of Summit. The former railroad right-of-way has potential for re-use for a variety of purposes. Several vacant residential lots are scattered throughout the Village; many of these are used as extended lawns by neighboring homes.

Existing Vacant Lands



TOPOGRAPHY, SLOPES & WETLANDS

Surface elevations in the village range from a low of 418 feet to a high of 590 feet. Several steep drumlins extend into the southeastern portion of the village.

The following areas with slopes of 15% or greater are shown on the environmental overlay maps prepared by the Monroe County Department of Planning:

- southeast quadrant (between Summit St. and E. Church St.);
- southwest quadrant (between Hulburt Rd. and South Main St.);
- small area between High St. and Railroad;
- along Williamsburg Drive South in northeast corner.

Development in these areas can lead to problems from soil erosion and stormwater runoff.

Wetlands

One State-regulated wetland, designated as PR-31 (Class II) on the New York State Wetlands Map, is located in the Village. It is located between Thomas Creek and Railroad on the east side of the Village. The NYS Department of Environmental Conservation regulates development within designated wetlands and within a 100 foot buffer zone surrounding the wetland.

Two areas in the Village which may be subject to regulation by the U.S. Army Corps of Engineers are shown on the National Wetlands Inventory Map. One corresponds to the State-regulated wetland described above. The other is located along Thomas Creek in the northwest corner of the Village.

Flood Hazard Areas

The Flood Insurance Study for the Village of Fairport was published in March 1984. Flood Hazard Zones are shown on the figure to the right. The floodplain along Thomas Creek is located mainly between the two branches of railroad tracks. The zone along the Barge Canal in the southwestern portion of the village extends into low-lying areas west of Hulburt Avenue.

Watersheds

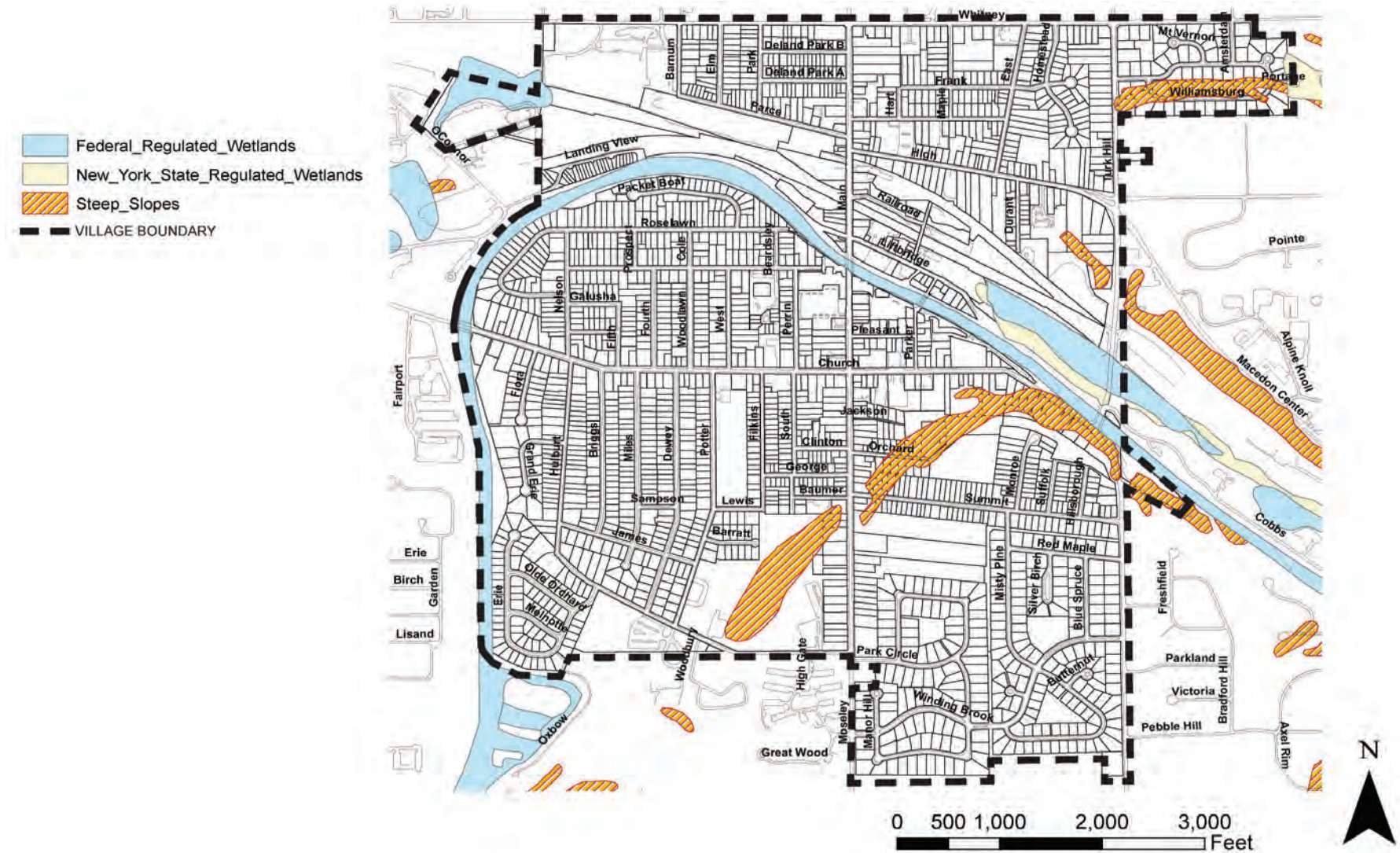
The entire village is within the Irondequoit Creek watershed. The two secondary watersheds in the Village are Thomas Creek and the Barge Canal. Most of the runoff in the northern portion of the village flows into Thomas Creek. The runoff in the south flows into the Barge Canal.

Soils

Soils in the village are primarily in the Ontario-Hilton Association (formed in glacial till): Deep, well drained to moderately well drained soils that have a medium-textured to moderately fine textured subsoil.

Soils in the western portion of the village are in the Colonie-Elnora-Minoa association (formed in gravelly or sandy glacial water deposits): Deep, excessively drained to somewhat poorly drained soils that have a coarse-textured to medium textured subsoil over sand.

Steep Slopes and Wetlands



Flood Zones

Flood Zones

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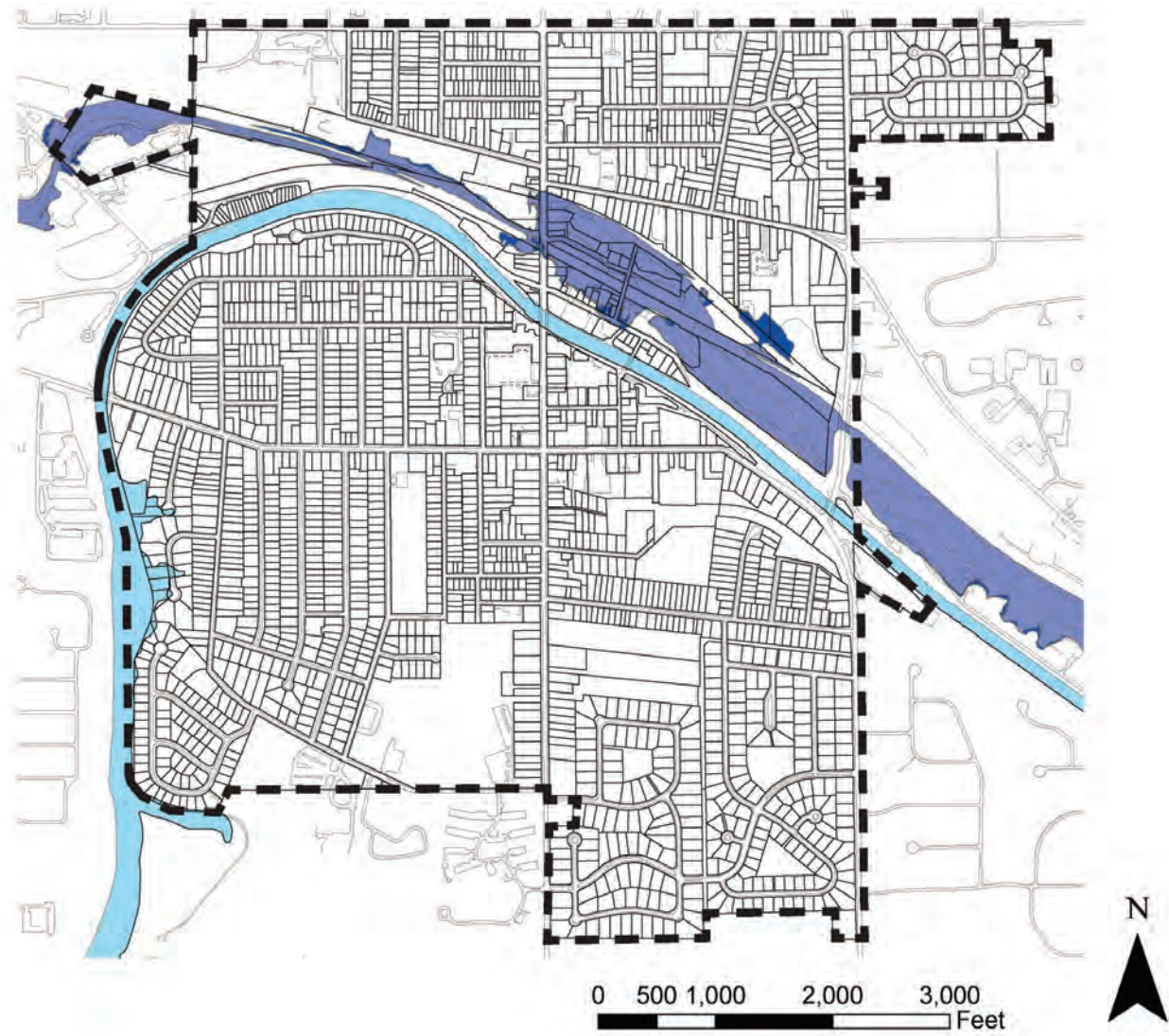
FLD_ZONE

 (500 Year Floodplain)

 A (Low-lying Areas)

 AE (100 Year Floodplain)

 VILLAGE BOUNDARY



HISTORIC & CULTURAL RESOURCES

The history of Fairport, from its origins as a Canal port through expanding industry, trade and settlement, is still visible in many of its buildings. Sites on the National Register of Historic Places include:

- 18 Perrin Street, headquarters of the Perinton Historical Society
- 1 East Church Street (formerly known as The Green Lantern Inn), a Second Empire style brick house built in 1876
- The First Baptist Church of Fairport at 94 South Main Street
- 187 South Main Street
- 106 Hulbert Road
- 30 West Street
- 185 North Main Street
- 26 East Church Street
- Main Street Lift Bridge (Historic Structure)
- Parker Street Canal Bridge (Historic Structure)
- The Erie Canal (Historic District)
- Potter Place (Historic District)

Over 40 commercial and residential buildings have been designated as locally significant. Many other historic 19th century buildings are described in the “Walking Tour Guide of the Village of Fairport,” a

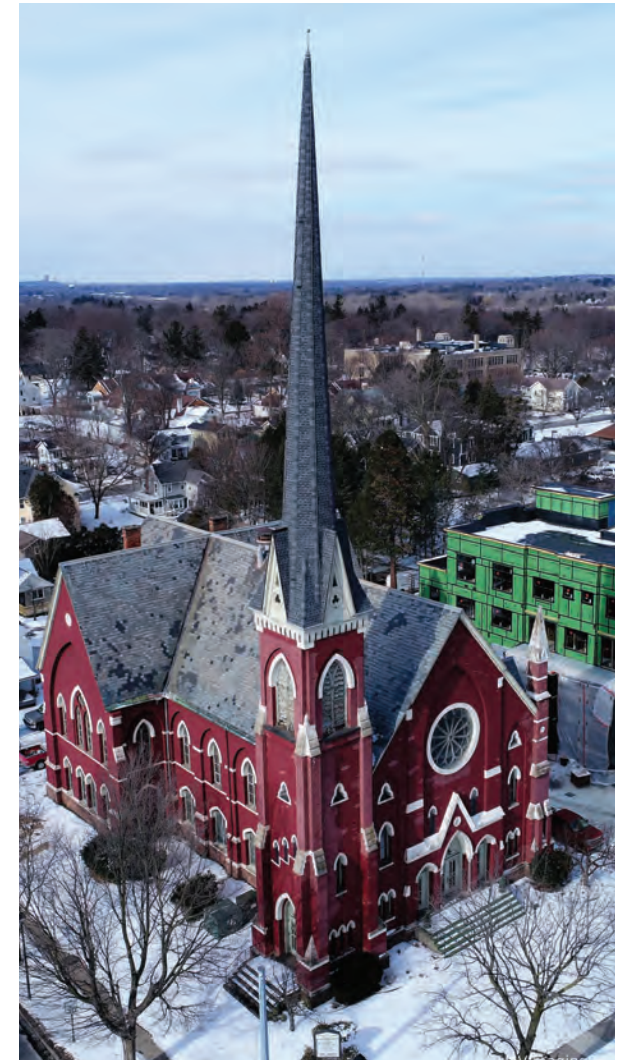
collaboration of the Fairport-Perinton Partnership, the Merchant’s Association, the Perinton Historical Society and the Town of Perinton. The Perinton Historical Society operates the Fairport Historical Museum, which is open to the public several days each week.

The Fairport Public Library is located in the Village Landing. This institution, part of the Monroe County Library System, offers easy access to books, CDs, and video/audio cassettes. Additionally, both a public meeting room and a reading area are open during library hours Monday through Saturday.

Several churches are located in the village, including:

- Bethlehem Lutheran Church
- Church of the Assumption
- Evangelical Church of Fairport
- First Baptist Church of Fairport
- First Congregational United Church of Christ
- First United Methodist Church
- Greystone Church

Two cemeteries are located in the Village. Mt. Pleasant Cemetery occupies about six acres at the end of Orchard Street. Greenvale Cemetery occupies just over two acres on the north side of East Church Street.



1st Baptist Church



VISITOR INFRASTRUCTURE

The Village's tourism infrastructure is strong. It has a powerful brand as a progressive Erie Canal destination. The Village has developed tourism and recreation assets that add significant value.

Brand Value & Organizational Capacity

In 1998 the National Park Service determined that the Erie Canal was "of exceptional value and quality in illustrating and interpreting the national and cultural themes of the nation's heritage". In 2000, the United States Congress signed a law designating the Erie Canal as a National Heritage Corridor. In 2002 the National Park Service and the State of New York, formalized the Erie Canalway National Heritage Corridor and Commission.

The land along the Canal is owned by New York State and managed by the New York Canal Corporation, an entity within the New York State Power Authority.

The Erie Canal is one of the Village's most prominent features. It is the reason for the initial founding of the Village, and the source of its name. The Canal is the focus of many activities in the Village including the annual "Canal Days" festival, which attracts over 200,000 people annually to the Village. It is a recreational venue for residents, attracts visitors to local shops, and contributes to the setting for the business district and residential neighborhoods.

Erie Canal

The Erie Canal waterway is used seasonally for recreational boat traffic. Both local and long-distance vessels pass through Fairport allowing them to summer in the Great Lakes and winter in southern and eastern destinations. The Erie Canal Tow Path is open year-round and used by walkers, runners, and bicyclists.



Transient boating facilities

Amenities

Most commercial development in Fairport is concentrated along Main Street and in the Village Landing, Packett's Landing, and Box Factory. There are over 300 Fairport business merchants. Most are small in size, and clustered in the Main Street business area. The business mix includes retail, restaurants, banks, professional service providers, and small, mid-sized, and small-scale manufacturing companies.

- Food & Beverage: Approximately 20 restaurant, bar & brewery establishments
- Accommodations: Various Air B&B locations
- Retail: 30+ Retail shops
- Restrooms & Services: Transient Boat docks with electric, water, bathrooms and showers; Dockmaster on duty in summer; Three banks and a Public library; Missing are publicly accessible restrooms
- Wayfinding: Fairport has a modest wayfinding program that could be improved;
- Districts & Neighborhoods: Identifiable districts including the Canal area, North Main Street, the Four Corners and Parce Ave./American Can; Intact residential neighborhoods exist surrounding the business district

Parks & Open Space

The Erie Canal corridor contains the most visible public open space, park and recreation opportunity within the Village. The Canal trail is a multi-use trail

that is open all year and experiences significant use. The Village provides temporary and seasonal docking facilities at Packett's Landing, from which restaurants and shops are easily accessible. The Colonial Belle, a tour boat, operates from the south side of the Canal near Packett's Landing. Kayaks and hand powered craft are launched and rented out of a west side location. Kennelley Park, on the south side of the Canal off West Avenue, features a gazebo with concerts during the summer. The Thomas Creek Wetland Walk, west of Liftbridge Lane, is just over 13 acres and includes parking, boardwalks, and observation platforms. The waterway portion of the Erie Canal operates for approximately 8 months a year, leaving almost 4 months with no water recreation. The new South-West Bank project provides non-motorized boat docking and the North-West Bank Project provides ADA compliant canoe/kayak launch.



New Accessible Hand-Carry Boat Launches

Festivals & Events

The Village is known for its festivals and events, including:

- Fairport Farmer's market
- Memorial Day Parade
- Fairport Canal Days
- 4th of July Parade
- Fairport Music Fest
- Scarecrow Festival/Octoberfest

Additionally, Village residents and visitors enjoy a number of parks and recreational activities within the Village, and benefit from facilities and recreational programs operated by the Town of Perinton.



Destination Attractions like the Fairport Music Festival



The Fairport Farmer's Market



Pedestrian (and Dog) Amenities

INFRASTRUCTURE

UTILITIES

The Village is well served by utility infrastructure and has available capacity to accommodate growth. The municipally owned electric company is renowned for service and low rates.

Electric: The Fairport Municipal Commission (FMC), owned and operated by the Village of Fairport, is one of the 47 municipally owned power companies in New York State. The company purchases electricity from the New York Power Authority and supplies inexpensive electricity to more than 16,000 customers in the Village of Fairport and the Town of Perinton. The main Service Center is located on Liftbridge Lane East, and a sub-station is on Turk Hill Road. Fairport has been designated an Electric Vehicle (EV) Model Community for its progressive stance on an electric service fleet and providing EV charging stations for the public.

Sewer: The Village Department of Public Works (DPW) operates a sanitary sewage collection system including 22 miles of line, which serves most areas of the village. A few homes are served by septic systems, and are not connected to the village system. The DPW also maintains a separate storm water drainage system, both open channel and conduit, in most areas of the village. Capacity exists to accommodate moderate growth in almost all areas of the Village. An exception is in the north-east area of the Village at the point where LiDestri Foods discharges its waste, and downstream from that location. The biggest challenge with sanitary sewer system is age. Much of the system was built between 1919

and 1920. In 2018 the Village established a Sewer Fund with sewer rents to address maintenance and upgrades. The Village is currently televising lines and intends to do a major re-lining project over the coming years.

Water: The Monroe County Water Authority operates the water distribution system for all of the village and the town. The Water Authority's main source of water is Lake Ontario. The water is filtered and treated at the Authority's Shormont Water Treatment Plant prior to distribution to the Village of Fairport. Capacity exists to accommodate moderate growth. The system was relined over the course of 2015-2016.

TV & Internet: All village residential and commercial locations have access to cable television provided by Spectrum Cable. Spectrum shares poles and underground trenches with FMC. Greenlight, Verizon and other cell service and internet providers are now offering service within certain areas of the Village.

Gas: Natural gas for heating and cooking is supplied to most village homes and businesses by Rochester Gas & Electric. Gas mains are located in streets and services are provided to most buildings.

Trash & Recycling: The Village DPW provides year-round trash and garbage pickup, as well as leaf and yard debris collection. Residential collection of recyclable materials is done by Waste Management Corporation in conjunction with the Town of Perinton.

ACCESS, CIRCULATION & TRANSPORTATION

The Village of Fairport has a well-developed pedestrian network and is rated as a highly walkable community. There are some challenges related to vehicular circulation and connectivity.

In 2010 the Village of Fairport and Genesee Transportation Council commissioned a Circulation, Accessibility & Parking study. The plan recommends several mobility related improvements:

- A transit shelter is recommended at the stop opposite Railroad Street
- Improvements to the Village Landing Traffic Signal
- Consideration of pursuing a jurisdictional transfer of Main Street from NYSDOT to the Village
- Main Street curb extensions at Pleasant Street, on the Village Landing and at Lift Bridge Lane
- Adding ADA ramps
- North Main Street Pedestrian enhancements
- Improved Wayfinding Program and Bike Lane markings
- Explore a Trolley/Shuttle
- Improve pedestrian crossing of Canal, including at Parker Street and mid-way between Parker Street and Main Street
- Gateway improvements at the Four Corners
- Shared access and parking plan for Four Corners area

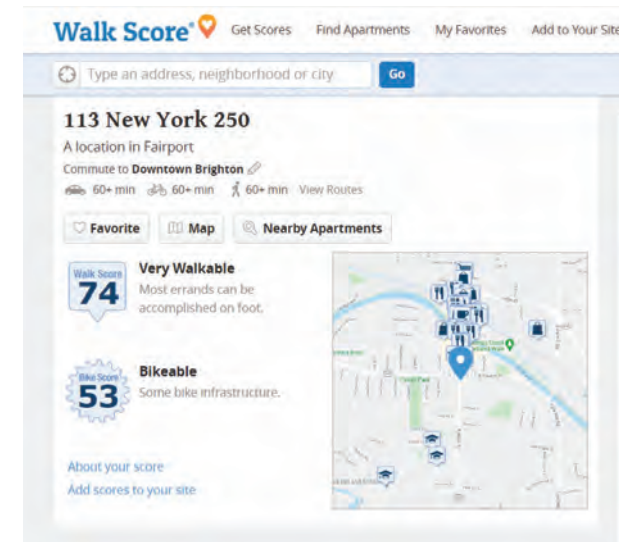
- Redevelopment of the North Bank, west of Main Street
- Zoning modifications including definition of terms, parking modifications and street design modifications

WALKABILITY

Sidewalks exist along most village streets and are generally in good to excellent condition. Walk signals have been installed at busy intersections, and curb cuts for handicap and bicycle access are becoming common throughout the village. A limited number of non-street walkways, which connect streets and cul-de-sacs via “short cuts,” are also maintained by the village as a convenience to pedestrians.

- Erie Canalway trail: Connects Albany to Buffalo, through the Village of Fairport; Functions as an East-West multi-use trail through the Village; located on North side of Canal with connections across the Canal at Parker Street, Main Street and West Church Street
- Main Street: Functions as the North-South pedestrian spine through the Village; Has sidewalks on both sides of the street; crosswalks are regularly located on South Main Street, but could use safety improvements; Crosswalks are irregularly located on North Main Street and pedestrian areas are poorly defined in areas

- Connectivity: The Village is laid out in pedestrian scaled grid with sidewalks on both sides of most streets; areas of connectivity are challenged by the Canal, Railroad tracks, Thomas Creek, large property holdings, dead end streets and lack of infrastructure
- Destinations/Amenities: The Village of Fairport is approximately 1 ¼ mile square, and the business district is approximately ½ mile square, offering walking proximity to most of the population; Approximately 70% of the Village is within a ½ mile walk of the Erie Canal Lift Bridge; The business district includes most of the Village’s amenities and destinations, including the library, restaurants, food stores, gyms, etc; The three schools are located at the southern boundary of the Village; the majority of protected open space is in the southern half of the Village or along the Erie Canal corridor
- Pedestrian Character: Most of the Village has sidewalks on both sides of the street, marked crosswalks, tree-lined streets, front porches and walkways to homes, and active storefronts; The 2010 Circulation, Parking & Access Study identifies portions of Main Street that lack strong pedestrian character.



Strong Walk Score of 74



Pedestrian Scale Mapping



STREET SYSTEM

Functional and Jurisdictional Classifications of Roads: Roads in Fairport and the surrounding area may be classified by function and by jurisdiction. Jurisdiction denotes the governmental agency responsible for the road, such as U.S. Highways or Interstates, State Highways, County Highways, and Village streets.

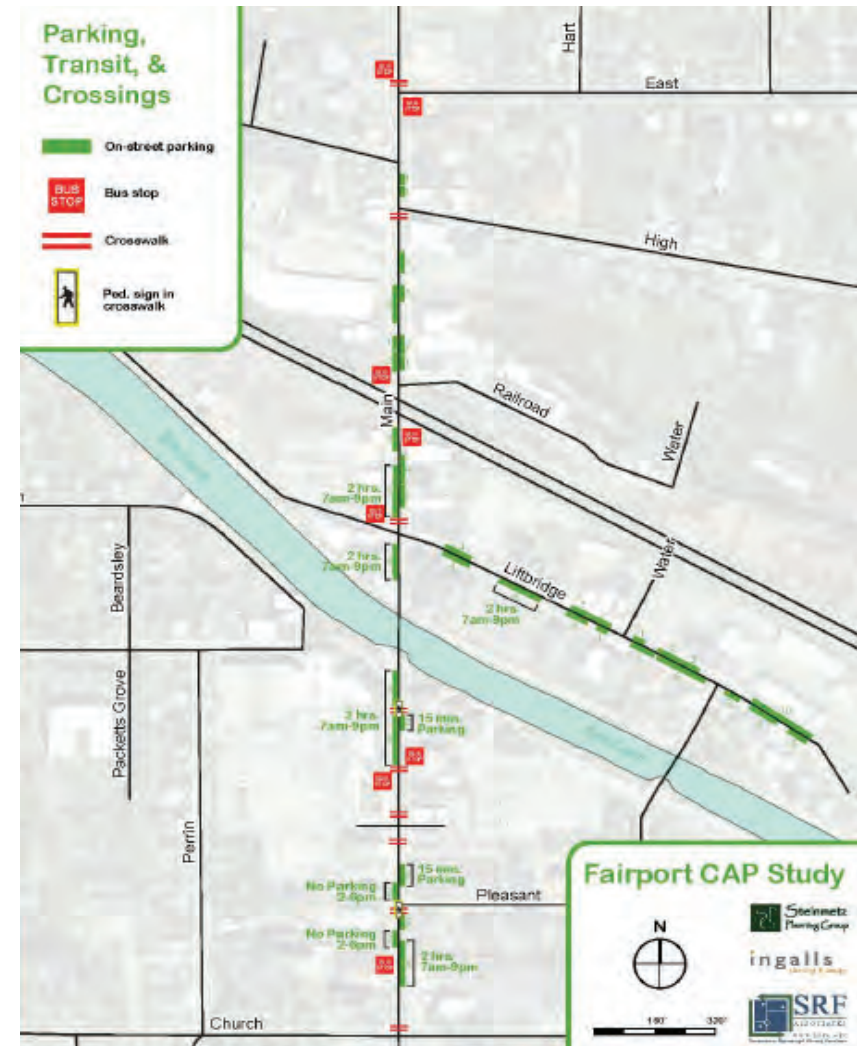
Principal Arterials are limited access highways. No such highways are located within the Village. However, I-490 serves Fairport via Rt. 31F (4 miles and 9 minutes to Four Corners) and Rt. 31 via Rt 250 (3.8 miles and 8 minutes to Four Corners). Fairport is also accessible from I-90 (7 miles/15 minutes to Four Corners) via Rt. 96 and Rt. 250 or Turk Hill Road.

Fairport is located at the crossroads of two Minor Arterials: NYS Route 250 (Main Street) and NYS Route 31F (East & West Church Street).

Collector Roads include Turk Hill Road and Whitney Road, both Monroe County highways, and NYS 31F/High Street.

Evaluation of Existing Roads: According to the 2010 Circulation Study, the average daily traffic (ADT) volume on Main Street is approximately 10,985 vehicles per day (vpd) ; 5,528 northbound and 5,457 southbound, comprised of 7% trucks. Due to the nature of Main Street as a mixed-use corridor, the bi-directional (northbound/southbound) traffic is split relatively evenly, with minor deviations during the commuter peaks. Motor vehicle travel speeds on Main Street are generally consistent with the posted speed limit.

Six Levels of Service (LOS) are defined for capacity analysis purposes. They are assigned letter designations, from "A" to "F", with LOS "A" representing the conditions with little to no delay, and LOS "F" conditions with very long delays. LOS "C" or better is generally desirable, but LOS "D" for signalized locations and LOS "E" for unsignalized are generally acceptable during peak periods so long as the volume to capacity ratio (v/c) is below 1.0. The level of service on Main Street, in both a current state and a future state, remains at a Level C or above.



Main Street Analysis by SRF

BRIDGES

The Main Street bridge over the Erie Canal is a designated National Historic Structure which was reconstructed in 2020. The Parker Street Bridge is a one-lane bridge over the Erie Canal that is also a designated Landmark. The Turk Hill and West Church Street bridges over the Canal are both located on the Village boundary and have replaced the historic Canal bridges. The Main Street bridge over Thomas Creek has been identified as a high priority for reconstruction by NYSDOT.



Erie Canal Lift Bridge Re-opening in 2021

PARKING

Parking is offered in the Village's business district on- street, off-street in public lots and off-street in private lots.

On-street Parking Supply: Daytime parking is permitted on all village streets except where prohibited by signs. None of the on-street parking is metered. No overnight parking is allowed from November 1 to April 1, to allow for snow removal by DPW crews. There are approximately 120 on-street parking spaces in the commercial/business district. Approximately 60 are located on Main Street. The remaining spaces are located on Liftbridge Lane East, West Avenue, and Perrin Street. In some areas along Main Street, only short-term parking is allowed. All on-street parking spaces are within a typical 5-minute walk from the Liftbridge.

Off-street Public Parking Supply: The Village has 7 public parking lots with approximately 800 spaces. All lots include public parking signs and are easily accessible.

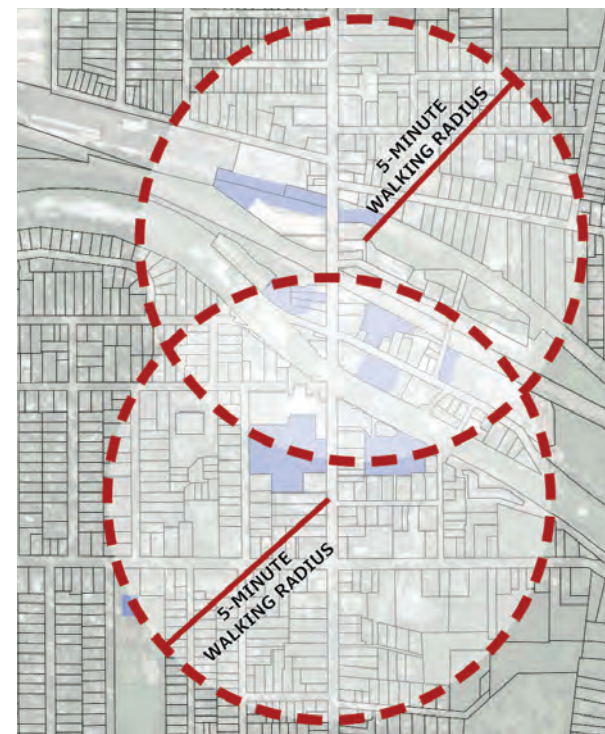
Total Public Parking Supply: The Village of Fairport has approximately 920 public parking spaces available in the commercial/business district. In comparison, the Village of Pittsford has approximately 360 public spaces.

Significant Private Parking Lots: There are several privately owned parking lots that are often used as public parking lots. In most cases the lots are not signed to restrict people from parking when not doing business with the property building tenants. Approximately 150 of these spaces exist.

TRANSIT

Regional Transit Service (RTS), a subsidiary of the Rochester Genesee Regional Transportation Authority, serves the Village of Fairport through its Route #50. This route operates seven days a week to downtown Rochester, Penfield and East Rochester.

Two Park and Ride lots are accessible to Village residents: one near the intersection of Rts. 31 and 250 and one on Rt. 31F near I-490.



Existing parking locations



DEMOGRAPHICS & MARKET

KEY FINDINGS

A demographic and market analysis performed in 2020 for the Fairport Office of Community & Economic Development (OCED) paints a picture of an affluent community of professionals, families, and retirees. While the community is aging, the village contains attractive amenities and some of the most vibrant, walkable neighborhoods in the region—and continues to see demand for high-end housing and commercial services. Below is a summary of key findings. The balance of this report includes a more detailed analysis of the points describe below:

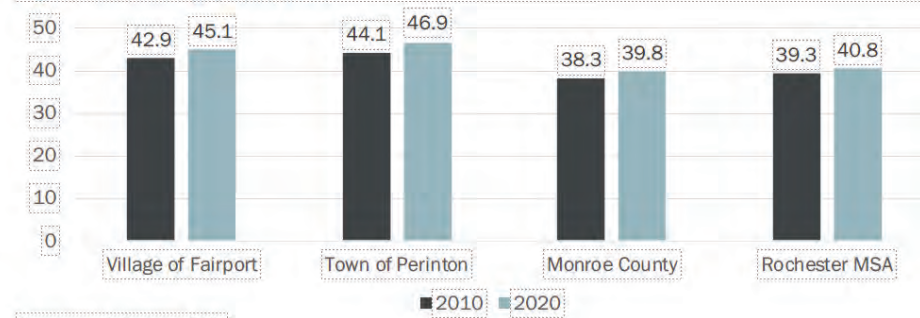
Population growth in the village is slow relative to the county and the region.

With an estimated population of 5,514 in 2020, the Village of Fairport has lost almost four percent of its population since 2000. The village experienced the steepest population decline between 2000 and 2010, followed by positive growth between 2010 and 2020, resulting in a net decline of 222 people. During the same time period, from 2000 to 2020, the Town of Perinton and the region experienced positive growth rates of 2.3% to 2.8%. The village and the region are projected to continue growing slowly.

Fairport's population is older, on average, than the region — and is getting older.

Residents of Fairport and Perinton are, on average, older than Monroe County and the region as a whole. The proportion of people over 65 is just over 21.4%, which is higher than the county as a whole (18%). The proportion of the population over 65 in Fairport and Perinton is projected to increase, eventually accounting for nearly 25% to 30% of the population. This is consistent with statewide and national trends, as the disproportionate growth of older age groups (known as “aging” or “graying”) is expected to continue into the future. By 2030, nearly 20 percent of the US population will be over 65 years old (which is similar to the current age profile in Florida). An aging population will require more services, accessible sidewalks, crosswalks and parking, different types of housing, and more transportation/mobility options.

Figure 7 Median Age, 2010-2020



Source: US Census, ESRI

Median Age

Figure 3 Population Change, 2000 - 2025

	Village of Fairport	Town of Perinton	Monroe County	Rochester MSA
2000 Population	5,736	46,156	735,343	1,062,452
2010 Population	5,353	46,462	744,344	1,079,671
2020 Population	5,514	47,238	754,473	1,092,233
2025 Population (Projected)	5,523	47,100	752,401	1,087,854
Absolute Change 2000-2020	-222	1,082	19,130	29,781
Total % change 2000-2020	-3.9%	2.3%	2.6%	2.8%
AAGR 2000-2020	-0.19%	0.12%	0.13%	0.14%

Source: ESRI, 2020

Note: AAGR = Average Annual Growth Rate

Population Change

Fairport residents are highly educated.

Of Fairport residents, about 54% have a college degree (bachelors or graduate degree), which is significantly higher than Monroe county (38%). For Perinton residents, the proportion with a college degree is nearly 58% putting the town among one of the most educated places in the US.

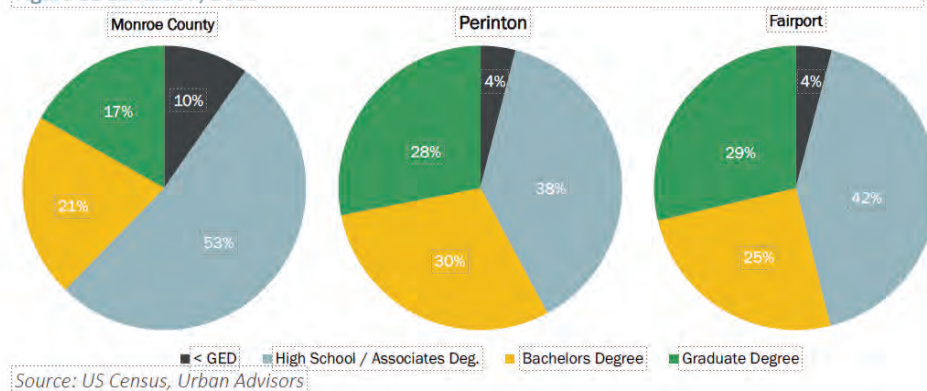
Fairport households have higher than average incomes.

The 2020 median household income in Fairport is \$70,018, higher than Monroe County and the region (\$59,470), but significantly lower than the median for the Town of Perinton (\$90,195). About 40% of Fairport households earn more than \$100,000 compared to 50% in Perinton and 26% in the region.

Fairport may be positioned to capture a portion of growth in the Professional/Technical/Scientific Sectors projected in the region.

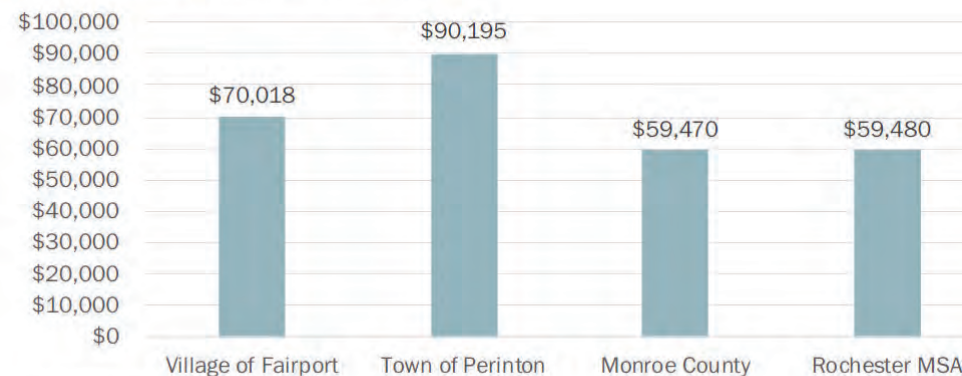
Although Professional, Scientific and Technical Services are the largest employment category in Perinton, only a small percent of those jobs are in Fairport. Fairport lost almost 400 manufacturing jobs between 2007 and 2017, but gained jobs in Retail Trade, Accommodation and Food services, and Professional Services. Corning Tropol expects to grow its employment base in the coming years. Based on its strengths in growing sectors, Fairport is expected to primarily attract jobs in Education and Accommodation and Food Services, as well as in Health Care, which is growing quickly nationally. Given projected regional growth in Professional, Scientific and Technical Services, Fairport may be positioned to capture a portion of that growth.

Figure 11 Education, 2018



Educational Attainment

Figure 13 Median Household Income, 2020



Source: ESRI, 2020

Median Household Income



Opportunities exist to capture a share of workers who commute to Fairport for work from elsewhere in the region.

About 187 workers live and work in the village while 2,396 residents commute from Fairport to other places in the region, and 2,706 workers commute in to Fairport from other places. There is no rule of thumb for percentage of residents who live and work in a particular place. But there may be opportunities to increase the proportion of workers who live and work in the village by attracting some of the 2,706 workers who commute to the village from elsewhere in the region. It is notable that people who live and work in the Village, on average, have lower incomes than people commuting in and out of the Village. This underscores the need for neighborhood housing available to workers in food services and retail industries - and for continued job growth at manufacturing sites in the Village like LeDestri Foods and Corning Tropol.

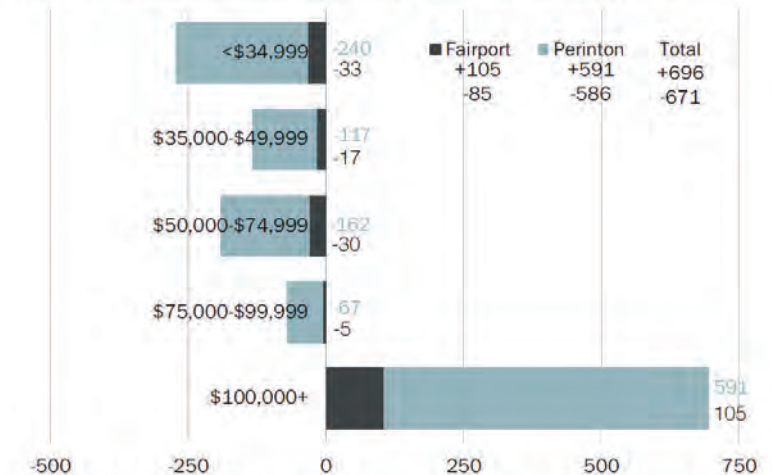
The regional retail market is well-served, but opportunities may exist for food serviced and drinking establishments.

Both Fairport and Perinton are losing retail sales in General Merchandise, Clothing and Apparel, and Building Materials to other places and to on-line retail. With strong attractors like East View Mall and concentrations of shopping centers nearby, it may be difficult to recover these sales, although the experience of a main street setting could help small businesses compete. Other categories “leaking” sales (Fairport buyers are shopping outside of the Fairport Village) to other places include Food Stores and Health and Personal Care. These may be opportunities to provide more convenient options.

Demand for office and professional space will likely be for small spaces.

Because of the existing building stock, Fairport can compete for employment uses that require spaces of less than 2,000 square feet, and spaces between 2,000 and 9,000 square feet. While larger firms are often attracted to suburban office parks, smaller firms are typically attracted to quality spaces in a community with unique amenities. Small spaces, including storefronts, are suitable for small-scale manufacturing uses. Small-scale manufacturing is emerging as an innovative strategy for downtown revitalization.

Figure 16 Projected Number of Households by Household Income, 2020-2025

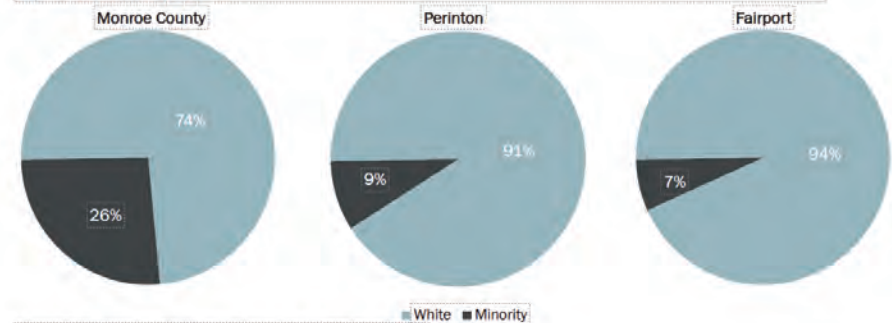


Source: ESRI & Infogroup, & Urban Advisors

Note: Horizontal axis represents number of households

Number of Households by Income

Figure 12 Ethnicity, 2020



Source: US Census, ESRI & Infogroup, & Urban Advisors

Ethnicity

ECONOMICS

VILLAGE OF FAIRPORT ECONOMIC INFRASTRUCTURE

Independent of market and demographic conditions, the Village of Fairport has unique infrastructure offerings that support its existing economy and offers opportunities for future economic growth. Some of this infrastructure is traditional transportation and utility infrastructure. Fairport also has unique tourism, event and organizational infrastructure.

Tourism Opportunities:

The Village has a strong combination of visitor amenities and attractions that support the tourism industry. The Erie Canal brand is very strong, and recognized throughout the world. Fairport has capitalized on that brand and is a leader in developing infrastructure, promotions and organizational capacity to progress that brand. An opportunity may exist to more strongly brand individual districts within the Village Business area (ie. Four Corners, North Main, Erie Canal & the Can Company). The waterfront access, transient docking, parks, open space, historic structures and intact neighborhoods are important components of the Village's tourism infrastructure, as are the restaurants and small-scale retail shops. Opportunities for enhancing the industry may include a variety of lodging options, a density of food and shopping experiences and public amenities (ie. rest rooms, faster wireless internet and laundry). Deterrents to tourism may include challenging highway, transit and air travel access – as well as seasonal challenges such as the closing of the Erie Canal in winter.

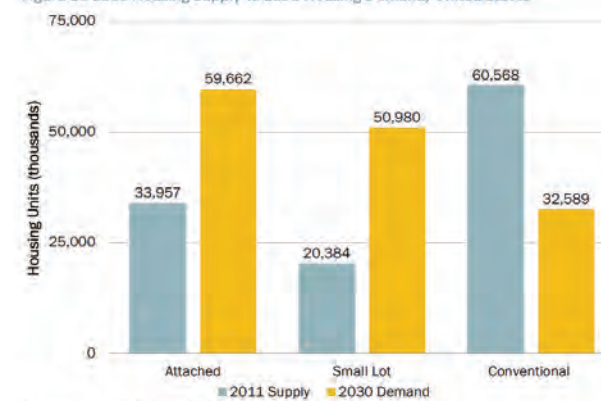
Small Scale Mixed-Use Development:

The Village of Fairport has a variety of small buildings and development parcels that could accommodate new small-scale, mixed-use development. The Village is well served with utility infrastructure, including very affordable and reliable electricity. There is an ample parking supply to accommodate modest growth, and opportunity for expanded parking to accommodate mixed-use and shared parking scenarios. Residential development within the business district can share existing parking infrastructure. Small scale growth can be supported by unique and locally driven IDA and economic development tools.



Erie Canal Heritage Tourism

Figure 21 2011 Housing Supply vs 2030 Housing Demand, United States



Source: Arthur C. Nelson, Reshaping Metropolitan America (2013)

Housing Supply vs Demand

Infrastructure:

The Village is well positioned to accommodate infill development and the expansion of use of most of its properties. Fairport electric offers extremely low electrical rates with a high level of customer service. Storm water and sanitary services are aged, but have good capacity and are serviceable (a limitation on sanitary sewer capacity exists in the north-east section of the Village from the Lidestri Plant and downstream). Village owned streets are well maintained and operate at acceptable levels of service. New York State and Monroe County own several streets within or bordering the Village, and work closely with the Village on operations and maintenance.

Walkable:

The Village of Fairport currently has a “Very Walkable” Walk Score of 74. In Board reviews, stakeholder meetings and resident surveys, walkability was an important factor in relocation and a part of Fairport’s brand. With certain improvements, including simple cross walks and connections, Fairport could strive to be a “**Walker’s Paradise**”. This improved walkability can drive a quality experience, new residents, safer conditions, continued branding and an improved business climate. Fairport could then work on being a “**Biker’s Paradise**”, perhaps add micro-mobility (electric bikes, scooters, etc) and eventually transit. A Hoppr scooter/bike share site has recently been added.

Environmental Conditions:

Some environmental conditions exist in the north central portion of the Village along the Thomas Creek corridor. Wetlands, a floodway and flood plain restrict some development opportunity along the Thomas Creek corridor and the former railroad ROW now owned by OCED. It is recommended that the floodway of Thomas Creek be hydraulically studied to determine if mitigation measures such as reducing downstream restrictions (ie the Main Street bridge, railroad culvert, O’Connor Road bridges) could potentially lower the flood elevations.

Real Estate:

Real estate values are high in the Village of Fairport relative to Monroe County. The Village’s quality of life, walkability, character of neighborhoods, tree-lined streets, Erie Canal proximity, affordable electric service, intact commercial district, good school district and historic resources likely contribute to those values. These characteristics should be retained in order to protect property values.



HOPR bike share site on Main Street

LEADERSHIP & ORGANIZATION

GOVERNMENT ADMINISTRATION

Village Administration

The Fairport Village Hall, located at 31 South Main Street in the center of the village. The Village Manager, Village Clerk/Treasurer, Planning & Zoning, Building & Code Enforcement and the Village Court are housed in this location. The Fairport Municipal Commission Business Office, Fairport Police Department and Fairport Office of Community and Economic Development, are also located in this building.

The Village Department of Public Works (DPW) conducts weekly garbage pickups, periodic bulk trash pickup, snow removal on streets and sidewalks, street and sidewalk repair, and other Village construction and maintenance projects. The Department of Public Works facility is located on Railroad Street.

The Village of Fairport is one of three villages in Monroe County to have a justice court system. The Court is part of the New York State Unified Court System. The court uses local community service as a sentencing option. Community service work includes trash removal, landscaping, and general maintenance duties.

Police services are provided by the Fairport Police Department with backup available from the Monroe County Sheriff's Department. The Fairport Police Department is dispatched through the Monroe County 911 Emergency System. The Police Department offices are located adjacent to the Village Hall at 31 South Main Street.

Fire Department

The Fairport Fire Department answers fire calls and provides related fire department services. This all-volunteer department serves the village and parts of the Town of Perinton. The Fire Department is also dispatched through the Monroe County 911 Emergency System. The Fairport Fire Department's fire halls are located on East Church Street and Whitney Road.



Village Hall

Ambulance

Ambulance services and emergency medical care are available from the Perinton Volunteer Ambulance Corps. The Ambulance Corps serves the Village, all of the Town of Perinton, and portions of surrounding towns. Its base is located in the Town of Perinton. Ambulances are dispatched through the Monroe County 911 Emergency System.

Dog Warden

The Town of Perinton Dog Warden is available for animal related emergencies. The Dog Warden's office is located at the Perinton town hall.

Schools

The Fairport Central School District operates a public school system for students from kindergarten through high school. The Brooks Hill and Johanna Perrin schools, housing students in grades K-8, are located within the village limits. Minerva Deland school, situated mostly on town property abutting the village, houses ninth grade students. The school district offices are located at 38 W. Church Street in the village. The remaining five school building sites are located in the Town of Perinton. Additionally, several pre-school/day care related institutions operate in the village.

Parks, Recreation & Entertainment

Village residents enjoy a number of parks and recreational activities within the Village, and also benefit from facilities and recreational programs operated by the Town of Perinton.

Potter Park, located on Potter Place in the southwest quadrant of the Village, contains 9 acres and has been developed for recreational use. The Village of Fairport owns the land and leases it to the Town of Perinton. The Town runs recreational programs and maintains the facilities.

Potter Park is categorized as a neighborhood park. Fields at Johanna Perrin Middle School and the Brooks Hill Elementary School also function for neighborhood recreation.

Mini-parks have been developed as part of "cluster" subdivisions in the Winding Brook (2.93 acres), Park Circle Drive (1.6 acres), and Misty Pine (2.2 acres) neighborhoods.



Perinton Ambulance



Fairport Central School District Elementary School

Community Parks within one mile of the Village are Fellows Road Park, Center Park, and Perinton Park, all located within and operated by the Town of Perinton.

Regional/Metropolitan parks serving Fairport residents include Monroe County's Powder Mill Park, located on Route 96 near Bushnell's Basin.

Several Special Use Recreational Lands serve Fairport residents. These include the Barge Canal and towpath, which accommodate boating, hiking, bicycling, and sitting areas within the Village. Kennelley Park, on the south side of the Canal off West Avenue, features a gazebo with concerts during the summer. Packett's Landing and Village Landing have areas which are accessible to the canal and towpath. The Thomas Creek Wetland Walk, east of Liftbridge Lane, is just over 13 acres and includes parking, boardwalks, and observation platforms. A new ADA compliant kayak launch is part of the North-West Bank Project and the South-West Bank Project opened as the Village's Bicentennial Gateway with a non-motorized boat dock. Improvements to Liftbridge Lane are being completed in 2021 to provide additional connectivity and event space in the Village.

The Town of Perinton offers boat launching facilities at its Ayrault Road Launch. Canoe launching is available at Perinton Park. The Crescent Trail Association maintains hiking trails in the Town of Perinton, which connect to the towpath trail and other regional trails.

Indoor recreation is provided by the Town of Perinton Community Center and the Lion's Den Teen Center. Meeting rooms are available at the Community Center and the Fairport Public Library. In addition, several churches provide meeting space for non-profit organizations.



Thomas Creek Wetland



Potter Park



Fairport Office of Community and Economic Development

The Fairport Office of Community and Economic Development offers the following programs:

- Fairport Industrial Development Agency (FIDA) – provides assistance to qualified projects that focus on waterfront development, downtown revitalization, infill and adaptive reuse, tourism and affordable housing. Projects that include significant capital investment, that create or retain jobs may be eligible for incentives including real property tax abatement (PILOT agreement), sales and use tax exemption and mortgage tax exemptions.
- Fairport Urban Renewal Agency (FURA) – offers programs that assist residential and mixed-use developments which improve housing conditions, diversity the housing stock and revitalize neighborhoods. Loans are available for owner-occupied and investment properties, both residential and commercial. Grant programs assist seniors, very low-income families and the disabled to make emergency, essential, and/or safety related owner-occupied home improvements or repairs.
- Fairport Local Development Corporation (FLDC) – works to advance the quality of life through community, recreational, residential and economic development activities, with a focus on growing business and creating jobs. Low interest loans are available for the acquisition, renovation and expansion of real property and the purchase of equipment. Financing support is available to not-for-profits through the Civic Facilities Bond program.
- Housing Choice Voucher (HCV/Section 8) Rental Assistance Program - administered FURA on behalf of the Federal Department of Housing and Urban Development. The HCV/Section 8 program is the federal government's major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. Housing assistance is provided on behalf of the family or individual, allowing participants to select their own housing, including single-family homes, townhouses and apartments.



OCED South-East Docking Project

IV. Vision for Tomorrow

COMMUNITY BASED PLAN

The following Vision Statement, Values, Design Principals, Goals and Conceptual Planning Framework were developed by the community to guide the Village of Fairport as it develops future implementation policies and plans. This vision for tomorrow is further detailed and discussed in subsequent chapters ('A Plan for 2030' and 'Making it Happen').

VISION STATEMENT

"The Village of Fairport strives to be a **friendly, welcoming, and diverse** community. Fairport is home to neighborhoods with unique characteristics that adapt to changes in societal demographics. We value the tree-lined **walkable** streets and **historic** architecture. The picturesque **Erie Canal** is a famed landmark and heart of the Village; essential to economic and residential development, while drawing visitors for leisure opportunities. **Quality services** and **municipal public power** are attractions for residents and businesses to Fairport.

Moving forward, the Village will endeavor to achieve a quality of life that is **equitable** for residents, businesses and any who wish to be a part of the Fairport community. We will continue to **maintain** and **enhance** our vibrant and active **Main Street**, business districts and neighborhoods; to attract diverse residential, shopping, dining, working and recreational uses. The Village will leverage our range of essential public services to foster **sustained** and **resilient** economic **growth**. Best practices of **preservation**, sustainability and **public service** will be our guiding principles for future land use policies and implementation strategies."



The community vision and goals were established after public outreach and engagement.

Guiding Values & Design Principles

VALUES

The following key values will be exhibited in all activities of the Village and will be given consideration as Goals are progressed and planning objectives undertaken.

The Village of Fairport:

- believes in inclusive, equitable & accessible solutions
- is friendly & welcoming
- supports economic, social and environmental sustainability
- values beauty, charming character & a quaint atmosphere
- places a high priority on community safety
- strives for a vibrant & active downtown and community places
- fulfills intergenerational community needs
- Celebrate History & Heritage

DESIGN PRINCIPLES

Similarly, the Village of Fairport holds design principles that will transcend land use, development and property related goals. Those principles include:

- walk-ability
- mixed & diverse uses
- strong neighborhoods
- people first
- A connection with the surrounding community & environment
- perpetuation & promotion of the Erie Canal & the village's historic brand

GOALS & STRATEGIES

In order to achieve the Village's 2030 Vision, in a manner that is consistent with and promotes its values and principles, the following Goals and Strategies are adopted. These are further detailed in the following pages.

Land Use

1. Balance the Impacts of Growth and Development on Social Diversity, Community Character, Economic Vitality & Environmental Quality
2. Responsible Regionalism & Supporting Connections to the Surrounding Community
3. Codification, Regulation & Implementation of the Comprehensive Plan's Vision & Goals

Neighborhood Preservation & Housing

4. Enhance Village Neighborhoods & Celebrate its Historic & Cultural Resources
5. Provide Diverse Housing Choices

Economic Development

6. Continue to Develop Active Canal-Centric Mixed-Use Core
7. Retain & Attract Business

Community Health & the Environment

8. Support Access to Food, Health Care and a Healthy Environment
9. Foster the Preservation and Creation of Open Space & Parks
10. Emphasize Environmental Sustainability & Climate Resiliency
11. Support Quality Education

Transportation & Infrastructure

12. Provide Multi-modal Transportation & Infrastructure that Supports Proposed Land Uses and Meets Resident's Village Needs

Government, Community Services & Facilities

13. Responsible Village Governance & Services that Support a High Quality of Life



LAND USE

The following section outlines each goal within the “Land Use” category in more detail, including strategies to achieve each goal.

Goal 1.0: Balance the Impacts of Growth and Development on Social Diversity, Community Character, Economic Vitality & Environmental Quality

1. Improve the Village’s public realm, character & image.
 - Refine the design standards for the Downtown mixed-use area. Base them on sound urban design principles that address form, massing, orientation, siting, context, roof lines, fenestration, entrances, storefronts, materials and other key urban design components. Utilize historic design attributes to guide new development and the redevelopment of existing structures in the business and Canal corridors.
 - Develop Village Gateways that inform motorists, boaters, pedestrians and bikers of their arrival, that promote the Village’s brand, that offer an attractive aesthetic, that slow motorists’ speeds and that create a transition from the Town of Perinton to the Village of Fairport.
2. Develop a vibrant mixed-use commercial, business and residential district that is flexible and responsive to changing market conditions. Create density and mixed-use within the downtown to enhance walk-ability, offer transportation benefits & provide economic benefit.
3. Optimize land along the Erie Canal to protect and enhance the public enjoyment, character, image and economic vitality of the Canal corridor.
 - Develop design guidelines and performance standards to promote best practices in urban design, site design and architecture. Guidelines can consider aspects of public access, Canalway Trail protection, encouragement of water enhanced/dependent uses, outdoor storage, fences, pedestrian connections, views, environmental protection, and parking, among other considerations. Protect the recreational and tourism value of the Erie Canal by retaining and enhancing it with tree plantings and landscaping.



Existing businesses and mixed-use buildings on North Main Street add unique character.



The Erie Canal should continue to be integrated as strategic to the future of Fairport.

4. Promote a mix of residential types and densities that meet the needs of residents while maintaining healthy neighborhoods (See Goal 5: Provide Diverse Housing Choices).
 - Protect certain single-family neighborhoods from conversion to duplex or multi-family use. Develop performance standards for single-family neighborhoods where conversion may be appropriate (with consideration to unit size, parking regulation, setback, unit design, etc.)
 - Evaluate all residential zoning districts and update as necessary to provide land development regulations that manage performance, design, density, lot coverage, setbacks, scale, rooflines, materials, entrances, garages, etc.
5. Update land development regulations in support of land use and design objectives in this Comprehensive Plan (See Goal 3: Codification, Regulation & Implementation).
 - Utilize fewer land-use restrictions, and more flexibility in mixed-use applications. Use more performance and design regulation, and fewer dimensional criteria in regulating mixed-use zones. Utilize more administrative review and discretion when approving appropriate projects, and a higher threshold for requiring Planning Board or other Village Board approvals.
6. Focus new development density on undeveloped downtown sites and on Main Street, while not unjustifiably replacing historic structures. Prioritize adaptive re-use over demolition/new construction to maintain the village's historic brand and authenticity. Recognize that existing buildings must be physically and economical viable in order to meet this objective.
 - Recognize that buildings and sites can be "historic" even if they are not designated. Recognize the inventory in the Preservation Commission's Historic Resources Report as being of special concern.
7. Use visualization tools to help communicate urban design concepts and potential area development. Create Small Area Plans for areas of the Village where transformation is proposed or likely.



Allowing a greater range of residences allows for greater diversity.



Locating denser development near downtown will help provide a sense of place.



Goal 2.0: Responsible Regionalism & Supporting Connections to the Surrounding Community

1. Market Fairport's economy within the context of the local and regional market. Support objectives of the Finger Lakes Regional Economic Development Plan and participate in its development, updating and implementation. Coordinate economic activities with the Town of Perinton and its business organizations. Identify synergies for serving both Village of Fairport and Town of Perinton residents.
2. Leverage the global and National Erie Canal tourism market (National Heritage Corridor/NYS Canal Corp). Remain actively involved in planning, development, programming and promotional efforts. Continue to position Fairport as the leader in Erie Canal heritage tourism.
3. Plan transportation and circulation systems within the context of regional systems. Communicate with Monroe County, NYS Department of Transportation, Regional Transit Service, the Erie Canal Corporation and others regarding transportation and infrastructure needs and desires.
4. Recognize that natural systems know no political boundaries. Act responsibly relative to floodways, stormwater, habitat, and other important natural resources. Look for climate resilient options.
5. Understand and act on Fairport's role in developing, updating and implementing the Regional NYSEDA Sustainability Plan. Promote Electric Vehicle (EV) infrastructure. Capitalize on the designation of Fairport as a Model Electric Vehicle Community.
6. Continue to foster a strong relationship with Town of Perinton relative to adjacent uses; schools; economic development; taxes; parks and recreation; trailways (including the potential railroad underpass near Perinton Park) and shared services.



Smart growth considers many aspects of sustainability.



Fairport should continue to play an active role in the future of the Erie Canal.

Goal 3: Codification, Regulation & Implementation of the Village's Comprehensive Plan's Vision & Goals

1. Simplify land use area designations (consolidate some residential zones, combine some business/commercial districts into fewer mixed-use districts). Create predictability of land use code application while still protecting oversight and an approval process.
2. Increase the extent of the Mixed-Use Zone within Fairport's downtown to include industrial zones and other potential mixed-use areas. Consider neighborhood business and/or live-work uses within and on the edge of the Downtown.
3. Provide incentives for residential development in the downtown mixed-use zone.
4. Utilize a Form or Performance Based Code (ie.Smartcode; Buffalo's Greencode) to regulate design within mixed-use areas. Prioritize design and performance of development over land or building uses.
5. Create a Regulating Plan to define character areas, organize and prescribe new streets, open space and pedestrian connections.
6. Develop Small Area Plans with illustrative diagrams to communicate planning intent, to guide public realm improvements, to conceptualize implementation projects and facilitate private development (see Small Area Plans discussion).
7. Offer more flexible parking regulations and promote shared parking opportunities. Utilize tools such as Parking Relief Analysis and Transportation Demand Modeling (TDM) to assess true parking needs, rather than relying on traditional parking ratios.
8. Define development terms (ie. ownership vs form & design, townhouses, etc) to provide clarity within the Comprehensive Plan and implementing codes.



In-home businesses allowed by right accommodates more local entrepreneurs.



Maintaining existing residential character will help preserve a sense of place.



NEIGHBORHOOD PRESERVATION & HOUSING

The following section outlines each goal within the “Neighborhood Preservation & Housing” category in more detail, including strategies to achieve each goal.

Goal 4.0: Enhance the Village Neighborhoods & Celebrate its Historic & Cultural Resources

1. Ensure that all properties (residential, non-residential and public) are properly maintained.
 - Enforce building codes, property maintenance laws, open storage laws and other regulations. Closely monitor all structures and conduct required inspections. Support neighborhood beautification efforts by working with the Tree Board and Beautification Committee. Increase the number of loans to income eligible property owners for maintenance and renovations.
2. Ensure that streets, sidewalks, street trees, street lights and park areas are well maintained in all neighborhoods.
 - Allocate an annual budget for the maintenance of sidewalks and public realm improvements. Consider more energy efficient, true color (minimizing the blue light spectrum) and dark sky compliant (shielded to reduce glare and uplighting) fixtures in the future. Consider alternate fixtures if relevant to branding of distinct neighborhoods or districts. Continue to coordinate street reconstruction programs with utility repairs and installing underground electric cables when feasible and appropriate. Maintain existing street trees and plant new trees as needed according to the Village Tree Board and the Tree City USA Standards. Ensure Village personnel responsible for maintaining trees receive appropriate training in tree selection and arboriculture. Outreach to community organizations to help with garden maintenance in parks and in public areas.
3. Maintain the historic and aesthetic character of Village neighborhoods.
 - Encourage property owners to make improvements consistent with the Village’s character and in consideration of architectural integrity and attractiveness of the public realm. Develop residential design guidelines to help architects, builders, developers and homeowners make design decisions consistent with the Village’s historic character. Encourage property owners to consult with the Landmark Society of Western New York, the Perinton Historical Society, and the Village’s Historic Preservation Commission to advise on historically compatible renovations and additions. Develop educational resources on design that celebrates Fairport’s historic character, and promote them through workshops and an on-line presence. Review laws, regulations and policies to ensure that public improvements such as utilities and signs are aesthetically pleasing.



Historic resources should be well maintained and include educational programming.



The Village should continue to promote local history.

4. Define “Neighborhoods” within the Village of Fairport, not by land use or development restrictions, but rather by character, proximity and connectivity. Identify opportunities for neighborhood scale Plan implementation. Consider place-names, branding, organizing and improving the identity for neighborhoods. Identify and/or create new mixed-use neighborhoods within the Downtown District.
5. Insure a safe and friendly environment. Maintain the local police force. Design the public realm for safety, lighting, pedestrian circulation and visibility (i.e. Crime Prevention through Environmental Design).
6. Continue to monitor endangered historic structures and places (ie. The First Baptist Church, Green Lantern, etc.) and advocate for protection.

Goal 5.0: Provide Diverse Housing Choices

1. Encourage an adequate and diverse Village housing stock, including housing for all ages, that offer an affordability spectrum, that includes multiple building types, and that offers ownership alternatives.
 - Insure land designated for multi-family dwellings as well as single-family only districts. Continue to administer the Section 8 Housing Program.
 - Foster public/private partnerships for projects that encourage housing that is appropriate for diverse incomes and ages.
2. Consider more flexibility for in-law and accessory dwelling units (ADU's), including the use of carriages and garages. ADU's to have performance standards potentially to include design, density, parking, design and neighborhood context.
3. Promote medium-density “Missing Middle Housing” (townhouses, row houses, zero lot line, small apartment buildings, etc), particularly in the Main Street & Downtown areas.
4. Promote a full range of ownership options potentially to include more rental housing. Base housing priorities on changing demographics, including the Millennial and Generation Z markets. Focus on Downtown mixed-use area and transitional areas between the downtown and intact single family neighborhoods.



Diverse housing choices such as this multi-unit building can fit into historic neighborhoods.



Single family homes can be converted into duplexes, fit into their context and provide housing options.



ECONOMIC DEVELOPMENT

The following section outlines each goal within the Economic Development category in more detail, including strategies to achieve each goal.

Goal 6.0: Continue to Develop an Active Canal-centric Mixed-Use Core

1. Encourage & incentivize water dependent & water enhanced uses along the canal-front.
 - Continue to work with the property owners, developers and/or operators to implement the recommendations of the North Bank Study and other properties within the Canal corridor.
2. Maintain and enhance accommodations and services for boaters including restrooms, pump-outs, docking, electrical hook-ups, hand carry boat launching, a Dock-master, food, dining and accommodations.
 - Prepare a water surface use plan that balances the need for short and long-term docking. Evaluate and, if needed, enhance boater facilities. Explore the feasibility of a marina.
3. Maintain and enhance visual and physical public access to and along the waterfront in areas where appropriate.
 - Upgrade the Canal Trail access point (stair) at the Parker Street Bridge. Develop a wayfinding and interpretive signage system that links the Canal to the rest of Downtown.
 - Develop Public Restrooms to serve land-side visitors and the general public.
4. Continue to work with the New York State Canal Corporation, the Erie Canalway National Heritage Corridor Commission, the Western Erie Canal Alliance and other Erie Canal organizations to fund and promote the Erie Canal as an international destination. Heighten the prominence of National Heritage Corridor.
5. Develop a unified “canal village” character along the Canal and within the Downtown utilizing and enhancing the existing Design Overlay District.
6. Recognize the Erie Canal as ‘essential’ to Fairport’s economic brand.
7. Strategize and/or market key Canal related development parcels (ie. Box Factory Lot, Mill Stone Block, Charlies Marina Site).
8. Create a railroad brand that parallels (but is secondary to) the Erie Canal brand.



A mix of uses is important to a vital Main Street.



Development should study existing structures so that new buildings are harmonious with their context.

Goal 7.0: Retain & Attract Business

1. Continue and enhance partnership with Fairport Office of Community & Economic Development (OCED) and its agencies:
 - Leverage private sector investments through its Economic and Community Development programs
 - Seek funding to continue a Façade Improvement Program
 - Continue an aggressive recruitment program to create a diverse business mix that balances the needs of residents and visitors.
 - Maintain a balanced mix between independent businesses and corporate or “chain” businesses, recognizing that more dollars are kept in the local economy from independent businesses.
 - Take a pro-active role in identifying redevelopment opportunities for underutilized land and properties.
 - Initiate meetings with the owners of key redevelopment/development properties to discuss existing and/or future redevelopment opportunities.
 - Create Small Area Plans to help visualize, conceptualize and guide opportunity. Potentially including 80 North Main Street, Fairport Village Landing, the Millstone Block, Murphy’s Manufacturing, the First Baptist Church, Canalworks, and other key sites
2. Continue to maintain relationships and cultivate new partnerships with local, regional and State economic development organizations including:
 - Fairport Perinton Partnership, the Fairport/Perinton Merchants Association, the Fairport Perinton Chamber of Commerce, the Genesee Finger Lakes Regional Economic Development Council and Empire State Development, among others.
3. Maintain and enhance the public realm and infrastructure in Downtown.
4. Implement the Main Street Streetscape Plan. Evaluate the feasibility of implementing a wireless network in the Downtown business area.



Fairport can build on successes to drive more businesses and employment opportunities.



5. Pursue opportunities for additional and diverse visitor lodging opportunities to meet unfulfilled market needs.
6. Continually refine and adjust the Village's marketing strategy that is used to promote and market Fairport as a desirable place to live, work and do business.
 - Review its brand. Maintain a marketing 'tool kit'. Maintain an exciting and accurate online presence. Develop creative promotional events and campaigns to promote business and evoke community spirit.
7. Place a priority on place-making and desirable housing stock to be the new economic driver (that appeals to Millennials/Gen X and Boomers) for the Village's downtown.
8. Market a high-tech and office opportunity offering a new mixed-use and walkable product.
9. Explore small-scale manufacturing as a means to fill vacant space and offer another complimentary mixed-use within the Downtown.
10. Develop Live/Work units in Downtown and at its edges.
11. Fully realize the potential of Canalworks by increasing its visibility, access and Erie Canal presence.



Weekly events such as the farmers' market are a large draw and amenity for the community.



Incubator spaces can be leveraged to attract new businesses.

COMMUNITY HEALTH & THE ENVIRONMENT

The following section outlines each goal within the “Community Health & The Environment” category in more detail, including strategies to achieve each goal.

Goal 8.0: Support Access to Food, Health Care and a Healthy Environment

1. Build upon the success of the summer Farmers Market. Consider an extended season and more permanent infrastructure. Strongly consider an indoor component.
2. Attract additional food stores to complement existing food markets.
3. Identify locations for additional community gardens, based on the success and demand at Potter Park.
4. Until a full complement of food and medicine is available within the Village, improve and promote public transportation opportunities to food stores and medical facilities outside of the Village limits.
5. Market office space and recruit for doctors, dentists & urgent care facilities within the Downtown area or its edges.

Goal 9.0: Foster the Preservation and Creation of Open Space & Parks

1. Continue to closely work with the Town of Perinton Recreation Department on existing recreation programs and opportunities. Expand the utilization of Kennelley Park and Fairport Junction for community events and festivals.
2. Continue to maintain and improve existing parks and open space. Work with the Town of Perinton to obtain funds necessary to upgrade facilities at Potter Park.
3. Protect sensitive natural features such as flood plains, wetlands, steep slopes and water courses.
 - Continue to adhere to State and Federal laws and regulations protecting the natural environment including SEQR, floodplain regulations, wetland regulations and water quality regulations. Conduct further study regarding the extent of the Thomas Creek floodway just east of Main Street to determine potential mitigation efforts.
4. Encourage design and development that protects and enhances sensitive environmental areas.
5. Maintain the Erie Canalway Trail and improve the alignment and pavement as necessary.



Public spaces such as parks are important for all ages.



Maintaining connections to nature helps provide relaxation and education to the community.



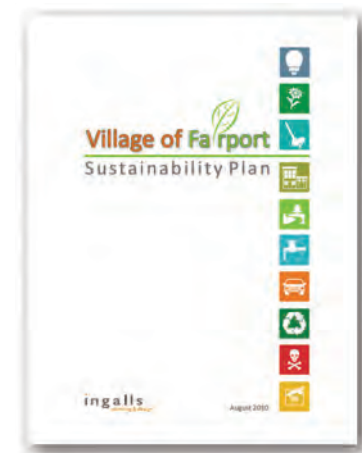
6. Protect and enhance the Thomas Creek Corridor.
 - Seek funding to expand the Thomas Creek wetlands boardwalk. Create a brochure and signs to promote and explain the significance of the corridor. Evaluate the feasibility of developing a trail along the corridor and connecting it to the abandoned railroad right-of-way west of Main Street, as well as to other adjacent open spaces and trails. Encourage schools to utilize the wetlands as part of their curriculum.
7. Create an Open Space Zone, or similar, within an updated zoning code. Include the Brooks Hill Woods & other sensitive environmental areas (ie. steep slopes, woodlands and wetlands).
8. Identify opportunities to create additional open space and pocket parks on the under-served north side of the Village. Utilize Village owned properties and/or opportunities within private development projects. Consider Village purchase of private open space property, if presented. Potentially leverage a Thomas Creek Bridge Reconstruction project to create a pocket park on Main Street at Thomas Creek. Consider using “parklets” (converted parking spaces) as temporary or permanent open space opportunities.
9. Study the potential for new grade-separated pedestrian connections over the railroad tracks to create pedestrian connectivity from the north side of the Village to the Erie Canalway Trail.



Open spaces provide amenities and places to relax for the community.

Goal 10.0: Emphasize Environmental Sustainability & Climate Resiliency

1. Provide environmental leadership within the Village and for regional municipalities.
2. Create a Sustainability Committee. Update the Village’s Sustainability Plan.
3. Implement ‘Smart Growth’ practices through Village projects and through land use regulations.
4. Recognize our ‘Carbon Future’ and take necessary actions to reduce emissions.
5. Implement sustainable practices for residents (ie. composting). Reduce landfill usage and tipping fees.
6. Update the Village’s Design Guidelines & Performance Standards to further encourage sustainable building and site development.



The Village of Fairport Sustainability Plan should be reviewed for implementation strategies.

7. Actively participate in the updating and implementation of the Finger Lakes Regional Sustainability Plan.
8. Recognize and leverage the Fairport Municipal Commission's role as providing responsible electrical power.
9. Maintain the Village's position as a NYPA Model Electric Vehicle Community and a NYSERDA Clean Energy Community.
10. Pursue designation as a NYS DEC Climate Smart Community thorough best practices, documentation and application.

Goal 11.0: Support Quality Education

1. Fully support the Fairport Central School District and lobby for a continued presence in the Village.
2. Preserve the Education Campus that is formed by the three public schools of Brooks Hill, Johanna Perrin and Minerva Deland, now and into the future.
3. Support the District's continued presence and use of the Baumer Place and District Office as job centers and educational administrative centers.
4. Explore opportunities to connect to the BOCES Campus that neighbors the Village to the west.



Electric vehicle charging stations help Fairport stand out and attract people.



Sustainable and inexpensive power is an attractive benefit to living in the Village of Fairport.



TRANSPORTATION & INFRASTRUCTURE

The following section outlines the goal within the “Transportation & Infrastructure” category in more detail, including strategies to achieve the goal.

Goal 12.0: Provide Multi-modal Transportation & Infrastructure that Supports Proposed Land Uses and Meets Resident’s Needs

1. Encourage through traffic to use Turk Hill and Baird Rd to reduce congestion in Downtown - and to avoid congestion caused by train crossings and lift bridge openings.
2. Work with local businesses and industries to identify and designate truck routes that result in the fewest conflicts with traffic in the Downtown. Use road geometrics, weight and height limits to discourage the use of Main Street.
3. Maintain an effective and efficient street network without compromising character and walk-ability. Use granite curbs on all streets. Maintain a maximum of 1 lane in each direction with the exception of turning lanes at major intersections.
4. Maintain and upgrade traffic control devices, signage, and other improvements to improve traffic flow along Village arterial streets. Continue to be an active partner with NYS DOT in corridor planning of NYS routes (including Rt. 250 corridor and the Route 31F corridor).
5. Complete the Main Street improvement plan as a complete street.
6. Continue efforts to reduce traffic within neighborhoods during special events.
7. Ensure pedestrian safety and accessibility first, especially in the Downtown area.
 - Continue utilizing and expanding safety measures such as crosswalk painting, “Pedestrian Crossing” signs, traffic calming and pedestrian signals. Consider a Rectangular Rapid Flashing Beacon (RRFB) at the South main Street/Summit Street intersection (among possible other locations). Consider Leading Pedestrian Intervals at the signalized intersections, notably the intersection of Main Street and Church Street. Identify and address sidewalk gaps within the Village. Coordinate sidewalk maintenance with scheduled utility repairs. Ensure that new development provides adequate pedestrian circulation to, and within the development site. Ensure that public realm improvements meet ADA requirements and recommendations from Aging in Place initiatives.
 - Review and enhance neighborhood walking connections, especially on high traffic streets and the business corridor.



Expanding bike infrastructure as well as crosswalks will make Fairport even more attractive to visitors.



Creating pedestrian only spaces can be a good strategy to attract people and help nearby businesses.

- Create the “Most Walkable Community” in New York (or the US)! Focus on proximity of destinations, density, mixed-uses, pedestrian prioritization, short routes, activated walkways, environmental character, road diets, etc.. Aspire to a Walk Score of 100.
8. Become an equally bicycle friendly village that attracts families through safe connections. Develop a bicycle and pedestrian plan that addresses routes and facilities.
 9. Ensure adequate parking. Evaluate parking requirements in the existing Zoning Code and modify to provide flexibility for mixed-use development (shared parking, on-street parking and alternative modes of transportation). Allow on-street parking wherever it is safe to do so. Maintain safe, connected and attractive public parking lots in the Downtown.
 10. Provide a thorough wayfinding system for visitors and residents. Include vehicular, bicycle, transit and pedestrian modes of transportation. Address the “last mile” concept of connecting pedestrians with destinations at parking lots and transit stops with walking maps and kiosks.
 11. Ensure that the impact of new development adequately addresses the potential impact on existing infrastructure.
 12. Continue to maintain the stormwater drainage system and the use of best practices.
 - Ensure that new development does not cause drainage problems. Continue to work with the Monroe County Stormwater Coalition to address inter-municipal stormwater concerns.
 13. Consider provisions within Downtown street right-of-ways for Micro-Mobility (Scooters, Bike Shares, Skateboards) and in the future, autonomous and shared vehicles.
 14. Ensure that Regional Transit is well accommodated and encouraged.
 - Work with RTS to publicize its service to all members of the community and to evaluate bus stop locations and infrastructure (shelters, furnishings, signage). Ensure that the “Last Mile”, from transit to destinations, is accommodated (housing and commercial density proximate to bus lines, bike racks, pedestrian access, micro-mobility, etc). Ensure that service routes provide equity and meet market demands.
 15. Explore a ‘Main Street People Mover’.
 16. Explore inter-municipal transit.
 17. Develop and adopt a Complete Streets Policy.



The current parking study identifies locations and numbers of spaces.



Strategically located parking can unlock untapped development potential in Fairport.



GOVERNMENT, COMMUNITY SERVICES & FACILITIES

The following section outlines the goal within the “Government, Community Services & Facilities” category in more detail, including strategies to achieve the goal.

Goal 13.0: Responsible Village Governance & Services that Support a High Quality of Life

1. Continue to support the Fairport Public Library’s needs within the Village center.
2. Provide effective, efficient and affordable services to Village residents.
3. Continue to support and promote the Fairport Municipal Commission.
4. Continue to inform and solicit input from residents regarding legislation, programs, and other actions taken by the Village Administration. Utilize tools such as the Village Web Site, partner web sites, Fairport Alert System, Zoom, FaceBook and other social media.
5. Evaluate the effectiveness of current outreach efforts including the website, newsletter and social media. Invest in technology to improve public input and communication.
6. Support cultural and civic enrichment activities such as the gazebo music series, parades, holiday celebrations, festivals and public art. Support activities of the Fairport Public Arts Committee in implementing their public arts program.
7. Encourage practices that support sustainability including recycling, energy conservation, smart growth, alternative transportation and green building design. Maintain status as a Model Electric Vehicle Community.
8. Continue to make public safety a priority and respond to all emergencies in an expedient manner. Update the Emergency Preparedness Plan. Continue to meet the standards of the Insurance Services Office (ISO). Utilize the most advanced technological public safety equipment that the budget will afford. Encourage public officials to receive National Incident Management System (NIMS) introductory training. Make first aid equipment (ie. Defibrillators) available in appropriate public buildings in the Village and in select Village vehicles.
9. Place a high priority on maintenance of the ‘public realm’ including streets, parks, sidewalks, tree lawns, street trees and trash receptacles. Replace difficult to maintain materials.
10. Continue to maintain Village property to a high level, being good stewards of public facilities and of Village history.
11. Review the Historic Preservation Commission’s roles and responsibilities, including community and homeowner education regarding historic features and the appropriate use of modern materials.



Maintaining programming and public services will keep Fairport safe and attractive as a place to live.

V. A Plan for 2030 and Beyond

LAND USE & CIVIC INFRASTRUCTURE

A primary function of a Comprehensive Plan is to guide land use and public investment. The Future Land Use Plan for the Village of Fairport proposes six simple land use Character Areas. These Character Areas are defined by an evolved science of land use regulation that focuses on design and performance, while still recognizing the need to regulate uses. Zoning is the primary tool that municipalities have to implement the Future Land Use Plan.

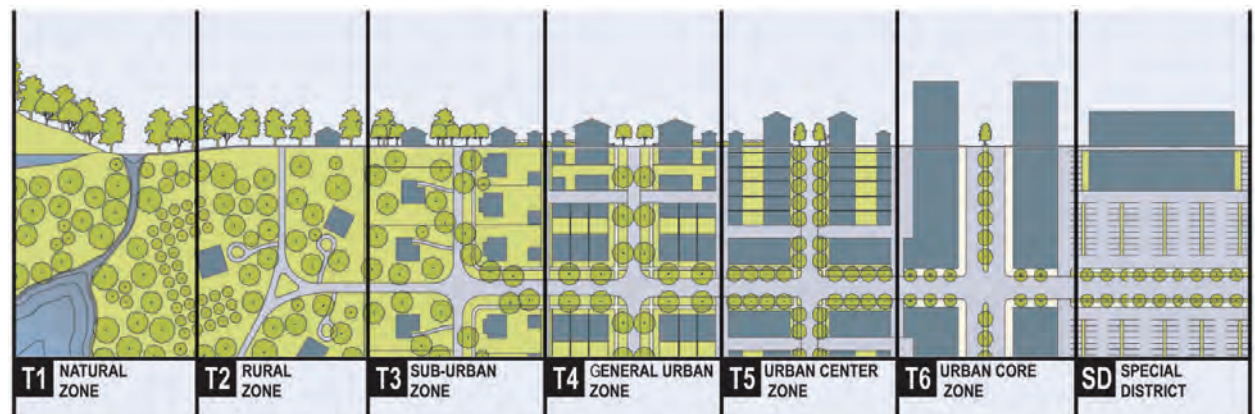
Zoning regulations are a set of rules that outline what can be built where within a village/town as well as on a parcel. Different zones have different uses that are permissible. They also say where on a site a building can be built as well as other rules such as big a building can be. Sometimes overlay districts are created. These are regulations that can apply to multiple zones and have additional rules or exceptions. An example would be a “downtown district.” The village of Fairport currently has 12 zones ranging from Business to Limited Commercial to 6 different Residential districts.

Since the mid-twentieth century, Euclidean Zoning was the standard approach to most municipalities. In Euclidean Zoning, the use of the land drives the decisions about what could go where and separated uses along strict lines. This led to auto-oriented development which hurt traditional main streets and used a lot of untouched natural land. As more municipalities and planning departments become aware of the economic, equitable, and health benefits of maintaining and enhancing their walkable places, thinking about zoning has shifted. Today, best practices encourage zoning regulations that allow for a mix of uses on main streets while requiring buildings to help make more pedestrian-friendly communities. Concepts of “missing middle” housing such as row houses and duplexes are

being embraced to provide more options for people from all walks of life to live.

Form-Based Codes (FBC's) based on Character Areas has emerged as a successful option to many municipalities. Form-Based Coding is an approach to zoning that emphasizes the form of buildings and the shape of streets, parks, and plazas while also being mindful of uses. Transect zones consider the character that an area wants to have – is it a main street, a major downtown, a neighborhood just off main street, or an area on the edge of town – and designs the regulations to achieve this character. There are 6 main transect zones (or T-zones) and each may have some sub-categories. T-0 is untouched nature while T-6 is a metropolitan downtown. Each T-zone also has the right type of plazas and parks as well as streets allowed to achieve the desired character of the area.

It can be helpful to think about transects like dropping a pebble in water. T-6 would be near the center where the ripples are largest while the farther from the center, the lower the T-zone. In the case of Fairport, the Main Street area would be at the center. However, downtown Fairport should not feel like downtown Rochester, so T-6 would be inappropriate at this location.

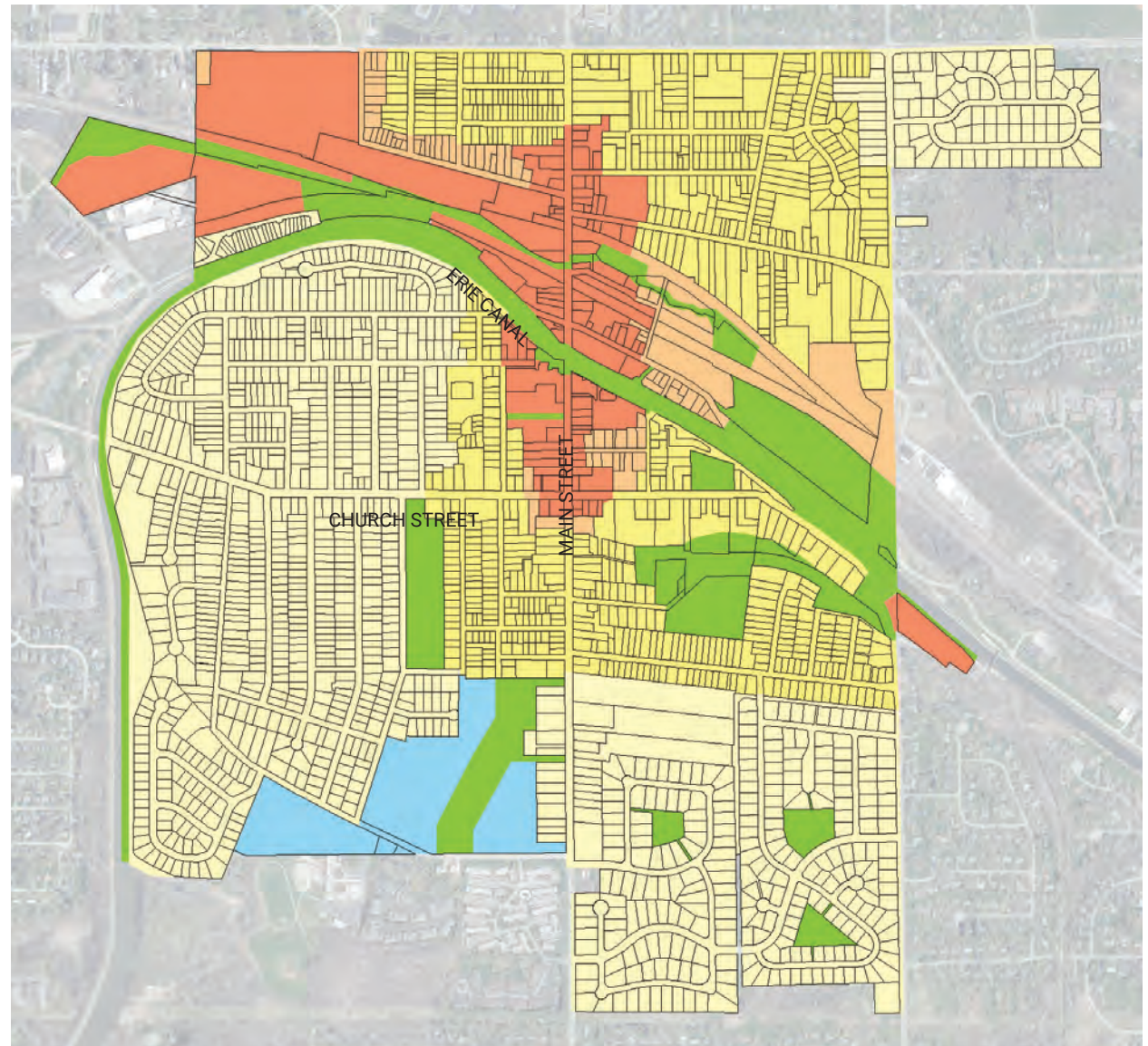


Rural to Urban Transect - Duany, Plater-Zyberk



FUTURE LAND USE

To help Fairport achieve the vision of a vibrant, diverse village with an economically strong downtown, a Future Land Use Map was prepared. This Map makes use of a transect approach to describe the Character Areas around the village. The consultant team collected feedback and the vision expressed by the community to match the different areas with the existing character and with the vision for the future.



Future Land Use Map



Land use recommendations were largely predicated on the following concepts.

Mixed Use Core: The mixed-use land use strategy follows best practices and national trends. They are driven largely by the demand for walkability and sustainability. This mix includes commercial, office, retail, public, light industrial and a new emphasis on higher density residential.

Walkable Downtown: By mixing uses and creating density, the downtown will become even more walkable. The distance between destinations is reduced. More unique destinations are available within walking distances. Places to live can be better connected to places to work, learn and play.

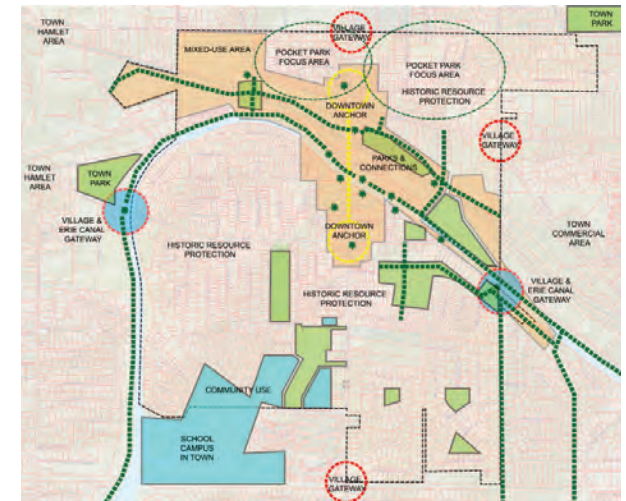
New Housing Types (Missing Middle) and Density: Nationally, the demand for attached housing and small lot single family homes far exceeds the supply. This housing type particularly appeals to Millennials that are helping drive the new economy and to seniors that are downsizing. Fairport continues to have a low housing stock of these attached and small lot housing types, despite recent development activities in this area. An opportunity exists to offer it in the mixed use and higher density residential areas.

Open Space Preservation: Goals were established to protect natural resources, retain the character of the Village and to improve pedestrian connections. The Village does not currently have an Open Space zone. Fairport can designate critical open space areas for protection and enhancement including existing parks, hillsides, wooded areas, wetlands, new pocket parks and the Erie Canal corridor.

School Campus: The southern portion of the Village that includes three public schools is a unique area of school buildings, open fields and wooded slopes. The existing educational use is important to the Village and is recommended to continue, yet the school district's enrollment is declining and the area is currently zoned for residential use. A special recognition should be given to insure that if this property changes ownership and use, that it is done in a planned manner that includes some community use and open space preservation.

CHARACTER AREA DESCRIPTIONS

The following pages describe the character of the Land Use areas depicted on the Future Land Use Map.



Conceptual Approach

Mixed-Use T5 Character Area

A T5 designation is appropriate for an area that feels like the heart of a downtown business district or a bustling main street. This area accommodates a wide range of uses that are compatible based upon their design and performance. This can include retail, offices, rowhouses, small to mid-scale manufacturing, civic uses, education, and apartment buildings among other appropriate uses. A mark of a successful mixed-use area is a substantial degree of pedestrian activity.

Buildings

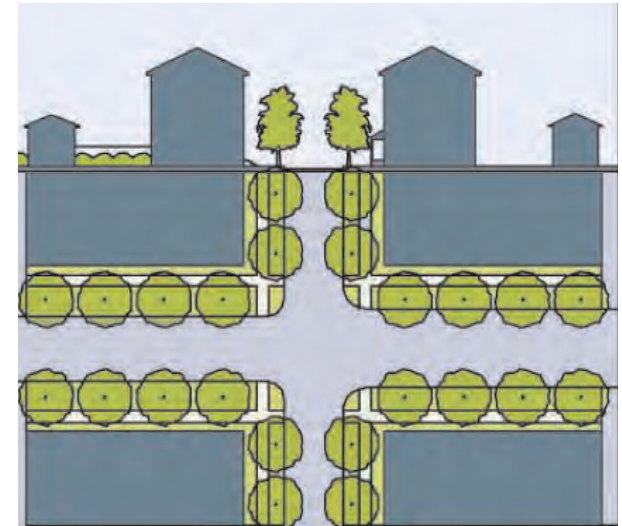
T5 areas are typically characterized by mixed-use buildings being located close to the lot line with consideration being given to historic conditions and adjacencies. Buildings face the street, are generally multi-story, and have shopfronts on the ground floors with offices, living spaces, or a mix of both in the upper stories. Rowhouses and apartment buildings are located here as well. In most instances, buildings are next to each other and create a pleasant consistent frontage to the street. Shopfronts have large windows so that people can look inside while the offices and residences above may have smaller windows. Large canopies or awnings that overhang the sidewalk are typically used to provide shade and protection from rain for pedestrians. Parking located behind buildings to encourage people to walk down the street and visit the businesses.

Streets

Streets in a T5 area encourage a high degree of pedestrian activity, encouraging visitors to walk around and visit the shops and restaurants. With a high degree of pedestrian activity, it is important to provide as much sidewalk space as possible. Often this is sub-divided into circulation space for people walking around and an active space to be used for shops or restaurants to set up sidewalk sales or outdoor dining. If the right-of-way for the street does not have enough space for both, the active space can be incorporated within the setback/build-to space. A good reference for design is the National Association of City Transportation Officials at www.nacto.org.

Street Trees are located between the sidewalk and the vehicular area. In a T5 area, trees need to be put in planters that are large enough ensure the viability of the tree. The planters can be covered using a decorative metal grate, or other permeable material.

Where a bike infrastructure plan shows a bike lane, these should be accommodated as well. In ideal situations bike lanes are on the same level as the sidewalk to enhance the safety for bicyclists, but these can also be incorporated on-street. Different options can be seen at www.nacto.org.



T5 Diagram - Duany, Plater-Zyberk



Example of a T5 neighborhood in Fairport



Car traffic should enable motor vehicles to pass through while still being slow enough to be safe for families with children walking and crossing. Streets here are typically 2 lanes wide and often have a third turning lane at intersections. Lane widths should be adjusted to accommodate this factor. Parallel parking is typically located on T5 streets. Pick-up and drop-off spaces should also be included for taxis, ride shares, and food deliveries.

Open Spaces

Public spaces in T5 areas tend to be more formal in their shape and design. Often these are in the form of plazas, squares, community greens, and sometimes small playgrounds.



Missing Middle Housing has the potential to add a variety of housing options for people from all stages of life in T5 and T4 areas



Mixed-Use T4 Character Area

A T4 character area is appropriate just outside of a T5 as a transition to lower density uses. It accommodates some degree of mixed-use development but is predominantly residential in character. Non-residential uses would be controlled through design and performance standards and may include uses such as home occupations, professional offices, and service businesses. This area would include a larger range of building types from rowhouses, to single family-detached houses, to a wide variety of “missing middle” types including accessory dwelling units.

Buildings

T4 areas are typically characterized by residential buildings (though some mixed-use development may occur) with a moderate setback/build-to line. Buildings face the street, and have porches, stoops, door yards, and low fences. This is a great location for “missing middle” house types including rowhouses, quadplexes, courtyard buildings, and small apartment buildings. It is more typical that buildings are separated here with small to medium side yards. Some structures may be used for commercial purposes but have the character of a house or reside in a historic structure (ie a church).

Streets

Streets in a T4 area encourage a moderate degree of pedestrian activity, making it easy for people to walk or bike to downtown. Sidewalks line each street and are at least 5 feet wide. They typically have a curb and have crossings at intersections. A good reference for design is the National Association of City Transportation Officials at www.nacto.org.

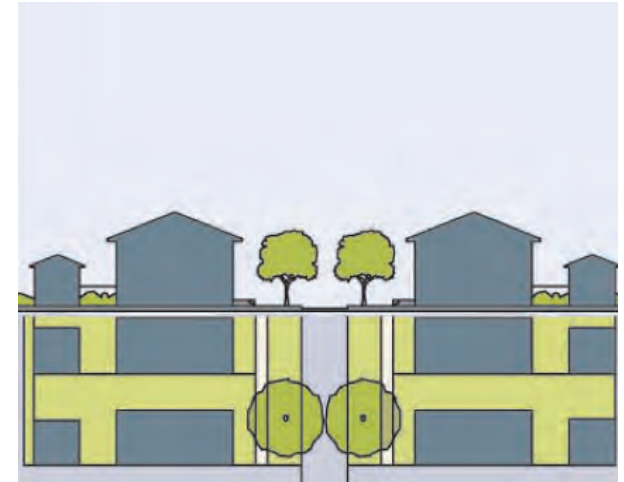
Street Trees are located between the sidewalk and the vehicular area. In a T4 area, trees are typically located in a green planting strip between the sidewalk and vehicular area, though they may incorporate planters with decorative plate coverings closer to a T5 area.

Where a bike infrastructure plan shows a bike lane, these should be accommodated as well. In ideal situations bike lanes are on the same level as the sidewalk to enhance the safety for bicyclists, but these can also be incorporated on-street. Different options can be seen at www.nacto.org.

Car traffic should enable motor vehicles to pass through while still being slow enough to be safe for families with children walking and crossing. Streets here are typically 2 lanes wide and may have a turning lane at major intersections. Lane widths should be adjusted to accommodate this factor. Parallel parking is typically located on T4 streets.

Open Spaces

There are a range of public spaces in T4 areas. These tend to be landscaped more than in a T5 area and are typically, community greens, community gardens, pocket parks, playgrounds, squares, and small field areas.



T4 Diagram - Duany, Plater-Zyberk



Example of a T4 neighborhood in Fairport



Residential T3 H Character Area

A T3 H area is appropriate just outside of a T4. It is primarily residential while also allowing for out-buildings, accessory dwelling units, churches, schools and in-home owner-occupied businesses. A T3 H area is less dense than a T4, but denser (ie, smaller lot size and less frontage) than a T3 L.

Buildings

T3 H areas are typically characterized by residential buildings with small to medium sized setbacks. Buildings face the street, are 1 to 2 stories with some at 3, and have porches, stoops, door yards, and low fences. Some “missing middle” housing may be located here as well including triplexes, duplexes, and accessory dwelling units (ADU’s). It is typical that buildings are separated here with medium side yards and more naturalistic landscaping. ADU’s can be regulated using bulk requirements such as location on the lot, volume, size, parking requirements and design compatibility. If necessary, special use permits can be required.

Streets

Streets in a T3 H area encourage a small degree of pedestrian activity and connectivity to Main Street. Sidewalks line each street and are at least 5 feet wide. They may or may not have a curb depending on traffic levels and have crossings at intersections. A good reference for design is the National Association of City Transportation Officials at www.nacto.org.

Street Trees are located between the sidewalk and the vehicular area. In a T3 H area, trees are located in a green planting strip between the sidewalk and vehicular area. The green strip may be larger than in a T4 area.

Where a bike infrastructure plan shows a bike lane, these should be accommodated as well. In ideal situations bike lanes are on the same level as the sidewalk to enhance the safety for bicyclists, but these tend to be on street in these locations. Different options can be seen at www.nacto.org.

Car traffic should enable motor vehicles to pass through while still being slow enough to be safe for families with children walking and crossing. Streets are typically 2 lanes wide. Lane widths should be adjusted to accommodate this factor. Parking on street is allowed in T3 H where pavement widths allow.

Open Space

T3 H areas have larger green spaces and are more naturalistic while also making room for smaller informal spaces. The range of spaces includes large playgrounds, ball fields, greenways, large parks, pocket parks, and community gardens.



T3 Diagram - Duany, Plater-Zyberk



Example of a T3H neighborhood in Fairport

Residential T3L Character Area

A T3 L area is appropriate just outside of a T4 or T3 H area. It is primarily single family residential while also allowing for out-buildings, accessory dwelling units, churches, schools and minor in-home owner-occupied businesses. A T3 L zone is less dense than a T3 H (larger lot and frontage), but denser than a rural setting.

Buildings

T3 L area are typically characterized by single family residential buildings with medium sized setbacks. Buildings face the street, are 1 to 2 stories with some at 3, and have porches, stoops, door yards, and low fences. Some “missing middle” housing may be located here including duplexes, and accessory dwelling units. It is typical that buildings are separated here with medium sized side yards and naturalistic landscaping.

Streets

Streets in a T3 L area encourage a small degree of pedestrian activity and connectivity to Main Street. Sidewalks line each street and are at least 5 feet wide. They may or may not have a curb depending on traffic levels and have crossings at intersections. A good reference for design is the National Association of City Transportation Officials at www.nacto.org.

Street Trees are located between the sidewalk and the vehicular area. In a T3 L area, trees are located in a green planting strip between the sidewalk and vehicular area. The green strip may be larger than in a T4 area.

Where a bike infrastructure plan shows a bike lane, these should be accommodated as well. In ideal situations bike lanes are on the same level as the sidewalk to enhance the safety for bicyclists, but these tend to be on street in these locations. Different options can be seen at www.nacto.org.

Car traffic should enable motor vehicles to pass through while still being slow enough to be safe for families with children walking and crossing. These streets are typically 2 lanes wide. Lane widths should be adjusted to accommodate this factor. Parking on street is allowed in T3 L where pavement widths allow.

Open Space

T3 L areas are similar to T3 H areas and have larger green spaces and are more naturalistic while also making room for smaller informal spaces. The range of spaces includes large playgrounds, ball fields, greenways, large parks, pocket parks, and community gardens.



T3 Diagram - Duany, Plater-Zyberk



Example of a T3L neighborhood in Fairport



Open Space

It is important to ensure that open space occurs in each Character Area. While the right development can help ensure a lively environment, a lack of open space for people to gather will make each area less inviting. People enjoy the ability to meet with friends, or play, or practice their green thumb among other activities and interaction has been shown to enhance our personal health.

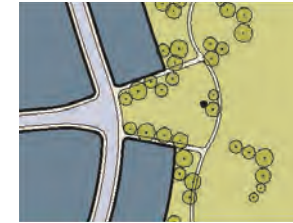
Additionally, setting aside places for open space and formalizing them in plan will help ensure that open space is not overlooked as Fairport changes over time. It is also important to keep an open mind for new public space opportunities, especially if the message comes from the community. Examples include:

- Development of the Thomas Creek Corridor the entire length of the Village
- Protection of the Brooks Hill Woods
- Protection of the East Church Street Woods and Water Tower property
- Enhancement of the Canal frontage, particularly around the Turk Hill Road crossing
- New pedestrian connections, particularly from the Four Corners area to CanalWorks, over the rail road connecting High Street to the Erie Canal Trail between Main Street and Turk Hill Road and connecting through Parce Ave through the former American Can Company Building, to Thomas Creek (and eventually the Erie Canal Trail)
- New parks and open space opportunities on the North side of the Village, including a pocket park located within each of the north-west quadrant of the Village (north of the CSX railroad corridor and west of Main Street, and within the north-east quadrant (north of the CSX railroad and east of Main Street)

Special District

A special district is an area where a unique and typically large scale project might happen, such as a campus or planned development.

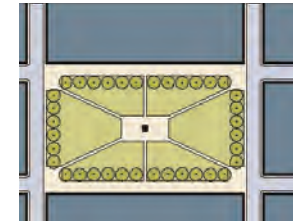
In Fairport's case, the school complex that includes Brooks Hill School, Johanna Perrin School and a portion of the Minerva Deland School property includes a unique educational land use. This plan supports the continued use of this land for educational use. If there was a change of land use (ie. one or more of the school's closing) then a Master Plan for the property should be developed that maintains community uses, protects valuable open space and recognizes adjacent residential land uses.



Park
T3L and T3H



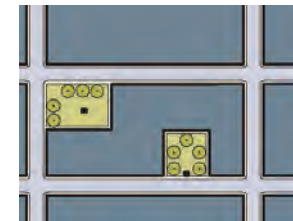
Green
T3L, T3H, and T4



Square
T4 and T5



Plaza
T4 and T5



Playground
T3L, T3H, T4, and T5

The diagrams above illustrate a variety of open spaces and the different transects where they can typically be found. Diagrams from Smart Code by Duany, Plater-Zyberk.

FUTURE CAPITAL PROJECTS

This plan identifies potential civic capital projects, such as streets, pathways, and parks and open spaces, that supports the Plan's goals and Future Land Use Plan.

New Street

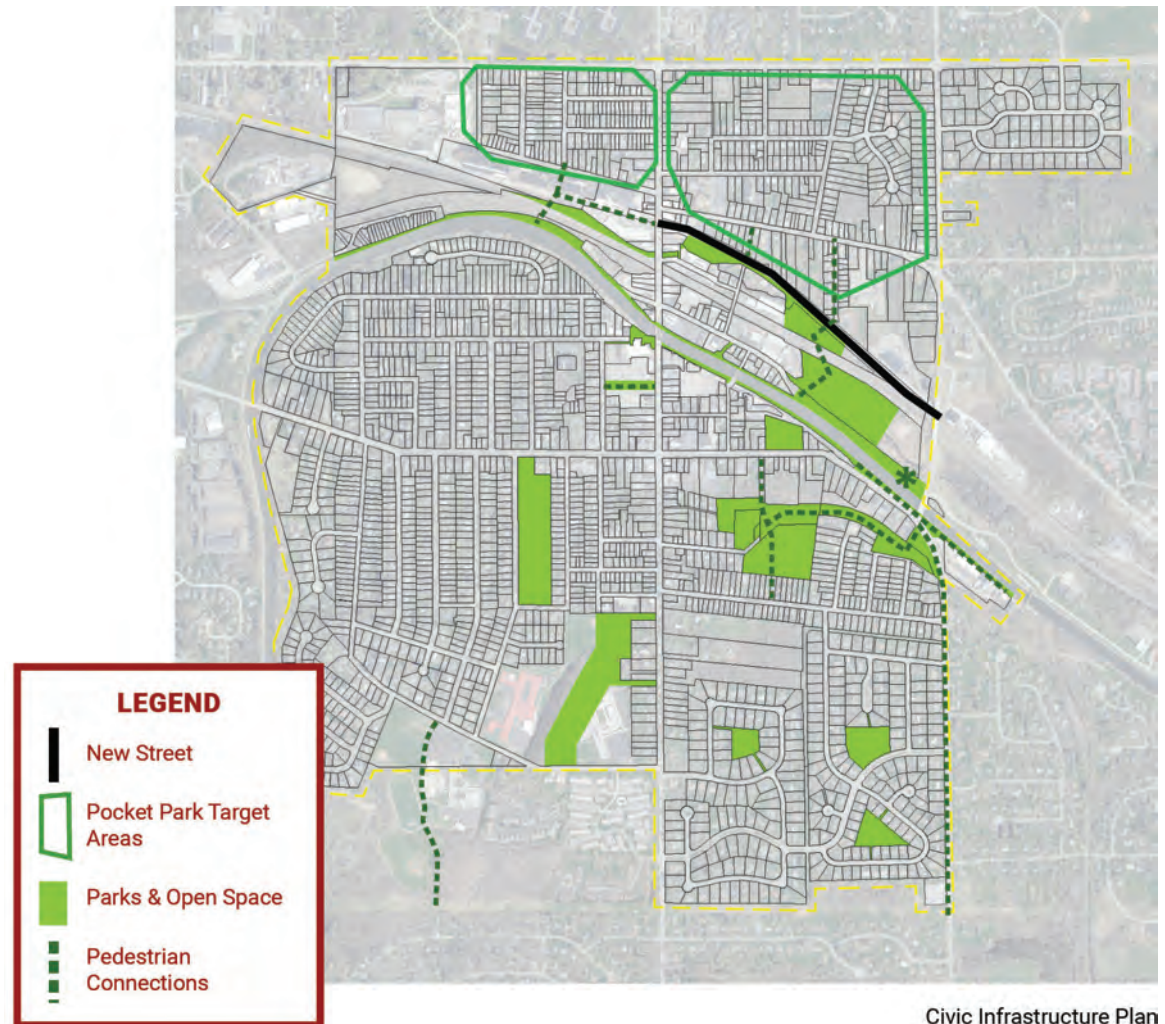
Streets are an essential way to connect neighborhoods. These provide options for people to get places and help relieve traffic by dispersing it rather than concentrating it. A new street connecting North Main Street to Turk Hill Road, following the former railroad right-of-way, could alleviate traffic and give residents a greater range of options. The alignment would not impact the Thomas Creek wetlands.

New Public Pathways

Public pathways enhance the quality of life for residents. These are pedestrian-only or pedestrian-oriented connections to places around the village. Implementing these will encourage more walking, improve community health, and increase the chances for businesses to thrive. The railroad tracks as a pedestrian barrier would be addressed with grade separated crossings such as the Erie Canalway Trail crossing over the mainline CSX railroad in Gates, NY.

New Parks & Open Space

Designating land to be used as parks and open space for the community ensures that these will be reserved for this purpose. These protect and enhance the quality of life and desirability of the village, protecting property values. Parks provide destinations and landmarks, encouraging people to walk and make it easy to orient oneself within the village. A particular need for the expansion of parks and open space was identified on the north side of the Village.



"Without leaps of imagination or dreaming, we lose the excitement of possibilities. Dreaming, after all is a form of planning."
- Gloria Steinem



Village of Fairport Comprehensive Plan Update

On the Rise!

APPENDIX

- A. "MAKING IT HAPPEN" WORKING MATRIX OF POTENTIAL PROJECTS
- B. FOCUS AREA GUIDELINES & "WHAT IF" SCENARIOS
- C. COMMUNITY ENGAGEMENT & SURVEY
- D. 2007 COMPREHENSIVE PLAN ASSESSMENT
- E. OCED MARKET & DEMOGRAPHIC ASSESSMENT
- F. SEQR & ENVIRONMENTAL ASSESSMENT FORM - PART 1

NOVEMBER 12, 2021

Appendix A: “Making it Happen” Working Matrix of Potential Projects

PLANNING & CODE				
ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Zoning code update	Allocate funding resources for zoning code update.		Goal 1.1	Near-Term
	Assemble and release RFP for qualified consultant firms to submit for a zoning code update, creating a form-based code for a downtown mixed-use zone. Involve developing design guidelines and a regulating plan as a component of the effort.		Goal 1.2 Goal 1.5 Goal 3.4 Goal 3.5 Goal 4.3	Near-Term
	Involve public in assembling new zoning code to develop a thriving mixed-use Main Street and optimizing opportunities along the Erie Canal. Ensure that a range of residential types are possible by right, including “Missing Middle” housing.		Goal 1.3 Goal 1.4 Goal 3.2 Goal 5.1 Goal 5.3 Goal 5.4 Goal 7.7	Near-Term
	Simplify existing land use area designations.		Goal 1.5 Goal 3.1	Near-Term
	Allow neighborhood or in-house businesses.		Goal 3.2 Goal 7.10	Near-Term
	Coordinate definitions and language for development terms to provide consistency between the Comprehensive Plan and new code.		Goal 3.8	Near-Term
	Develop residential design guidelines that promote historic character and sustainability strategies.		Goal 4.3 Goal 10.5	Near-Term
	Consider allowing Accessory Dwelling Units (ADU’s)		Goal 5.2 Goal 5.4	Near-Term
	Adopt updated zoning code.		Goal 1.1	Mid-Term
Thomas Creek flood plain mitigation study	Study the Thomas Creek flood plain and options to reduce the areas at risk.		Goal 9.6	Mid-Term



ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Bike and Pedestrian Plan	Hold workshops to plan and design bike infrastructure systems.		Goal 2.3 Goal 7.1 Goal 12.6 Goal 12.11	Near-Term
	Coordinate transportation and bike infrastructure plans with Monroe County, NYS Department of Transportation, Regional Transit, and the Erie Canal Corporation.		Goal 2.3 Goal 7.1 Goal 12.12	Near-Term
	Develop tactical implementation strategies to test bike and pedestrian infrastructure.		Goal 2.3	Near-Term
	Enhance connectivity to the Erie Canal as well as amenities for bikers and pedestrians such as bike repair stations and restrooms.		Goal 6.3 Goal 9.5 Goal 13.8	Mid-Term
	Continue to fund maintenance of existing street trees and planting new trees to meet Village Tree Board and Tree City USA Standards.		Goal 4.2	Continual
	Implement a complete streets policy.		Goal 7.2 Goal 12.14	Mid-Term
	Identify and implement new parks and open space on the north side of the Village.		Goal 9.8	Mid-Term
	Study possibility of grade-separated pedestrian connections over railroad tracks.		Goal 9.9	Long-Term
	Increase the number of painted crosswalks, especially at major thoroughfares.		Goal 12.6	Mid-Term
Area Plans	Create visual studies of potential development areas within the village.		Goal 1.7 Goal 3.6	Mid-Term
	Continue to advance studies of existing concepts from the comprehensive plan.		Goal 1.7	Mid-Term
	Proactively identify redevelopment opportunities and visualize possibilities.		Goal 7.5	Long-Term
Update public relations, marketing, and business recruitment plan	Review existing public relations, marketing, and business recruiting plan. Update objectives based on existing conditions. Coordinate with OCED and Finger Lakes Regional Economic Development Plan objectives.		Goal 2.1 Goal 6.4 Goal 7.2 Goal 7.6	Near-Term



ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Update public relations, marketing, and business recruitment plan	Identify synergies and coordinate economic activities with OCED, the Town of Perinton and its business organizations.		Goal 2.1	Mid-Term
	Market the Village of Fairport with Erie Canal tourist markets and promotional events.		Goal 2.2 Goal 6.4	Continual
	Continue to be actively involved in planning, development and promotional efforts along the Erie Canal.		Goal 2.6 Goal 6.1 Goal 6.4	Continual
	Continue to maintain relationships with economic development organizations. Meet regularly to identify opportunities and create initiatives for new an existing local businesses		Goal 7.1	Continual
	Develop a strategy to attract high-tech and office opportunities.		Goal 7.8 Goal 8.5	Mid-Term
	Develop a strategy to attract food businesses to compliment existing establishments.		Goal 8.2	Mid-Term
	Promote Fairport Municipal Commission's role in providing responsible electrical power.		Goal 10.7	Continual
	Maintain and promote Fairport as a NYPA Model Electric Vehicle Community.		Goal	Continual
Study parking usage and capacity	Conduct a parking usage study to identify locations to strategically relocate parking.		Goal 3.7 Goal 12.8	Near-Term
	Consider creating more flexibility within parking to allow shared parking.		Goal 3.7 Goal 12.8	Mid-Term



CAPITAL PROJECTS

ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Perrin Street to Main Street Connection	Study existing conditions to evaluate best location to install first phase.		Goal 2.2 Goal 2.3 Goal 4.2 Goal 6.4 Goal 7.1 Goal 9.8 Goal 12.6 Goal 12.11	Near-Term
	Consider implementing tactical installation prior to permanent solution and development of final design.			
	Secure funding of tactical and long-term installations.			
	Release RFP for consultant design to include public workshops to define design of the street improvements based on the community vision within the Comprehensive Plan.			
	Secure contract for work.			
	Install tactical and final installation design.			
North-West and North-East Quadrant Pocket Parks	Secure funding for parks.		Goal 2.3 Goal 7.1 Goal 9.8 Goal 12.6 Goal 12.11	Near-Term
	Confirm location of pocket parks within each neighborhood.			
	Release RFP for consultant design to include public workshops to define design of the street improvements based on the community vision within the Comprehensive Plan.			
	Secure contract for work.			
	Install parks			
Visitor Infrastructure	Identify desired infrastructure including public restrooms, bike fix stations, dock amenities, etc. through surveys and interviews.		Goal 2.3 Goal 6.3 Goal 7.1 Goal 9.5 Goal 12.12 Goal 13.8	Near-Term
	Study costs of installation and maintenance			
	Prioritize installations based on community feedback and vision and establish a timeline of completion.			
	Secure funding and contract for work.			
	Install based on prioritization and timeline list.			



ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Main Street / Thomas Creek Pocket Park	Study existing floodplain and possible solutions to reducing the flood risk area.		Goal 2.3 Goal 7.1 Goal 9.6 Goal 9.8 Goal 12.6 Goal 12.11	Mid-Term
	Secure funding for consultant design and construction of park.			
	Release RFP for consultant design to include public workshops to define design of the street improvements based on the community vision within the Comprehensive Plan.			
	Secure contract for work.			
	Install park.			
Church Street Bicycle & Pedestrian Improvements including Multiple Cross-walks	Secure funding for consultant design and construction of street improvements.		Goal 2.2 Goal 2.3 Goal 4.2 Goal 6.4 Goal 7.1 Goal 9.8 Goal 12.6 Goal 12.11	Near-Term
	Release RFP for consultant design to include public workshops to define design of the street improvements based on the community vision within the Comprehensive Plan.			
	Secure contracts.			
	Hold design workshops with community and DOT to define the design.			
	Install street improvements.			
Thomas Creek Park between Main Street and Water Street	Study existing floodplain and possible solutions to reducing the flood risk area.		Goal 2.2 Goal 2.3 Goal 4.2 Goal 6.4 Goal 7.1 Goal 9.6 Goal 9.8 Goal 12.6 Goal 12.11	Mid-Term
	Secure funding for consultant design and construction of park.			
	Release RFP for consultant design to include public workshops to define design of the park based on the community vision within the Comprehensive Plan.			
	Secure contracts.			
	Hold design workshops with community to refine the design.			
	Install new Park			

ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Main Street Tactical Urbanism	Establish connections with related interest groups to partner with for bike lanes along Main Street. Identify potential volunteers.		Goal 2.2 Goal 2.3 Goal 4.2 Goal 6.4 Goal 7.1 Goal 7.2 Goal 9.8 Goal 12.4 Goal 12.6 Goal 12.11	Near-Term
	Initiate communication with nearby businesses and discuss benefits of the project and the process.			
	Establish a design through workshops or stakeholder group meetings and meetings with DOT.			
	Identify necessary materials for a tactical urbanism bike infrastructure installation.			
	Secure funding for installation.			
	Install temporary bike infrastructure.			
	Evaluate performance and incorporate into final design for a complete street Main Street.			
Turk Hill Park	Secure funding for park next to CanalWorks and the Erie Canal.		Goal 2.2 Goal 2.3 Goal 2.6 Goal 4.2 Goal 6.1 Goal 6.4 Goal 7.1 Goal 9.6 Goal 9.8 Goal 12.6 Goal 12.11	Mid-Term
	Release RFP for consultant design to include public workshops to define design of the park based on the community vision within the Comprehensive Plan. Include crosswalk connections across Turk Hill.			
	Secure contract for work.			
	Install park.			



ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Thomas Creek pedestrian bridge over railroad to Durant Place	Study existing conditions and regulations to determine feasibility of pedestrian bridge.		Goal 2.2 Goal 2.3 Goal 4.2 Goal 6.4 Goal 7.1 Goal 9.8 Goal 12.6 Goal 12.11	Mid-Term
	Secure funding for pedestrian bridge.			
	Release RFP for consultant design.			
	Secure contract for work.			
	Install bridge.			
Summit Street Slide Park	Secure funding for slide park between Summit Street and East Church Street / Turk Hill.		Goal 2.3 Goal 7.1 Goal 9.8 Goal 12.6 Goal 12.11	Long-Term
	Release RFP for consultant design to include public workshops to define design of the park based on the community vision within the Comprehensive Plan. Include crosswalk connections to CanalWorks across Turk Hill.			
	Secure contract for work.			
	Install park.			
Village Gateway Improvements	Identify gateway locations and prioritize based on community feedback and the Comprehensive Plan.		Goal 7.1 Goal 7.8 Goal 8.5	Mid-Term
	Secure funding for gateway improvements			
	Release RFP for consultant design to include public workshops to define design of improvements based on the community vision within the Comprehensive Plan.			
	Secure contract for work.			
	Install gateway improvements			

PUBLIC / PRIVATE PARTNERSHIPS & INITIATIVES

ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Liftbridge Lane East Revitalization	Hold meetings with local stakeholders to discuss the vision established in the Comprehensive Plan and identify potential improvements and concerns.		Goal 1.5	Near-Term
	Study methods for improving the area such as establishing a Business Improvement District or some other similar business operated district, and/or providing assistance in grant applications for funding.		Goal 1.7	
	Assist local business organizations and property owners in securing consultants and contractors to perform improvements to the area.		Goal 2.2	
	Assist in grant applications, permitting, infrastructure improvements, and approvals procedures.		Goal 2.6	
Affordable Housing Initiative	Identify vacant parcels and dilapidated structures and evaluate the ability of the Village to acquire them. Assemble parcels that could accommodate at least 50 residential units to qualify for affordable housing credits from New York State.		Goal 3.1	Near-Term
	Study possibility of incorporating other study areas from the Comprehensive Plan as a part of the assembly of properties to leverage development energy.		Goal 3.6	
	Adopt new zoning regulations that make new development and approvals procedures more predictable.		Goal 6.1	
	Release assembled parcels as an RFP to developers to create affordable housing integrated within the Village.		Goal 6.4	
	Assist in grant applications, permitting, infrastructure improvements, and approvals procedures provided that development is in line with the community vision established in the Comprehensive Plan.		Goal 7.1	
			Goal 7.5	
			Goal 7.8	
			Goal 1.1	
			Goal 1.3	
			Goal 1.4	
			Goal 1.7	
			Goal 3.2	
			Goal 5.1	
			Goal 5.3	
			Goal 5.4	
			Goal 7.7	



ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Re-Imagining Fairport Village Landing	Hold meetings with local stakeholders to discuss the vision established in the Comprehensive Plan, discuss how Village Landing may change over time in phases, how businesses may benefit, and identify potential improvements and concerns.		Goal 1.5 Goal 1.7 Goal 2.2 Goal 2.6 Goal 3.1 Goal 3.6 Goal 6.1 Goal 6.4 Goal 7.1 Goal 7.5 Goal 7.8	Mid-Term
	Study methods for improving the area such as establishing a Business Improvement District or some other similar business operated district, and/or providing assistance in grant applications for funding.			
	Study parking strategies for future development and conduct a parking use and demand study to understand where to locate parking and anticipate future need. Consider flexible parking options such as shared parking.			
	Study possibility of incorporating Village owned parking as part of a mixed-income housing RFP.			
	Assist in grant applications, permitting, infrastructure improvements, and approvals procedures.			
Re-Imagining CanalWorks	Hold meetings with local stakeholders to discuss the vision established in the Comprehensive Plan, discuss how new development has the potential to offset costs of new construction and maintain affordable rents for businesses.		Goal 1.5 Goal 1.7 Goal 2.2 Goal 2.6 Goal 3.1 Goal 3.6 Goal 6.1 Goal 6.4 Goal 7.1 Goal 7.5 Goal 7.8	Mid-Term
	Study methods for improving the area such as establishing a Business Improvement District or some other similar business operated district, and/or providing assistance in grant applications for funding.			
	Assist in grant applications, permitting, infrastructure improvements, and approvals procedures.			



ACTION	STEPS	RESPONSIBLE PARTY	GOALS ADDRESSED	TIME FRAME
Re-Imagining Four Corners	Hold meetings with local stakeholders to discuss the vision established in the Comprehensive Plan, discuss how businesses may benefit, and identify potential improvements and concerns.		Goal 1.5	Mid-Term
	Study possibility and cost of relocating historic gas station and creating paved plaza. Coordinate efforts with existing business owners to accommodate additional serving space.		Goal 1.7	
	Provide financial incentives to local business owners to achieve vision established in the Comprehensive Plan including infrastructure improvements, grants, application assistance or other building bonuses.		Goal 2.2 Goal 2.6 Goal 3.1 Goal 3.6 Goal 6.1 Goal 6.4 Goal 7.1 Goal 7.5	
Re-Imagining Parce Ave and Barnum Street	Hold meetings with local stakeholders to discuss the vision established in the Comprehensive Plan, discuss how businesses and the neighborhood may benefit, and identify potential improvements and concerns.		Goal 1.1	Mid-Term
	Work with local property owners, business owners to incentivize redevelopment to match the Comprehensive Plan vision through grants, infrastructure assistance, RFP writing, etc.		Goal 1.3	
	Assist property and business owners in attracting a consultant to hold workshops and stakeholder meetings to refine a development concept that is consistent with the Comprehensive Plan.		Goal 1.4	
	Assist in grant applications, permitting, infrastructure improvements, and approvals procedures.		Goal 1.7 Goal 3.2 Goal 5.1 Goal 5.3 Goal 5.4 Goal 7.7	



Appendix B: Focus Area Guidelines & "What If" Scenarios

FOCUS AREAS

During the public outreach process of Plan Fairport, the community indicated a desire for a vibrant village that is welcoming and diverse that grows while protecting and enhancing the village's historic character, the quality of the streets and the connection to the Erie Canal. Through analysis and discussion with the community and other stakeholders, several locations were identified as study areas to illustrate how they might look in the future. "What if?" scenarios were then created and presented to the public on March 18 and 24, 2021. These scenarios combined the vision and goals set forth by the community with best urban design and planning practices. This section provides an overview of what makes places that people want to be, and the basic elements of walk-ability that can be implemented within the village. Following this overview, each study area is presented to show how these principles can be applied to achieve the vision and goals for the Village of Fairport.

WHAT MAKES PLACES THAT PEOPLE LIKE TO BE?

Before establishing how each focus area might look in the future, it is important to become familiar with some of the key aspects of what makes places that people like to be. This can often be described an interesting place that "feels local" or "authentic." The Village of Fairport has a variety of businesses that bring this advantage to the table. As people continue to seek out the village, a well-designed public realm will enhance the local feel and help ensure that local businesses are more successful while the quality of life of the community grows. The public realm consists of all of the places that are not private, and that people gather and walk around such as streets, parks, plazas, public buildings, etc. This section gives a brief overview of the principles of good neighborhood and street design.

Neighborhood Design

So, what makes a place that people seek out? While examples of good places each have their own nuances, they tend to be composed of neighborhoods with certain characteristics. These include:

1. Compact with a Center and Edge

Places that people enjoy going to tend to be made up of a series of neighborhoods that are compact. This makes it easier to walk around and enjoy getting out of a car to relax when you get home or if you are visiting. An important component of this is that each neighborhood has a center and edge so that you know where you are within the neighborhood. A center typically has a civic space such as a plaza or green along with a civic structure. The edges can vary depending on the type of neighborhood. Sometimes they overlap with each other and create a "seam" using a street or linear green space. Sometimes they are a hard edge with a body of water or farmland.



Successful neighborhoods have an identifiable center and edge with most needs located within a 5-minute walk.



A good rule of thumb for this is that the distance from the center to the edge is about a 5-minute walk (1/4 mile radius) from center to edge. Some may be a bit larger or smaller, but this makes most homes within a 5-minute walk to the center. The rationale for this is that a 5-minute walk is the distance most Americans are willing to walk to get to daily needs. It is also a distance that is easy to map out in your head. As a result, it also makes it more likely that neighbors can get to know each other. This distance can sometimes be increased to 10 minutes for particularly important destinations such as a transit stop or major community draw. Incorporating bike infrastructure such as protected bike lanes can help make these longer trips feel shorter by enabling the community to make use of different modes of transportation.

2. Different Types and Sizes of Civic Places

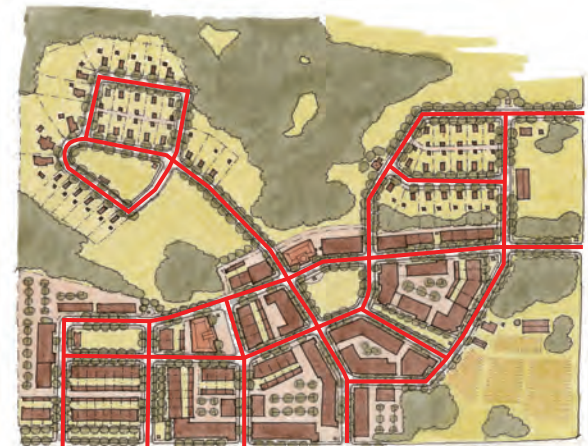
Public spaces are key to a community. They help form an identity, make it easier to find your way around, and provide a place for civic life – meeting neighbors, relaxing, letting the kids play and run around, holding meetings. These are located around a neighborhood from the center to the edge and vary in use and size depending on how important they are. A variety of sizes helps people to understand which places are the most important and makes the neighborhood interesting. Often a civic building will be associated with these spaces. A main square with a village hall may be large and in the center with streets that provide views straight into the square. A small park may be tucked away with views from the local residences so that it is easy to keep an eye on children as they play.

3. Connected & Walkable

Places that people like to live in or visit tend to have a connected network of walkable thoroughfares. This provides options of ways to get from point A to point B by car, foot, bike, scooter, etc. There is a growing list of reports and studies that suggest a connection between happiness and the ability to choose what you want to do, when to do it, and how to do it. People, young to old, enjoy the ability to control their daily lives and a connected network of walkable thoroughfares is one way the design of a community can accommodate this. Walkable streets also encourage a more active lifestyle leading to both physical and psychological benefits. Walkable places also encourage fewer car trips, reducing our carbon footprint. On top of this, beautiful and walkable streets tend to improve property values by creating great addresses.



Places that people like to be have a range of types and sizes of civic places from public spaces to civic buildings.



A high number of intersections and connectivity of streets is important to neighborhood design.

4. **A Mix of Uses**

Having a mix of uses brings a variety of places to a neighborhood, making it more interesting. Sometimes this may be as simple as a corner store, and other times this may be the shops and restaurants on a main street or center of a village. When a mix of uses is incorporated into a neighborhood, it makes a quick errand or other daily needs achievable without needing a car. When this is possible, a neighborhood can be more diverse and the people in it can be healthier.

5. **A Mix of Housing Types**

A mix of housing types makes it possible for people from all walks of life to live within a neighborhood, improving inclusivity. It also makes it much easier for people to “age in place.” Someone could grow up, live, and retire in the same neighborhood if they wanted and remain close to their friends and their personal connections. A diverse range of housing types also makes a neighborhood more resilient. Rather than putting eggs all in one basket with one approach to housing, a variety spreads out the risk to market fluctuations. Different housing types encourages young families to settle down in the area, ensuring a sustainable population in the long-term.



A mix of uses makes it possible for daily needs to be nearby and brings support to local businesses.



A mix of residential types accommodates people from all stages of life to live in a neighborhood.



Walk-ability

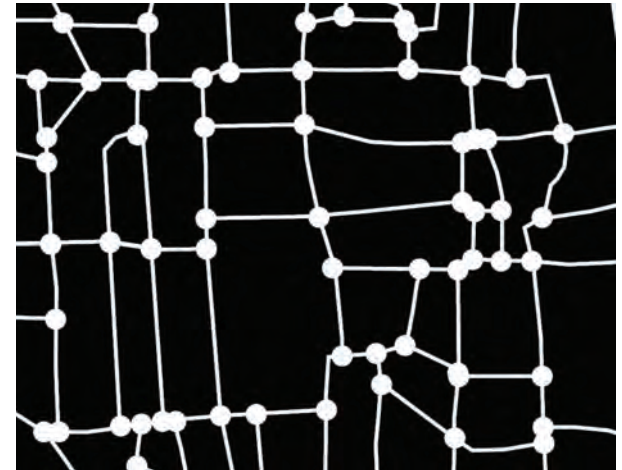
Key to achieving a thriving Main Street and preserving and enhancing the pleasant character for neighborhoods is to ensure the walk-ability of streets within the village. Walk-ability is highly desirable. Not only is it a key ingredient of making places people want to go to, but communities that are more walkable see higher property values that hold their value better even during economic downturns. More walkable communities also tend to be healthier and achieve higher economic performance. In addition, children who grow up in walkable neighborhoods and communities tend to experience more upward mobility in life. For a community to be walkable, it must have streets that are well-designed and oriented to the pedestrian. Good streets exhibit the following characteristics:

1. Connected

A connected street network provides options of way to get from one place to another. This achieves several results. By providing options, it helps to disperse traffic. A good analogy is to compare running water into a funnel versus a colander (or pasta strainer). With a funnel, there is only one way to go and at a certain point, water will back up and overflow – or create a traffic jam in this analogy. A colander can handle more water because there are more ways for the water to go. In a similar way, a well-connected street grid helps to disperse traffic and give people leaving from or going back home different ways to go. A connected network of streets also makes it possible for people to walk/bike/scooter/etc. easily from one place to another. When this happens, there are fewer cars on the road and less traffic.

2. Destinations/Landmarks

Unless there is a place to go within walking distance such as a corner store/main street/large park/playground/etc. people will likely not make use of a well-designed street. There may be those who would use the street intentionally for exercise, but a walkable street is a better investment if as many people use it as possible. Identifiable landmarks such as monuments, civic buildings, or public spaces also make it easier to create a mental map of where you are walking or give directions to someone. This makes the neighborhood and the streets more “user friendly” while also fostering a local identity.



A well-connected street networks makes a community more interesting and walkable by providing options.



Landmarks help orient people and create destinations with interesting views.

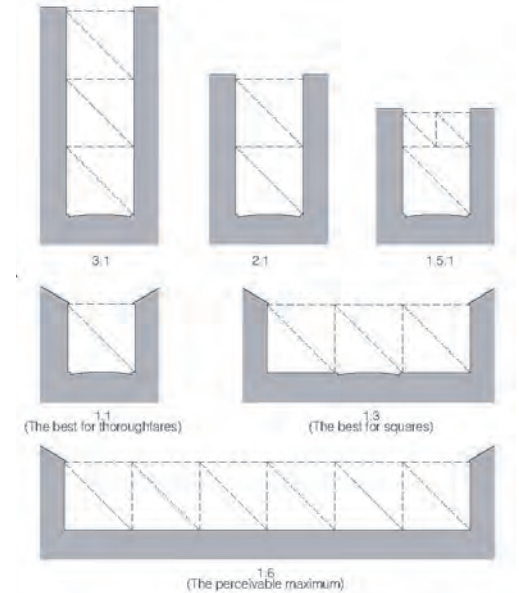
3. Shaped

It is important to remember that a street is also a type of civic space. It is a different type of space because it is mostly used to get from one place to another. The best streets create destinations or addresses themselves such as Commonwealth Avenue in Boston, Oxford Street in downtown Rochester, or denser urban places such as Rome and Paris. In all cases, good streets are shaped to have good proportions. It is helpful to think of a street like an outdoor room with the ground acting as a floor and the buildings on either side acting like the walls. Sometimes the trees can act like the ceiling. Good proportions tend to have a floor-to-wall height ratio of 1:1, 2:1, and 3:1 with the first number being the distance between the buildings and the second number being the height of the buildings. As the distance between buildings becomes farther apart, the less defined a street becomes and the less comfortable for pedestrians.

4. Safe and Comfortable

Streets that feel safe and comfortable to walk/bike/etc. are more likely to be used. Safety and comfort are both related and distinct. When a street is safe, people feel comfortable using it. When considering the safety of a street there are different aspects to consider such as the speed of motor vehicles, buffers between pedestrians and motor vehicles, and “eyes on the street.”

One of the best things that can be done to achieve safety is to decrease the speed of motor vehicles, especially on more residential streets. Recent statistics indicate that fatalities jump considerably with speed when a motor vehicle strikes a pedestrian. For example, the fatality rate is approximately 10% when a motor vehicle is going 20 miles per hour; this jumps up to 50% when the motor vehicle is traveling at 30 miles per hour and further to 80% at 45 miles per hour. Increasing the size of the vehicle from a car to an SUV compounds these dangers by as much as 3 times. Speeds can most effectively be lowered through street design. Transportation officials understand that wider lanes lead to faster speeds and narrower lanes lead to slower speeds. A good way to emphasize narrower lanes is to add parallel parking. This further encourages slower speeds by making it necessary for drivers to go slower to pay attention to the parked cars. This has the added benefit of creating a physical barrier between the pedestrian and the motor vehicle enhancing the sense of safety and encouraging more people to walk.



Proportions of a street are measured from building to building. Image, Duany, Plater-Zyberk.



The speed of a vehicle can have a dramatic effect on pedestrian safety. Source: Institute of Transportation Engineers.



Street trees also play an important role in safety and comfort along the street while also adding health benefits. Street trees provide shade and some protection from light rain making the walk more pleasant especially during particularly hot months. Trees should be placed between the street and the sidewalk using planters or green strips along the road. This enhances safety by placing a physical barrier between a motor vehicle and the pedestrian on the sidewalk. Trees also add a benefit of bringing natural elements closer to people, cleaning the air and improving health.

Building placement is important to making safe and comfortable streets. When a building faces the street with either shopfronts, porches, or stoops a street becomes more inviting to the pedestrian and encourages walking. Porches enable people in their houses to say hello to people walking by while still having some separation and privacy. This has shown to be particularly helpful during the recent pandemic. Neighbors are able to social connections while maintaining social distancing recommendations. People can talk from the porch to the sidewalk or, if the porch is large enough, a visitor can be invited up for a chat outside. When fronts face the street, it also encourages what Jane Jacobs termed “eyes on the street.” In short this means that is it possible for people to observe street activity and help those in need making the area safer.

In addition to the above strategies, other important elements include: frequent wide crosswalks, median spaces for people who are crossing wide roads, appropriate sign installations, curb cuts at intersections to accommodate universal design, among others.



Building placement and orientation can have a positive affect on how walkable a street is.

5. Interesting

People enjoy walking when it does not feel like a long walk. An easy way to achieve this is to make the walk interesting. This is done by ensuring that buildings face the street and make use of interesting features such as porches, stoops, and storefronts. Commercial streets are more interesting when they have a higher number of different shops and entries along the street. This is sometimes referred to the “Gehl door ratio.” Interesting streets tend to attract more people, further improving business performance along these streets. Interesting streets also help property values by creating good addresses for buildings that are along them. They also further enhance the community identity and a sense of pride.



Interesting streets draw people to them, and create a sense of place and identity for a community.



Bike Infrastructure

More and more people are using bikes as a mode of transportation. Creating options for ways to get around encourages good health for residents as well as local businesses. Recent studies have shown that an increase in bike traffic leads to improved financial performance for businesses. Therefore, it is important to design our streets to accommodate people of all ages and abilities for biking rather than just the athletic bicycling enthusiasts. Some of the principles for good bike infrastructure are similar to good street network principles. These include:

1. **Connected**

It is important to identify routes and connect them. It is important that these routes be convenient. If they aren't people will not utilize them and simply ride on the sidewalks, leading to frustration and a waste of time, effort, and money.

2. **Convenient and functional bike parking**

Install these in many places so people don't have to worry about where to park and the safety of their bikes.

3. **Safe**

If a route does not feel safe, it is less likely to be used. Ideal conditions include a row of parking protecting separating a bike lane from vehicular traffic. If that is not possible make protected bike lanes. Ensure that bike lanes are also identified at intersections, typically running next to crosswalks.

4. **Destinations**

Make sure that bike infrastructure leads to places — and not just for adults, but for kids as well (schools, shops, restaurants, the canal, offices, day cares, salons, etc).

When designing bike infrastructure, be sure to accommodate all ages and abilities. If families feel unsafe with their children riding bikes, then they will avoid using the bike infrastructure and it will not be as effective. It is also important to listen to what the community wants, what their concerns are, and to accommodate them as much as possible.



Bike infrastructure makes it possible for people of all ages to move around a community and promotes health.

Types of Bike Infrastructure

Just as there are different types of streets, there are different types of bike facilities. Similarly, each type has the right location for convenient and safe use. The list below highlights four major types of bike infrastructure and briefly describes the right type of location for each. There are slight variations of each and examples of these can be found in cities near and far. A good resource to reference when designing bike infrastructure is the National Association of City Transportation Officials (NACTO) at www.nacto.org.

1. Sharrow

Appropriate for speeds at around 20 mph or less with less than 2,000 motor vehicle volume. These tend to be residential neighborhood streets.



2. Bike Lane

Appropriate for speeds at around 25 mph with less than 2,000 motor vehicle volume. This type of street would be similar to Perrin Street or Liftbridge Lane.



3. Protected Bike Lane

Appropriate for more major streets at speeds greater than 25 mph and less than 6,000 motor vehicle volume. This would be similar to Main Street, High Street, Church Street, or on streets approaching school zones.



4. Grade Separated Bike Lane

Appropriate for major streets with speeds higher than 25 mph and over 6,000 motor vehicle volume. This approach could also be applied to Main Street to both enhance the safety of bicyclists as well as enhance the predictability of movement for motorists.

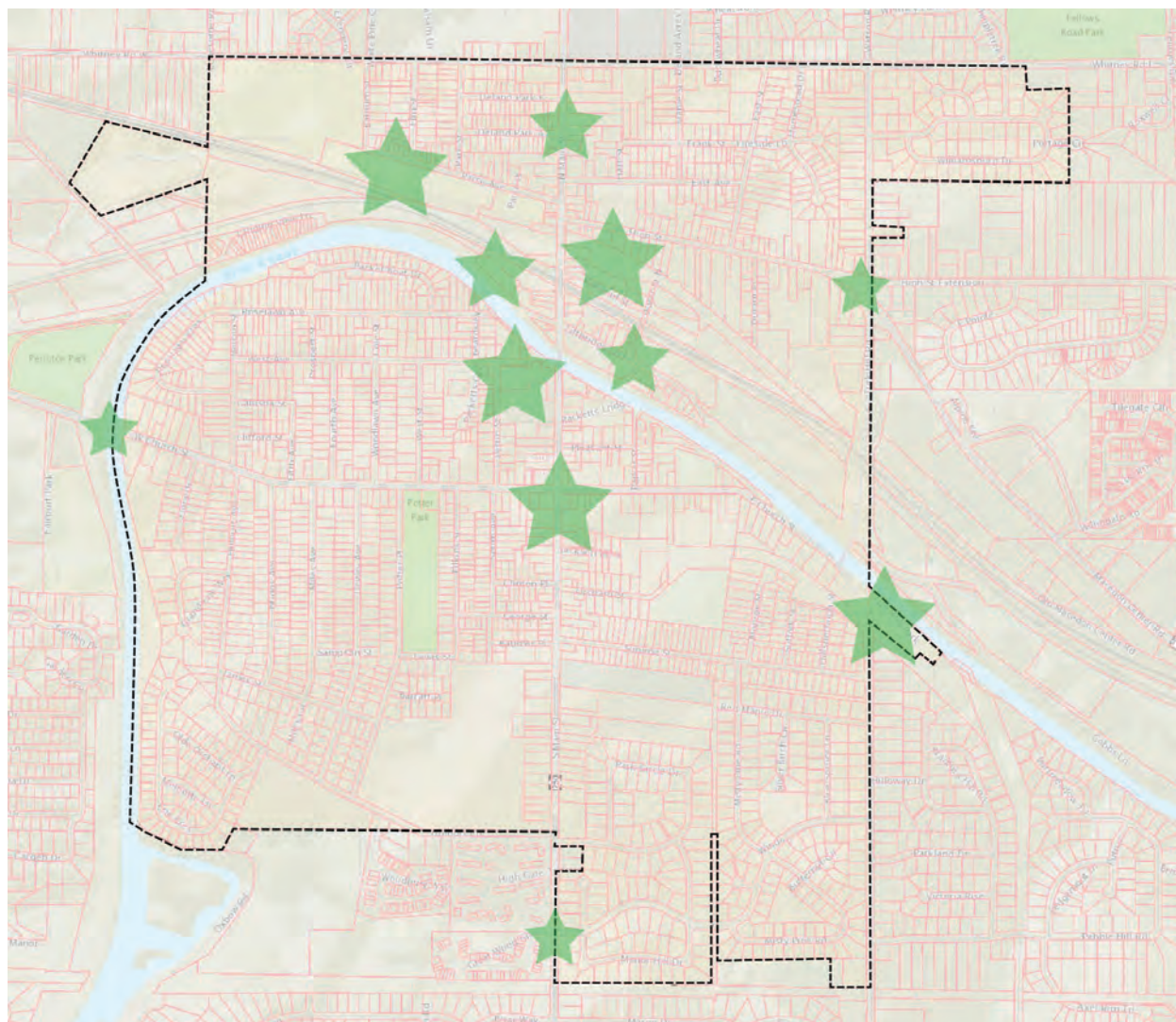


WHAT IF?

A powerful tool to establish a common vision for the future of Fairport is to illustrate how it might look in the future. Through analysis and feedback from the community and stakeholders, a variety of locations were identified as places to study and imagine how Fairport might develop. The consultant team then illustrated how these areas might change based on feedback from surveys and workshops with community members. Each illustration was also made to align with the vision and goals of the village and make use of the principles of good neighborhood and street design. This section discusses each focus area and how they might implement good neighborhood and street design principles to achieve the vision and goals of the village using a hypothetical public/private development scenario.

SCENARIOS

1. Building the Heart of the Village | North Bank
2. Canal Gateway | West Liftbridge
3. Increasing Access to Green Spaces | Creekside
4. Change Over Time | Village Landing
5. Incubating Businesses | CanalWorks
6. Main Street for All | Tactical Urbanism
7. Community Gateways | Church and Main
8. Building on Successes | CanCo / Blue Collar District
9. Pocket Neighborhoods | Options for Tight Sites
10. Improving Pedestrian Access to the Canal | 31F Bridge
11. Unlocking Potential | Thinking Strategically



Building the Heart of the Village | North Bank

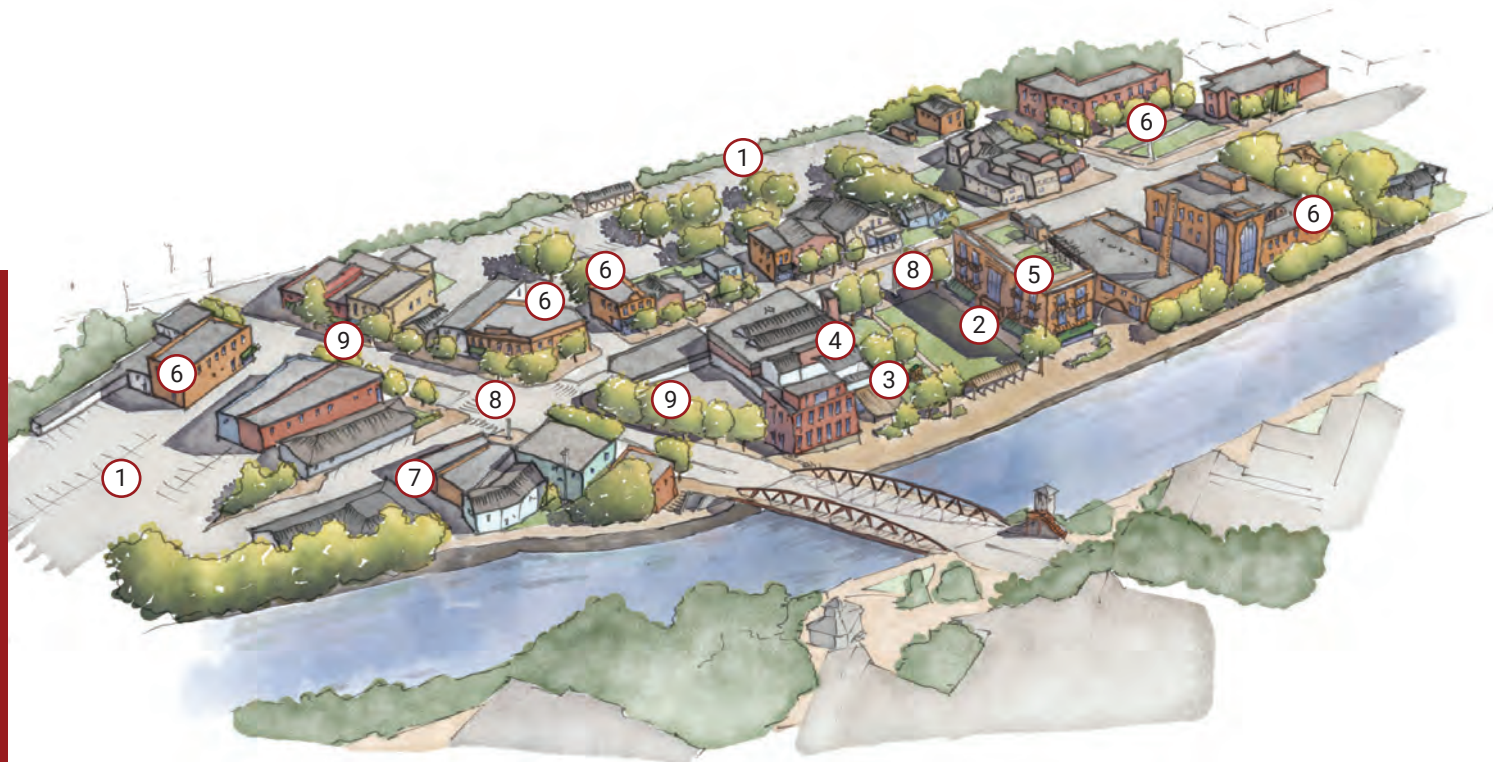
Nearly all community members and stakeholders identify the Erie Canal as an integral part of the identity of Fairport with the desire to grow in a way that strengthens this connection. This presents an opportunity to create a new great public space on the North Bank in the form of a green with playground and picnic areas to act as a center for this area of Fairport. The space can act as a signature location for festivals including Canal Days, live music with the Rochester Philharmonic, and Music Fest among others. Integral to the success of a lively public space along the canal is ensuring that the area is pedestrian friendly. This is achieved by developing incrementally at infill sites along the street and increasing parking capacity behind buildings and along the railway.



Hypothetical North Bank Site Plan

LEGEND

1. Location of parking within blocks and near the railway
2. Public Green
3. Playground
4. Picnic tables / exercise station
5. Mixed-use development
6. Infill development (mixed-use / apartments / condos)
7. Plazas
8. Monuments
9. Street Trees



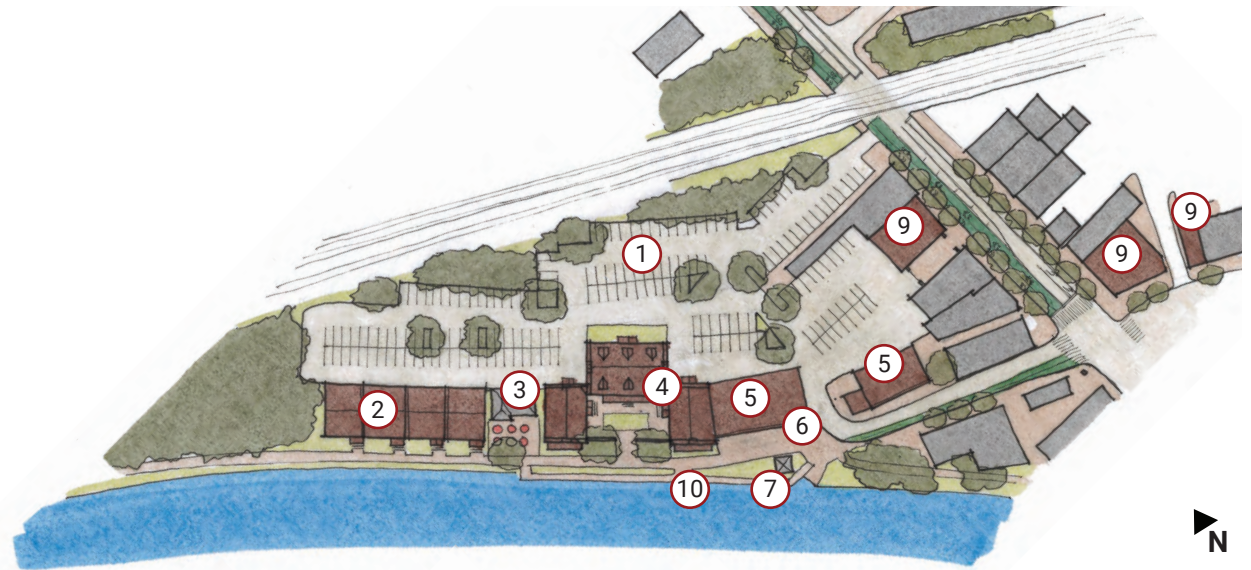
Hypothetical North Bank Aerial Perspective

Canal Gateway | West Liftbridge

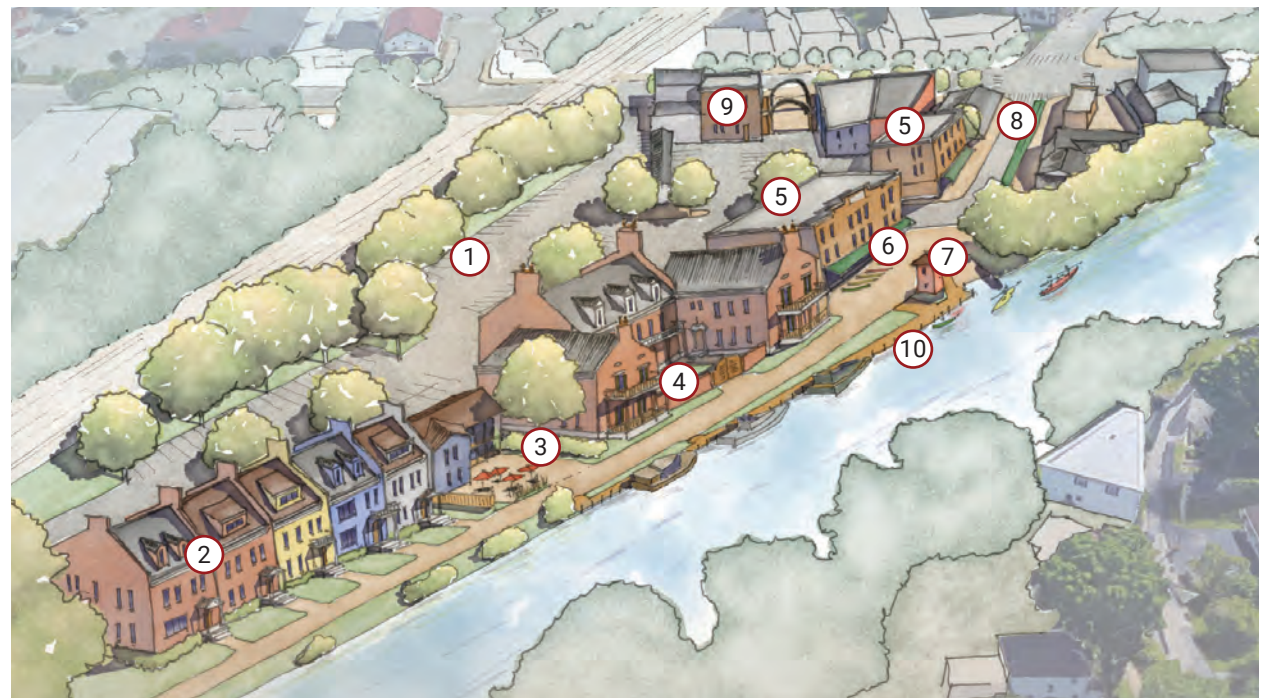
Currently, the entry into Fairport along the Erie Canal Towpath showcases a parking lot, making the area an opportunity to create a gateway into the village. This illustration shows how development might occur in a way that adds to the pedestrian experience. A variety of housing types facing the canal increases the options for people from all walks of life while hiding parking along the railway. Density of the new buildings increases from single family row houses, to a boutique hotel or condo building with a courtyard, to mixed-use buildings with apartments. Existing amenities such as the rowing club of Rochester may also remain while reducing the number of row houses. The existing canoe and kayak rental business can be housed in a new mixed-use building. The historic trolley tower acts as a focal point of the gateway that draws people to the area from Main Street and as they arrive from the west.

LEGEND

1. Parking within the block, hidden behind buildings and near the railway
2. Single family row houses with porches & stoops
3. Café
4. Boutique hotel / Condos with courtyard
5. Mixed-use Building
6. Existing canoe / kayak rental
7. Existing historic trolley tower
8. Shared street / pedestrian only street with cycle track
9. Infill development
10. New docks & canoe / kayak launch



Hypothetical West Liftbridge Site Plan



Hypothetical West Liftbridge Aerial Perspective



Increasing Access to Green Spaces | Creekside

Many community members identified the need for more green public space on the north side of the village. The area along Thomas Creek, between Railroad Street and High Street is well positioned to help satisfy some of the need while also unlocking potential for housing, providing parking, and alleviating traffic along Main Street in a pedestrian-friendly environment.

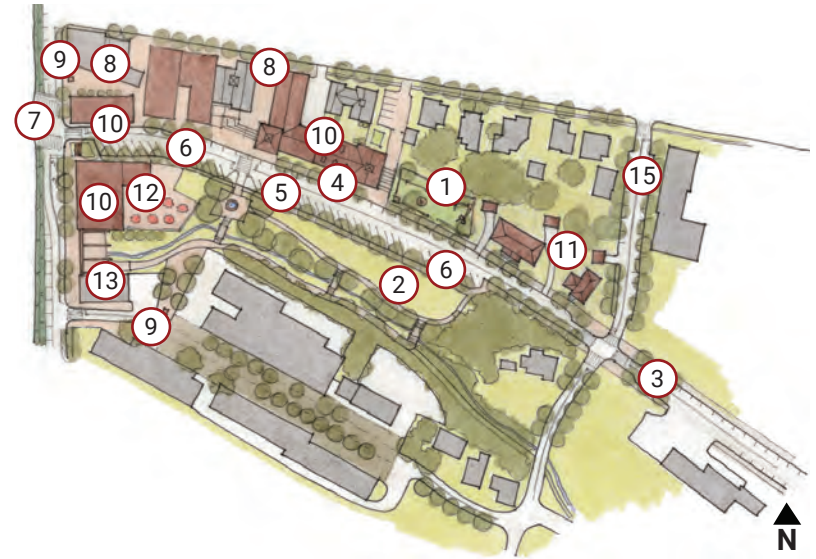
Key to ensuring the use and good reputation of a green space is for it to be a safe space for people to visit. One of the best ways to do this is to provide “eyes on the street” so that people can keep an eye on activity in the area. To do this, various lots that back on to Thomas Creek were studied. Lots with a sufficient depth were identified as being candidates for additional development to face the creek. This could be in the form of single family detached buildings, duplexes, or quadplexes to make sure that the scale of new buildings match the scale of what currently exists.

A new street could run from Main Street through to Country Max, leading up to Turk Hill. This would provide an additional route, lightening traffic on Main Street as well as High Street. The street could be designed to accommodate more parking for the area with street trees and sidewalks to promote walking and biking. Railroad street could become a shared street where performances could be held during the summer. New projects such as outdoor dining and a deck behind an historic façade could turn Thomas Creek into a community amenity.

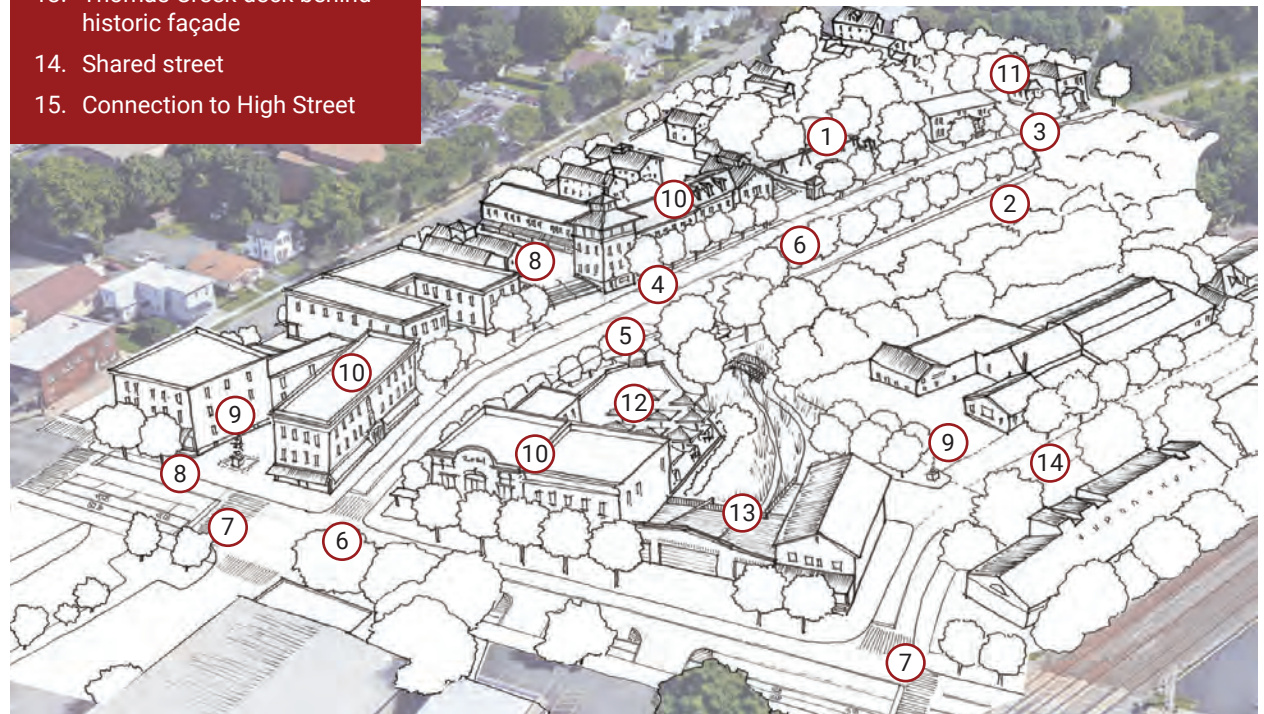
Prior to development in this area, the floodplain of Thomas Creek should be studied further to determine how to reduce the size of the floodplain. The redesign of the Thomas Creek Bridge at Main Street may provide a solution.

LEGEND

1. Playground
2. Neighborhood Green
3. New street connecting to Turk Hill
4. Parallel parking
5. Diagonal parking
6. Street trees
7. Crosswalks
8. Plazas
9. Monuments
10. New mixed-use infill
11. New residential buildings
12. Outdoor dining
13. Thomas Creek deck behind historic façade
14. Shared street
15. Connection to High Street



Hypothetical Creekside Site Plan



Change Over Time (Thinking Incrementally) | Village Landing

It is important to remember that change does not happen overnight – it happens incrementally. This enables each new piece to assess and respond to the needs of a community. It also tends to make a place feel more authentic as a result. While each of these focus areas could be thought of this way, this example uses Village landing to illustrate this idea. A series of drawings show how the area might change over time into a more pedestrian friendly environment that improves the feeling along Main Street and enhances pedestrian connections into the nearby neighborhood. The phases of development are shown as follows:

1. Phase 1: A Village Green

Often rethinking areas to be more pedestrian friendly start with smaller interventions. In the first phase of re-imagining Village Landing, a small tree-lined village green is created to make it safer for pedestrians to walk from Perrin Street to Main Street. This could use pavers, incorporate green space, and have a splash pad for children to use in the summer. This area would also house the Farmers' Market with the added benefit of bringing more visitors closer to existing shops, making them more visible. Each side of the village green would have a one-way street with parallel parking designed for slow car speeds. If needed the streets could curve to further slow cars. Stairs and ramps lead down to Main Street to making it easy to visit the green.

2. Phase 2: Shaping the Green

In this phase, the one-way street to the south of the village green would become more formalized. More street trees would be planted for shade and pedestrian safety and a new sidewalk would be installed on the south side of the street. New buildings would be built close to the street to define the southern side of the village green. These could be mixed-use with apartments or condos above, row houses that have parking designed into the building, or a mix of both. Existing shops from the Village Landing could relocate to the retail spaces to be closer to the green and the Farmers' Market. These buildings would add "eyes on the street" and help make more people feel comfortable using the village green while hiding parking behind. The village green could also be extended to create a small plaza space at Perrin Street across from the Fairport Historical Museum.

3. Phase 3: Refining the Green

As time moves on, there may be demand for more building on the north side of the green. New buildings would add better shape to the village green. Like the buildings from phase 2, these could also have a mix of uses with row houses. More retail space could be used by existing shops to be closer to the green and the Farmer's Market. The street on this side of the green would be more formalized with street trees and crosswalks. The retail space in the existing building of Village Landing could be converted into storage units for village residents.

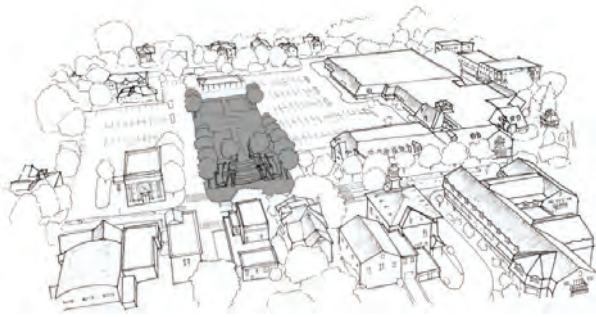
4. Phase 4: Finishing a New Block

Later on, portions of the existing Village Landing may be removed for duplexes and quadplexes similar to new developments occurring on Perrin Street. These buildings would help form an edge to this new block and provide more "eyes on the street" along Perrin Street while hiding parking behind buildings. New development on West Avenue would face the avenue instead of backing up to it as is currently the case. This would improve the pedestrian experience on West Avenue and make it more pleasant and encourage new businesses as a result.

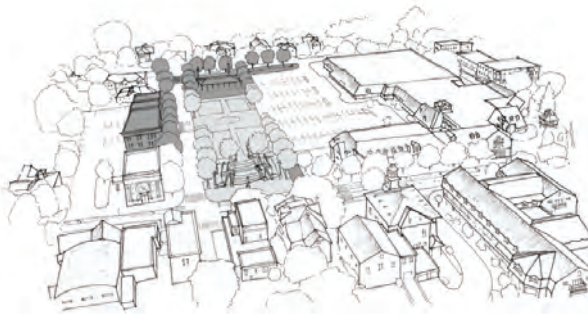
5. Phase 5: Reconnecting to Main Street (Post Phase 4)

If at some point many years later, the community decides to reconnect West Avenue with Main Street, this could happen by removing more of the existing Village Landing building up through the library. A new library could be constructed to face the canal, this time with a tower where visitors could look up and down the canal while reading. West Avenue would have parallel parking on either side and would curve as it had in the past, helping to slow traffic. Kennelly Park would be expanded to include more green space, landscaping, and plaza area to enhance the public realm.

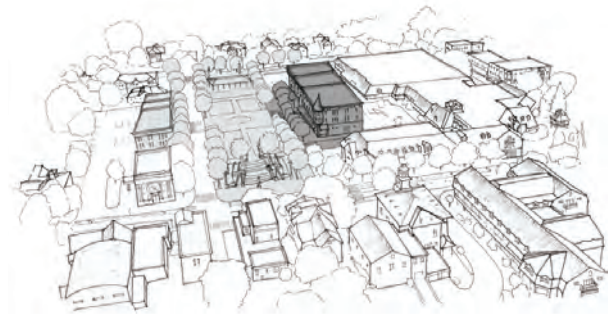




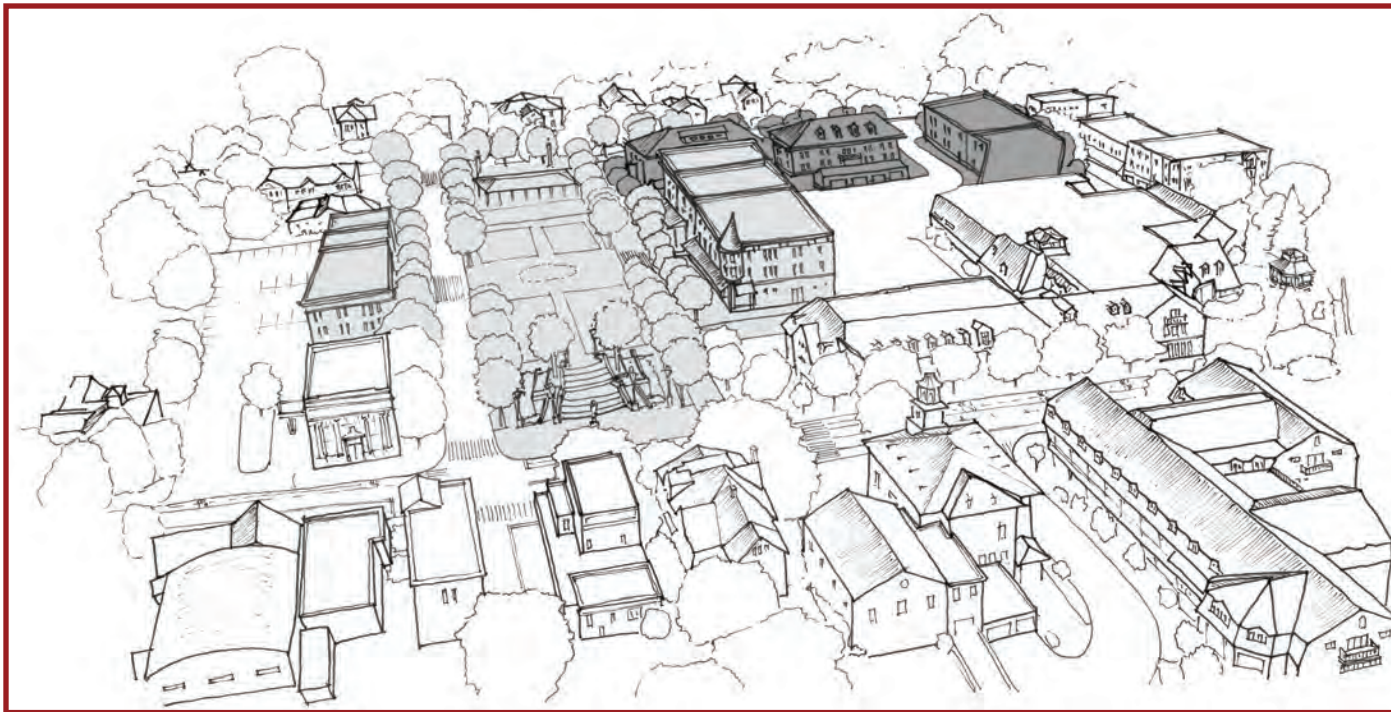
Hypothetical Phase 1



Hypothetical Phase 2



Hypothetical Phase 3

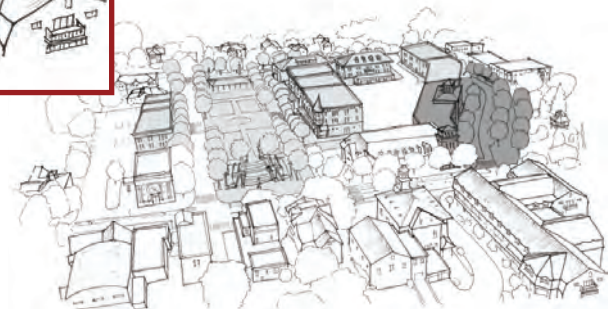


Hypothetical Phase 4

LEGEND

New Work

Previous Phases

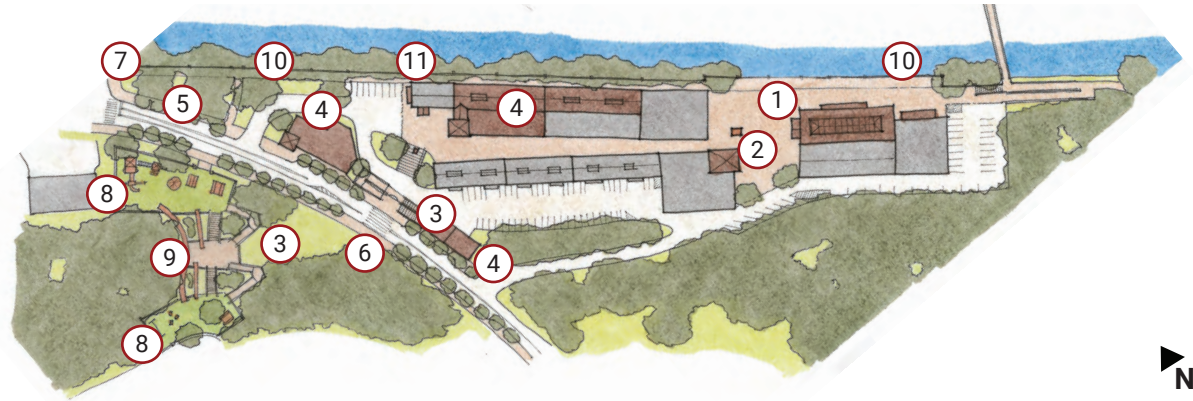


Hypothetical Phase 5 (Post Phase 4)

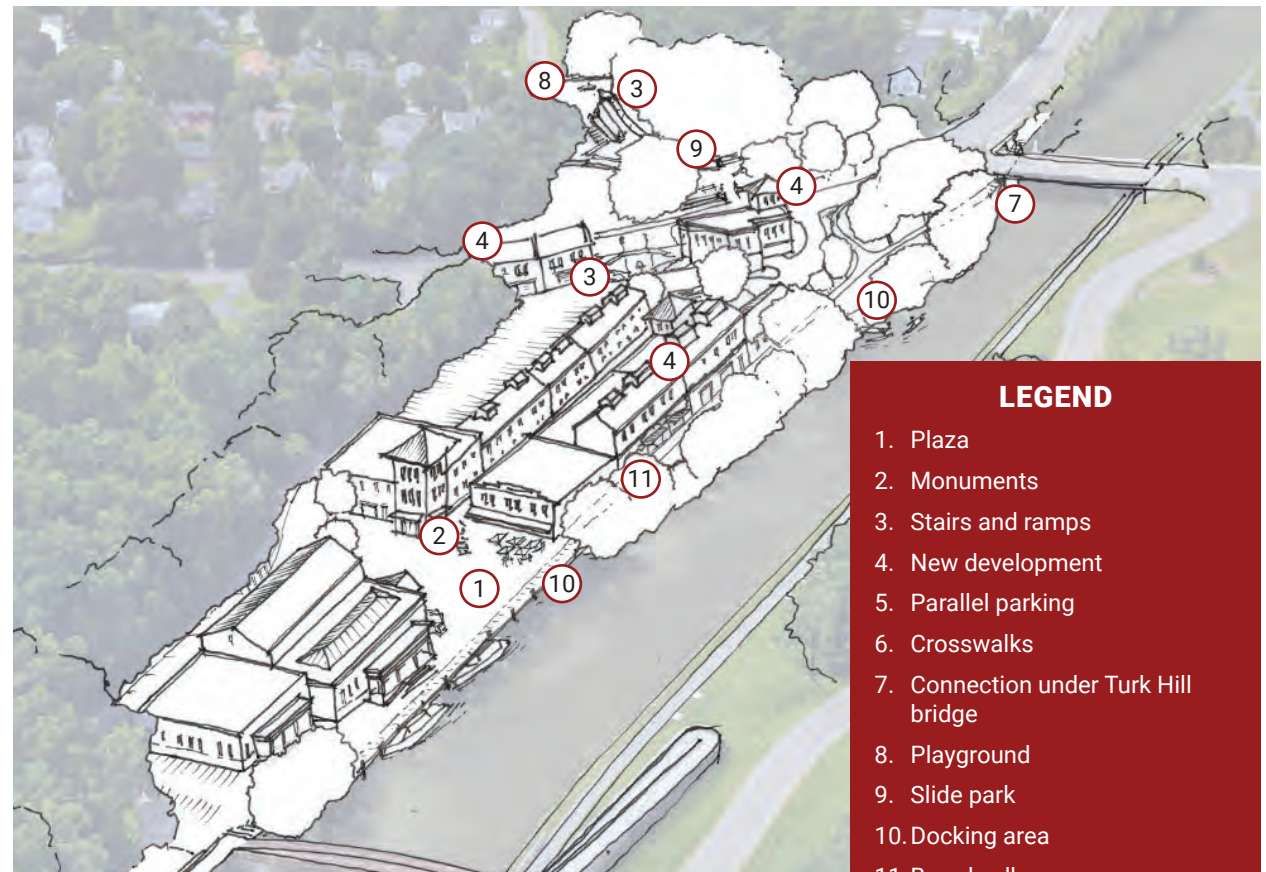


Incubating Businesses | CanalWorks

Canal Works has a reputation for being a place for young businesses to set up shop. Continuing to encourage new business startups brings a sort of fun energy to the village that the community has indicated they would like to encourage. The location on the water puts Canal Works in a unique position to foster new businesses in an attractive environment. Enhancements to the location will make it even more of a destination and improving connections will enable more people to visit. Changing the road down the middle of the area into a pedestrian space with local deliveries only allowed could open up this space for craftspeople to display their work and sell to visitors. This leads to a plaza along the water as a place for entertainment and outdoor dining. A boardwalk could provide a place for boats to dock and people to stroll along the canal. New development on top of existing buildings and along Turk Hill could help subsidize the cost of the improvements rather than increasing rent costs on existing businesses. A pedestrian connection could run under the Turk Hill bridge, making it easier for people in the village to visit. Narrower lanes, parallel parking, and crosswalks would make it easier for pedestrians to cross the street from the south to visit and bring more customers to the new local businesses.



Hypothetical CanalWorks Site Plan



LEGEND

1. Plaza
2. Monuments
3. Stairs and ramps
4. New development
5. Parallel parking
6. Crosswalks
7. Connection under Turk Hill bridge
8. Playground
9. Slide park
10. Docking area
11. Boardwalk

Hypothetical CanalWorks Aerial Perspective



Making a Main Street for All | Tactical Urbanism

Important to the success of the village is the success of its local businesses. These are the places that make the village unique. Local shops and restaurants are what people seek out when they visit and create a sense of identity and pride in a community. The best way to help ensure the success of local establishments is to make sure that people are comfortable getting out of their cars to visit them. The more people walking, biking, driving, etc. by businesses, the more chances there are for success. To achieve this a main street needs to encourage people to walk while accommodating all forms of movement. The same principles of good street design apply here. Slower speeds make a street safer and more space for a pedestrian will encourage people to walk around and spend money in local shops. This can sometimes run counter to conventional wisdom that traffic on a main street is bad. In fact, traffic on a main street means that you have a successful main street! Chances are that if a motorist is only concerned with going through a village quickly, they are unlikely to stop and spend money in local businesses. While it is important to make sure gridlock does not occur, a balance between safe pedestrian streets and the speed that motorists can go through the village that emphasizes the pedestrian is necessary to support local business.

The challenge to Main Street is to find the right balance of multi-modal transportation such as bikes, walking, scooters, etc. and vehicular traffic to help businesses increase their chance of success and improve the quality of life of residents. This makes Main Street a good candidate for Tactical Urbanism. In short, Tactical Urbanism is an inexpensive and temporary test with an eye toward long-term change. The benefit to this approach is that an idea can be tested and adjusted as necessary before spending large sums of money.

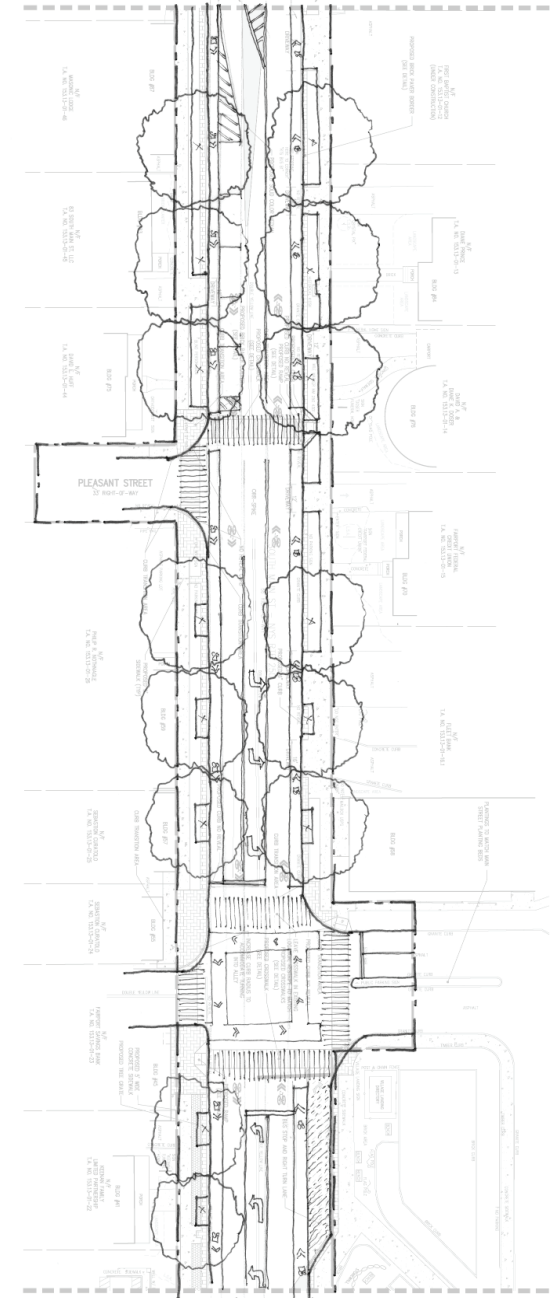
Currently, the curb-to-curb width of Main Street from Church Street to Parce Avenue is wide enough to accommodate a Tactical Urbanism project to test out a protected bike lane on each side of the street. Adding a protected bike lane will provide a place for bicyclists to ride safely, freeing up the sidewalk for more people walking and sidewalk dining opportunities. As trouble spots are identified and improved, this could ultimately lead to permanent raised bike lanes and an improved Main Street design marking Fairport as a truly walkable and bikeable community and drawing visitors up and down the canal.



Families can use simple materials could be used to test new park locations and programming.



Bike lanes could be tested as a tactical installation using temporary paint.



Protected bike lanes could be located along either side of Main Street.



Community Gateways | Church and Main

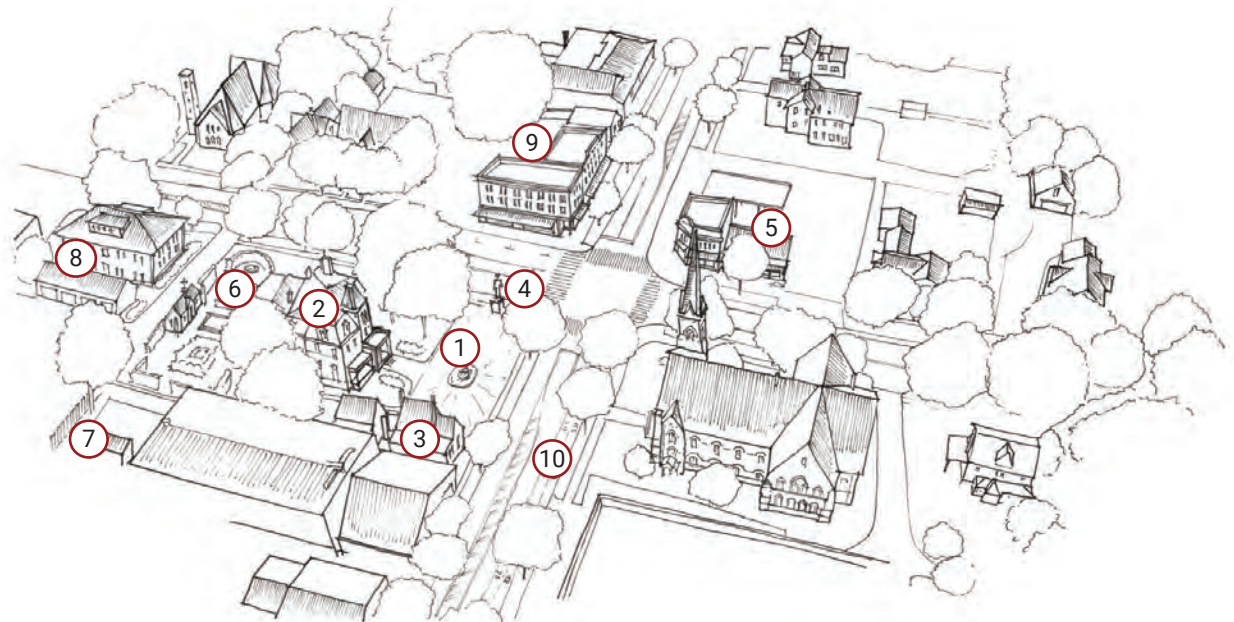
A desire for improved gateways into Fairport was expressed by members of the community. One such location that has continued to be part of the discussion since the last comprehensive plan was the intersection of Main Street and Church Street. Building on the ideas presented in the last plan, this intersection includes similar strategies such as moving buildings closer to the street and shifting the location of the old gas station in front of the Green Lantern Inn. There are some slight differences. For example, a “gas backwards” situation was investigated at the existing gas station. A “gas backwards” is a condition where the convenience mart is located next to the street while the pumps are placed behind the mart. This makes the area more pedestrian friendly and encourages people to walk into the convenience mart, improving the performance of the business. Relocating the existing historic gas station in front of the Green Lantern Inn would open up opportunities for a plaza at this intersection. By rotating the gas station so that the back faces the adjacent Mason Lodge, the new plaza would have lively fronts while re-establishing a physical connection between the Green Lantern and the Historic First Baptist Church. A statue of Henry DeLand could hold a prominent position within the plaza. The historic Green Lantern Inn could also evolve to include a rose garden with reflecting pool along with a vegetable garden in place of the addition at the back of the building. These features would recall similar features that had existed at one point on the grounds and elevate the Inn through the enhanced landscaping. The parking lot behind the inn could be used by patrons at both the Fairport Brewery and the Green Lantern, enabling a successful plaza. Crosswalks could be themed for both the Erie Canal and the Village's railroad history.



Hypothetical Church and Main Site Plan

LEGEND

1. Plaza
2. Henry Deland House
3. Relocated Old Gas Station
4. Monument
5. “Gas Backwards”
6. Rose Garden
7. Organic Garden
8. Quadplex/Multi-Family
9. Mixed-Use Development
10. Bike Lane



Hypothetical Church and Main Aerial Perspective



Building on Successes | CanCo / Blue Collar District

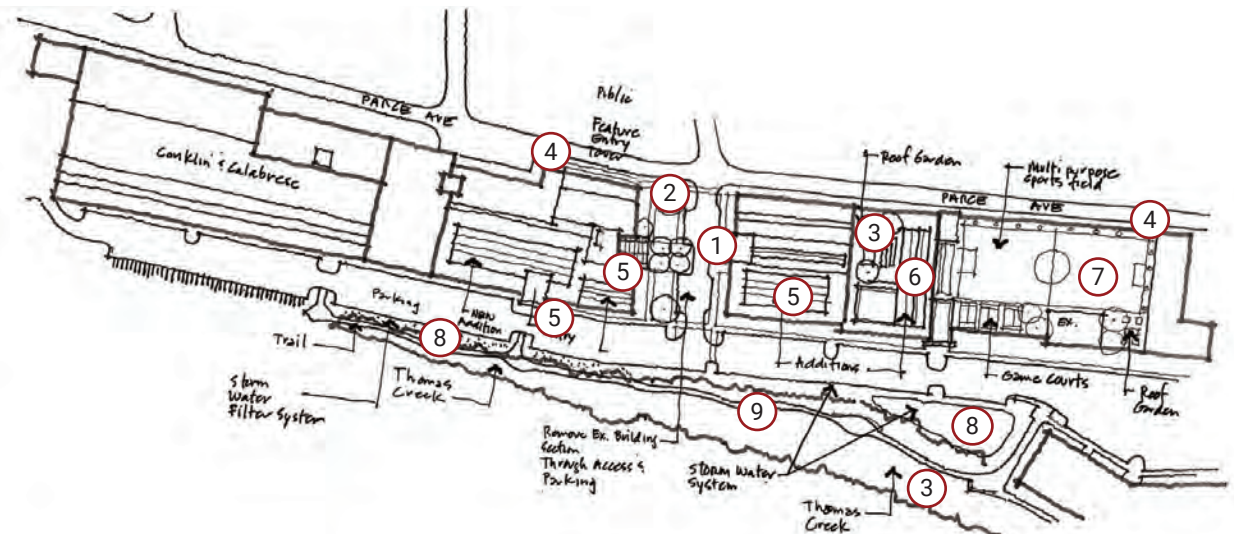
Recently, the Village of Fairport has seen a tremendous amount of success in revitalizing the old Cannery Building. Microbreweries, a restaurant, and distillery have made this area a destination for people inside and outside of the village. Building on this success while maintaining the industrial character would help improve the experience of the neighborhood to the north, especially along Parce Avenue. Making the area more pedestrian friendly by following the principles of good neighborhood design can establish the framework for how to continue to improve the area. Increasing the number of ways for people to walk, drive, and bike through will break the façade and make the area more welcoming. While the building has a place in Fairport's historic heritage, there are some additions that are not contributing to the historic quality of the factory. Removing these creates opportunities to provide plazas and green spaces, and shop fronts for local businesses. Placing more fronts on Parce Avenue with windows will also make the thoroughfare more interesting to walk by and more pleasant to look at from across the street. There may also be opportunities to add green space and recreation on the roofs of existing structures. These could be in the form of ball fields or small rooftop gardens.



Parce Ave Pocket Park & Barnum St Development

LEGEND

1. Remove non-contributing structure for improved access
2. Plazas
3. Green Spaces
4. Street Trees
5. Additions
6. Rooftop garden / dining area
7. Rooftop Sports Fields
8. Storm water retention and filtration
9. Expanded trails

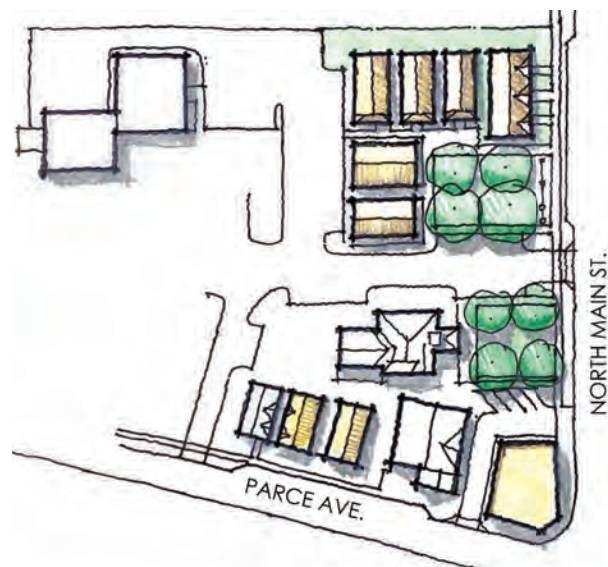


Hypothetical CanCo / Blue Collar District Site Plan



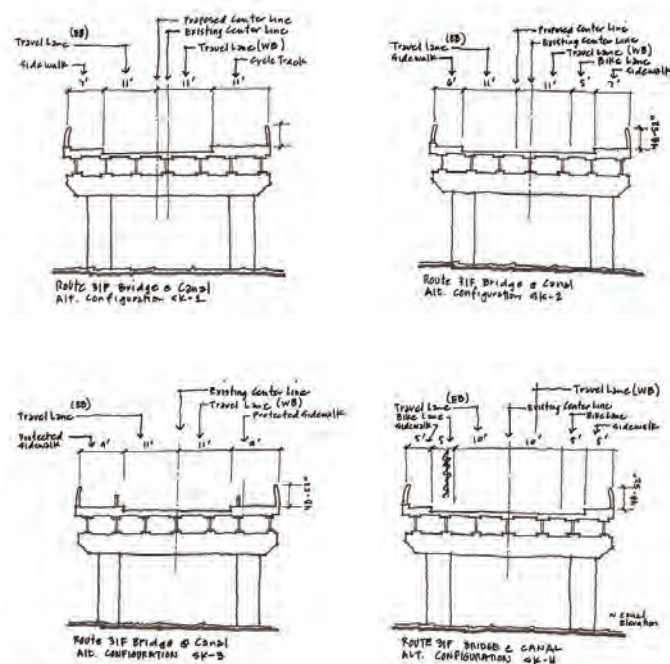
Pocket Neighborhoods | Options for Tight Sites

A concept that has gained more traction in recent years is the concept of pocket neighborhoods. This is an approach to development for tight sites where increasing the number of road connections is impossible or highly difficult. Elements include small cottage homes, parking hidden behind buildings, and a small common green space for gathering and encouraging neighbors to meet. Making use of pocket neighborhoods allows the construction of smaller residences and accommodating a greater range of people from all walks of life and improving inclusivity for the village.



Improving Pedestrian Access to the Canal | 31F Bridge

Residents in Fairport enjoy close proximity to the canal, making use of this unique feature by biking, walking, running, etc. along the towpath. While the canal is a highlight to the village, many residents identified the need to improve the pedestrian accessibility of the bridge over the canal on 31F – already a major pedestrian connection to the canal and Perinton Park. Already considered a dicey option for pedestrians, work on the lift bridge has exacerbated this condition. Currently each side of the bridge has a sidewalk that is approximately 4 feet wide. This has shown to be inadequate to accommodate the walking and biking traffic that regularly occurs here, making this bridge an ideal candidate to contribute to a complete streets policy in Fairport. As a result, the consultant team identified several different design options of sidewalk and bike infrastructure to improve the safety of the bridge for all users.



Different concepts for the 31F bridge to accommodate walking and biking



Many residents commented on the need to make the 31F bridge more pedestrian friendly.

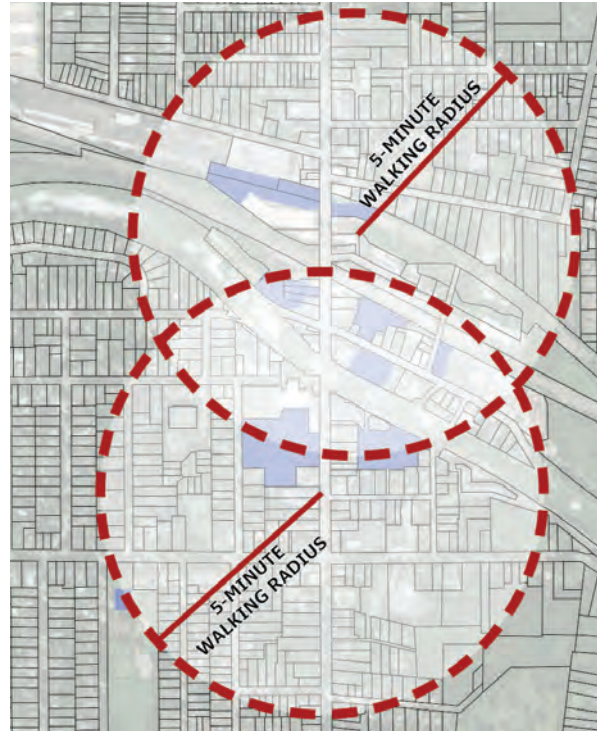
Unlocking Potential | Thinking Strategically about Parking

The parking study of Fairport indicates an ample amount of parking and initial analysis shows that parking on either side of the canal is within 5-minutes or less of a destination. This is helpful to accommodate visitors and major shopping needs, however some parking lots are located in such a way that it hinders the ability of the village to make the best use of its amenities and create a much more pedestrian and biking friendly place.

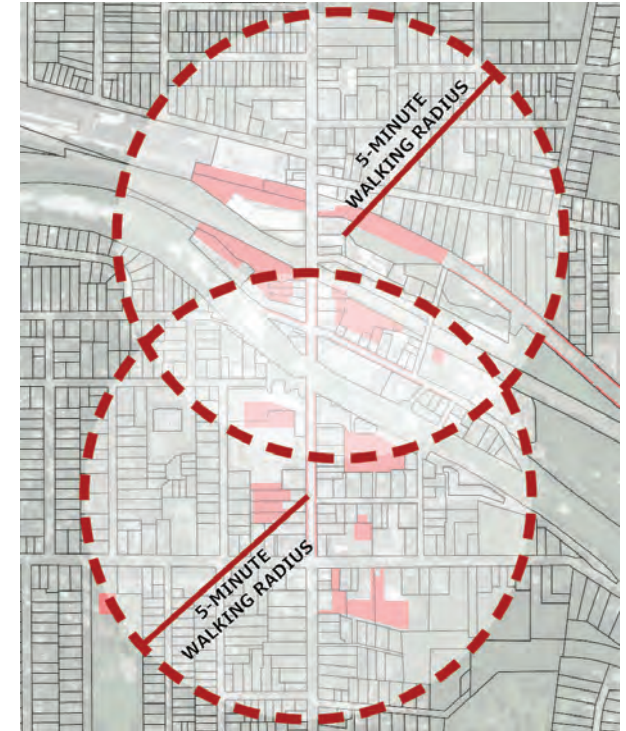
With this in mind, it is important to think about how to strategically locate parking so that potential is unlocked while efficiently accommodating the car. Making the area pleasant for pedestrians should guide the design of the public realm rather than orienting decisions purely to automotive concerns.

While considering each of the study areas, potential locations for parking were identified and are outlined below. A key concept is to increase the amount of parking near the railway since these areas are unlikely to develop and lease out space. This frees up potential to embrace the canal and create a village green.

A parking usage and demand study should be conducted to better understand the existing conditions and where parking could be strategically located based on future goals and vision for Fairport.



Existing parking locations make walkable development more difficult to achieve.



Strategically located parking can unlock walkable development while accommodating the car.



Thinking strategically about parking can unlock potential to improve the look and feel of the village. While the farmers' market brings many visitors, there is still typically extra parking capacity in the nearby Packet's Landing lot.

Village of Fairport Comprehensive Plan

Engagement Summary (Phase 1 only)

Draft- not for distribution

October 19, 2020



HIGHLAND PLANNING

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INTRODUCTION

Meaningful public participation is a key component of the Fairport Comprehensive Plan update process and ensures that the project reflect the values and priorities of community stakeholders. This summary describes the public engagement process implemented during the first phase of the Comprehensive Plan update process. Engagement activities were purposely scheduled to occur at the beginning of the planning process to ensure that a solid foundation of community feedback is incorporated into later phases of the project. Engagement activities included pre-engagement interviews with key stakeholders, development of an engagement plan, an online survey, social media, pop-up events, and two public meetings. These activities are described in more detail below.

Project Background and Overview

The purpose of this document is to summarize the initial public outreach conducted on behalf of the Village of Fairport's Comprehensive Plan update process. The Village engaged the services of SWBR, Highland Planning, and Urban Advisors to assist with the update process. Highland Planning is assisting with the public outreach process.

The village is located on the historic Erie Canal and encompasses several unique development and environmental opportunities and challenges, as well as a demographic, political, and economic context that will both constrain and help advance policies and actions that will shape the community's future development. As the Village continues to progress forward and the desire of private development continue at its current pace, the increased awareness and need to review the existing comprehensive plan and zoning code is apparent. Development is happening at a rapid pace and economic development related strategies are becoming more aggressive and creative as the Village is forced to view our community from a different perspective and recognize the constraints of the historic and fully developed community and design for the future.

The Village conducted a full review of its Comprehensive Plan in August 2007. The plan was updated in June 2012. An extensive review of the plan is being undertaken to ensure the Village is incorporating smart growth and comprehensive planning into the decision making and goal setting process. The project includes comprehensive planning activities, such as, a thorough review of existing planning documents; stakeholder input meetings; assessment of the natural and built environment; community visioning; review of Village Zoning; and compilation of a final updated planning document. The final deliverable is a comprehensive plan to guide future decision-making in the Village of Fairport and that furthers the goals and strategies of the community. The Village's Comprehensive Plan documents can be obtained here:

- Village of Fairport Comprehensive Plan – August 2007
www.village.fairport.ny.us/uploads/1/7/6/5/17656211/comprehensive_plan_final_document-for_web.pdf
- Village of Fairport Comprehensive Plan Update – June 2012

www.village.fairport.ny.us/uploads/1/7/6/5/17656211/plan_update_june_2012.pdf

Stakeholder Engagement Plan

The Village of Fairport is committed to a participatory process for the comprehensive planning project and has (and will continue to) actively engage public and private sector stakeholders. The investment of time to develop and implement a detailed outreach and engagement plan fosters a successful project overall. A Stakeholder Engagement Plan was developed for this process and was designed to be a living document with purposeful flexibility. the Engagement Plan formalizes the commitment of the Village of Fairport to solicit meaningful input and engage the public throughout the project. A copy of the plan can be found in Appendix A.

ENGAGEMENT ACTIVITIES

Between August and October 2020, the Village of Fairport, with assistance from the project consulting team conducted the following outreach activities:

- Stakeholder pre-engagement interviews
- Development of a Stakeholder Engagement Plan
- Pop-up Events
- Online Survey
- Open House (in-person)
- Virtual Meeting
- Communications (project webpage, social media, newsletter, post-card)

Stakeholder Pre-Engagement Interviews

In July 2020, Highland Planning conducted one-on-one phone interviews with a small group of residents and business owners in the Village of Fairport to inform the creation of the engagement plan and ongoing engagement activities. The purpose of pre-engagement interviews is to gain an understanding of how stakeholders are likely to perceive the project and what the likely issues will be. The project team provided background about the Comprehensive Plan update project and asked stakeholders for feedback on challenges, opportunities, and outreach methods. The results of pre-engagement interviews were used to develop the engagement plan. Key themes are described in detail in the Stakeholder Engagement Plan, Appendix A.

Stakeholder Engagement Plan

A Stakeholder Engagement Plan was prepared using input received from the Village of Fairport and key stakeholders. The goal of the plan is to build and sustain two-way communication with community members and to utilize a variety of tools and methods to assure that all interested parties receive information about the project and have opportunities to participate in the process. A copy of the Engagement Plan is in Appendix A.

Pop-up Events

Highland Planning, members of the Village board and Village staff, hosted two pop-up events on August 29, 2020 at the Farmer's Market and September 10, 2020 at the Pavilion along the Canal. The purpose of the pop-up events was to promote the project and share information about the online survey with the community. Over 350 people were engaged through the two pop-up events, including village residents.

Staff handed out project information postcards, containing the survey weblink and QR code. To maximize outreach efforts, staff also left



postcard stacks at different locations including TK's pizza, the ice cream shop, and other restaurants.

Survey (online and paper)

An online survey was launched on August 28, 2020 to solicit information from stakeholders and the members of the community about issues, opportunities, and vision for the village. The survey, administered through Survey Monkey, included 22 questions – two about life in the Village, one about improving quality in the village, and nine about the character of the village. The survey also included questions about survey respondent demographic to track representation relative to the community.

To gather feedback from a balanced cross-section of stakeholders, the survey was promoted using a variety of methods. These survey distribution techniques included:

- A press release to xx newspaper
- Project webpage hosted on the Village website
- Two pop-up events on August 29, 2020 at the Farmer's Market and September 10, 2020 at the Pavilion along the Canal
- Open house (in-person) on September 29, 2020 at Johanna Perrin Middle School gymnasium
- Virtual public meeting via Zoom webinar on October 6, 2020
- Email blasts to a stakeholder database
- Village Newsletter
- Social media posts via Village Facebook page
- Postcard mailing to all Village residents

The survey was closed on October 16, 2020. Over a span of eight weeks, a total of 1,413 survey responses were received. The majority of respondents (59% or 829 respondents) stated that they live in the village, 8% were former village residents, and 7% currently work in the village. About 15% respondents have neither lived nor worked in the village. The key findings from the survey are included below.

Key Findings

- Profile
 - About 59% of respondents (829) reported that they live in the village.
 - A majority of respondents expressed that they choose to live in or visit the Village because of its walkability (64%), quality neighborhood (49%), and proximity to the Erie Canal (41%).
 - In addition to walkability (44%), respondents noted that "tree lined streets and sidewalks" and "historic architectural character" are the most important characteristics in the Village.
 - Over 95% of the respondents rated the quality of life in the Village of Fairport to be either excellent or good. Respondents (0.3%) rated the quality of life to be poor because of lack of affordable housing as well as the increase in low-income housing.

- The common words used by the respondents to describe a future vision for the village are illustrated in the word cloud below. The size of the word corresponds to the frequency of responses. For instance, over 300 respondents inputted the word “Friendly.”



- Development Opportunities and Issues
 - In terms of future growth, a majority of respondents would like to see adaptive reuse of existing buildings (87%) and new mixed-use development (44%).
 - Most important opportunities/issues identified by respondents for the village during the next ten (10) years include:
 - Attracting unique shops and restaurants in the business district (60%)
 - Ability to bike or walk to recreation sites, shopping, restaurants, etc. (57%)
 - Protection of natural resources (e.g. woodlands, wetlands, or other open space) (50%)
 - Property taxes (42%)
 - About 72% of respondents would prefer more restaurants, cafes and breweries in the Village, followed by bakeries (69%) and shops (61%).
- Housing Perspective
 - When planning for future housing/residential development, a majority of respondents (50%) noted that the Village should prioritize a “mix of housing types and price points to attract and accommodate individuals and families with a variety of income levels,” followed by “low density residential development of single-family housing” (30%).
 - Currently, over 85% of respondents live in single-family detached housing. About seven percent live in apartment/ multi-family housing, four percent in single-family attached (townhouse, rowhouse), and three percent in condominiums.

- About 43% of respondents belonged to 2-person household, followed by 4-person household (21%) and 3-person household (17%).
- Respondent Profile
 - *Map for Q20 (nearest intersection) or Q21 (addresses)? [Note to reader: this will be included in the final summary]*
 - Nearly 52% of respondents belonged to the 40-64 years age-group. Less than 1% respondents were 20 years or younger.
 - A majority of respondents identified themselves as white (85%). About 12% preferred not to answer.
 - A majority of respondents noted that they receive notifications through social media (55%), followed by Village website (15%) and Village Newsletter (15%).

The detailed survey results are included as Appendix B.

OPEN HOUSE

The Village of Fairport hosted an open house on September 29, 2020 from 6:00PM—8:30PM at the Johanna Perrin Middle School cafeteria (85 Potter Place, Fairport). The objectives of the open house were to:

- Provide an overview of the planning process and schedule
- Share a summary of feedback received to date (“Who we talked to” and “What we’ve heard”), including challenges and opportunities
- Obtain feedback from community members about vision, issues, and opportunities
- Share information about future engagement opportunities

Due to the ongoing COVID-19 pandemic, the capacity of this in-person meeting was limited to 50 attendees at a time. In total, about 60 people attended the open house—but because the meeting was designed as a drop-in, no more than 30 attendees were present at any one time. Participants were able to view a series of informational boards about the project and then provide feedback on issues and opportunities along with their vision for the Village of Fairport. The project team, Mayor and Village Board members were available to answer questions. Key findings from the group activity are summarized below.

- **Issues**
 - Building at Parker is a mistake
 - Impose building height restrictions to preserve character
 - Create an Architectural Review Board
 - Accessory use issues
 - No more huge condo buildings in village
 - Keep green spaces
 - Cautious consideration for “affordable” housing
 - Keep historic Integrity
 - No 3-story apartments

- A more informative website updated
- As the Village grows, maintain the exterior appearance of the streetscapes
- Also, maintain Potter as residential in appearance if not in use
- Keep carriage barn
- Update zoning code
- Review past comprehensive plans for unfinished business
- Open space, less density
- Will police force be augmented?
- No housing in Winding Brook green space!
- Housing development needs to be as inclusive as possible and attractive to ALL groups
- Maintain character of the village but progressive with current/future needs
- All low income is being taken down for BIG EXPENSIVE apartments
- Small changes, NOT big- or community is diverse and inclusive. Don't jump to wrong conclusions.
- Too many apartments going up-ruining historic village
- NO public village restroom on Main Street!! Especially at \$250,000
- No houses in Winding Brook and Misty Pine. Park areas, leave alone. Leave Winding Brook a green space
- In north part of village more cross walks
- Strategy to fill open retail spaces
- Identifying retail/other opportunities for the village
- "Fair"port connotes a lot of mixed feelings re: how it truly sees itself-and more importantly how outsiders view "Fair"port- i.e. in being mostly a white or "Fair" skinned community- this should and must change. For the benefits that will come forward including economic benefits which research demonstrate that diversity increases the economic well-being of a community.
- **Opportunities**
 - Keep small village feeling
 - Provide amenities that support village walkers and visitors. We need public restrooms
 - I would like Fairport to become a much more inclusive and welcoming community. Diversity makes us stronger. We need to move this forward with intention.
 - Fairport needs a sustainability board that is forward thinking-thinking and innovative and will make us a leader in climate action.
 - Make Fairport more sustainable. Sustainability committee and green guidelines.
 - Consider re-directing law enforcement resources if budget is an issue.
 - Updating zoning with preservation of neighborhood considered
 - Increase opportunities for diversity
 - Keep Fairport open for the middle and working class young families and affordable
 - Prepare the infrastructure for the next 50 years of climate disruption
 - Need more diversity
 - Continue development of business to enhance quality of life
 - Save open space
 - Make Fairport a model new energy village
 - A little thing- make the bus stops nicer with roofs
 - Look into making Fairport a climate smart community
 - Maintain and enhance the historic village and small-scale vitality that attracts families and visitors to Fairport Village
 - Keep the village's sense of place-take care not to overdevelop. Keep some open space.

- Make Fairport more bikeable/walkable
- Make Fairport more diverse. Diversity in housing type/price. Access to public transportation.
- Need for public restrooms with added traffic
- Façade updates in business district
- Spaces for children/middle schoolers
- Save open space. Enhance for community parks etc.
- Promote inclusivity and diversity
- Steward our natural resources! Environment, canal, historic architecture, businesses
- Make sure that the vision and standards in the comp plan are required parts of both the zoning and planning board requirements!
- Encourage more diversity
- More restroom facilities on walking paths
- Increased affordable and low-income housing
- Continue making it more pedestrian and bike friendly with connectors, bike repair & H2O filling stations.
- Village taxpayers should have a say in future development
- Sidewalk on Turk Hill Rd. (west side) going up-hill to Red Maple
- Finding spaces where children/young people can congregate safely
- Mixed-use retail and apartments along Main St./High St.
- Events/strategies in keeping village “alive” during Jan./Feb/March
- Public art along Main St. (permanent and rotating)
- “Fairport” has an opportunity to make, use and represent its name tube; “Fair” in housing, “Fair” in business opportunity, “Fair” in having diverse population
- **What is your Vision for the Village of Fairport?**
 - Continue Fairport Police force
 - Walk everywhere!
 - Ability to get most essential good/services in the Village
 - Keep focus on high performing school systems
 - Senior friendly
 - Walkable
 - Events beyond entertainment
 - Preserve and publicize the history
 - Less tear down, more rehabilitate
 - Open spaces
 - Historic
 - Safe
 - Destination tourism
 - No low-income housing, enough already
 - A place where neighborhoods have a sense of identity and protection of their quality of life!
 - A place where the business district is the place to go and support our business’s!
 - Walkable streets, integrated to open public spaces and parks
 - Historically consistent homes and commercial spaces-porches, unique architectural details and affordable homes for middle income and working-class families
 - Attractions-food, culture, public spaces to attract people from around the Finger Lakes and CNY- in addition to the Erie Canal

- Maintain village character, but having enough flexibility to adapt to future demands/needs
- Residential housing that's inclusive and attractive to a variety of groups; upscale boutique style hotel for accommodating local guests; embrace and support local public amenities (i.e. Fairport Electric, FPD, FVFD)
- Historical preservation!
- Façade updates
- Codes that support sign restrictions- political signs during specific months
- Limited lawn parking
- Families always being safe walking all of our streets any time of day and night
- Keeping our police department
- A community exhibiting diversity among its residents, affordable housing to accommodate the diversity, walkable and safe biking, recreation options for all ages, reasonable tax structure, friendly and supportive police, opportunities for community engagement on an on-going basis, expanded development of Erie Canal
- Would like to see a diverse, more vibrant community open to all races and ethnicities thru business opportunities, education and housing. Fairport then would envelop the changing demographics of this country in the next 10-20 years. This would also lead to lowering the average age of the population. Bottom line: move to a more welcoming community by attracting and incentivizing people to both live and visit-and specifically that would mean more "BI POC"



Online Public Meeting

On Tuesday, October 6, 2020, the Village hosted an online public meeting via Zoom webinar. The meeting was designed to replicate the in-person open house and provide an opportunity for community members to provide feedback virtually. The purpose of the meeting was to inform the stakeholders about the project, share feedback gathered during the survey to date, and seek additional feedback related to the vision and goals of the Comprehensive Plan. Over 50 people attended the meeting. The meeting recording is available on the Village website or can be accessed at <https://youtu.be/Dsi6ryw4t9Y>.

The meeting included a project overview and background, a public engagement overview, and an interactive polling exercise. The feedback received from the attendees is summarized below.

Key Themes from polling questions: If there is one improvement you could make to the Village of Fairport, what would it be?

- **Walkability/Safety**
 - Safer walking connections between neighborhoods.
 - Improve walkability / safety
 - Revise traffic patterns to provide more walkability between restaurants & businesses!
 - Reinforce our GREAT police department
- **Development**
 - Improve North Main Street corridor
 - More careful consideration about the large scale of new construction.
 - More retail, though, to be honest, I'm not sure what kind of small retail is viable these days.
 - Make sure to preserve our historical buildings
 - Revitalize Canal Works Office Park
 - Work with the Baptist Church members to develop a plan for the historic church
 - Allow ADU's
 - Will the village be undertaking an inventory of all available housing, both rental and owner-occupied?
 - Don't cram the village with more housing. Please leave some open spaces. Great deal of new building is being pushed into smaller areas.
- **Zoning**
 - Equal enforcement of zoning
 - Better look at zoning so that the historic preservation is observed.
 - Create architectural review board
 - Communication on incentive zoning and new buildings.
- **Environment**
 - More green space.
 - Look at the trees and all areas cleaned up. take care of sidewalks
 - More pocket parks in all neighborhoods
 - More community gardens
 - Compost pick up for all residents
- **Community Building**
 - When appropriate after the pandemic opportunities for gatherings in festivals, parades and concerts
 - I'd like to know my neighbors. I don't know any of them. So maybe block parties post Covid?
 - Activities/events during the "down time" between Christmas and March or so
- **Traffic**
 - Truck route around West Church and Main street.

- Address traffic flow in and out of 31F
- Reduce traffic speed
- Stop light at south and church
- Other
 - Fewer parking lots along streets (hide the parking)
 - Cooperation with the Town
 - Better Cell Service
 - Bakery- love it

COMMUNICATIONS

This section summarizes materials and techniques used to promote the project and engagement opportunities.

Press Release

A press release describing the project and announcing the walking tour and workshop were prepared and posted to the Village's website.

Project flyer

A project flyer was developed in order to share information about the project and provide contact information/website address.

Post-card

A postcard was prepared in order to help promote the online survey. Copies of the post-card were provided at pop-up events and mailed to all residential addresses in the village.



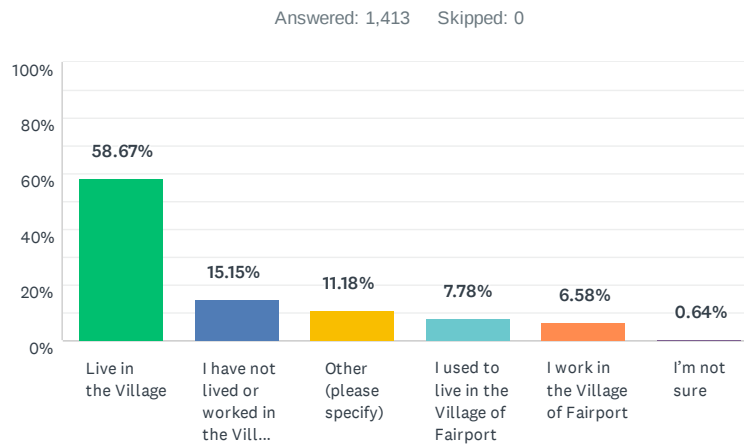
Future Engagement

For more information about the Comprehensive Plan update process and the associated public outreach efforts, please visit Village's website: www.fairportny.com. For any further questions, please contact Deborah L. Fuller, Planning Coordinator with the Village of Fairport, at (585) 421-3208 or dlf@fairportny.com

Meaningful public participation is a key component of the Village of Fairport's Comprehensive Plan update process as a way to communicate long-range goals and objectives of the community, provide a blueprint for future land use, and serve as the basis for zoning, subdivision, and land use codes.

APPENDIX B: DETAILED SUMMARY OF SURVEY RESPONSES

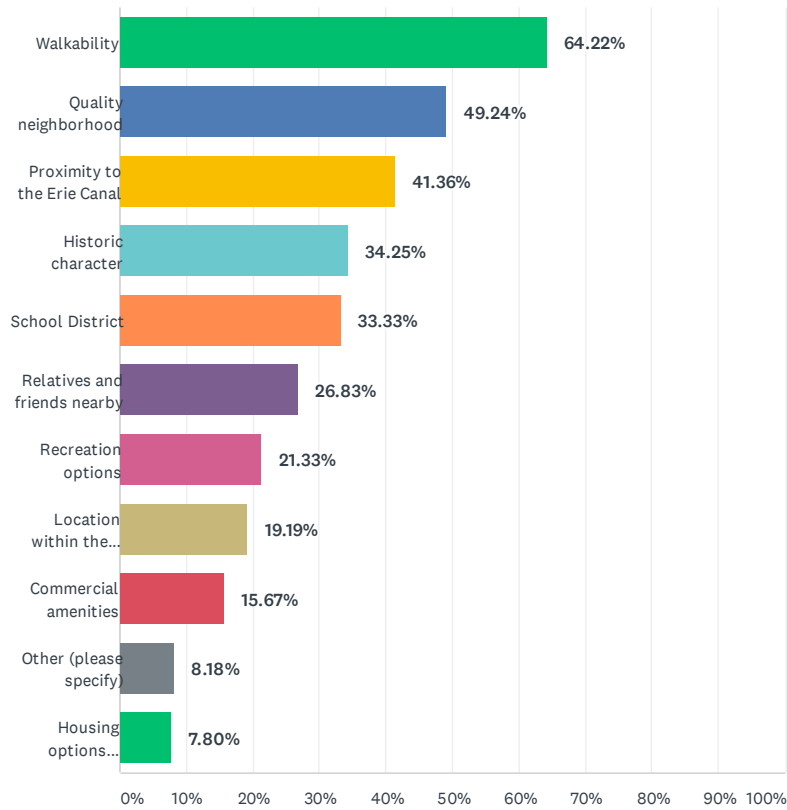
Q1 Please select the option below that best describes you:



ANSWER CHOICES	RESPONSES	
Live in the Village	58.67%	829
I have not lived or worked in the Village of Fairport	15.15%	214
Other (please specify)	11.18%	158
I used to live in the Village of Fairport	7.78%	110
I work in the Village of Fairport	6.58%	93
I'm not sure	0.64%	9
TOTAL		1,413

Q2 Why do you choose to live in or visit the Village of Fairport? Select up to three (3) of your top reasons:

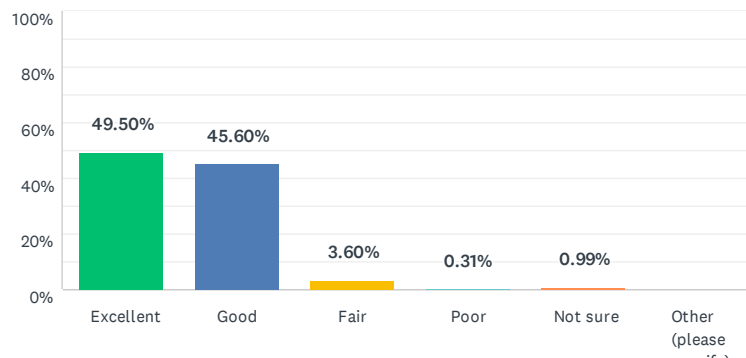
Answered: 1,308 Skipped: 105



ANSWER CHOICES	RESPONSES	
Walkability	64.22%	840
Quality neighborhood	49.24%	644
Proximity to the Erie Canal	41.36%	541
Historic character	34.25%	448
School District	33.33%	436
Relatives and friends nearby	26.83%	351
Recreation options	21.33%	279
Location within the Rochester region	19.19%	251
Commercial amenities	15.67%	205
Other (please specify)	8.18%	107
Housing options available	7.80%	102
Total Respondents: 1,308		

Q3 How would you rate the quality of life in the Village of Fairport?

Answered: 1,307 Skipped: 106



ANSWER CHOICES	RESPONSES	
Excellent	49.50%	647
Good	45.60%	596
Fair	3.60%	47
Poor	0.31%	4
Not sure	0.99%	13
Other (please specify)	0.00%	0
TOTAL		1,307

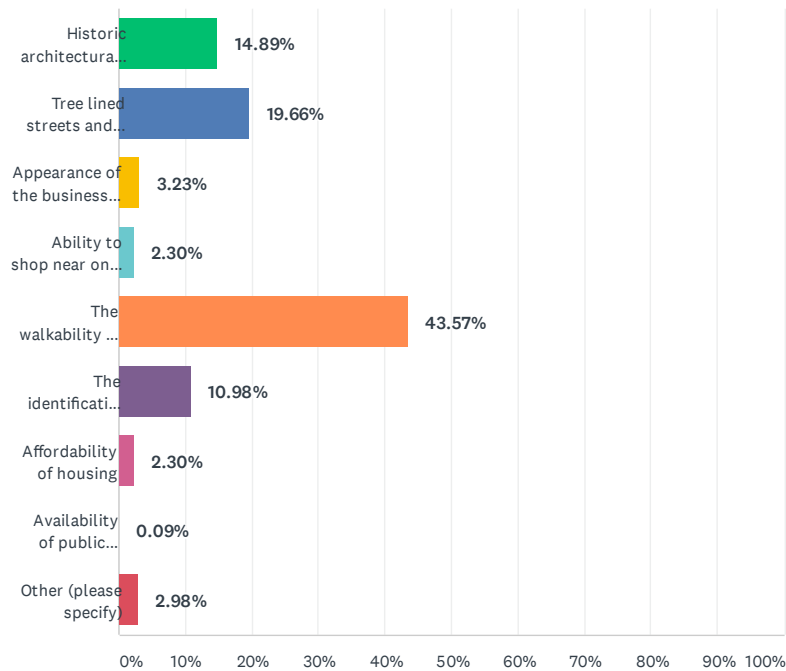
Q4 What factors led you to rate the quality of life in the Village as poor?

Answered: 4 Skipped: 1,409

Note: Responses to this question were open-ended.

Q5 Of the following, which is the most important characteristic in the Village?

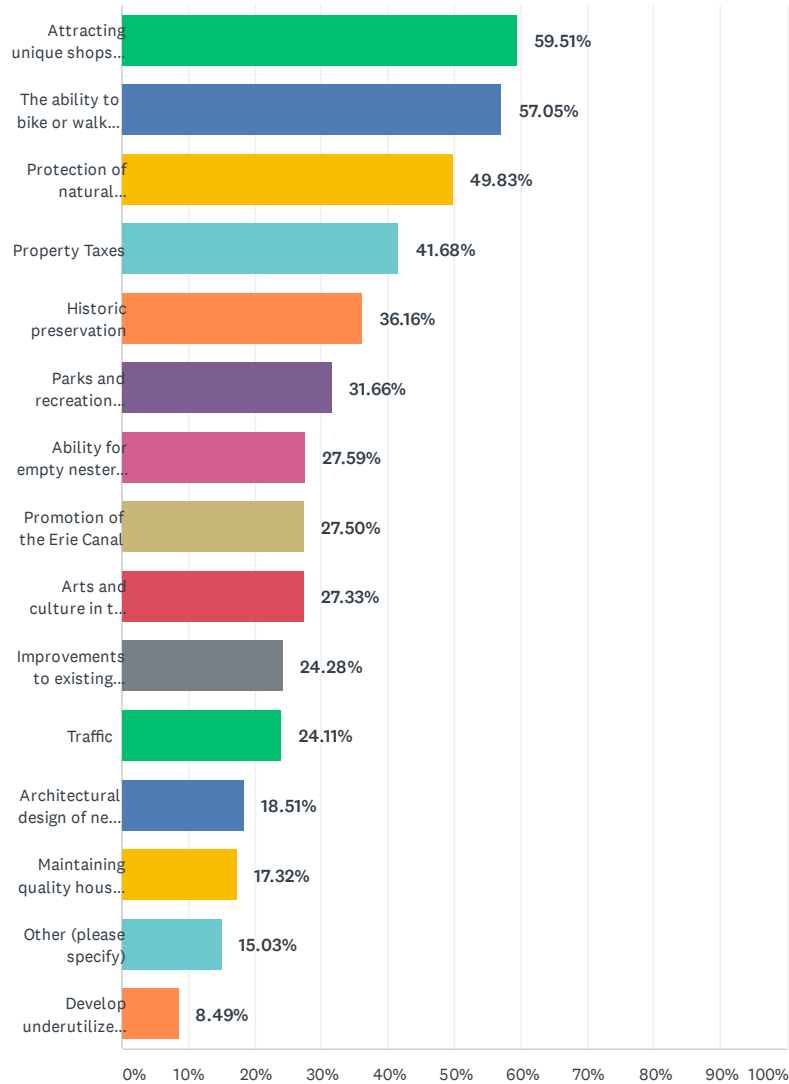
Answered: 1,175 Skipped: 238



ANSWER CHOICES	RESPONSES	
Historic architectural character	14.89%	175
Tree lined streets and sidewalks	19.66%	231
Appearance of the business area	3.23%	38
Ability to shop near one's home	2.30%	27
The walkability of the village (ability to walk to work, shopping, restaurants, etc.)	43.57%	512
The identification of the village with the Erie Canal	10.98%	129
Affordability of housing	2.30%	27
Availability of public transportation options	0.09%	1
Other (please specify)	2.98%	35
TOTAL		1,175

Q6 What are the most important opportunities/issues you see for the Village during the next ten (10) years? Please select your top five (5) from the list below and the feel free to identify others:

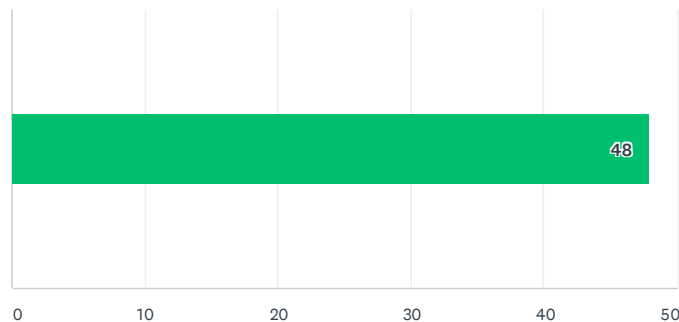
Answered: 1,178 Skipped: 235



ANSWER CHOICES	RESPONSES	
Attracting unique shops and restaurants in the business district	59.51%	701
The ability to bike or walk to recreation sites, shopping, restaurants, etc.	57.05%	672
Protection of natural resources (e.g. woodlands, wetlands, or other open space).	49.83%	587
Property Taxes	41.68%	491
Historic preservation	36.16%	426
Parks and recreation facilities and programs	31.66%	373
Ability for empty nesters and seniors to remain in the village	27.59%	325
Promotion of the Erie Canal	27.50%	324
Arts and culture in the village	27.33%	322
Improvements to existing building facades	24.28%	286
Traffic	24.11%	284
Architectural design of new buildings	18.51%	218
Maintaining quality housing stock (i.e. quality design and construction materials)	17.32%	204
Other (please specify)	15.03%	177
Develop underutilized land	8.49%	100
Total Respondents: 1,178		

Q7 What is your vision for the extent and pace of future growth in the Village?

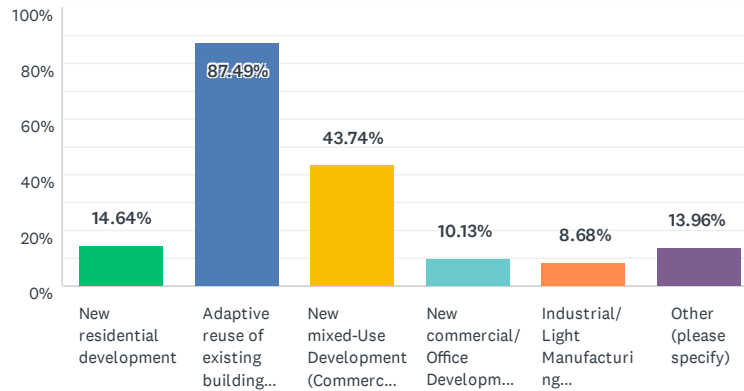
Answered: 1,154 Skipped: 259



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	48	55,260	1,154
Total Respondents: 1,154			

Q8 What should future growth look like in the Village of Fairport? (Check all the types you would like to see).

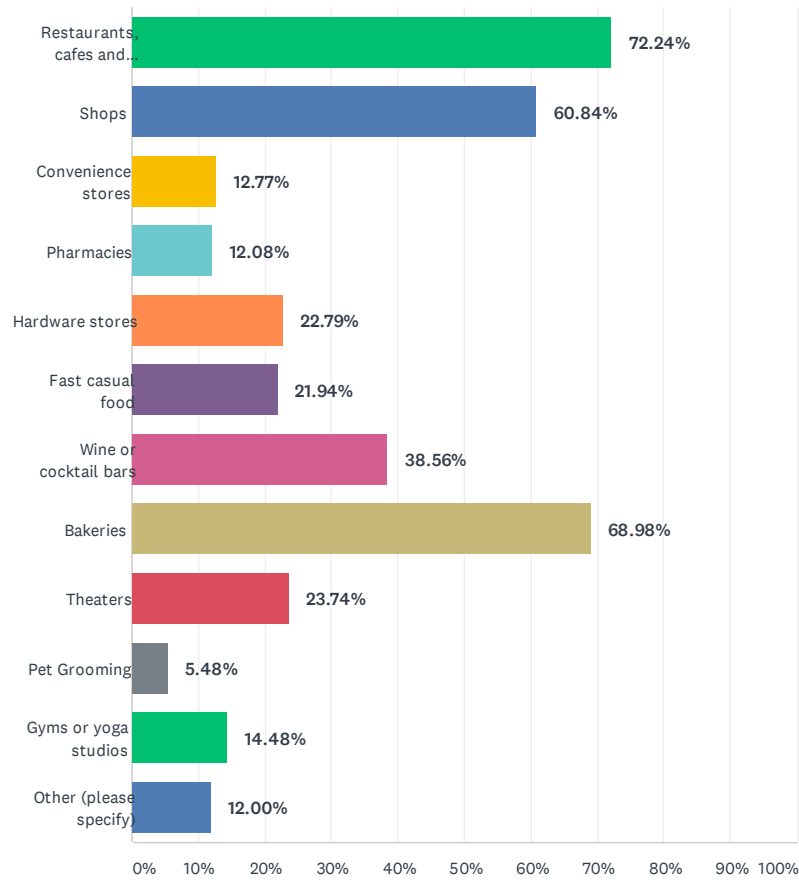
Answered: 1,175 Skipped: 238



ANSWER CHOICES	RESPONSES	
New residential development	14.64%	172
Adaptive reuse of existing buildings (residential and/commercial)	87.49%	1,028
New mixed-Use Development (Commercial + Residential)	43.74%	514
New commercial/Office Development	10.13%	119
Industrial/ Light Manufacturing Development	8.68%	102
Other (please specify)	13.96%	164
Total Respondents: 1,175		

Q9 What types of businesses and services would you like to see more of in the Village?

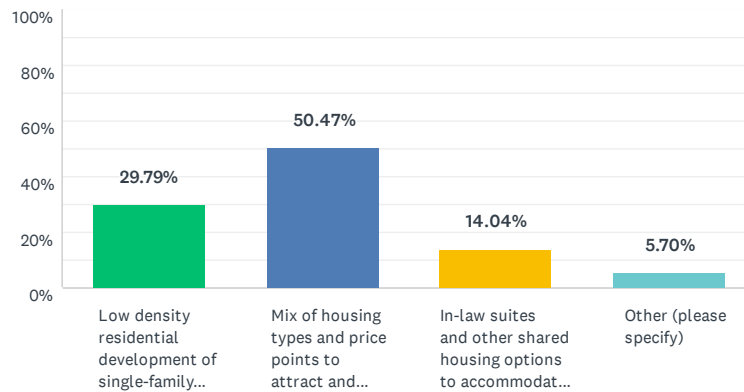
Answered: 1,167 Skipped: 246



ANSWER CHOICES	RESPONSES	
Restaurants, cafes and breweries	72.24%	843
Shops	60.84%	710
Convenience stores	12.77%	149
Pharmacies	12.08%	141
Hardware stores	22.79%	266
Fast casual food	21.94%	256
Wine or cocktail bars	38.56%	450
Bakeries	68.98%	805
Theaters	23.74%	277
Pet Grooming	5.48%	64
Gyms or yoga studios	14.48%	169
Other (please specify)	12.00%	140
Total Respondents: 1,167		

Q10 When planning for future housing/residential development, which of the following should the Village prioritize?

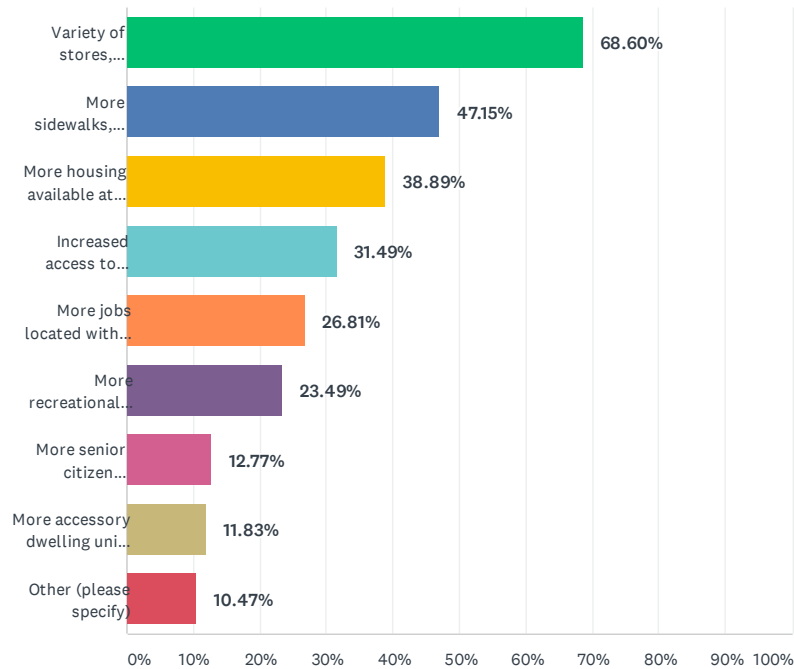
Answered: 1,175 Skipped: 238



ANSWER CHOICES	RESPONSES	
Low density residential development of single-family housing	29.79%	350
Mix of housing types and price points to attract and accommodate individuals and families with a variety of income levels.	50.47%	593
In-law suites and other shared housing options to accommodate young professionals and senior citizens.	14.04%	165
Other (please specify)	5.70%	67
TOTAL		1,175

Q11 During the next ten (10) years what changes would you like to see in the Village? Please select your top three (3) choices (the following list is not in any order of priority):

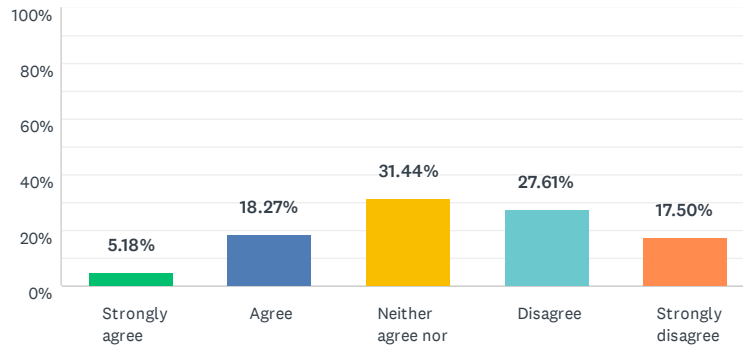
Answered: 1,175 Skipped: 238



ANSWER CHOICES	RESPONSES	
Variety of stores, restaurants and other commercial services.	68.60%	806
More sidewalks, trails and bike lanes	47.15%	554
More housing available at for individuals, families and senior citizens supporting a variety of income levels	38.89%	457
Increased access to renewable energy sources	31.49%	370
More jobs located within the Village	26.81%	315
More recreational programs and facilities	23.49%	276
More senior citizen programs	12.77%	150
More accessory dwelling units (i.e. "in-law suite")	11.83%	139
Other (please specify)	10.47%	123
Total Respondents: 1,175		

Q12 Tell us how you feel about the following statement: "I would like to see more options for hotel accommodations in the Village of Fairport."

Answered: 1,177 Skipped: 236



ANSWER CHOICES	RESPONSES	
Strongly agree	5.18%	61
Agree	18.27%	215
Neither agree nor disagree	31.44%	370
Disagree	27.61%	325
Strongly disagree	17.50%	206
TOTAL		1,177

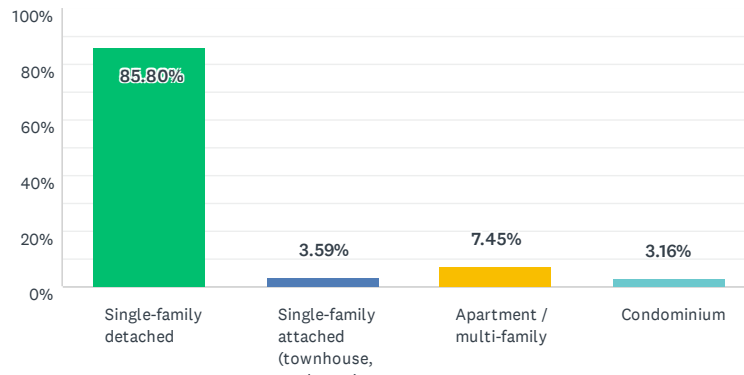
Q13 In fifteen (15) years, what three words would you like to be able to use to describe the Village of Fairport to your friends/children/grandchildren?

Answered: 1,105 Skipped: 308

ANSWER CHOICES	RESPONSES	
Word one	99.73%	1,102
Word two	98.82%	1,092
Word three	97.47%	1,077

Q14 In what type of dwelling do you live?

Answered: 1,141 Skipped: 272



ANSWER CHOICES	RESPONSES	
Single-family detached	85.80%	979
Single-family attached (townhouse, rowhouse)	3.59%	41
Apartment / multi-family	7.45%	85
Condominium	3.16%	36
TOTAL		1,141

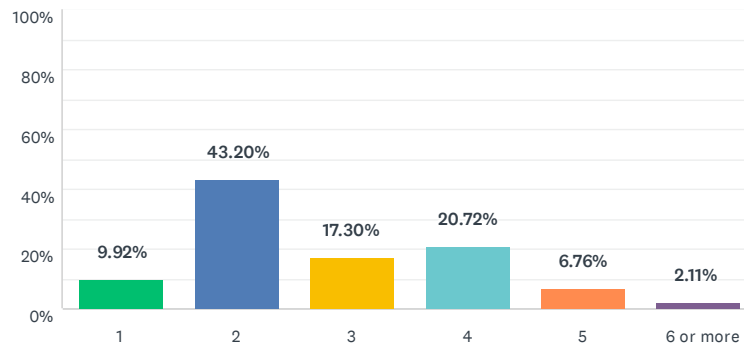
Q15 What factors led you to choose to live in this type of housing?

Answered: 1,083 Skipped: 330

Note: Responses to this question were open-ended.

Q16 How many people live in your household?

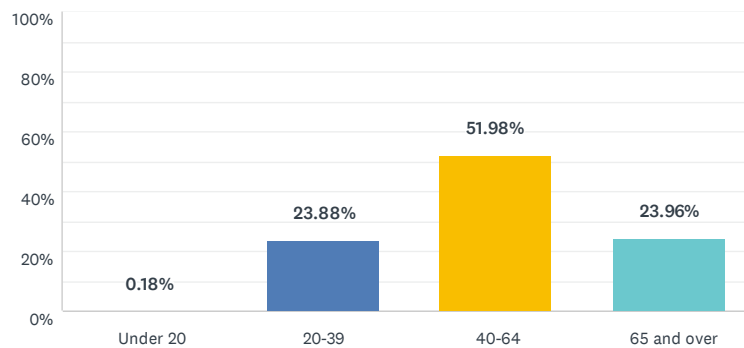
Answered: 1,139 Skipped: 274



ANSWER CHOICES	RESPONSES
1	9.92% 113
2	43.20% 492
3	17.30% 197
4	20.72% 236
5	6.76% 77
6 or more	2.11% 24
TOTAL	1,139

Q17 What is your age?

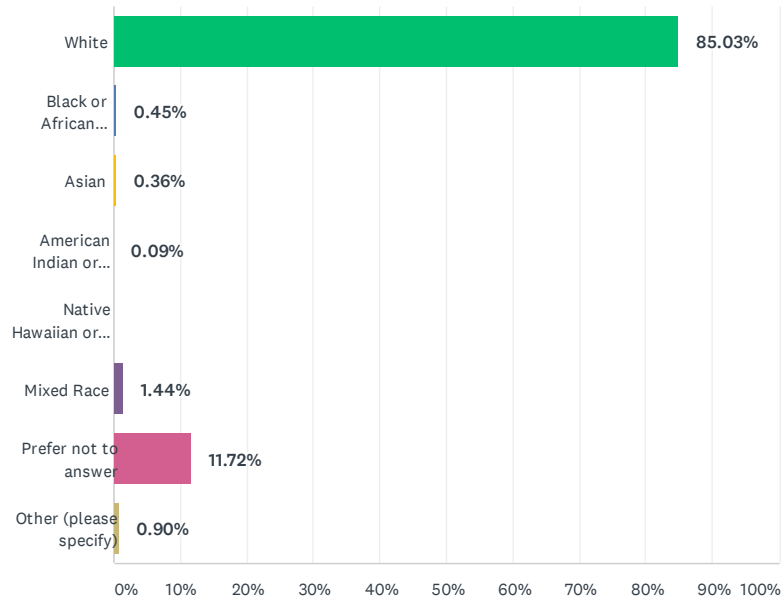
Answered: 1,135 Skipped: 278



ANSWER CHOICES	RESPONSES
Under 20	0.18% 2
20-39	23.88% 271
40-64	51.98% 590
65 and over	23.96% 272
TOTAL	1,135

Q18 Please select the option that best describes you:

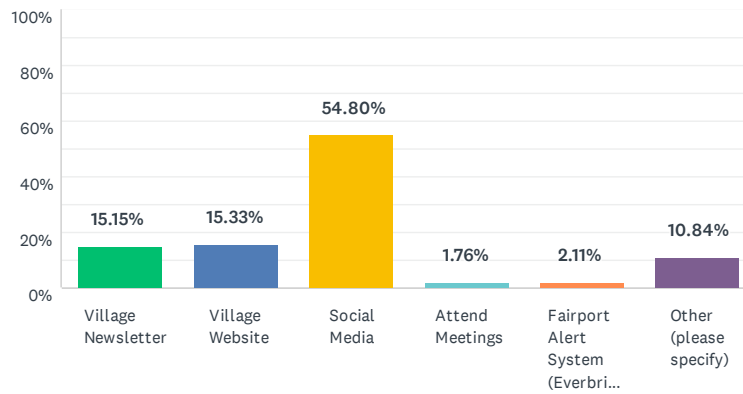
Answered: 1,109 Skipped: 304



ANSWER CHOICES	RESPONSES	
White	85.03%	943
Black or African American	0.45%	5
Asian	0.36%	4
American Indian or Alaska Native	0.09%	1
Native Hawaiian or Other Pacific Islander	0.00%	0
Mixed Race	1.44%	16
Prefer not to answer	11.72%	130
Other (please specify)	0.90%	10
TOTAL		1,109

Q19 How do you get news about the Village of Fairport?

Answered: 1,135 Skipped: 278



ANSWER CHOICES	RESPONSES	
Village Newsletter	15.15%	172
Village Website	15.33%	174
Social Media	54.80%	622
Attend Meetings	1.76%	20
Fairport Alert System (Everbridge)	2.11%	24
Other (please specify)	10.84%	123
TOTAL		1,135

Q20 What is the nearest intersection to where you live?

Answered: 1,061 Skipped: 352

ANSWER CHOICES	RESPONSES	
Street 1	100.00%	1,061
Street 2	95.95%	1,018

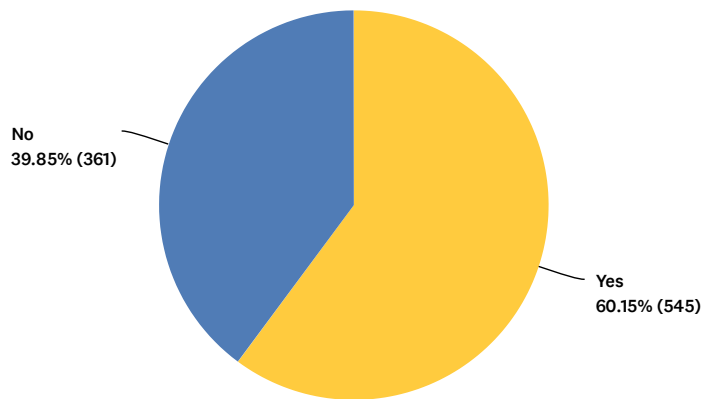
Q21 Want to stay informed on the Comprehensive Plan Update? Please provide your contact information below.

Answered: 577 Skipped: 836

ANSWER CHOICES	RESPONSES	
Name	96.53%	557
Company	0.00%	0
Address	89.25%	515
Address 2	6.41%	37
City/Town	89.95%	519
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	95.32%	550
Phone Number	72.62%	419

Q22 May we contact you about future engagement opportunities?

Answered: 906 Skipped: 507



ANSWER CHOICES	RESPONSES	
Yes	60.15%	545
No	39.85%	361
TOTAL		906

Appendix D: Village of Fairport Comprehensive Plan (2007) Assessment

In 2007 the Village of Fairport adopted the Comprehensive Plan which was prepared in accordance with New York State Village Law (Section 7-722), which has been the guide to community development and serves as the basis for land use controls, amendments to the zoning code and public infrastructure investment to maintain and enhance the quality of life for residents and business owners.

The 2007 Comprehensive Plan was developed with extensive public engagement by residents, business and property owners, key stakeholders and elected officials. It sets forth the Village's vision for the community focused on the following key topics:

- Neighborhood Preservation & Housing
- Canal District
- Commercial & Business District
- Parks, Recreation & Open Space
- Transportation & Infrastructure
- Government, Community Services & Facilities
- General Land Use

The plans goals, objectives and recommendations are presented according to each of the topic areas above. As conditions and community priorities change over time, it is important that the Village maintain the Comprehensive Plan by periodically re-examining the demographic, economic, and societal trends as well as the infrastructure condition and capacity to support changes. The Village established a Comprehensive Plan Review Committee to reconsider the community's vision, goals and objectives and to modify or amend the recommendations and guide subsequent implementation strategies.

As part of this study it was critical to review the goals, objectives and recommendations from the 2007 and 2012 Comp Plan documents to ascertain what has been completed and what issues remain relevant today. The following tables present each of the topic areas, state the goals, account for the number of objectives, recommendations (both 2007 & 2012) completed and on-going. Key issues acknowledged in the 2012 Comp Plan Update are also presented.

Neighborhood Preservation & Housing

<i>Goal 1:</i>	<i>Protect and Enhance the functions & character of Village neighborhoods</i>
<i>Goal 2:</i>	<i>Provide the housing choices necessary to meet the diverse needs of the Village population.</i>
No. # Objectives	4
No.# Recommendations	20
2012 Update Addressed	8
No.# Completed	4
On-going	22
Key Issues (2012)	Strengthen Building Code
	Residential Design Guidelines
	Encourage Mixed-Use Development
	Permit Accessory Dwelling Units

Canal District

<i>Goal 3:</i>	<i>Continue to develop an active & distinct waterfront that promotes Fairport's position as a premier Erie Canal community</i>
No. # Objectives	6
No.# Recommendations	10
2012 Update Addressed	7
No.# Completed	7
On-going	0
Key Issues (2012)	Mixed-Use Development with Canal Character
	Improved Connectivity along Canal

Commercial & Business District Development

Goal 4:	<i>Continue to encourage an attractive economic climate that will retain existing businesses, attract private investment and improve economic vitality in the Village</i>
No. # Objectives	7
No.# Recommendations	15
2012 Update Addressed	10
No.# Completed	7
On-going	1
Key Issues (2012)	Canal Connections
	Gateway Plan
	American Can Company Redevelopment

Parks, Recreation & Open Space

Goal 5:	Protect and enhance Village parks, open spaces and environmental systems
No. # Objectives	7
No.# Recommendations	9
2012 Update Addressed	6
No.# Completed	5
On-going	NA
Key Issues (2012)	Thomas Creek
	Main Street Streetscape Plan
	Northwest Quadrant Master Plan
Notes	Don't really address Parks, rec, open space

Transportation & Infrastructure

Goal 6:	<i>Develop a transportation and infrastructure system that effectively meets the needs of residents, business owners and visitors without having adverse impacts on the character and quality of life in the Village.</i>
No. # Objectives	18
No.# Recommendations	14
2012 Update Addressed	13
No.# Completed	9
On-going	NA
Key Issues (2012)	Alternative Truck Routes
	Bridge Design Character (not Lift Bridge or Parker Street)
	Provide Transit Shelters
	Implement Recommendations of CAP Study

Government, Community Services & Facilities

Goal 7:	<i>Continue to develop a Village that is a desirable place to live and work with a government that is responsive, fiscally responsible, and provides excellent services and a high quality-of-life for its residents, business and property owners</i>
No. # Objectives	9
No.# Recommendations	11
2012 Update Addressed	9
No.# Completed	4
On-going	4
Key Issues (2012)	Library Location (settled)
	Village Communications & Outreach
	Implement Main Street Streetscape Plan
	Maintenance of Village Properties & Public Street Network

General Land Use

<i>Goal 8:</i>	<i>Coordinate and manage land use in such a manner to balance the impacts of growth and development on social diversity, community character, economic vitality and environmental quality</i>
No. # Objectives	4
No.# Recommendations	7
2012 Update Addressed	5
No.# Completed	2
On-going	NA
Key Issues (2012)	Gateway (Four Corners / Canal)
	Small Area Plans
	Village Landing
	Four Corners
Identified as #1 Priority	Residential Mix Built to Village Design Standards

The key issues which are mentioned across multiple topics include:

- Encourage mixed-use development with Village and/or Canal character
- Canal connections
- Implement the gateway plan (Church & Main)
- Implement the Main Street Streetscape Plan

The highest priority recommendation confirmed during the 2012 Update is to provide a mix of residential units designed and constructed to Village Design Standards.

Central Business District Circulation, Access & Parking Study (2010)

In 2010 the Village retained a consultant team to prepare a Circulation, Access and Parking (CAP) study for the Central Business District (CBD). The study examined critical vehicular, truck, pedestrian, bicycle and transit issues throughout the CBD. The study further considered the available public parking capacity both on-street and off-street in Village owned surface lots. The study presented more than 28 near (0-5 year), medium (5-10 year) and long (10-20 year) term recommendations. Several recommendations can be and have been completed by the Village directly, however, the majority of recommendations require participation from non-village agencies including Monroe County and New York State Departments of Transportation, the Rochester Genesee Regional Transportation Authority (RGRTA), the Genesee Transportation Council (GTC) which is the local metropolitan planning organization (MPO), the NYS Canal Corporation and CSX railroad.

Table XX details the Circulation, Access and Parking recommendations; those completed, planned or in progress and those that remain relevant in 2020.

RECOMMENDATIONS	Not Completed	Active / Planned	Completed	Remains Relevant	Notes
IMMEDIATE TO NEAR TERM (0-5 YEARS)					
Ped 'Count-down' signals at Village Landing				Yes	
Main Street crosswalk striping or other				Yes	
Install parallel parking 'tee' markings					Partially
Remove 15 min. parking spaces between Village Landing & Pleasant St.					
Upgrade traffic signal at Village Landing				Yes	
Coordinate signals at Church St. & Village Landing				Yes	Confirm
Obtain maintenance agreement with NYSDOT				Yes	
Designate alt. route for truck traffic				Yes	
Install curb bump outs					
Install new crosswalk on Main Street @ south side of Lift Bridge Lane				Yes	
Install traffic calming on Main Street north of High Street				Yes	

Install bicycle parking				Yes	
Modify Village Zoning Code					
B-1 Code Modifications (Permitted Uses)					
Village Center Zoning District					
CD define 'water dependent'					
Revise parking requirements					
Create additional street types (Alleys)					Confirm intent
Pursue transfer of Main Street w/ NYSDOT				Yes	Confirm intent
Study connector ROW Main St. to Perrin St. via Village Landing				Yes	
Relocate crosswalk at Village Hall for pump outs					
Develop Active Transportation Plan				Yes	
Improve wayfinding signage & pedestrian connections through parking areas				Yes	
Install new transit shelters on west side of Main St. at Thomas Creek				Yes	
Total Recommendations 22	19	1	2	14	

RECOMMENDATIONS	Not Completed	Active / Planned	Completed	Remains Relevant	Notes
MEDIUM TERM (5-10 YEARS)					
Improve pedestrian connections at Parker St. bridge				Yes	
Jurisdictional transfer of Main St. w/ NYSDOT				TBD	Confirm intent
Evaluate viability of trolley / shuttle / valet					
Construct pedestrian connection on Thomas Creek btwn Canal & Lift Bridge Ln East (King Bldg)				TBD	Priority?
Study ADA ramp on Canal at Lift Bridge				Yes	
Implement recommendations of 2003 Main St. Streetscape Plan				Yes	
Install gateway treatments at Four Corners				Yes	Build out
Reconstruct Lift Bridge Ln West					
Total Recommendations 8	7	1	0	4	

RECOMMENDATIONS	Not Completed	Active / Planned	Completed	Remains Relevant	Notes
LONG TERM (10-20 YEARS)					
Construct pedestrian bridge over Canal connecting Packets Landing and the Box Factory				TBD	Priority?
Total Recommendations 1	1	0	0	1	

The CAP study (refer to near term 0-5 years) included several recommendations related to the Village zoning ordinance;

- B-1 district modifications to permitted uses
- Create a 'Village Center' zoning district
- Define the term 'water dependent uses' in the Canal District
- Revise parking requirements
- Create additional street type (Alleys)

Of these recommendations three (3) remain relevant; B-1 district modifications, revise parking requirements, create an additional street type. Adding a Village Center zoning district and limiting land uses in the Canal district to defined 'water dependent' uses will be considered further.



Village of Fairport Economic Development Study

Prepared by: Urban Advisors, Highland Planning, and SWBR

March 16, 2021



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INTRODUCTION

Background

The Fairport Office of Community and Economic Development (OCED) has engaged the services of Urban Advisors and Highland Planning to develop a Demographic and Economic Conditions Study. The purpose of the study is to assist OCED in developing a future economic development strategy. The study also supports the Comprehensive Planning process, which the Village of Fairport initiated in Summer of 2020. The information in this study information will help inform decision making as OCED plans its next 5-10 years of investment and growth.

Methods

To develop this analysis, we used the following methods and sources:

- **Document and data review.** We reviewed available data and documents about the market in the Village of Fairport, the Town of Perinton, the Rochester Metropolitan Area, Monroe County, and the Core Based Statistical Area. This includes:
 - Review of existing planning studies
 - Review the Village of Fairport's 2007 Comprehensive Plan¹ and the 2012 update²
 - Review of Regional Economic Development Council (REDC) planning documents
 - Analysis of data from the US Census, American Community Survey (ACS), ESRI Business Analyst, the Bureau of Labor Statistics, and the New York State Department of Labor Statistics.
- **Stakeholder interviews.** We gathered additional insights through a series of interviews with key stakeholders.

Analysis Geographies

The Village of Fairport is about nine miles east of the City of Rochester in Monroe County. Geographies used in this analysis include are illustrated in Figure 1 and Figure 2 include:

- Village of Fairport
- Town of Perinton
- Monroe County
- Rochester Metropolitan Statistical Area (MSA)
- USA

¹ www.village.fairport.ny.us/uploads/1/7/6/5/17656211/comprehensive_plan_final_document_for_web.pdf

² www.village.fairport.ny.us/uploads/1/7/6/5/17656211/plan_update_june_2012.pdf

Figure 1 Village of Fairport, Town of Perinton, Monroe County



Source: ESRI, 2020

Figure 2 Rochester Metropolitan Statistical Area (MSA)



Source: ESRI, 2020

KEY FINDINGS

The analysis in this report paints a picture of an affluent community of professionals, families, and retirees. While the community is aging, the village contains attractive amenities and some of the most vibrant, walkable neighborhoods in the region--and continues to see demand for high-end housing and commercial services. Below is a summary of key findings. The balance of this report includes a more detailed analysis of the points describe below:

Population growth in the village is slow relative to the county and the region. With an estimated population of 5,514 in 2020, the Village of Fairport has lost almost four percent of its population since 2000. The village experienced the steepest population decline between 2000 and 2010, followed by positive growth between 2010 and 2020, resulting in a net decline of 222 people. During the same time period, from 2000 to 2020, the Town of Perinton and the region experienced positive growth rates of 2.3% to 2.8%. The village and the region are projected to continue growing slowly.

Fairport's population is older, on average, than the region--and is getting older. Residents of Fairport and Perinton are, on average, older than Monroe County and the region as a whole. The proportion of people over 65 is just over 21.4%, which is higher than the county as a whole (18%). The proportion of the population over 65 in Fairport and Perinton is projected to increase, eventually accounting for nearly 25% to 30% of the population. This is consistent with statewide and national trends, as the disproportionate growth of older age groups (known as "aging" or "graying") is expected to continue into the future. By 2030, nearly 20 percent of the US population will be over 65 years old (which is similar to the current age profile in Florida). An aging population will require more services, accessible sidewalks, crosswalks and parking, different types of housing, and more transportation/mobility options.

Fairport residents are highly educated. Of Fairport residents, about 54% have a college degree (bachelors or graduate degree), which significantly higher than Monroe county (38%). For Perinton residents, the proportion with a college degree is nearly 58% putting the town among one of the most educated places in the US.

Fairport households have higher than average incomes. The 2020 median household income in Fairport is \$70,018, higher than Monroe County and the region (\$59,470), but significantly lower than the median for the Town of Perinton (\$90,195). About 40% of Fairport households earn more than \$100,000 compared to 50% in Perinton and 26% in the region.

Fairport may be positioned to capture a portion of growth in the Professional/Technical/Scientific Sectors projected in the region. Although Professional, Scientific and Technical Services are the largest employment category in Perinton, only give percent of those jobs are in Fairport. Fairport lost almost 400 manufacturing jobs between 2007 and 2017, but gained jobs in Retail Trade,

Accommodation and Food services, and Professional Services. Based on its strengths in growing sectors, Fairport is expected to primarily attract jobs in Education and Accommodation and Food Services, as well as in Health Care, which is growing quickly nationally. Given projected regional growth in Professional, Scientific and Technical Services, Fairport may be positioned to capture a portion of that growth.

Opportunities exist to capture a share of workers who commute to Fairport for work from elsewhere in the region. About 187 workers live and work in the village while 2,396 residents commute from Fairport to other places in the region, and 2,706 workers commute in to Fairport from other places. There is no rule of thumb for percentage of residents who live and work in a particular place. But there may be opportunities to increase the proportion of workers who live and work in the village by attracting some of the 2,706 workers who commute to the village from elsewhere in the region. It is notable that people who live and work in the Village, on average, have lower incomes than people commuting in and out of the Village. This underscores the need for neighborhood housing available to workers in food services and retail industries.

The regional retail market is well-served, but opportunities may exist for food serviced and drinking establishments. Both Fairport and Perinton are losing retail sales in General Merchandise, Clothing and Apparel, and Building Materials to other places. With strong attractors like East View Mall and concentrations of shopping centers nearby, it may be difficult to recover these sales although the experience of a main street setting could help small businesses compete. Other categories “leaking” sales to other places include Food Stores and Health and Personal Care. These may be opportunities to provide more convenient options.

Demand for office and professional space will likely be for small spaces. Because of the existing building stock, Fairport can compete for employment uses that require spaces of less than 2,000 square feet, and spaces between 2,000 and 9,000 square feet. While larger firms are often attracted to suburban office parks, smaller firms are typically attracted to quality spaces in a community with unique amenities. Small spaces, including storefronts, are suitable for small-scale manufacturing uses. Small-scale manufacturing is emerging as an innovative strategy for downtown revitalization.

DEMOGRAPHIC CHARACTERISTICS

This section provides an analysis of demographic conditions, including past and projected population growth trends, age, racial make-up, and educational attainment.

Population Growth

Figure 3 shows that Fairport's estimated population in 2020 was approximately 5,514, which represents about 12% of Town of Perinton's population, and less than one percent of Monroe County's population. Between 2000 and 2020, the Village's population declined by about four percent, or 222 people, while the Town of Perinton grew by 2.3% and the MSA grew by 2.8%. The Village's population decline occurred primarily between 2000 and 2010, when the Village lost 383 residents. Between 2010 and 2020, it is estimated that the village gained population but has not recovered its 2000 population levels. ESRI projections show a slowing (flat) growth rate in the village through 2025 (Figure 4).

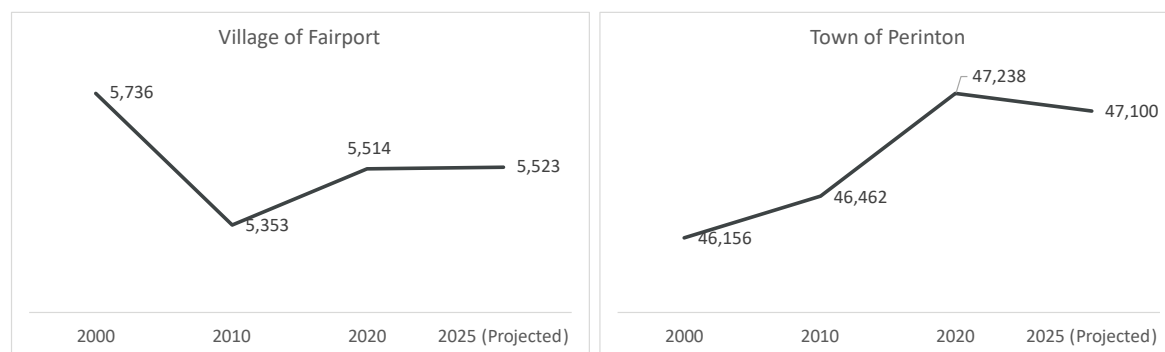
Figure 3 Population Change, 2000 - 2025

	Village of Fairport	Town of Perinton	Monroe County	Rochester MSA
2000 Population	5,736	46,156	735,343	1,062,452
2010 Population	5,353	46,462	744,344	1,079,671
2020 Population	5,514	47,238	754,473	1,092,233
2025 Population (Projected)	5,523	47,100	752,401	1,087,854
Absolute Change 2000-2020	-222	1,082	19,130	29,781
Total % change 2000-2020	-3.9%	2.3%	2.6%	2.8%
AAGR 2000-2020	-0.19%	0.12%	0.13%	0.14%

Source: ESRI, 2020

Note: AAGR = Average Annual Growth Rate

Figure 4 Population Change, Village of Fairport and Town of Perinton

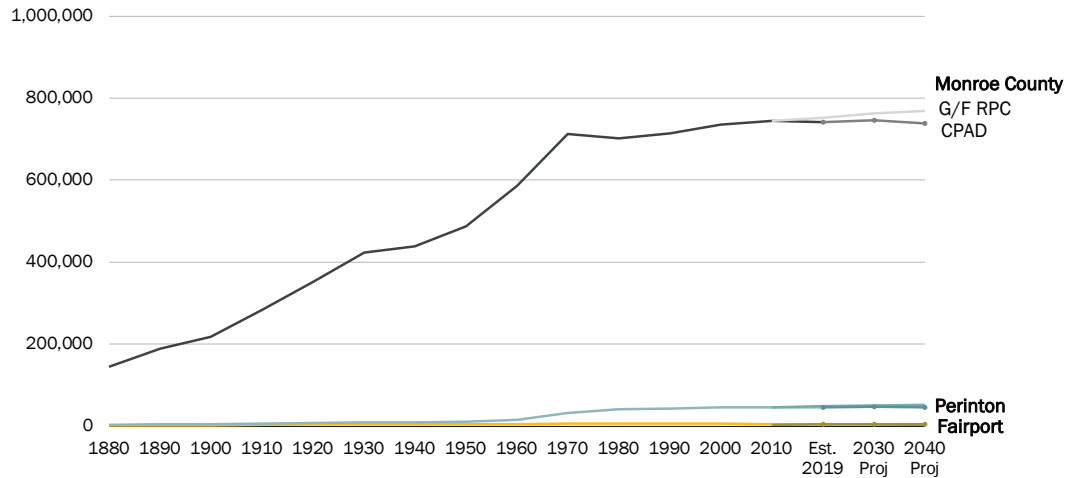


Source: ESRI 2020

Figure 5 shows historical population change since 1880 and future projections through 2040 for Fairport, Perinton and Monroe County. According to two population projections (Cornell PAD and Genesee Finger Lakes Regional Planning Council), total population growth in Monroe County is

expected to remain flat or decline through 2040, continuing a trend that began in the 1980s when population growth in the region slowed.

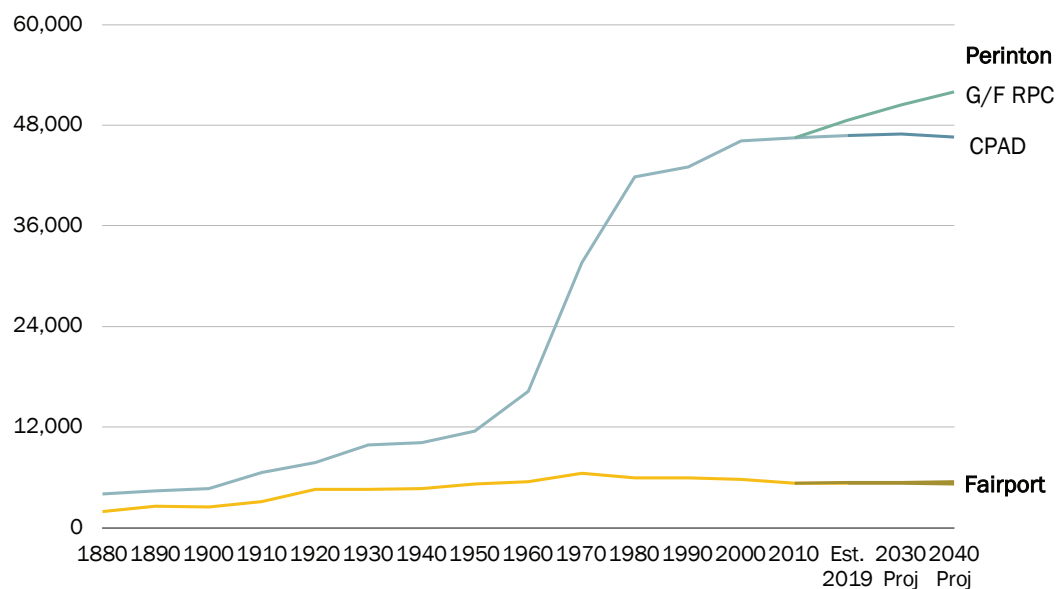
Figure 5 Population, 1880-2040



Source: US Census Bureau, Genesee/ Finger lakes Regional Planning Council 2013, Cornell PAD, Urban Advisors

Figure 6 shows historical population change and future projections in Fairport and Perinton. While Cornell PAD projects that growth in Perinton and Fairport will remain flat, the Genesee/Finger Lakes Regional Planning Council projects continued growth in Perinton.

Figure 6 Population, 1880-2040, Village of Fairport and Town of Perinton

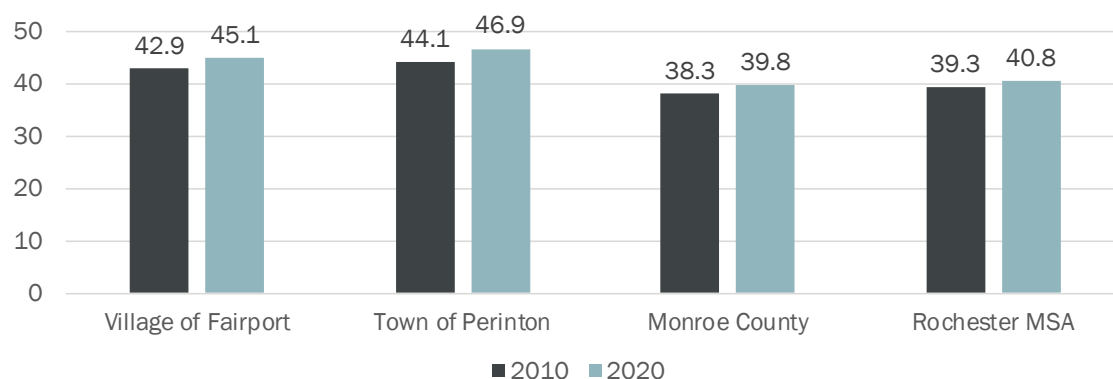


Source: US Census Bureau, Genesee/ Finger lakes Regional Planning Council 2013, Cornell PAD, Urban Advisors

Age

The age characteristics of a community are important to consider when exploring potential future growth and developing strategies for economic development. Age distribution can help determine how best to allocate future resources and public services to best accommodate future residents. Figure 7 and Figure 8 summarize the median age and age distribution for Fairport, Perinton, Monroe County, and the Rochester MSA. On average Fairport is older than the region, but slightly younger than Perinton. For all geographies analyzed, the median age increased between 2010 and 2020.

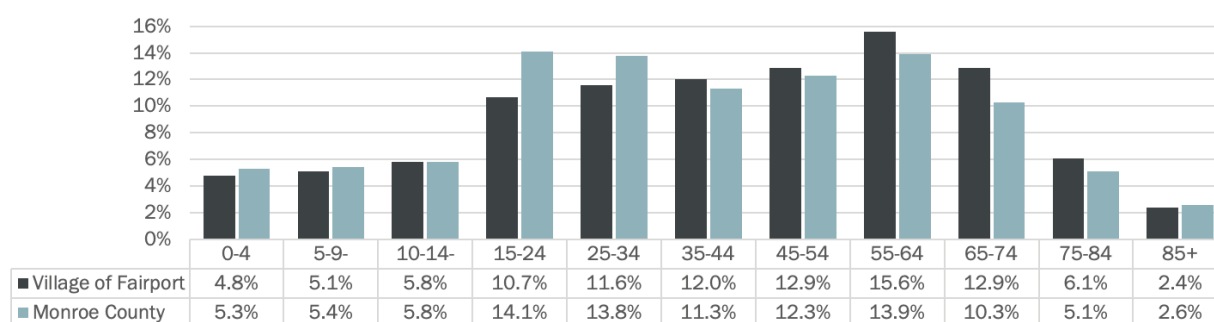
Figure 7 Median Age, 2010-2020



Source: US Census, ESRI

The age distribution in Fairport is consistent with a family-oriented suburban community. The largest age cohorts are made up of residents between 35 and 64, followed by young people 15 to 34. About 21 percent of the village population is over the age of 65.

Figure 8 Age Distribution, 2020, Village of Fairport

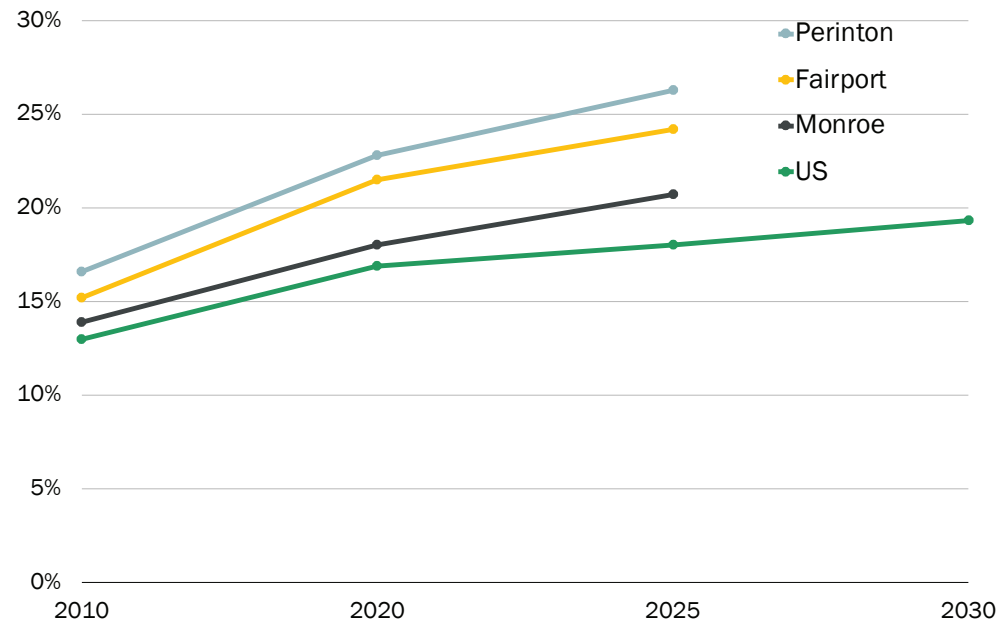


Source: ESRI, 2020

Fairport is slightly older, on average, than the region, and the village is tracking national trends towards an aging population. The age profile of Fairport is comparable with the age profile of Florida (Figure 10). The nation is in the midst of a period of large demographic shift as the baby boom generation ages. Between 1990 and 2010, 78 percent of net household change was in the 35-64-year-old age group. From 2010 to 2030, projections suggest 74 percent of net change will

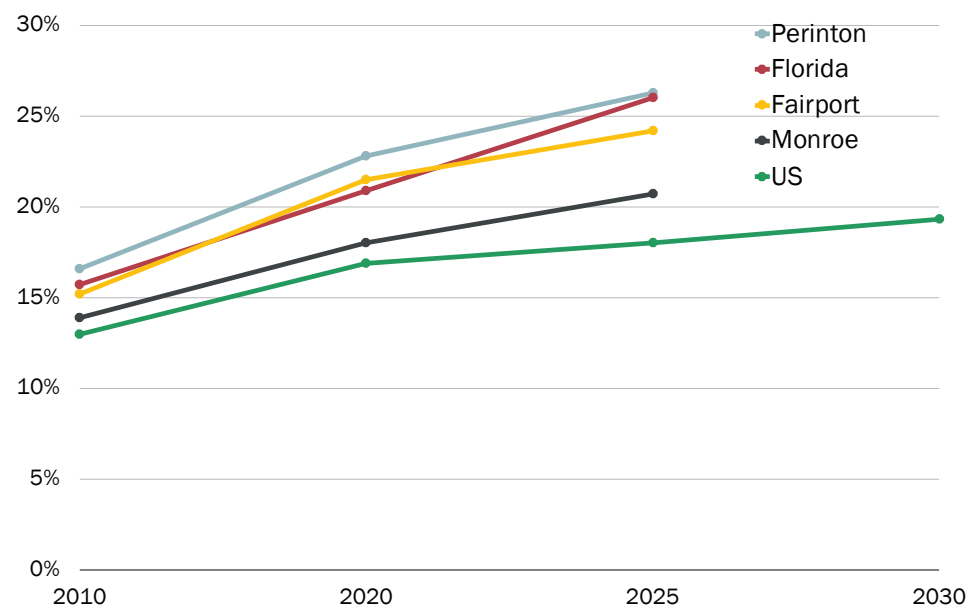
be in the 65+ age group. The coming years will see a significant increase in the percent of the population over 65. This will affect many aspects of a community, particularly demand for housing and medical services.

Figure 9 Population over 65 years, 2010-2040



Source: ESRI, Urban Advisors

Figure 10 Population over 65 years, 2010-2040



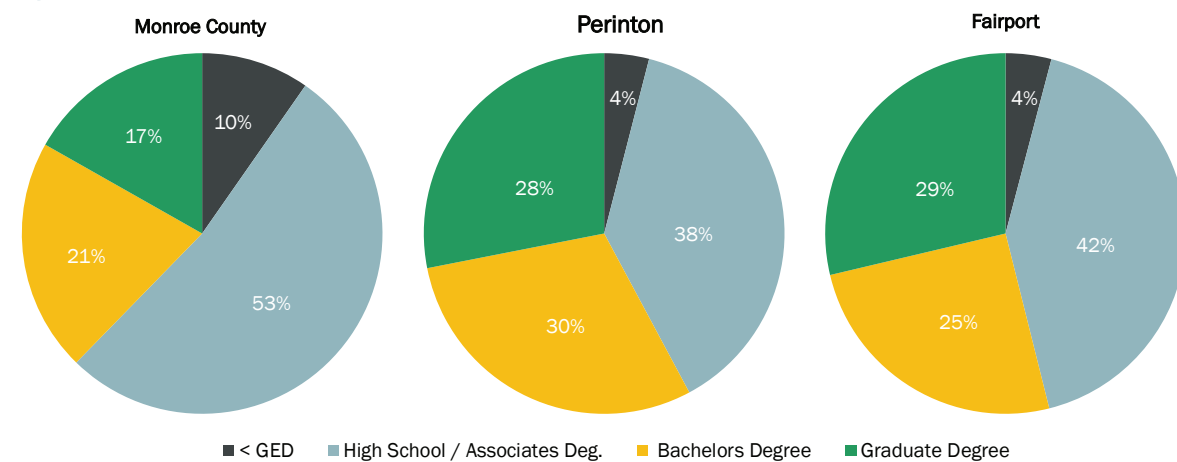
Source: ESRI, Urban Advisors

Educational Attainment

Education statistics may be used by policy makers to determine the types of policies and services that will be needed in the short- and long-term. Education is also closely related to income and the education level of a community is an important economic and health indicator in the following ways: (1) an educated population is an attractive feature to businesses looking for a qualified workforce, (2) a better educated population can more easily adapt to changing economic environments and employment needs, and (3) highly educated populations are healthier and live longer.³ Studies also suggest that education is correlated with better health outcomes and quality of life. People with higher educational attainment have shown less anxiety and depression and are less likely to have serious health conditions.⁴

Of Fairport residents, about 54 percent have a college degree (bachelors or graduate degree), which is significantly higher than Monroe county (38%). For Perinton residents, the proportion with a college degree is nearly 58 percent, putting the town among the most educated places in the US.

Figure 11 Education, 2018



³ "Educational Attainment and Adult Mortality in the United States: A Systematic Analysis of Functional Form," *Demography* 49, no. 1 (2012)

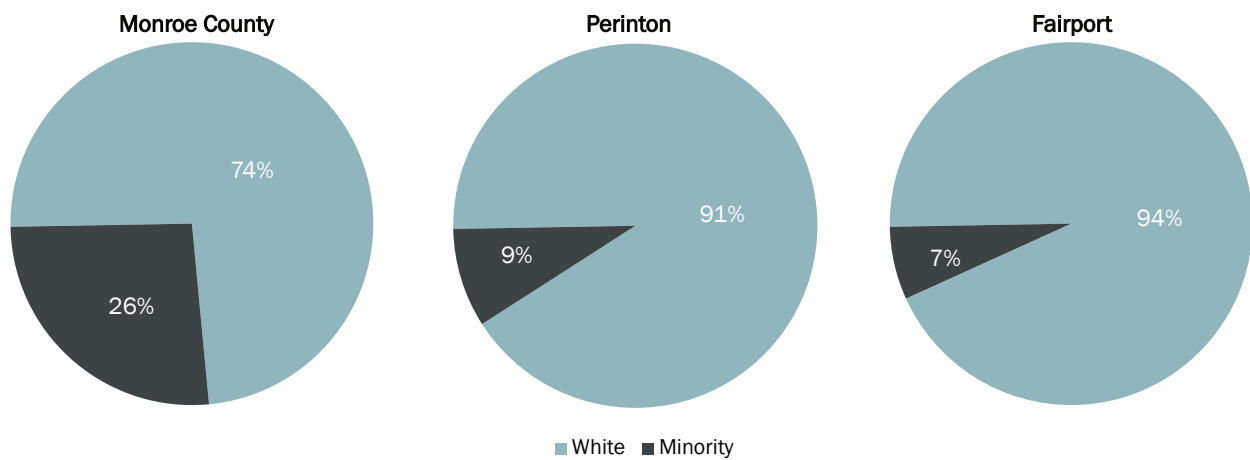
⁴ "The Effects of Education on Health," *National Bureau of Economic Research*

Race and Ethnicity

Tracking the diversity of a community is a useful way to understand the shifting make-up of race and ethnicity. As the region and the nation become more diverse, so will the preferences and needs of the population. It will be important to consider how future economic policies can help meet the needs of a dynamic population and continue to attract talented and creative people. Figure 9 summarizes the racial/ethnic composition of the village, relative to the region.

The minority population in the Village of Fairport makes up approximately seven percent of the total population, compared to nine percent in Perinton and 26% in Monroe County. The Hispanic population in Fairport is about 3.5%, compared to 3.3% in Perinton and 9.6% in Monroe County.

Figure 12 Ethnicity, 2020



Source: US Census, ESRI & Infogroup, & Urban Advisors

MARKET AND ECONOMIC CHARACTERISTICS

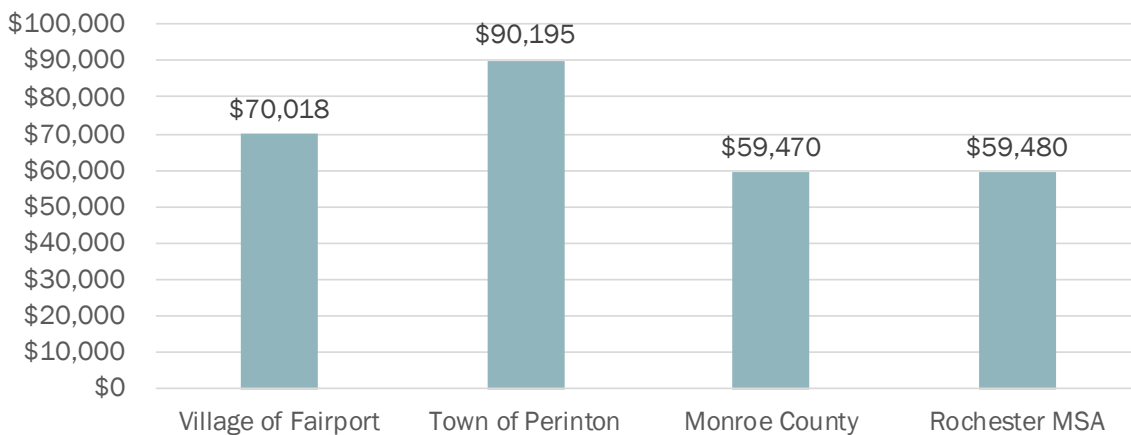
This section provides an analysis of economic conditions within the Village of Fairport relative to the Town of Perinton, Monroe County, the Rochester MSA, and national trends.

Income

Household and Per Capita income are key economic indicators, as changes in both personal and household income can reflect economic growth or decline in an area. Comparisons between the village and surrounding areas can also help decision makers understand the economic well-being of a community and whether the regional economy adequately supports residents. Income is just one measure of a community's economic well-being.

The 2020 median household income in the Village of Fairport was \$70,018, higher than Monroe County (\$59,470) and the Rochester MSA (\$59,480), but significantly lower than the median household income for the Town of Perinton (\$90,195).

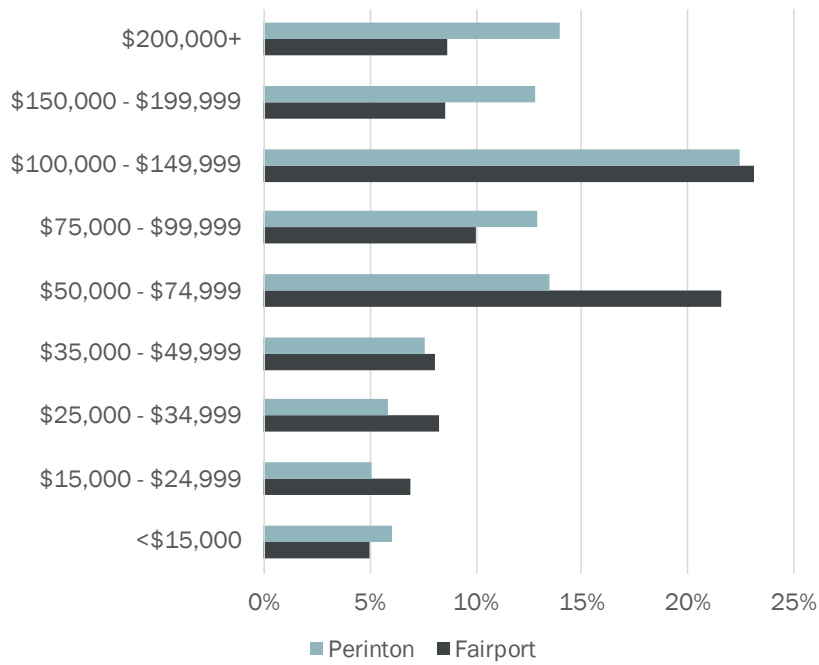
Figure 13 Median Household Income, 2020



Source: ESRI, 2020

Figure 14 shows the distribution of income for households in Fairport and Perinton. The largest proportion (about 23%) of households in Fairport earn between \$100,000 and \$149,000. The second largest proportion of households (22%) earns between \$50,000 and \$74,000.

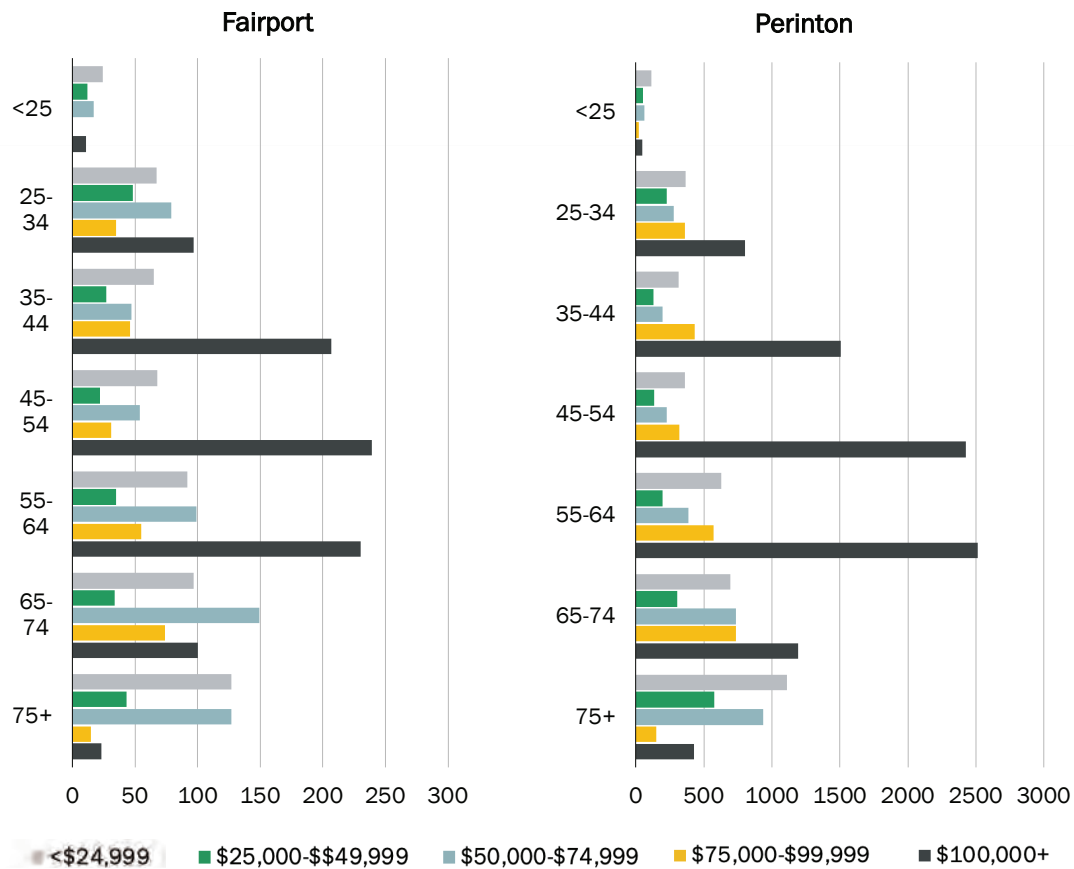
Figure 14 Households by Income, 2020, Fairport and Perinton



Source: ESRI, US Census Bureau, Highland Planning

Figure 15 shows the distribution of household income by age group in Fairport and Perinton. It is notable that Fairport and Perinton have large proportions of households earning higher incomes (over \$100,000) in *all* age groups.

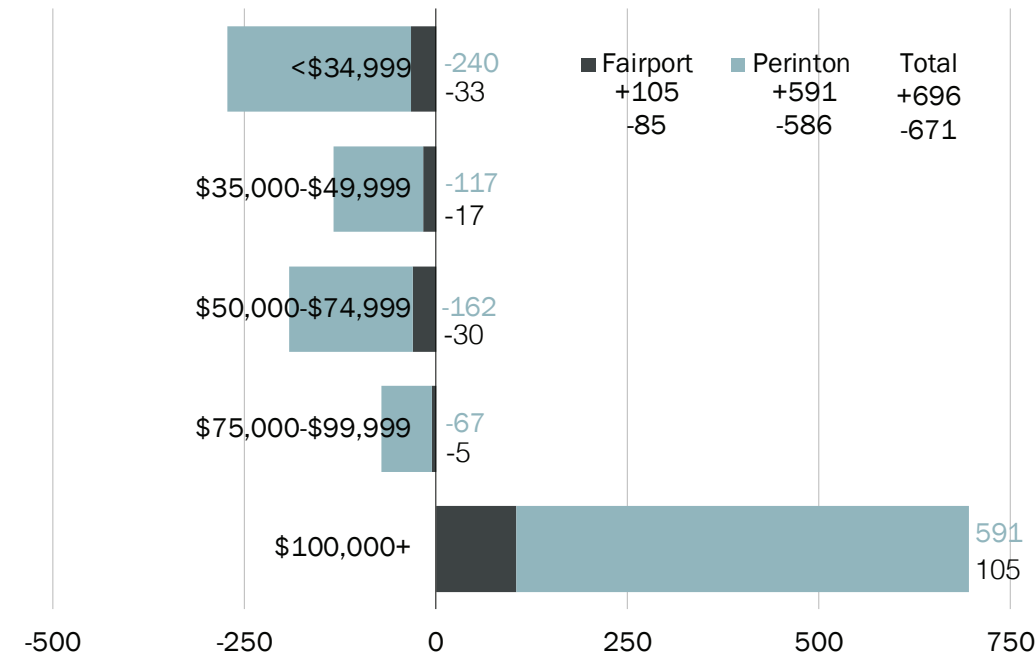
Figure 15 Household Income by Age, 2020



Source: Urban Advisors

Figure 16 shows the projected growth in the number of households, categorized by household income, through 2025. Projections through 2025 show that the biggest shifts in income over the next five years will be an increase in the share of households earning \$100,000 or more in all age groups. This suggests that households earning middle and lower incomes are projected to decrease in the village over the next five years. An increase in higher income households within all age groups may have larger implications for the local real estate market, by putting pressure on the existing supply (i.e. adaptive reuse/rehab) or encouraging more intense development of existing (i.e. “scrape-offs”). Maintaining economic diversity may require proactive economic development policies to prevent gentrification and displacement, while ensuring there are housing opportunities for households in lower income segments.

Figure 16 Projected Number of Households by Household Income, 2020-2025



Source: ESRI & Infogroup, & Urban Advisors

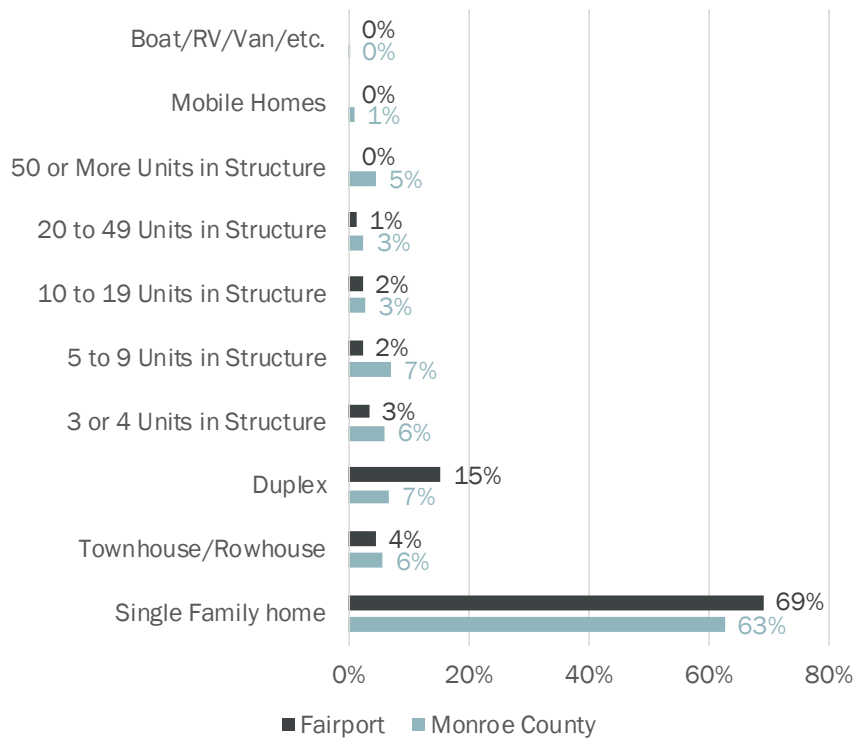
Note: Horizontal axis represents number of households

Housing Characteristics

Housing characteristics and trends are important to understand when developing economic development strategies and policies to address the community's future needs for senior housing, rental housing, or affordable housing. This section describes the total number of housing units, tenure, housing values, and other trends associated with housing in the village.

In 2020, there were an estimated 2,586 housing units in the Village of Fairport, of which about 67% are owner-occupied. Figure 17 shows the breakdown of housing units by type in the Village of Fairport and Monroe County. Almost 70% of housing units in Fairport are detached single-family homes, compared to 63% county-wide. Duplexes make up a larger share of the housing stock in Fairport (15%) than the county as a whole (7%), while structures with more than three units make up a small share of the housing stock in Fairport than county-wide. In general, Fairport has fewer multi-family housing options than the county as a whole.

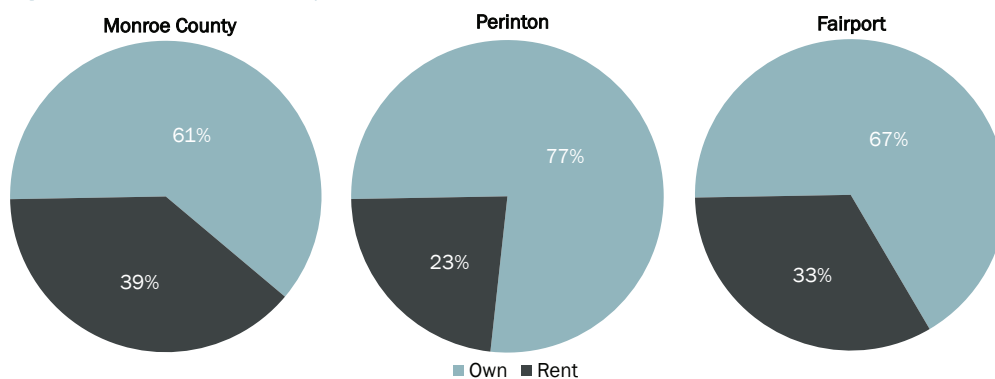
Figure 17 Housing Units by Type, 2020



Source: ESRI, Highland Planning

Figure 18 shows housing tenure (home-owners relative to renters). Fairport and Perinton both have a higher proportion of units that are owner-occupied than the county as a whole. In Perinton, about 77% of housing units are owner-occupied, compared to 67% in Fairport and 61% county-wide.

Figure 18 Home Ownership, 2020

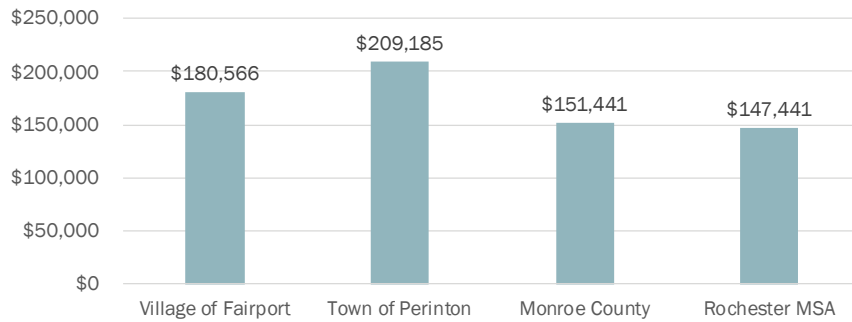


Source: US Census, ESRI & Infogroup, & Urban Advisors

Figure 19 shows the median home value in 2020. The median home value in the Village of Fairport was \$180,566, which is higher than Monroe County (\$151,441) and the metropolitan region (\$147,441), but lower than the median for the Town of Perinton (\$209,185). Figure 20 shows the distribution of home value in Fairport, Perinton and Monroe County. The largest proportion of

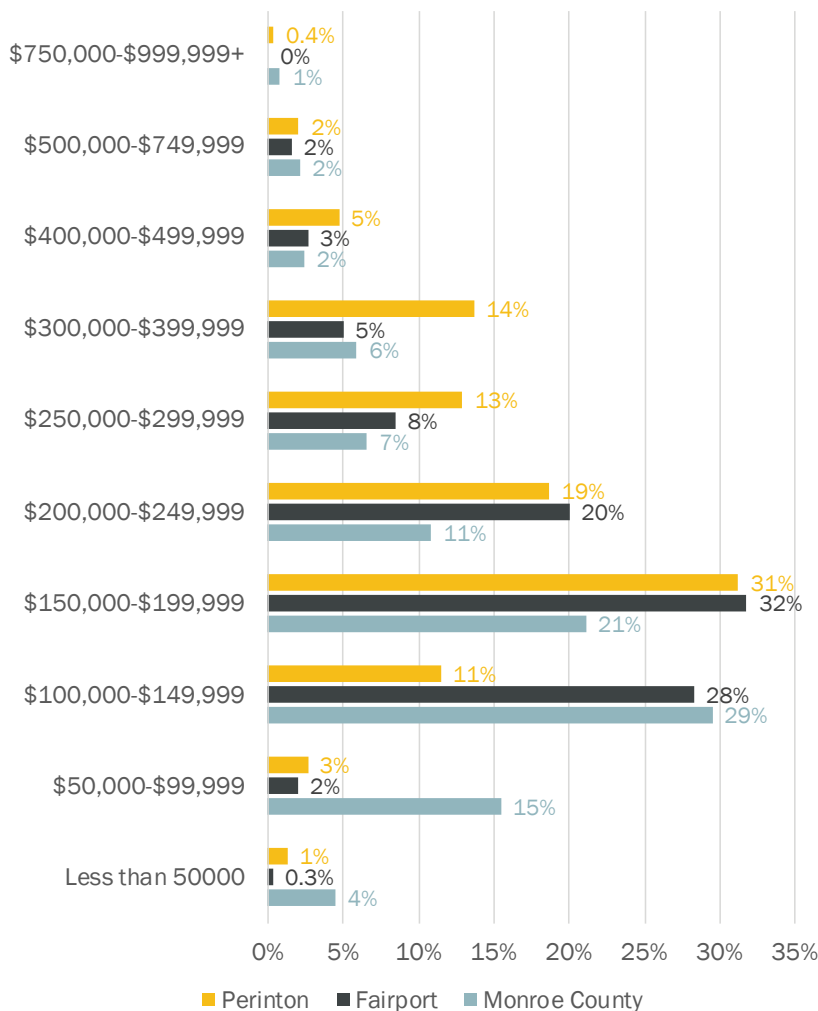
homes in Fairport fall into the \$100k to \$200k range, while Perinton includes a larger proportion of homes with higher values (above \$250k) and Monroe County includes a higher proportion of lower value homes (i.e. below \$100k).

Figure 19 Median Home Value, 2020



Source: ESRI, 2020

Figure 20 Home Value Distribution, 2020

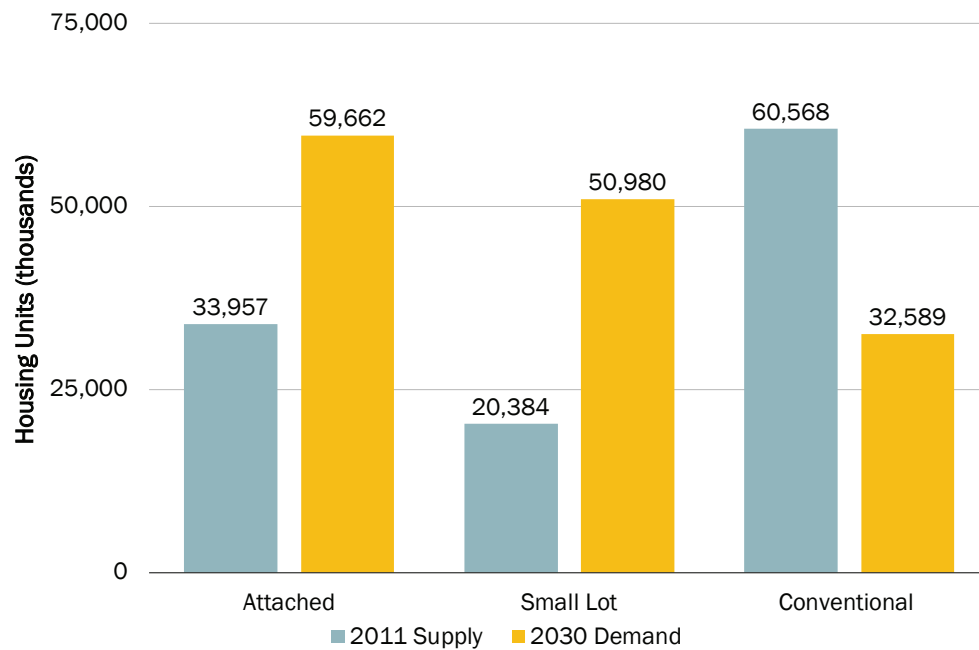


Source: ESRI, Highland Planning

As households age, their housing needs and preferences change. From 1990 to 2010, about 77 percent of the market was in its “peak” home owning phase of life. From 2010 to 2030, 74 percent will be interested in downsizing.

The US market for housing is already inefficient, having built far more conventional single-family houses than other products the market would have preferred. A 2011 owner survey and analysis of US housing stock found that while 25 percent of homeowners preferred large, conventional lots, 52 percent of the market was allocated to those products instead of small lot housing and multifamily units. Comparing the existing (2011) housing stock to the projected 2030 demand by life-mode, we anticipate an oversupply of conventional, large lot single family houses and a demand for small lot houses (less than 1/6 acre- as built in historic town neighborhoods) and apartments.⁵

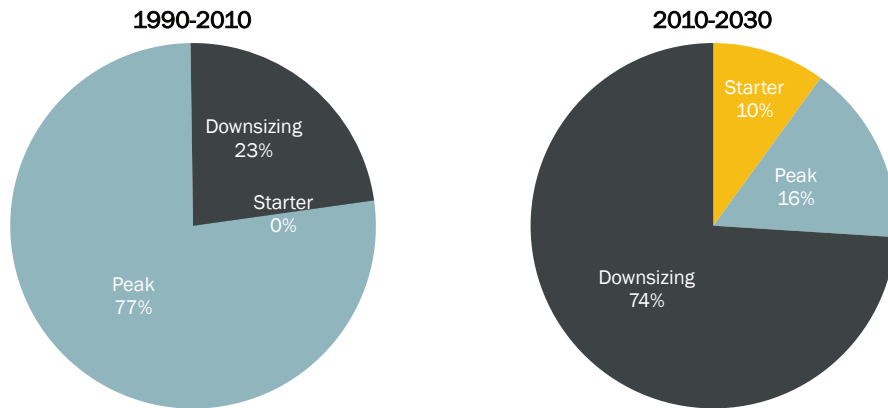
Figure 21 2011 Housing Supply vs 2030 Housing Demand, United States



Source: Arthur C. Nelson, *Reshaping Metropolitan America* (2013)

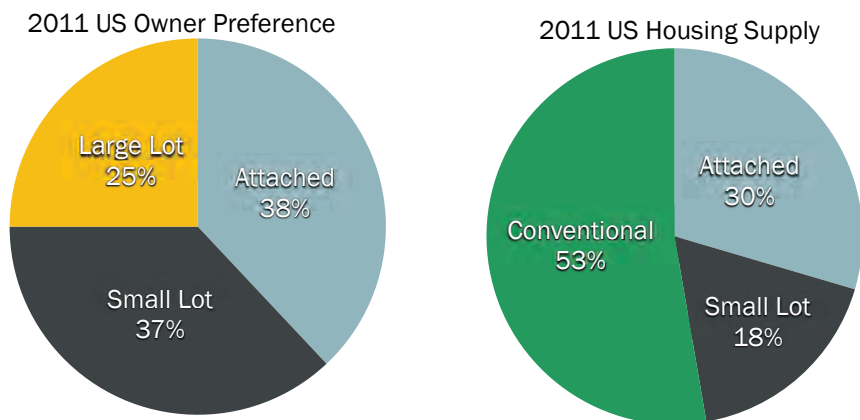
⁵ “Reshaping Metropolitan America” by Arthur C. Nelson (2013)

Figure 22 Market Share of Householders, 1990—2030, United States



Source: Arthur C. Nelson, *Reshaping Metropolitan America* (2013)

Figure 23 Housing Preference vs Housing Supply, 2011, United States



Source: Arthur C. Nelson, *Reshaping Metropolitan America* (2013)

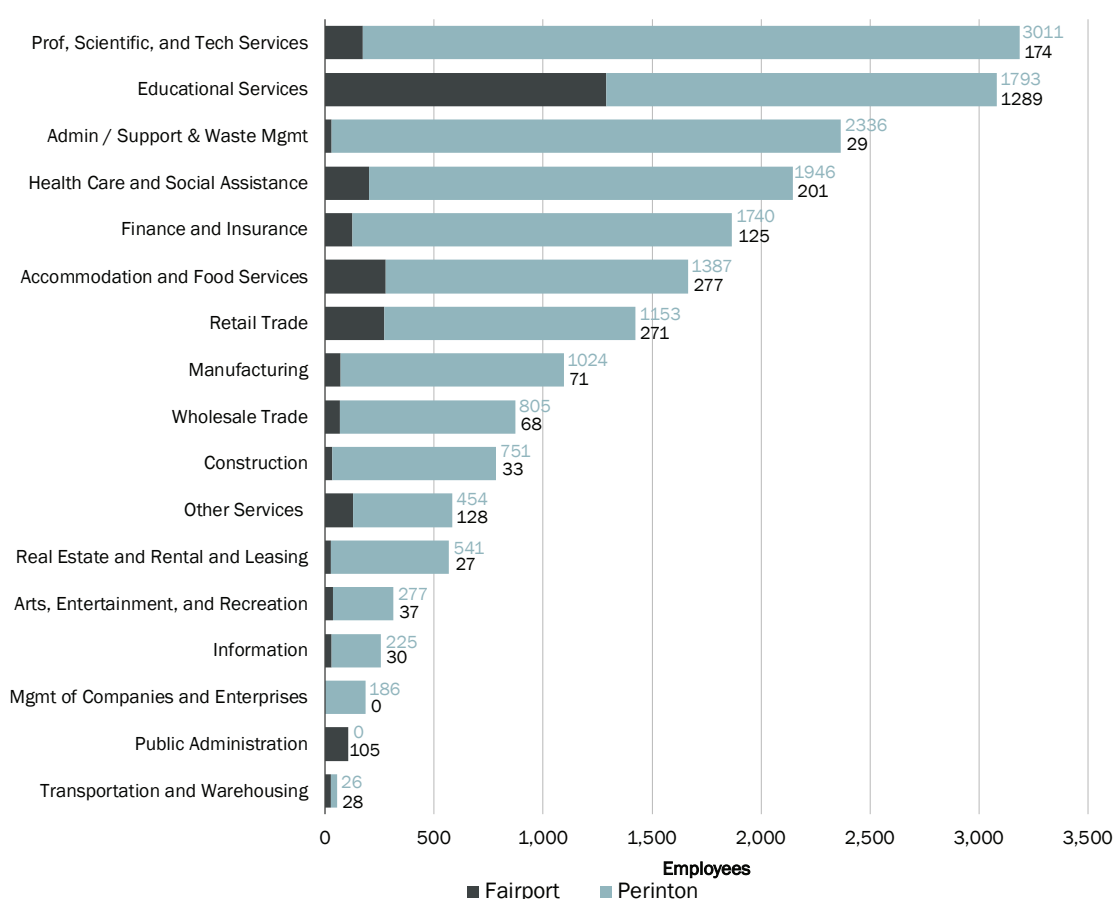
Employment

While many factors influence growth and change in a community, employment can have a significant impact on the local economy and quality of life. Understanding which industries and businesses provide the largest proportion of jobs in the larger region and the village can help better understand community's dependence on certain industries or companies. Many factors that influence change in a community come from outside forces, such as regional, state, and national trends. Likewise, regional and national economic trends can be less visible or less direct than local trends, but they have a significant impact on the economic activity in smaller geographies like the Village of Fairport. While national trends cannot be applied directly to a small area like a village, we can extract meaningful information to help provide context about the type of employment in the

community and how that may affect future planning. A closely related factor is commuting patterns and the proportion of residents who live and work in a particular geography, such as the village.

There were an estimated 2,858 employees (population over 16 years) working in the Village of Fairport in 2020, with a 9.7 percent unemployment rate. Figure 24 shows the industries that employ the largest proportion of village employees. Education Services dominates employment in Fairport. It is important to note that the village is home to the school district administrative offices, which claims employees who actually work outside the village. The Village of Fairport holds over 40 percent of Education sector jobs in the town of Perinton. Although Professional, Scientific and Technical Services are the largest employment category in Perinton, only 5 percent of those jobs are in Fairport.

Figure 24 Employment by Industry, 2017, Village of Fairport and Town of Perinton

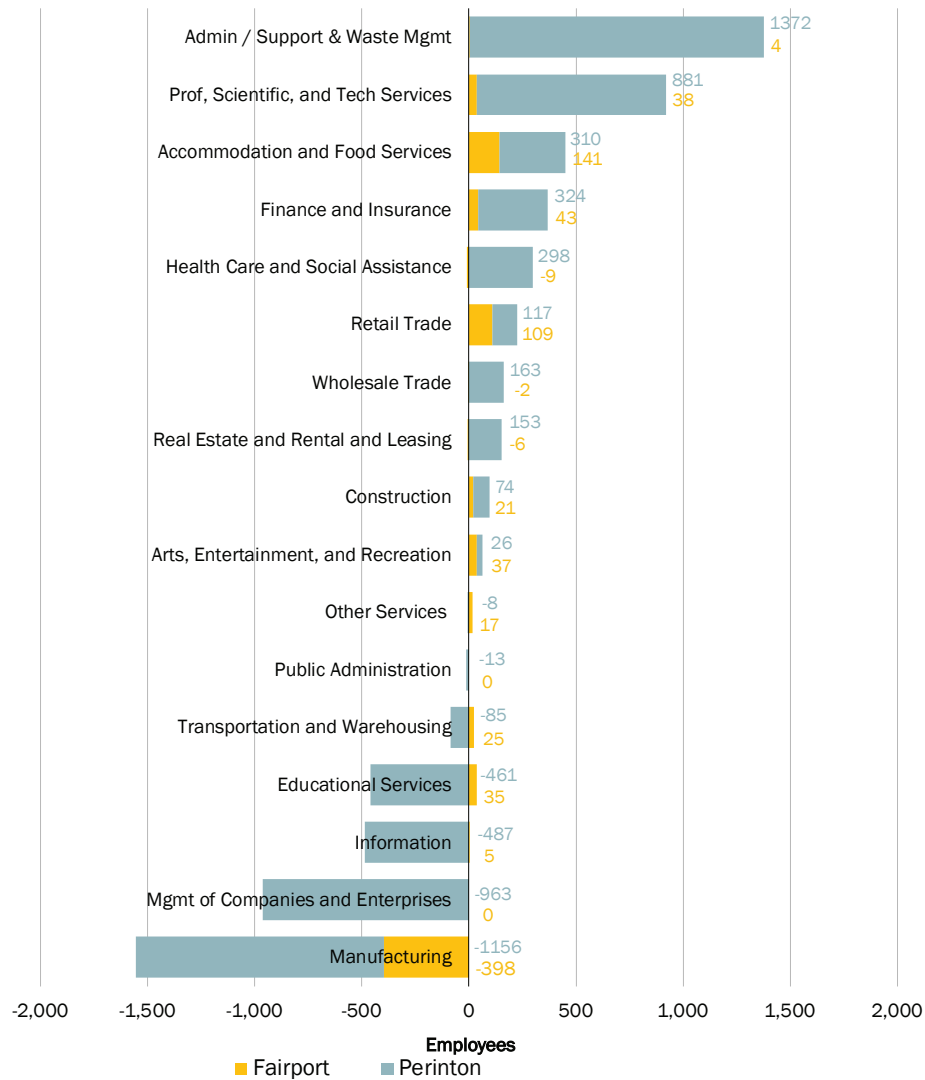


Source: U.S. Census Bureau, LEHD Origin-Destination Employment Statistics & Urban Advisors

The 2007-2017 period saw a contraction in Manufacturing employment in both Fairport and Perinton (refer Figure 25). Fairport lost almost 400 Manufacturing jobs between that period. Perinton also lost jobs in Management of Companies and Enterprises. Nonetheless, Fairport

observed a small growth in Accommodation & Food Services and Retail Trade. Perinton added jobs in Administration and Support & Waste Management and Professional, Scientific and Technical Services.

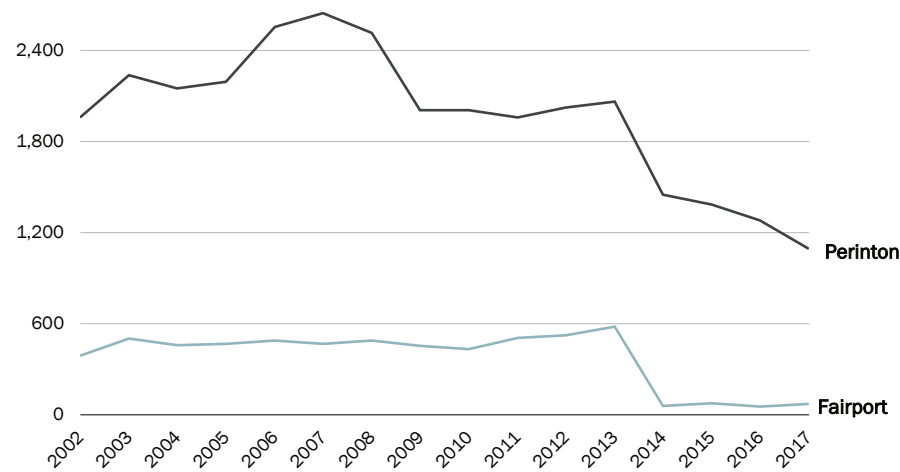
Figure 25 Change in Employment, 2007-2017, Fairport and Perinton



Source: U.S. Census Bureau, LEHD Origin-Destination Employment Statistics & Urban Advisors

Perinton has experienced a longer, slower decline in Manufacturing industry with noticeable events in 2007 and 2013. The 2013 event appears to be the same as in Fairport where the data suggest a closure shifted the industry.

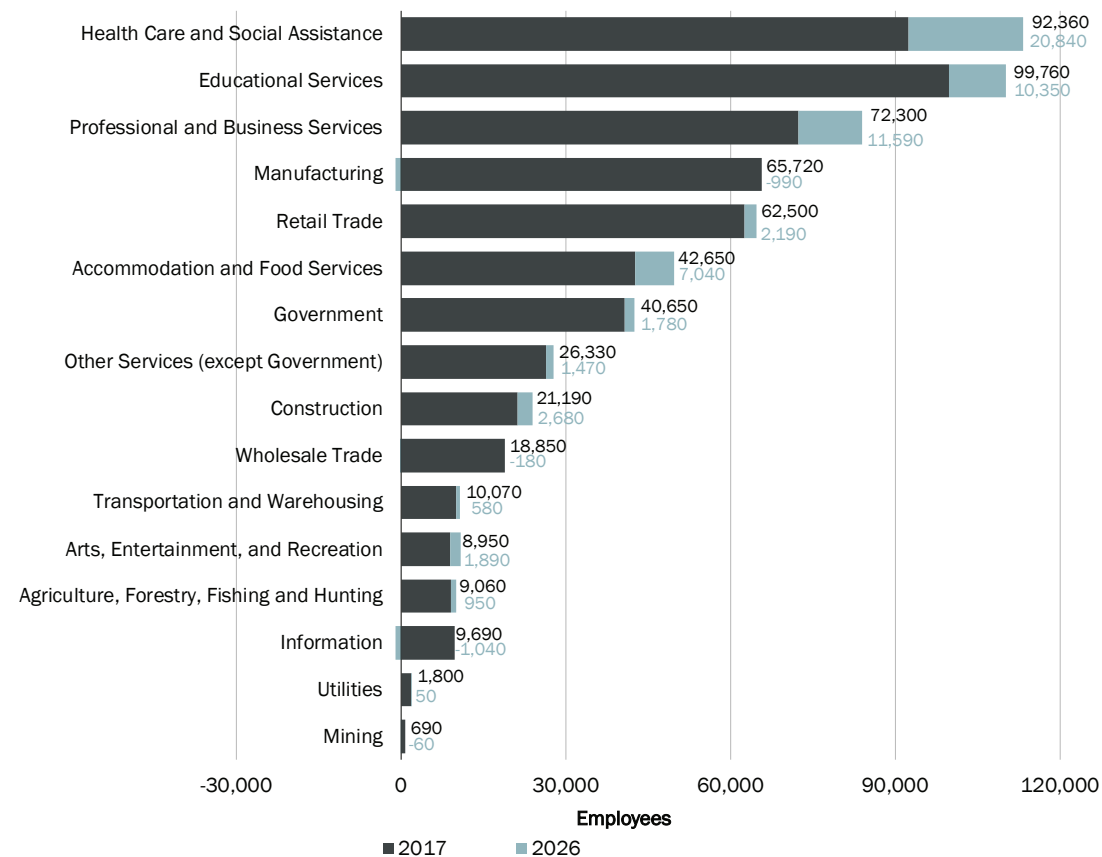
Figure 26 Manufacturing Employment, 2002-2017, Fairport and Perinton



Source: U.S. Census Bureau, OnTheMap and LEHD Employment Statistics, & Urban Advisors

In the Finger Lakes region, Healthcare, Education, and Professional & Business Services are the largest employment categories and also are projected to show the greatest growth.

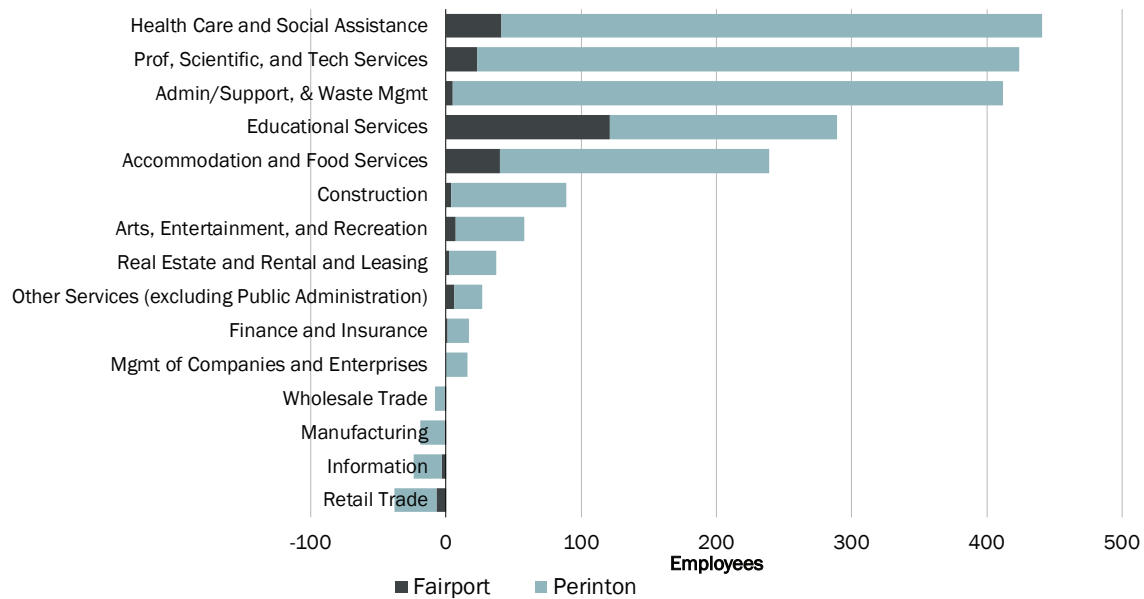
Figure 27 Employment by Industry, 2017-2026, Finger Lakes Region



Source: New York State Department of Labor & Urban Advisors

Based on the strengths in growing sectors, Fairport is expected to primarily attract jobs in Education and Accommodation and Food Services, as well as in Health Care that is growing quickly nationally. Whereas the rest of Perinton is expected to see strong growth in Professional Services, and Administration. There may be opportunities for Fairport to capture a larger than projected share of growth in the town as a whole.

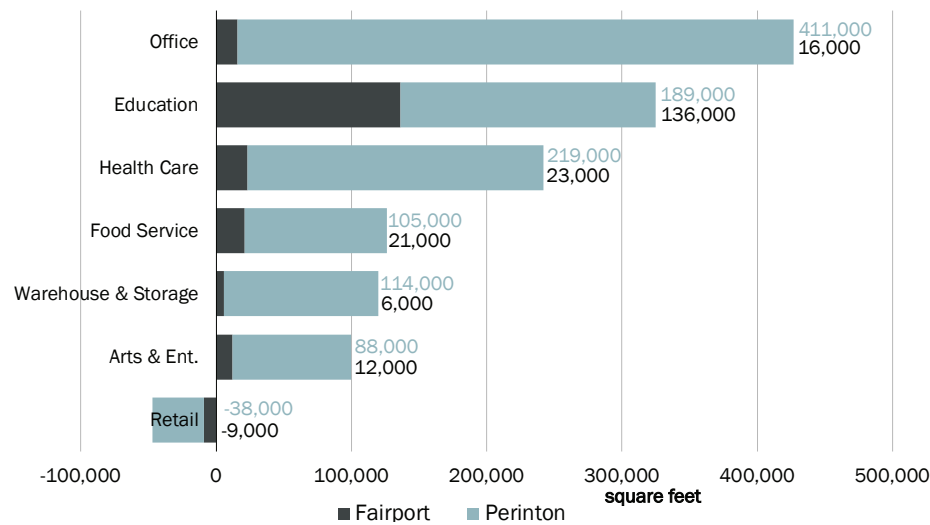
Figure 28 Projected Change in Employment, 2017-2026, Fairport and Perinton



Source: U.S. Census Bureau, LEHD Origin-Destination Employment Statistics, NYS Dept Labor & Urban Advisors

Reflecting the current concentration of Education employment in Fairport, the largest demand for space is projected in this category. Both Perinton and Fairport may see a reduced demand for retail space. Over the next decade there is a projected demand for office space in Perinton of over 500,000 square feet. Much of the office space is likely to be for the Scientific, Professional and Technical sector.

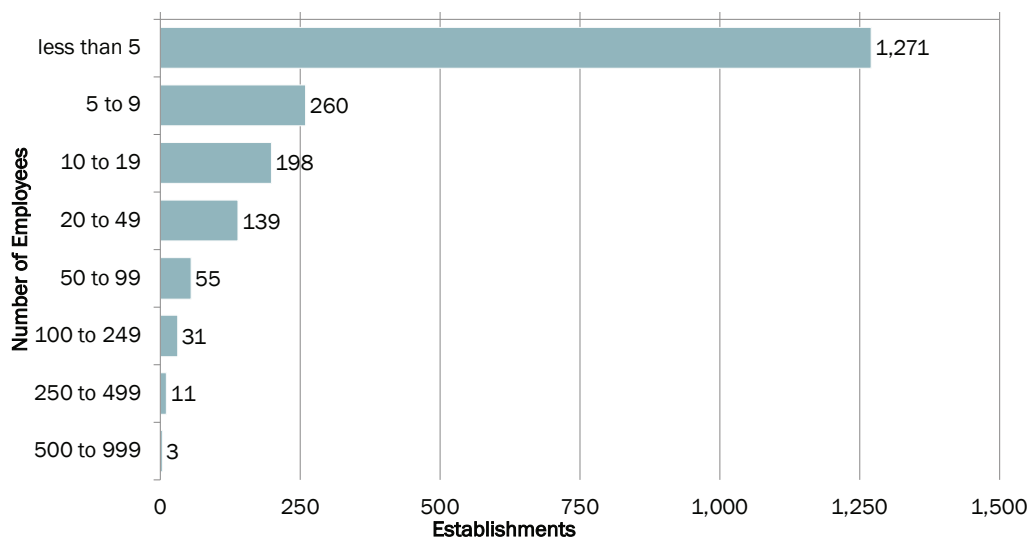
Figure 29 Net Demand for Employment Space, 2017-2026, Fairport and Perinton



Source: U.S. Census Bureau, LEHD Origin-Destination Employment Statistics, NYS Dept Labor, US Energy Information Administration 2012 & Urban Advisors

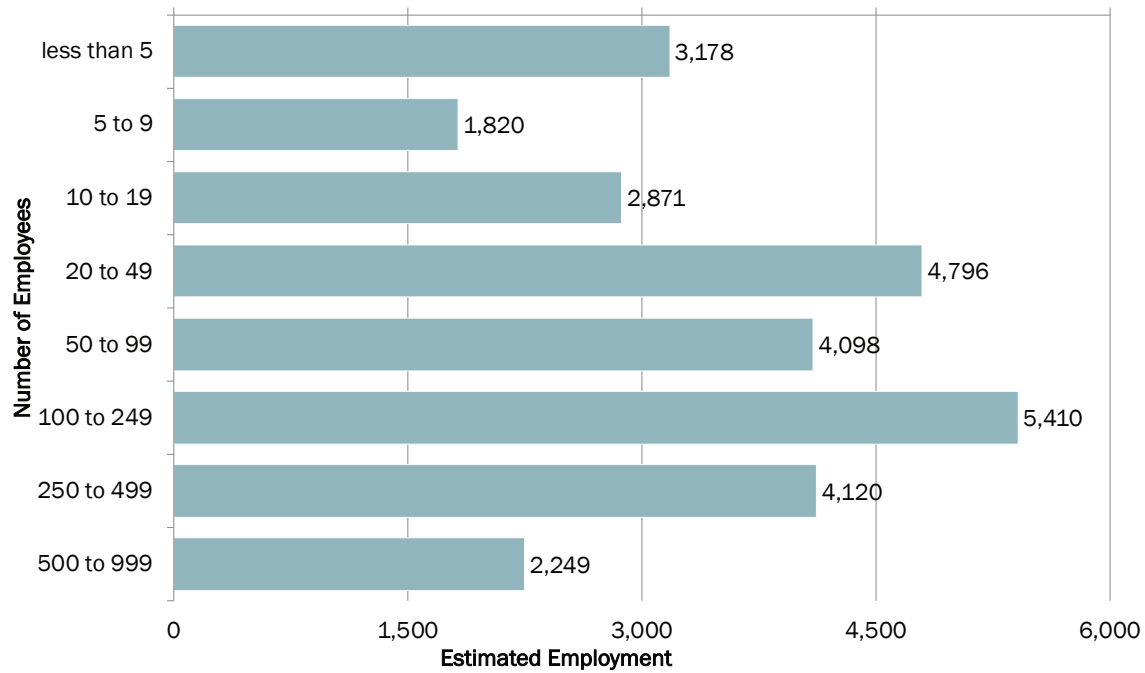
In Monroe County, there are numerous smaller firms in addition to a few large ones. Using the average of the size ranges, the number of employees in each establishment range was estimated. This estimate suggests that there is a relatively even spread of workers in a range of establishment sizes. Small firms are estimated to significantly contribute to the total employment of the Scientific, Professional and Technical sector.

Figure 30 Professional, Scientific and Technical Estimated Establishments by Number, 2018, Monroe County



Source: U.S. Census Bureau, County Business Patterns & Urban Advisors

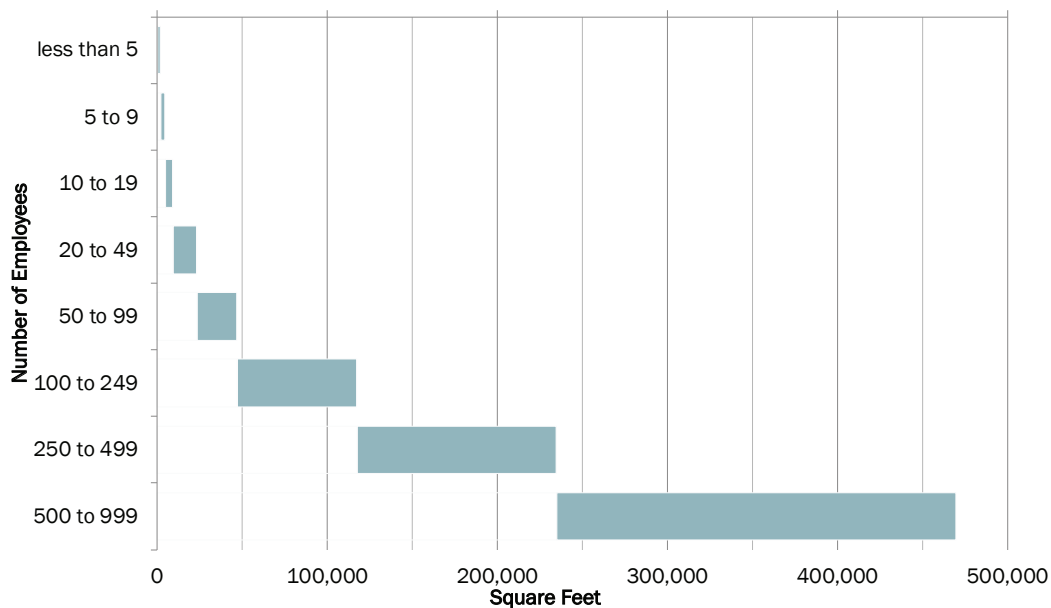
Figure 31 Professional, Scientific and Technical Estimated Employment by Establishment Number of Employees, 2018, Monroe County



Source: U.S. Census Bureau, County Business Patterns & Urban Advisors

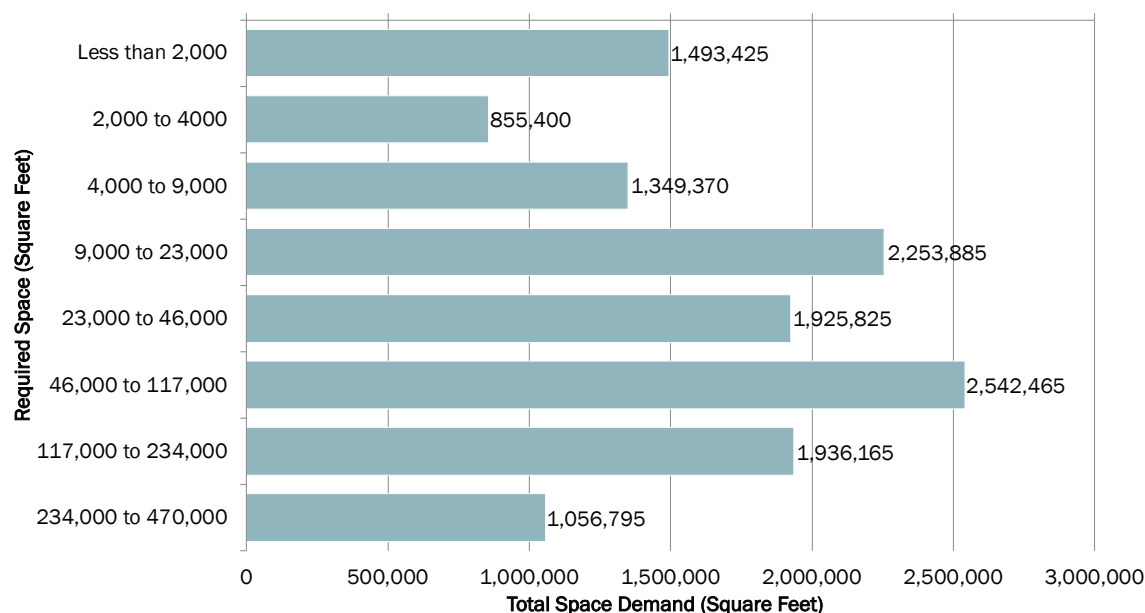
Large establishments need lots of space. They are the big fish that development pays close attention to. But the volume of space required is balanced across a range.

Figure 32 Estimated Required Office Space per Establishment



Source: U.S. US Energy Information Administration 2012 & Urban Advisors

Figure 33 Estimated Required Space per Professional, Scientific and Technical Establishment



Source: U.S. US Energy Information Administration 2012 & Urban Advisors

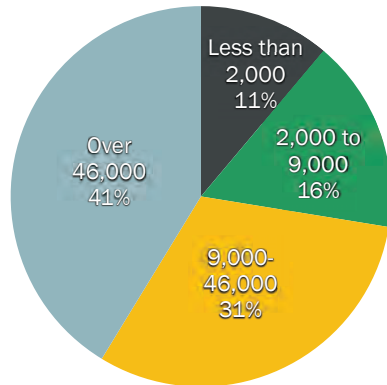
Fully 11 percent of space for Scientific, Professional and Technical firms are likely to be in spaces that are less than 2,000 square feet and 16 percent in spaces that are 2,000 to 9,000 square feet. This is a market where Fairport can compete without requiring large new buildings. Because of the existing building stock, Fairport can compete for employment uses that require spaces of less than 2,000 square feet, and spaces between 2,000 and 9,000 square feet. While larger firms are often attracted to suburban office parks, smaller firms are typically attracted to quality spaces in a community with unique amenities. Small spaces, including storefronts, are suitable for small-scale manufacturing uses.

Small-scale manufacturing is an umbrella term that refers to all types of small businesses that produce tangible goods. This includes textiles, hardware, woodworking, metalworking, and 3Dprinting. It also includes hardware prototyping, consumer product design and prototyping, breweries and distilleries, and local food production and packaging. The businesses may be consumer-facing or provide products to other businesses and often have 1-30 employees.⁶

According to Smart Growth America, small-scale manufacturing is emerging as an innovative strategy for downtown revitalization. Small-scale manufacturers draw foot traffic and help fill retail spaces that are difficult to lease or are vacant. Proprietors of small-scale manufacturing businesses often become powerful “brand ambassadors” for their communities.

⁶ *Made in Place: Small-Scale Manufacturing and Neighborhood Revitalization*, Smart Growth America

Figure 34 Estimated Demand for Prof. Sci. and Tech. Office Space by Establishment Required Space



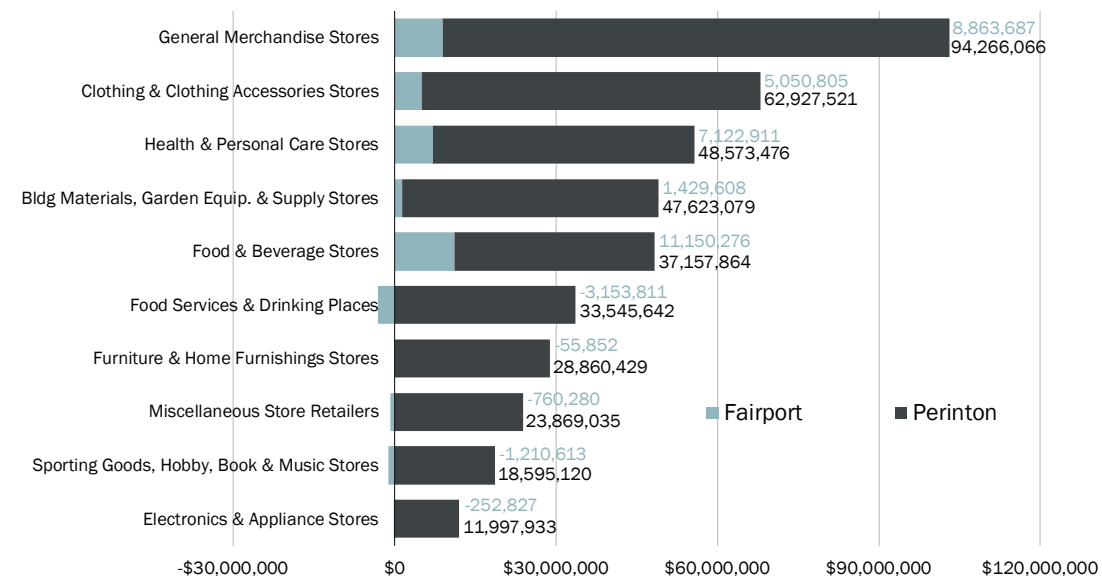
Source: US Census, County Business Patterns, US Energy Information Administration 2012 & Urban Advisors

Retail

Both Fairport and Perinton are losing retail sales in General Merchandise, Clothing and Apparel, and Building Materials to other places. With strong attractors like East View Mall and concentrations of shopping centers nearby, it may be difficult to recover these sales although the experience of a main street setting could help small businesses compete. Other categories “leaking” sales to other places include Food Stores and Health and Personal Care. These may be opportunities to provide more convenient options.

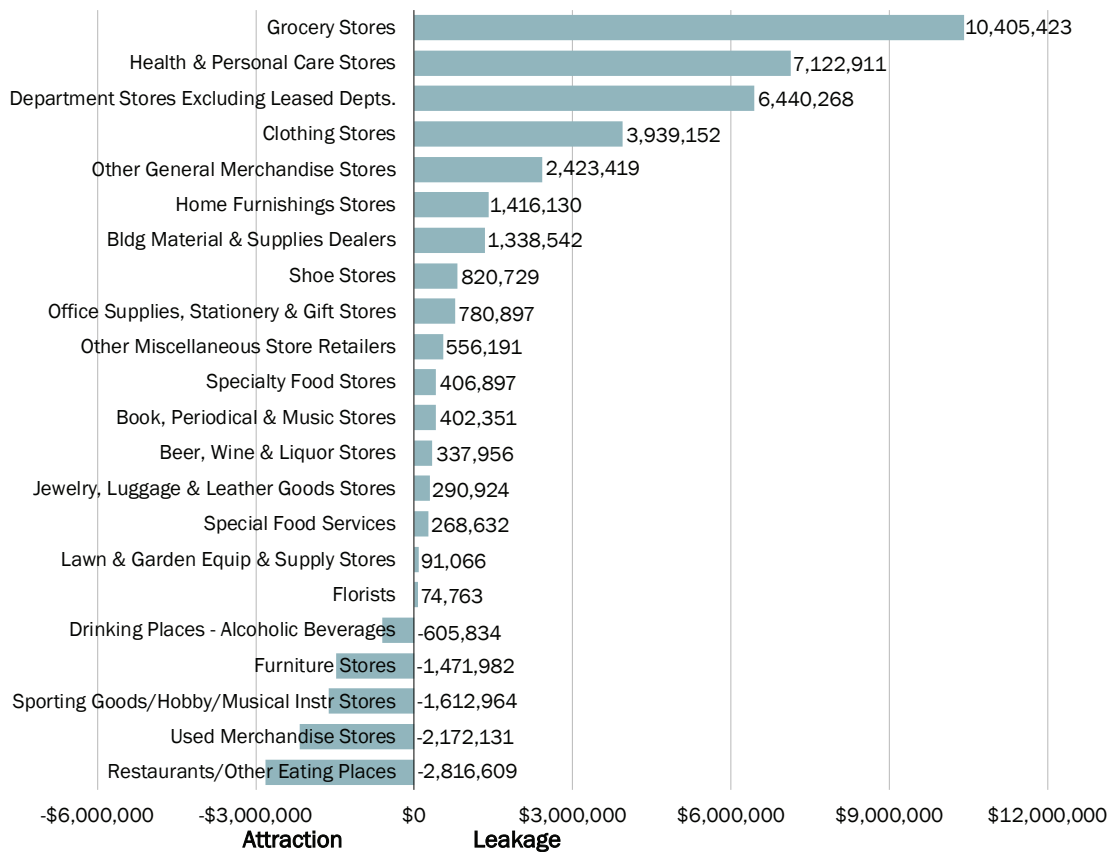
Fairport is an attractor of Food Service and Drinking establishments and may be able to extend its reach as the Perinton area still has excess spending capacity in this category that goes other places.

Figure 35 Retail Gap (Demand-Supply), Fairport and Perinton



Source: ESRI & Urban Advisors

Figure 36 Retail Gap (Retail Demand less Retail Supply), 2020, Village of Fairport



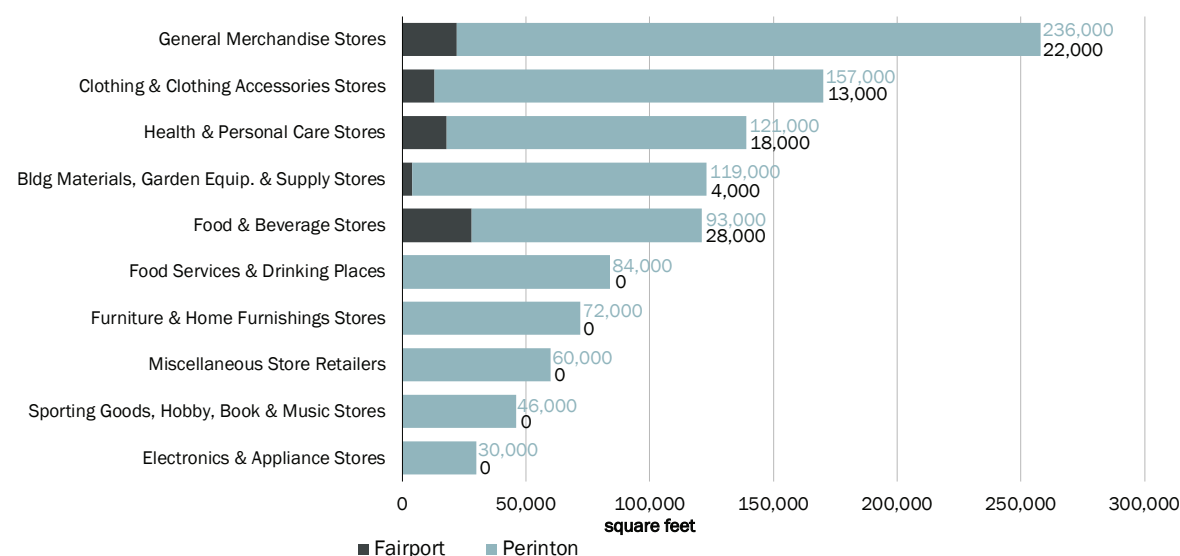
Source: ESRI & Infogroup, & Urban Advisors

Figure 37 Retail Demand Gap (Square Feet), 2020, Village of Fairport



Source: ESRI & Infogroup, & Urban Advisors

Figure 38 Retail Leakage (Support by Square Feet), 2020, Fairport and Perinton



Source: ESRI & Urban Advisors

Tapestry Segments

Households in the US have a unique mix of preferences, tastes, styles, and traits. They buy a mix of goods from a variety of stores, work in a mix of different occupations, and spend their free time in different ways. These varying household characteristics can make it difficult to properly identify the types of economic development projects or commercial development that best suits a community. Retailers, developers, site selectors, and businesses often use “market segmentation” to better understand preferences within the market. Market segmentation is based on the concept that households with similar demographic characteristics, brand preferences, and economic positions will tend to live in neighborhoods with others who share these traits.

ESRI developed the Tapestry Segmentation System to classify US neighborhoods based on socio-economic and demographic characteristics. Businesses use market segmentation to understand their customers’ lifestyle choices, purchasing preferences, and how they spend their free time, to better position themselves within local markets.

Figure 39 shows the most prevalent Tapestry Segments in Fairport relative to the US as a whole. Fairport contains a higher proportion of Comfortable Empty Nesters (30%), Old and Newcomers (16%) and In Style (16%) than the national average. These segments include older households with higher than average incomes, renters, affluent professionals. Appendix A includes more detailed descriptions of these Tapestry Segments.

Figure 39 Tapestry Segments

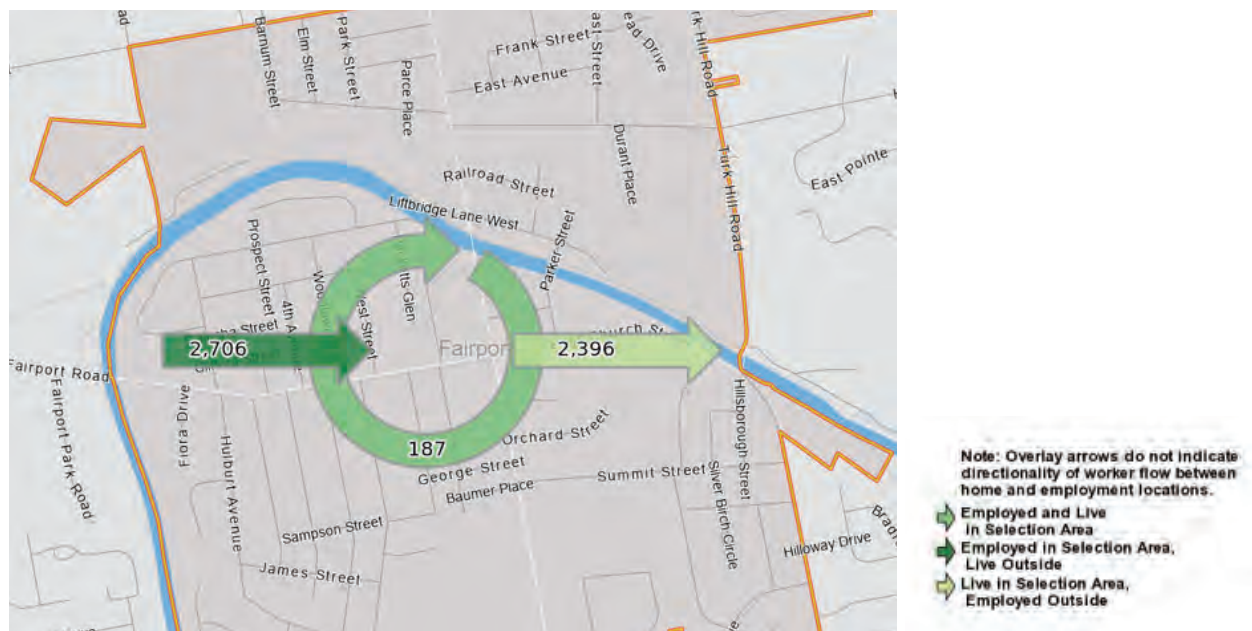
Tapestry Segment	Households	
	Fairport	US
Comfortable Empty Nester	30%	2%
Old and Newcomers	16%	2%
In Style	16%	2%
Emerald City	12%	1%
Rustbelt Traditions	12%	2%

Source: ESRI

Commuting Patterns

Commuting patterns play an important role in the dynamics of transportation, growth and economic development in a community. Figure 40 illustrates commuting patterns (from 2017) in and out of Fairport, showing that about 2,706 people lived outside the village and traveled into the village for work, about 2,396 village residents worked elsewhere, and just 187 workers lived and worked in the village. While there are numerous benefits to having non-resident jobs in the community, this commuting pattern does suggest that creating job opportunities in the community may not necessarily translate into jobs for residents unless there is an effort to attract those employees to the village to live. There is no rule of thumb for percentage of residents who live and work in a particular place. But we note that there may be opportunities to increase the proportion of workers who live and work in the village by attracting some of the 2,706 workers who commute to the village from elsewhere.

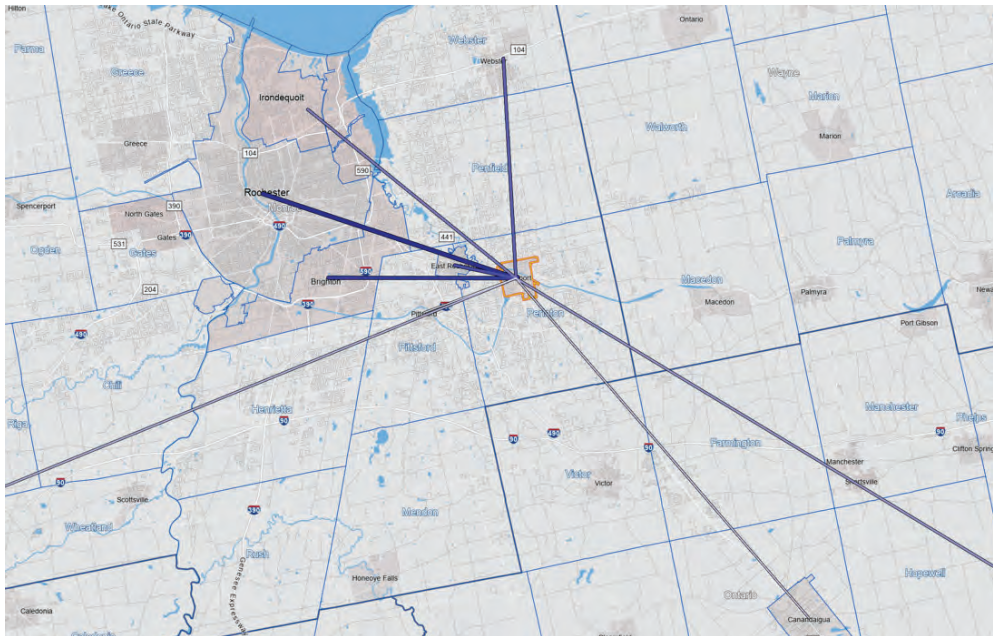
Figure 40 Commuting Patterns, 2017, Village of Fairport



Source: U.S. Census Bureau, OnTheMap and LEHD Origin-Destination Employment Statistics, & Urban Advisors

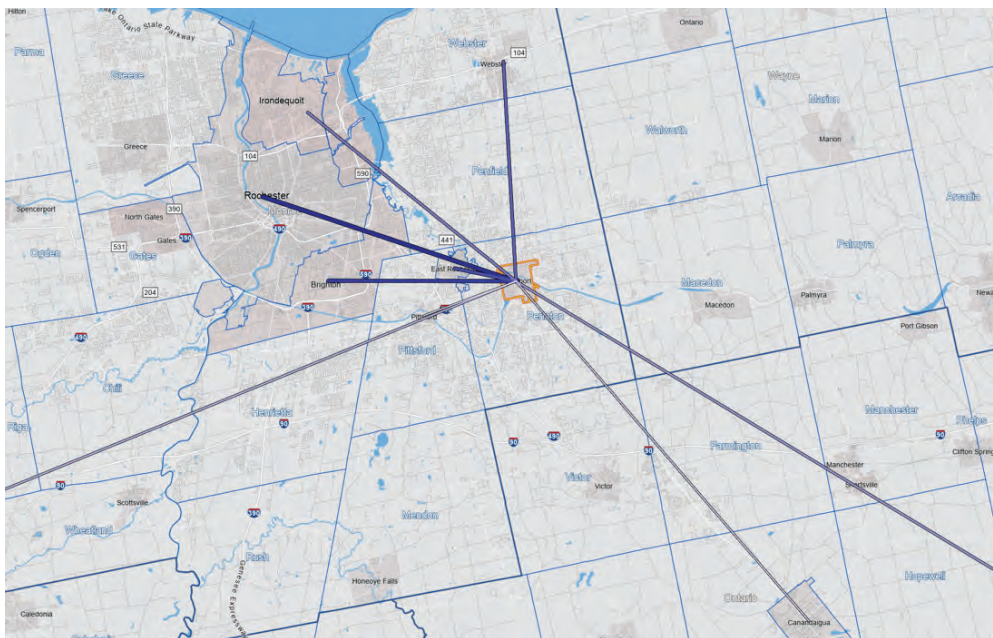
Figure 41 and Figure 42 show how far Fairport workers travel and where they commute from, illustrating that inbound and outbound workers are coming from and going to similar destinations, including the downtown Rochester, Brighton, Webster, and Irondequoit.

Figure 41 In-Bound Commuters, 2017, Village of Fairport



Source: U.S. Census Bureau, OnTheMap and LEHD Origin-Destination Employment Statistics, & Urban Advisors

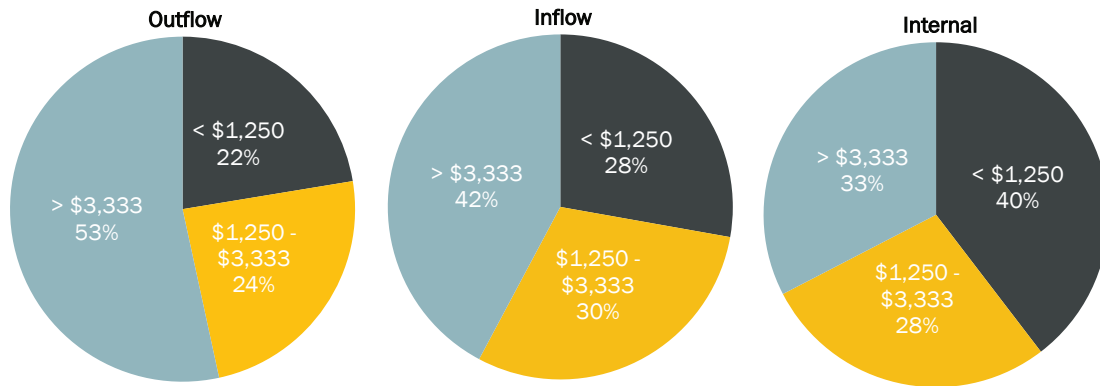
Figure 42 Out-Bound Commuters, 2017, Village of Fairport



Source: U.S. Census Bureau, OnTheMap and LEHD Origin-Destination Employment Statistics, & Urban Advisors

While the inbound and outbound commuting worker profiles appear to have relatively similar income levels (Figure 43), outbound commuters have generally higher incomes than inbound commuters. In addition, 40% of workers who live and work in Fairport are in the lowest income category, relative commuters (i.e. below a \$1,250 monthly income).

Figure 43 Jobs by Monthly Income Level, 2017, Village of Fairport



Source: U.S. Census Bureau, OnTheMap and LEHD Origin-Destination Employment Statistics, & Urban Advisors



MEMO

To: Martha Malone, Office of Economic Development (OCED)

From SWBR

RE: Village of Fairport Economic Development Study – Infrastructure Inventory

Date: January 14, 2021

FINDINGS: VILLAGE OF FAIRPORT INFRASTRUCTURE

Independent of market and demographic conditions, the Village of Fairport has unique infrastructure offerings that support its existing economy and offers opportunities for future economic growth. Some of this infrastructure is traditional transportation and utility infrastructure. Fairport also has unique tourism, event and organizational infrastructure.

- **Tourism Opportunities:** The Village has a strong combination of visitor amenities and attractions that support the tourism industry. The Erie Canal brand is very strong, and recognized throughout the world. Fairport has capitalized on that brand and is a leader in developing infrastructure, promotions and organizational capacity to progress that brand. An opportunity may exist to more strongly brand individual districts within the Village Business area (ie. Four Corners, North Main, Erie Canal & the Can Company). The waterfront access, transient docking, parks, open space, historic structures and intact neighborhoods are important components of the Village's tourism infrastructure, as are the restaurants and small-scale retail shops. Opportunities for enhancing the industry may include a variety of lodging options, a density of food and shopping experiences and public amenities (ie. rest rooms, wireless internet and laundry). Deterrents to tourism may include challenging highway, transit and air travel access – as well as seasonal challenges such as the closing of the Erie Canal in winter.
- **Small Scale Mixed-Use Development:** The Village Fairport has a variety of small buildings and development parcels that could accommodate new small-scale, mixed-use development. The Village is well served with utility infrastructure, including very affordable and reliable electricity. There is an ample parking supply to accommodate modest growth, and opportunity for expanded parking to accommodate mixed-use and shared parking scenarios. Residential development within the business district can share existing parking infrastructure. Small scale growth can be supported by unique and locally driven IDA and economic development tools.

- **Infrastructure:** The Village is well positioned to accommodate infill development and the expansion of use of most of its properties. Fairport electric offers an extremely low electrical rates with a high level of customer service. Storm water and sanitary services are aged, but have good capacity and are serviceable (a limitation on sanitary sewer capacity exists in the north-east section of the Village from the Lidestri Plant and downstream). Village owned streets are well maintained and operate at acceptable levels of service. New York State and Monroe County own several streets within or bordering the Village, and work closely with the Village on operations and maintenance.

How Walk Score Works

Walk Score helps you find a walkable place to live.

Walk Score is a number between 0 and 100 that measures the walkability of any address.

[Learn about our methodology.](#)

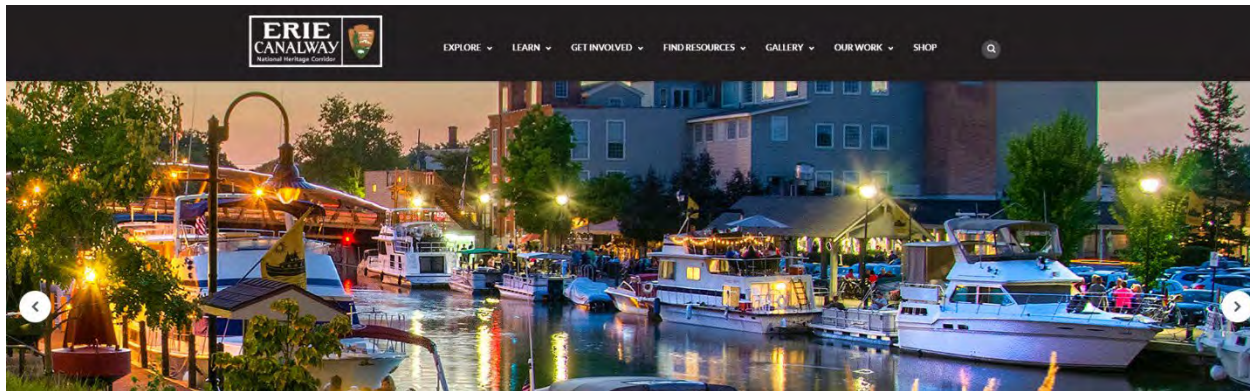
Walk Score	Transit Score	Bike Score
90-100		
	Walker's Paradise Daily errands do not require a car	
70-89		
	Very Walkable Most errands can be accomplished on foot	
50-69		
	Somewhat Walkable Some errands can be accomplished on foot	
25-49		
	Car-Dependent Most errands require a car	
0-24		
	Car-Dependent Almost all errands require a car	

- **Walkable:** The Village of Fairport currently has a “Very Walkable” Walk Score of 74. In Board reviews, stakeholder meetings and resident surveys, walkability was an important factor in relocation and a part of Fairport’s brand. With certain improvements, Fairport could strive to be a “Walker’s Paradise”. This improved walkability can drive a quality experience, new residents, safer conditions, continued branding and an improved business climate. Fairport could then work on being a “Biker’s Paradise”, perhaps add micro-mobility (electric bikes, scooters, etc) and eventually transit.
- Some environmental conditions exist in the north central portion of the Village along the Thomas Creek corridor. Wetlands, a floodway and flood plain restrict some development opportunity along the Thomas Creek corridor and the former railroad ROW now owned by OCED. It is recommended that the floodway of Thomas Creek be hydraulically studied to determine if mitigate measures such as reducing downstream restrictions (ie the Main Street bridge, railroad culvert, O’Connor Road bridges) could potentially lower the flood elevations.
- Real estate values are high in the Village of Fairport relative to Monroe County. The Village’s quality of life, walkability, character of neighborhoods, tree-lined streets, Erie Canal proximity, affordable electric service, intact commercial district, good school district and historic resources likely contribute to those values. These characteristics should be retained in order to protect property values.

VISITOR INFRASTRUCTURE

The Village's tourism infrastructure is strong. It has a powerful brand as a progressive Erie Canal destination. The Village has developed tourism and recreation assets that add significant value.

Brand Value & Organizational Capacity: In 1998 the National Park Service determined that the Erie Canal was "of exceptional value and quality in illustrating and interpreting the national and cultural themes of the nation's heritage". In 2000, the United States Congress signed a law designating the Erie Canal as a National Heritage Corridor. In 2002 the National Park Service and the State of New York, formalized the Erie Canalway National Heritage Corridor and Commission.



The land along the Canal is owned by New York State and managed by the New York Canal Corporation, an entity within the New York State Power Authority.

The Erie Canal is one of the Village's most prominent features. It is the reason for the initial founding of the Village, and the source of its name. The Canal is the focus of many activities in the Village including the annual "Canal Days" festival, which attracts over 200,000 people annually to the Village. It is a recreational venue for residents, attracts visitors to local shops, and contributes to the setting for the business district and residential neighborhoods.

Amenities: Most commercial development in Fairport is concentrated along Main Street and in the Village Landing, Packett's Landing, and Box Factory. There are over 300 Fairport business merchants. Most are small in size, and clustered in the Main Street business area. The business mix includes retail, restaurants, banks, professional service providers, and small, mid-sized, and small-scale manufacturing companies.

- Food & Beverage: Approximately 20 restaurant, bar & brewery establishments
- Accommodations: Various Air B&B Locations
- Retail: 30+ Retail shops
- Restrooms & Services: Transient Boat docks with electric & water; Dockmaster on duty in

summer; Three banks and a Public library; Missing are publicly accessible restrooms, showers and/or laundry

- Wayfinding: Fairport has a modest wayfinding program that could be improved
- Districts & Neighborhoods: Identifiable districts including the Canal area, North Main Street, the Four Corners and Parce Ave./American Can; Additionally, there are intact residential neighborhoods surrounding the business district

Parks & Open Space: The Erie Canal corridor contains the most visible public open space, park and recreation opportunity within the Village. The Canal trail is a multi-use trail that is open all year and experiences significant use. The Village provides temporary and seasonal docking facilities at Packett's Landing, from which restaurants and shops are easily accessible. The Colonial Belle, a tour boat, operates from the south side of the Canal near Packett's Landing. Kayaks and hand powered craft are launched and rented out of a west side location. Kennelley Park, on the south side of the Canal off West Avenue, features a gazebo with concerts during the summer. The Thomas Creek Wetland Walk, west of Liftbridge Lane, is just over 13 acres and includes parking, boardwalks, and observation platforms. The waterway portion of the Erie Canal operates for approximately 8 months a year, leaving almost 4 months with no water recreation.

Additionally, Village residents and visitors enjoy a number of parks and recreational activities within the Village, and benefit from facilities and recreational programs operated by the Town of Perinton. Potter Park contains 10 acres and has been developed for recreational use. The Village of Fairport owns the land and leases it to the Town of Perinton. The Town runs recreational programs and maintains the facilities. Fields at Johanna Perrin Middle School, the Brooks Hill Elementary School and Minerva Deland School also function as neighborhood parks. Mini-parks have been developed as part of "cluster" subdivisions in the Winding Brook (2.93 acres), Park Circle Drive (1.6 acres), and Misty Pine (2.2 acres) neighborhoods.

Community Parks within one mile of the Village include Fellows Road Park, Center Park, and Perinton Park, all located within and operated by the Town of Perinton. Regional/Metropolitan parks serving Fairport residents include Monroe County's Powder Mill Park, located on Route 96 near Bushnell's Basin.

The Town of Perinton offers boat launching facilities at its Ayrault Road Launch. Canoe launching is available at Perinton Park. The Crescent Trail Association maintains hiking trails in the Town of Perinton, which connect to the towpath trail and other regional trails.

Indoor recreation is provided at the Perinton Community Center and the Lion's Den Teen Center at Potter Park. Meeting rooms are available at the Community Center, Potter Memorial Building, and the Fairport Public Library. In addition, several churches provide meeting space for non-profit organizations.

- Festivals & Events
 - Fairport Music Fest: Since 2005; Two days in August; Over 30 bands; Food trucks and vendors; Children's Hospital Philanthropic
 - Fairport Canal Days Art Festival: Two days in early June; Attracts 200,000+ visitors with

over 200 vendors

- Fairport Oktoberfest: Two days in October
- Parades: On Memorial Day and Independence Day
- Fairport Farmer's Market: Saturday morning's during the summer

UTILITIES

The Village is well served by utility infrastructure and has available capacity to accommodate growth. The municipally owned electric company is renowned for service and low rates.

- **Electric:** The Fairport Municipal Commission (FMC), owned and operated by the Village of Fairport, is one of the 47 municipally owned power companies in New York State. The company purchases electricity from the New York Power Authority and supplies inexpensive electricity to more than 16,000 customers in the Village of Fairport and the Town of Perinton. The main Service Center is located on Liftbridge Lane East, and a sub-station is on Turk Hill Road. Fairport has been designated an Electric Vehicle (EV) Model Community for its progressive stance on an electric service fleet and providing EV charging stations for the public.
- **Sewer:** The Village Department of Public Works (DPW) operates a sanitary sewage collection system, which serves most areas of the village. A few homes are served by septic systems, and are not connected to the village system. The DPW also maintains a separate storm water drainage system, both open channel and conduit, in most areas of the village. Capacity exists to accommodate moderate growth in almost all areas of the Village. An exception is in the north-east area of the Village at the point where LiDestri Foods discharges its waste, and downstream from that location. The biggest challenge with sanitary sewer system is age. Much of the system was built between 1919 and 1920. The Village is currently televising lines and intends to do a major re-lining project over the coming years.
- **Water:** The Monroe County Water Authority operates the water distribution system for all of the village and the town. The Water Authority's main source of water is Lake Ontario. The water is filtered and treated with disinfectants and fluoride at the Authority's Shoremont Water Treatment Plant prior to distribution to the Village of Fairport. Capacity exists to accommodate moderate growth. The system was relined over the course of 2015-2016.
- **TV & Internet:** All village residential and commercial locations have access to cable television provided by Time Warner of Western New York. Time Warner shares poles and underground trenches with FMC. Greenlight, Verizon and other cell service and internet providers are now offering service within the Village.

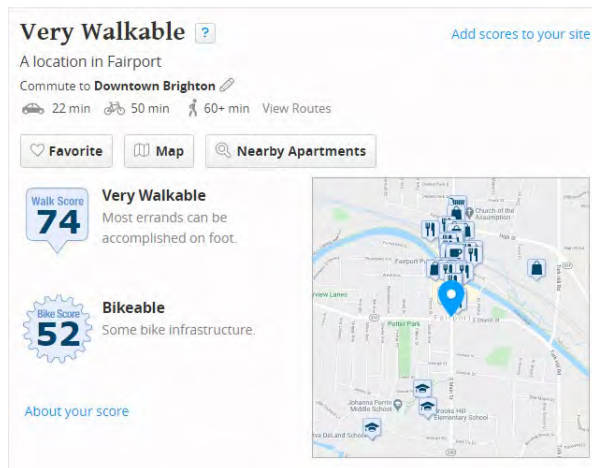
- Gas: Natural gas for heating and cooking is supplied to most village homes and businesses by Rochester Gas & Electric. Gas mains are located in streets and services are provided to most buildings.
- Trash & Recycling: The Village DPW provides year-round trash and garbage pickup, as well as leaf and yard debris collection. Residential collection of recyclable materials is done by Waste Management Corporation in conjunction with the Town of Perinton.

ACCESS, CIRCULATION & TRANSPORTATION

The Village of Fairport has a well-developed pedestrian network and is rated as a highly walkable community. There are some challenges related to vehicular circulation and connectivity.

- In 2010 the Village of Fairport and Genesee Transportation Council commissioned a Circulation, Accessibility & Parking study. The plan recommends several mobility related improvements:
 - A transit shelter is recommended at the stop opposite Railroad Street
 - Improvements to the Village Landing Traffic Signal
 - Consideration of pursuing a jurisdictional transfer of Main Street from NYSDOT to the Village
 - Main Street curb extensions at Pleasant Street, on the Village Landing and at Lift Bridge Lane
 - Adding ADA ramps
 - North Main Street Pedestrian enhancements
 - Improved Wayfinding Program and Bike Share markings
 - Explore a Trolley/Shuttle
 - Improve pedestrian crossing of Canal, including at Parker Street and mid-way between Parker Street and Main Street
 - Gateway improvements at the Four Corners
 - Shared access and parking plan for Four Corners area
 - Redevelopment of the North Bank, west of Main Street
 - Zoning modifications including definition of terms, parking modifications and street design modifications

- **Walkability:** Sidewalks exist along most village streets and are generally in good to excellent condition. Walk signals have been installed at busy intersections, and curb cuts for handicap and bicycle access are becoming common throughout the village. A limited number of non-street walkways, which connect streets and cul-de-sacs via "short cuts," are also maintained by the village as a convenience to pedestrians.



- **Erie Canalway trail:** Connects Albany to Buffalo, through the Village of Fairport; Functions as an East-West multi-use trail through the Village; located on North side of Canal with connections across the Canal at Parker Street, Main Street and West Church Street
- **Main Street:** Functions as the North-South pedestrian spine through the Village; Has sidewalks on both sides of the street; cross-walks are regularly located on South Main Street, but could use safety improvements; Crosswalks are irregularly located on North Main Street and pedestrian areas are poorly defined in areas
- **Connectivity:** The Village is laid out in pedestrian scaled grid with sidewalks on both sides of most streets; areas of connectivity are challenged by the Canal, Railroad tracks, Thomas Creek, large property holdings, dead end streets and lack of infrastructure
- **Destinations/Amenities:** The Village of Fairport is approximately 1 ¼ mile square, and the business district is approximately ½ mile square, offering walking proximity to most of the population; Approximately 70% of the Village is within a ½ mile walk of the Erie Canal Lift Bridge; The business district includes most of the Village's amenities and destinations, including the library, restaurants, food stores, gyms, etc; The three schools are located at the southern boundary of the Village; the majority of protected open space is in the southern half of the Village or along the Erie Canal corridor

- Pedestrian Character: Most of the Village has sidewalks on both sides of the street, marked crosswalks, tree-lined streets, front porches and walkways to homes, and active storefronts; The 2010 Circulation, Parking & Access Study identifies portions of Main Street that lack strong pedestrian character

- Street System

Functional and Jurisdictional Classifications of Roads: Roads in Fairport and the surrounding area may be classified by function and by jurisdiction. Jurisdiction denotes the governmental agency responsible for the road, such as U.S. Highways or Interstates, State Highways, County Highways, and Village streets.

Principal Arterials are limited access highways. No such highways are located within the Village. However, I-490 serves Fairport via Rt. 31F (4 miles and 9 minutes to Four Corners) and Rt. 31 via Rt 250 (3.8 miles and 8 minutes to Four Corners). Fairport is also accessible from I-90 (7 miles/15 minutes to Four Corners) via Rt. 96 and Rt. 250 or Turk Hill Road.

Fairport is located at the crossroads of two Minor Arterials: NYS Route 250 (Main Street) and NYS Route 31F (East & West Church Street).

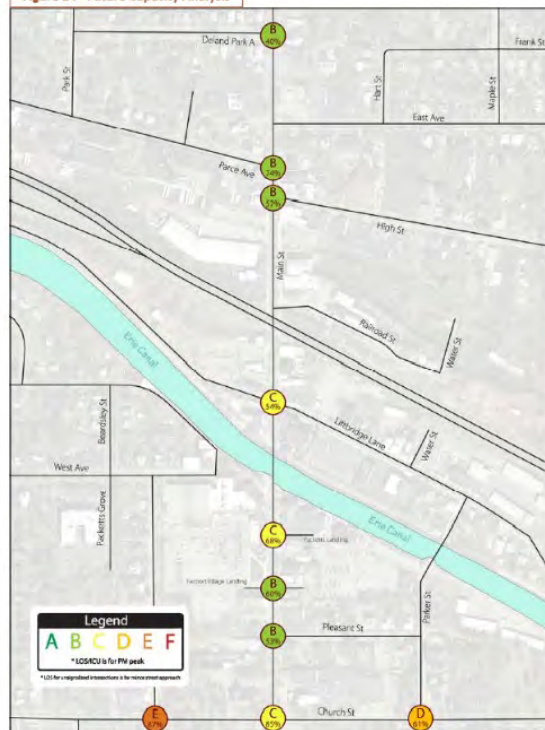
Collector Roads include Turk Hill Road and Whitney Road, both Monroe County highways, and NYS 31F/High Street.

Evaluation of Existing Roads: According to the 2010 Circulation Study, the average daily traffic (ADT) volume on Main Street is approximately 10,985 vehicles per day (vpd) ; 5,528 northbound and 5,457 southbound, comprised of 7% trucks. Due to the nature of Main Street as a mixed-use corridor, the bi-directional (northbound/southbound) traffic is split relatively evenly, with minor deviations during the commuter peaks. Motor vehicle travel speeds on Main Street are generally consistent with the posted speed limit. The level of service on Main Street, in both a current state and a future state, remains at a Level C or above.

Figure 13 - Existing Capacity Analysis



Figure 14 - Future Capacity Analysis

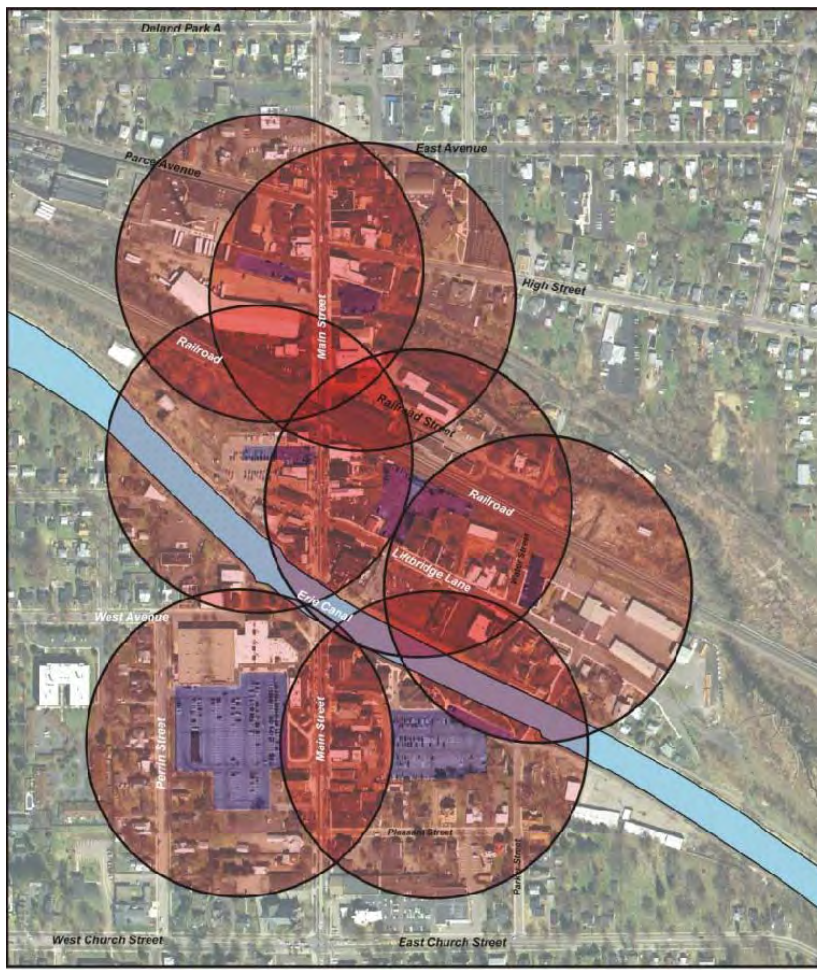


- **Bridges:** The Main Street bridge over the Erie Canal is a designated National Historic Structure which is currently being reconstructed. It has been closed to traffic for over a year, but is scheduled to re-open by the end of 2020. The Parker Street Bridge is a one-lane bridge over the Erie Canal that is also a designated Landmark. The Turk Hill and West Church Street bridges over the Canal are both located on the Village boundary and have replaced the historic Canal bridges. The Main Street bridge over Thomas Creek has been identified as a high priority for reconstruction by NYSDOT.

- **Parking:** Parking is offered in the Village's business district on- street, off-street in public lots and off-street in private lots.

On-street Parking Supply: Daytime parking is permitted on all village streets except where prohibited by signs. None of the on-street parking is metered. No overnight parking is allowed from November 1 to April 1, to allow for snow removal by DPW crews. There are approximately 122 on-street parking spaces in the commercial/business district. Approximately 57 are located on Main Street. The remaining spaces are located on Liftbridge Lane East, West Avenue, and Perrin Street. In some areas along Main Street, only short-term parking is allowed. All on-street parking spaces are within a typical 5-minute walk from the Liftbridge.

Off-street Public Parking Supply: The Village has 7 public parking lots with a total 811 spaces. All lots include public parking signs and are easily accessible.



Total Public Parking Supply: The Village of Fairport has approximately 933 public parking spaces available in the commercial/business district. In comparison, the Village of Pittsford has approximately 366 public spaces.

Significant Private Parking Lots: There are several privately owned parking lots that are often used as public parking lots. In most cases the lots are not signed to restrict people from parking when not doing business with the property building tenants. Approximately 150 of these spaces exist.

If the total parking supply of 1,083 was supporting office and retail space at an average rate of 3.5 spaces/1,000 SF, then the current parking supply could support approximately 309,000 SF of commercial space, not including potentially shared spaces. Fairport's business district currently has approximately (300,000 SF) of commercial space.

REQUIRED PARKING (See Table 10)			
	T2 T3	T4	T5 T6
RESIDENTIAL	2.0 / dwelling	1.5 / dwelling	1.0 / dwelling
LODGING	1.0 / bedroom	1.0 / bedroom	1.0 / bedroom
OFFICE	3.0 / 1000 sq. ft.	3.0 / 1000 sq. ft.	2.0 / 1000 sq. ft.
RETAIL	4.0 / 1000 sq. ft.	4.0 / 1000 sq. ft.	3.0 / 1000 sq. ft.
CIVIC	To be determined by Warrant		
OTHER	To be determined by Warrant		

SMARTCODE VERSION 9.2

SHARED PARKING FACTOR			
Function	with		Function
RESIDENTIAL			RESIDENTIAL
LODGING			LODGING
OFFICE			OFFICE
RETAIL			RETAIL

SC39

- Transit: Regional Transit Service (RTS), a subsidiary of the Rochester Genesee Regional Transportation Authority, serves the Village of Fairport through its Route #81. This route operates six days a week (no service Sundays) to downtown Rochester and East Rochester with 14 trips on weekdays and 8 trips on Saturdays.



- Two Park and Ride lots are accessible to Village residents: one near the intersection of Rts. 31 and 250 and one on Rt. 31F near I-490.

- **Erie Canal:** The Erie Canal waterway is used seasonally for recreational boat traffic. Both local and long-distance vessels pass through Fairport allowing them to summer in the Great Lakes and winter in the Caribbean. The Erie Canal Tow Path is open year-round and used by walkers, runners, and bicyclists.

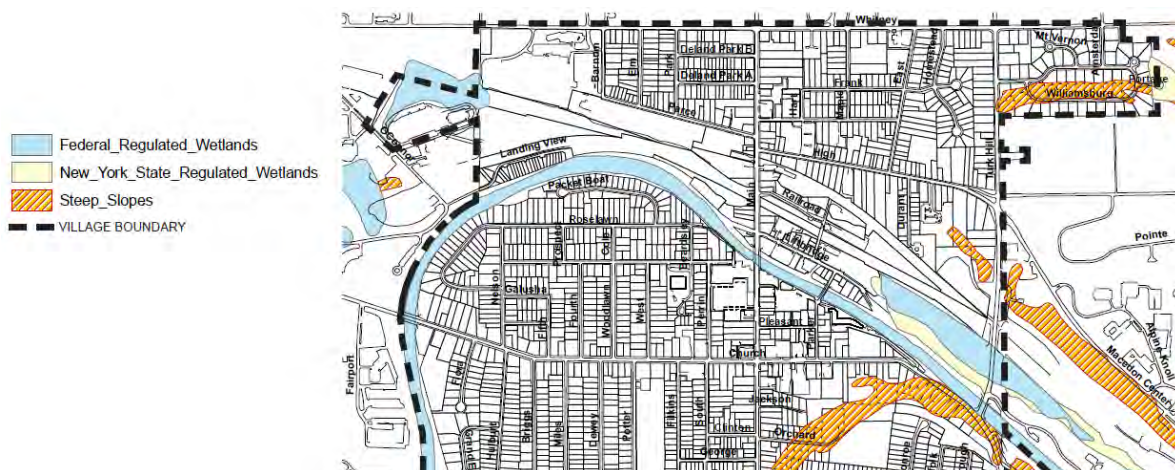
ENVIRONMENTAL

Stormwater management is generally well controlled within the Village through surface runoff and sub-surface infrastructure. Thomas Creek has an associated flood plain that affects the redevelopment of portions of the Village's downtown core.

- **Flood Plains:** The Flood Insurance Study for the Village of Fairport was published in March 1984. The floodplain along Thomas Creek is located mainly between the two branches of railroad tracks. The zone along the Barge Canal in the southwestern portion of the village extends into low-lying areas west of Hulburt Avenue.



- **Wetlands:** Regulated wetlands are primarily located within the Thomas Creek drainageway and help to offer natural stormwater mitigation for the Village's downtown area.



MEMO

To: Martha Malone, Office of Economic Development (OCED)

From SWBR

RE: Village of Fairport Economic Development Study – Main Street Special Area Analysis

Date: May 4, 2021 (rev1)

FINDINGS: MAIN STREET SPECIAL AREA SUMMARY

'Main Street' is the business core of the Village of Fairport. In Fairport, the term 'Main Street' can be used literally as defined by properties fronting on North or South Main Streets, or it can be used metaphorically as being the main business thoroughfare that may bleed down connecting side streets. In this discussion, we believe the opportunities that are identified for North and South Main Street, are similar, and likely enhanced, by including the bordering properties accessed by Main Street or by West Church street, Pleasant Ave, Liftbridge Lane, the former CSX ROW, High Street and Parce Ave.

To go a step further, Fairport's entire downtown business district, not just Main Street, has similar opportunity for economic growth. One overriding opportunity is to treat Main Street and the entire business district as a mixed-use zone, rather than specific residential, business and industrial zones. This zone could have relaxed use restrictions, while tightening the regulation of building form and design.

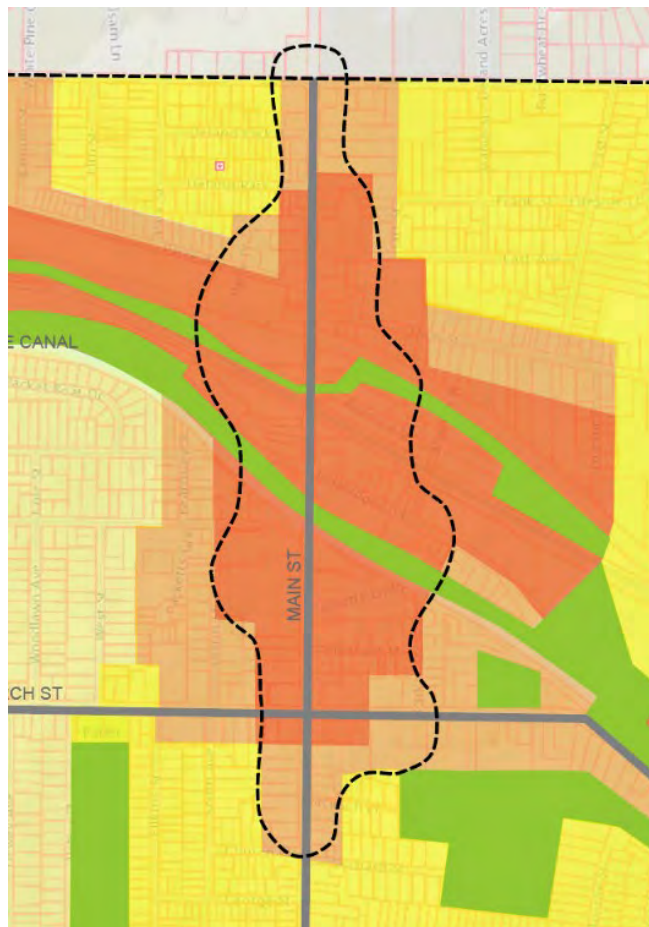


Figure 1: Main Street Special Area Overlain on Potential Mixed-Use Area

TRENDS

Nationally, several trends are being seen in village downtowns and neighborhood commercial districts. Fairport's Main Street should look to these trends for potential emulation.

Placemaking: It has been documented that younger generations, including Millennials and Generation Z, are more likely to choose a place to live and then seek out a job, rather than find a job and move to that location. Because of this shift in thinking, municipalities are placing a greater emphasis on creating great places to live and play as a means of job creation.

Housing (smaller; rental; MU; walkable): Housing preferences by both younger markets and senior markets are for smaller homes in walkable places. High housing values are located in mixed-use neighborhoods where people are closer to their destinations. Interest in home ownership is less in the Millennial and Gen Z populations, with a strong demand nation-wide for rental. Outdoor spaces, fast internet and good storage are sought after amenities.

Mixed-use: Mixed use places create the highest real estate value in urbanized areas, and municipalities are trending to zone more properties for mixed use – often at higher densities. An emphasis is being placed on the performance, design and form of buildings rather than what use is occurring within. Mixing uses can place origins and destinations closer together and encourage walking and biking over automobile travel. Mixing uses also offers opportunities to share parking and reduce the concentration of peak travel demands.

Form based codes: Supporting the popularity of mixed-use zones are codes that still regulate land development, but with an emphasis on performance, design and form – as noted above. Dimensional and use regulations still exist, but often are either relaxed or changed.

Shared & flexible parking requirements: Trends in mixed-use, density and walkability lead to a different approach in regulating parking. Shared parking, alternative modes of transportation (walking, biking and transit in particular) and trends towards fewer cars per household all suggest the reduction or elimination of parking in certain locations.

CHALLENGES

The Village of Fairport and its Main Street has some recognizable challenges, both external and internal.

External

- Both the economic Region (Genesee Finger Lakes/Rochester Metropolitan area) and the Village of Fairport have a low, or declining, population growth.
- The Village of Fairport, similar to most of the upstate NY region, has an aging demographic with shifting market demands.
- Medium to low market rents are in conflict with high reconstruction and new construction costs. The cost for new construction demands higher rent and sale prices in order to make developer pro-formas pencil out. This is challenging to achieve in upstate NY where market rents are generally lower, but Fairport has a strong market that appears to be working in the higher end residential product, and could potentially work in a commercial market. Renovation and small infill projects could potentially contribute to more affordable units.

Internal

- There is an economic leakage of money spent by Village residents – meaning residents currently spend their retail and service dollars at businesses outside of the Village. The exception is the food service and drinking establishments.
- The Village has a strong local market that is supported by residents, but has been limited in its ability to generate a regional market, maybe contributed to by its lack of highway connectivity and geographic location on the edge of the metropolitan area.
- The Village has encountered zoning code issues, particularly relative to parking requirements, that have hindered development. Additionally, the adoption of a zoning code has created many historic parcels that existed pre-zoning, to be classified as non-conforming because the code is more strict than the existing conditions. Pre-existing properties are less attractive to invest in than conforming properties because they require variances to improve or remodel and create additional risk for developers or owners.
- Key private real estate holdings within the Village are tied up as investments and not being developed. Real property boundaries and configurations are sometimes convoluted requiring extensive land assembly and subdivision projects to get land development ready, or even ready for sale.
- Environmental constraints exist within the northern Main Street area including floodways and wetlands.
- The Erie Canal and CSX Railroad Main Line create barriers for north-south circulation within the village, and concentrate and/or isolate travel to the Main Street and Turk Hill Road corridors.
- Fairport, like many similar Village downtowns, has a perceived lack of parking despite evidence of availability even during peak hours.

OPPORTUNITIES

Fairport's Main Street has many opportunities to capitalize on National and local trends, and to overcome external and internal challenges.

- Continue to leverage strong housing market;
- Develop new and attractive workforce & creative class housing (MF housing, ADU's, zoning changes);
- Attract millennial and senior residents with more disposable income;
- Increase real estate tax w more development density;
- Continue established placemaking efforts to stay positioned as a leader;
- Expand the mixed-use development of the Village through zoning and development;
- Fix non-conforming uses; allow ADU's; reduce minimum housing size; encourage multi-family housing; promote mixed-use development; ease parking requirements and ease height restrictions through zoning code changes;
- Utilize Developers Request for Proposals to pro-actively vision, market, sell and develop infill opportunities.
- Capture retail leakage by identifying target retail markets, designing competitive retail business niches and successfully capitalizing on the market opportunity; "leaking markets" for Fairport include retail sales in general merchandise, clothing, building materials, food stores and health & personal care stores.
- Leverage Town-wide and regional demand for food, entertainment & drinking to fill commercial space downtown;
- Capture outbound commuters by creating opportunity for more small and mid-scale employment opportunities within the Village and within walking distance;
- Leverage Fairport's higher than average incomes & education by marketing local products to that demographic;
- Capture professional, technical and scientific overflow business growth from Town of Perinton businesses by offering unique mixed-use and walkable workplace settings;
- Continue to brand and market Fairport's Canal, friendliness and walkability;
- Develop the Thomas Creek Corridor as a public realm destination and asset.

ECONOMIC DEVELOPMENT & JOBS

Small Scale Mixed-Use Incremental Development

Fairport's Main Street has a variety of small buildings and development parcels that could physically accommodate new incrementally developed, small-scale, mixed-use development. The Village is well served with utility infrastructure, including very affordable and reliable electricity. There is an ample parking supply to accommodate modest growth, and opportunity for expanded parking to accommodate mixed-use and shared parking scenarios – potentially along the CSX railroad ROW. Residential development within the business district can share existing parking infrastructure. Small scale growth can be supported by unique and locally driven IDA and economic development tools. Each business opportunity should be justified with a strong business plan including market research, product offerings and financial viability. Specific opportunities for Main Street may include:

- Neighborhood Retail: Additional small-scale grocery, bakery, pharmacy and hardware to support Village residents
- Specialty Retail: Gift shops, athletic goods, galleries and other retail marketed to visitors and the regional population
- Food & drink: Building on the existing restaurant and bar product, there still appears to be room in the town-wide and regional market for growth
- Small scale office: Office uses on Main Street can be a daytime compliment to residential uses; office space could be in the form of incubator, live work
- Small scale manufacturing: A trend in filling existing affordable downtown space are small scale manufacturing businesses, much like Turning Point Signs. New technologies in printing, sewing, food processing and others are bringing some manufacturing to a small scale with potential retail outlets. With new technologies, artisan businesses are better able to produce one-off and custom products.
- Live/work: Creating downtown residential units that have an associated space to operate a small-scale business out of.

To support incremental development, the Village/OCED can continue to focus on infrastructure.

- Expanded Placemaking: To attract creative class businesses and residents to Main Street and the downtown district. The Erie Canal is an excellent existing example. Other opportunities include Public Market enhancements, a pocket park at the Thomas Creek crossing and a gateway park at the Four Corners.
- Streetscape: Enhance the public realm and “complete” nature of Main Street with pedestrian improvements, bike ways, street trees, amenities, safety, reducing curb cuts, in-fill development, etc.
- Parking: Create shared parking opportunities in targeted locations (particularly along the CSX RR tracks) to support growth and to allow development of parking lots that are in poor locations (on the Canal and on street frontage).

Made in **PLACE**



Resources for Small Scale Manufacturing



Buffalove Incremental Development Company



Placemaking & Infill Development on North Main and along the Thomas Creek Corridor



Place-making & Mixed-Use Density on South Main and at the Village Landing



Public Realm Improvements and Historic Preservation at the Four Corners

Tourism

The Village has a strong combination of visitor amenities and attractions that support the tourism industry. The Erie Canal brand is very strong, and recognized throughout the world. Fairport has capitalized on that brand and is a leader in developing infrastructure, promotions and organizational capacity to progress that brand. An opportunity exists to more strongly brand individual districts within the Village Business area (ie. The Four Corners, The Landing, Liftbridge Lane, Parce Ave. area and a reimagined Thomas Creek corridor, among possible others). The waterfront access, transient docking, parks, open space, historic structures and intact neighborhoods are important components of the Village's tourism infrastructure, as are the restaurants and small-scale retail shops. Opportunities for enhancing the industry may include a variety of lodging options, a density of food and shopping experiences, continued 'place-making' and public amenities (ie. rest rooms, wireless internet and laundry).



The Liftbridge Lane Neighborhood: The Heart of Fairport's Tourism Infrastructure

Full Environmental Assessment Form
Part 1 - Project and Setting

Instructions for Completing Part 1

Part 1 is to be completed by the applicant or project sponsor. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification.

Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information; indicate whether missing information does not exist, or is not reasonably available to the sponsor; and, when possible, generally describe work or studies which would be necessary to update or fully develop that information.

Applicants/sponsors must complete all items in Sections A & B. In Sections C, D & E, most items contain an initial question that must be answered either “Yes” or “No”. If the answer to the initial question is “Yes”, complete the sub-questions that follow. If the answer to the initial question is “No”, proceed to the next question. Section F allows the project sponsor to identify and attach any additional information. Section G requires the name and signature of the applicant or project sponsor to verify that the information contained in Part 1 is accurate and complete.

A. Project and Applicant/Sponsor Information.

Name of Action or Project:		
Project Location (describe, and attach a general location map):		
Brief Description of Proposed Action (include purpose or need):		
Name of Applicant/Sponsor:		Telephone:
		E-Mail:
Address:		
City/PO:	State:	Zip Code:
Project Contact (if not same as sponsor; give name and title/role):		Telephone:
		E-Mail:
Address:		
City/PO:	State:	Zip Code:
Property Owner (if not same as sponsor):		Telephone:
		E-Mail:
Address:		
City/PO:	State:	Zip Code:

B. Government Approvals

B. Government Approvals, Funding, or Sponsorship. (“Funding” includes grants, loans, tax relief, and any other forms of financial assistance.)		
Government Entity	If Yes: Identify Agency and Approval(s) Required	Application Date (Actual or projected)
a. City Counsel, Town Board, or Village Board of Trustees <input type="checkbox"/> Yes <input type="checkbox"/> No		
b. City, Town or Village Planning Board or Commission <input type="checkbox"/> Yes <input type="checkbox"/> No		
c. City, Town or Village Zoning Board of Appeals <input type="checkbox"/> Yes <input type="checkbox"/> No		
d. Other local agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
e. County agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
f. Regional agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
g. State agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
h. Federal agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
i. Coastal Resources.		
i. Is the project site within a Coastal Area, or the waterfront area of a Designated Inland Waterway?		<input type="checkbox"/> Yes <input type="checkbox"/> No
ii. Is the project site located in a community with an approved Local Waterfront Revitalization Program?		<input type="checkbox"/> Yes <input type="checkbox"/> No
iii. Is the project site within a Coastal Erosion Hazard Area?		<input type="checkbox"/> Yes <input type="checkbox"/> No

C. Planning and Zoning

C.1. Planning and zoning actions.	
Will administrative or legislative adoption, or amendment of a plan, local law, ordinance, rule or regulation be the only approval(s) which must be granted to enable the proposed action to proceed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
<ul style="list-style-type: none">• If Yes, complete sections C, F and G.• If No, proceed to question C.2 and complete all remaining sections and questions in Part 1	
C.2. Adopted land use plans.	
a. Do any municipally- adopted (city, town, village or county) comprehensive land use plan(s) include the site where the proposed action would be located? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, does the comprehensive plan include specific recommendations for the site where the proposed action would be located? <input type="checkbox"/> Yes <input type="checkbox"/> No	
b. Is the site of the proposed action within any local or regional special planning district (for example: Greenway; Brownfield Opportunity Area (BOA); designated State or Federal heritage area; watershed management plan; or other?) <input type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, identify the plan(s): _____ _____ _____	
c. Is the proposed action located wholly or partially within an area listed in an adopted municipal open space plan, or an adopted municipal farmland protection plan? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, identify the plan(s): _____ _____ _____	

C.3. Zoning

a. Is the site of the proposed action located in a municipality with an adopted zoning law or ordinance. ☐ Yes ☐ No
If Yes, what is the zoning classification(s) including any applicable overlay district?

b. Is the use permitted or allowed by a special or conditional use permit? ☐ Yes ☐ No

c. Is a zoning change requested as part of the proposed action? ☐ Yes ☐ No

If Yes,

i. What is the proposed new zoning for the site? _____

C.4. Existing community services.

a. In what school district is the project site located? _____

b. What police or other public protection forces serve the project site?

c. Which fire protection and emergency medical services serve the project site?

d. What parks serve the project site?

D. Project Details

D.1. Proposed and Potential Development

a. What is the general nature of the proposed action (e.g., residential, industrial, commercial, recreational; if mixed, include all components)?

b. a. Total acreage of the site of the proposed action? _____ acres

b. Total acreage to be physically disturbed? _____ acres

c. Total acreage (project site and any contiguous properties) owned
or controlled by the applicant or project sponsor? _____ acres

c. Is the proposed action an expansion of an existing project or use? ☐ Yes ☐ No

i. If Yes, what is the approximate percentage of the proposed expansion and identify the units (e.g., acres, miles, housing units, square feet)? % _____ Units: _____

d. Is the proposed action a subdivision, or does it include a subdivision? ☐ Yes ☐ No

If Yes,

i. Purpose or type of subdivision? (e.g., residential, industrial, commercial; if mixed, specify types)

ii. Is a cluster/conservation layout proposed? ☐ Yes ☐ No

iii. Number of lots proposed? _____

iv. Minimum and maximum proposed lot sizes? Minimum _____ Maximum _____

e. Will the proposed action be constructed in multiple phases? ☐ Yes ☐ No

i. If No, anticipated period of construction: _____ months

ii. If Yes:

- Total number of phases anticipated _____

- Anticipated commencement date of phase 1 (including demolition) _____ month _____ year

- Anticipated completion date of final phase _____ month _____ year

- Generally describe connections or relationships among phases, including any contingencies where progress of one phase may determine timing or duration of future phases: _____

f. Does the project include new residential uses? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, show numbers of units proposed.				
	<u>One Family</u>	<u>Two Family</u>	<u>Three Family</u>	<u>Multiple Family (four or more)</u>
Initial Phase	_____	_____	_____	_____
At completion	_____	_____	_____	_____
of all phases	_____	_____	_____	_____

g. Does the proposed action include new non-residential construction (including expansions)? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes,	
i. Total number of structures _____ ii. Dimensions (in feet) of largest proposed structure: _____ height; _____ width; and _____ length iii. Approximate extent of building space to be heated or cooled: _____ square feet	

h. Does the proposed action include construction or other activities that will result in the impoundment of any liquids, such as creation of a water supply, reservoir, pond, lake, waste lagoon or other storage? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes,	
i. Purpose of the impoundment: _____ ii. If a water impoundment, the principal source of the water: <input type="checkbox"/> Ground water <input type="checkbox"/> Surface water streams <input type="checkbox"/> Other specify: _____ iii. If other than water, identify the type of impounded/contained liquids and their source. _____ iv. Approximate size of the proposed impoundment. Volume: _____ million gallons; surface area: _____ acres v. Dimensions of the proposed dam or impounding structure: _____ height; _____ length vi. Construction method/materials for the proposed dam or impounding structure (e.g., earth fill, rock, wood, concrete): _____	

D.2. Project Operations

a. Does the proposed action include any excavation, mining, or dredging, during construction, operations, or both? <input type="checkbox"/> Yes <input type="checkbox"/> No (Not including general site preparation, grading or installation of utilities or foundations where all excavated materials will remain onsite) If Yes:	
i. What is the purpose of the excavation or dredging? _____ ii. How much material (including rock, earth, sediments, etc.) is proposed to be removed from the site? • Volume (specify tons or cubic yards): _____ • Over what duration of time? _____ iii. Describe nature and characteristics of materials to be excavated or dredged, and plans to use, manage or dispose of them. _____ _____ iv. Will there be onsite dewatering or processing of excavated materials? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, describe. _____ _____ v. What is the total area to be dredged or excavated? _____ acres vi. What is the maximum area to be worked at any one time? _____ acres vii. What would be the maximum depth of excavation or dredging? _____ feet viii. Will the excavation require blasting? <input type="checkbox"/> Yes <input type="checkbox"/> No ix. Summarize site reclamation goals and plan: _____ _____ _____	

b. Would the proposed action cause or result in alteration of, increase or decrease in size of, or encroachment into any existing wetland, waterbody, shoreline, beach or adjacent area? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes:	
i. Identify the wetland or waterbody which would be affected (by name, water index number, wetland map number or geographic description): _____ _____	

ii. Describe how the proposed action would affect that waterbody or wetland, e.g. excavation, fill, placement of structures, or alteration of channels, banks and shorelines. Indicate extent of activities, alterations and additions in square feet or acres:

iii. Will the proposed action cause or result in disturbance to bottom sediments? Yes ☐ No ☐
If Yes, describe: _____

iv. Will the proposed action cause or result in the destruction or removal of aquatic vegetation? ☐ Yes ☐ No ☐
If Yes:

- acres of aquatic vegetation proposed to be removed: _____
- expected acreage of aquatic vegetation remaining after project completion: _____
- purpose of proposed removal (e.g. beach clearing, invasive species control, boat access): _____
- proposed method of plant removal: _____
- if chemical/herbicide treatment will be used, specify product(s): _____

v. Describe any proposed reclamation/mitigation following disturbance: _____

c. Will the proposed action use, or create a new demand for water? ☐ Yes ☐ No ☐
If Yes:

i. Total anticipated water usage/demand per day: _____ gallons/day

ii. Will the proposed action obtain water from an existing public water supply? ☐ Yes ☐ No ☐
If Yes:

- Name of district or service area: _____
- Does the existing public water supply have capacity to serve the proposal? ☐ Yes ☐ No ☐
- Is the project site in the existing district? ☐ Yes ☐ No ☐
- Is expansion of the district needed? ☐ Yes ☐ No ☐
- Do existing lines serve the project site? ☐ Yes ☐ No ☐

iii. Will line extension within an existing district be necessary to supply the project? ☐ Yes ☐ No ☐
If Yes:

- Describe extensions or capacity expansions proposed to serve this project: _____
- Source(s) of supply for the district: _____

iv. Is a new water supply district or service area proposed to be formed to serve the project site? ☐ Yes ☐ No ☐
If, Yes:

- Applicant/sponsor for new district: _____
- Date application submitted or anticipated: _____
- Proposed source(s) of supply for new district: _____

v. If a public water supply will not be used, describe plans to provide water supply for the project: _____

vi. If water supply will be from wells (public or private), what is the maximum pumping capacity: _____ gallons/minute.

d. Will the proposed action generate liquid wastes? ☐ Yes ☐ No ☐
If Yes:

i. Total anticipated liquid waste generation per day: _____ gallons/day

ii. Nature of liquid wastes to be generated (e.g., sanitary wastewater, industrial; if combination, describe all components and approximate volumes or proportions of each): _____

iii. Will the proposed action use any existing public wastewater treatment facilities? ☐ Yes ☐ No ☐
If Yes:

- Name of wastewater treatment plant to be used: _____
- Name of district: _____
- Does the existing wastewater treatment plant have capacity to serve the project? ☐ Yes ☐ No ☐
- Is the project site in the existing district? ☐ Yes ☐ No ☐
- Is expansion of the district needed? ☐ Yes ☐ No ☐

<ul style="list-style-type: none"> • Do existing sewer lines serve the project site? _____ • Will a line extension within an existing district be necessary to serve the project? _____ <p>If Yes:</p> <ul style="list-style-type: none"> • Describe extensions or capacity expansions proposed to serve this project: _____ _____ _____ 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No	
<p>iv. Will a new wastewater (sewage) treatment district be formed to serve the project site? _____</p> <p>If Yes:</p> <ul style="list-style-type: none"> • Applicant/sponsor for new district: _____ • Date application submitted or anticipated: _____ • What is the receiving water for the wastewater discharge? _____ 	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<p>v. If public facilities will not be used, describe plans to provide wastewater treatment for the project, including specifying proposed receiving water (name and classification if surface discharge or describe subsurface disposal plans): _____ _____ _____</p>		
<p>vi. Describe any plans or designs to capture, recycle or reuse liquid waste: _____ _____ _____</p>		
<p>e. Will the proposed action disturb more than one acre and create stormwater runoff, either from new point sources (i.e. ditches, pipes, swales, curbs, gutters or other concentrated flows of stormwater) or non-point source (i.e. sheet flow) during construction or post construction? _____</p> <p>If Yes:</p> <p>i. How much impervious surface will the project create in relation to total size of project parcel?</p> <p style="padding-left: 40px;">_____ Square feet or _____ acres (impervious surface)</p> <p style="padding-left: 40px;">_____ Square feet or _____ acres (parcel size)</p> <p>ii. Describe types of new point sources. _____ _____</p> <p>iii. Where will the stormwater runoff be directed (i.e. on-site stormwater management facility/structures, adjacent properties, groundwater, on-site surface water or off-site surface waters)? _____ _____</p> <ul style="list-style-type: none"> • If to surface waters, identify receiving water bodies or wetlands: _____ _____ • Will stormwater runoff flow to adjacent properties? _____ 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No	
<p>iv. Does the proposed plan minimize impervious surfaces, use pervious materials or collect and re-use stormwater? _____</p>		
<p>f. Does the proposed action include, or will it use on-site, one or more sources of air emissions, including fuel combustion, waste incineration, or other processes or operations? _____</p> <p>If Yes, identify:</p> <p>i. Mobile sources during project operations (e.g., heavy equipment, fleet or delivery vehicles) _____</p> <p>ii. Stationary sources during construction (e.g., power generation, structural heating, batch plant, crushers) _____</p> <p>iii. Stationary sources during operations (e.g., process emissions, large boilers, electric generation) _____ _____</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<p>g. Will any air emission sources named in D.2.f (above), require a NY State Air Registration, Air Facility Permit, or Federal Clean Air Act Title IV or Title V Permit? _____</p> <p>If Yes:</p> <p>i. Is the project site located in an Air quality non-attainment area? (Area routinely or periodically fails to meet ambient air quality standards for all or some parts of the year) _____</p> <p>ii. In addition to emissions as calculated in the application, the project will generate:</p> <ul style="list-style-type: none"> • _____ Tons/year (short tons) of Carbon Dioxide (CO₂) • _____ Tons/year (short tons) of Nitrous Oxide (N₂O) • _____ Tons/year (short tons) of Perfluorocarbons (PFCs) • _____ Tons/year (short tons) of Sulfur Hexafluoride (SF₆) • _____ Tons/year (short tons) of Carbon Dioxide equivalent of Hydrofluorocarbons (HFCs) • _____ Tons/year (short tons) of Hazardous Air Pollutants (HAPs) 		<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No

<p>h. Will the proposed action generate or emit methane (including, but not limited to, sewage treatment plants, landfills, composting facilities)? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Estimate methane generation in tons/year (metric): _____</p> <p>ii. Describe any methane capture, control or elimination measures included in project design (e.g., combustion to generate heat or electricity, flaring): _____</p>			
<p>i. Will the proposed action result in the release of air pollutants from open-air operations or processes, such as quarry or landfill operations? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes: Describe operations and nature of emissions (e.g., diesel exhaust, rock particulates/dust): _____</p>			
<p>j. Will the proposed action result in a substantial increase in traffic above present levels or generate substantial new demand for transportation facilities or services? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. When is the peak traffic expected (Check all that apply): <input type="checkbox"/> Morning <input type="checkbox"/> Evening <input type="checkbox"/> Weekend <input type="checkbox"/> Randomly between hours of _____ to _____.</p> <p>ii. For commercial activities only, projected number of truck trips/day and type (e.g., semi trailers and dump trucks): _____</p> <p>iii. Parking spaces: Existing _____ Proposed _____ Net increase/decrease _____</p> <p>iv. Does the proposed action include any shared use parking? Yes No</p> <p>v. If the proposed action includes any modification of existing roads, creation of new roads or change in existing access, describe: _____</p> <p>vi. Are public/private transportation service(s) or facilities available within ½ mile of the proposed site? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>vii. Will the proposed action include access to public transportation or accommodations for use of hybrid, electric or other alternative fueled vehicles? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>viii. Will the proposed action include plans for pedestrian or bicycle accommodations for connections to existing pedestrian or bicycle routes? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>			
<p>k. Will the proposed action (for commercial or industrial projects only) generate new or additional demand for energy? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Estimate annual electricity demand during operation of the proposed action: _____</p> <p>ii. Anticipated sources/suppliers of electricity for the project (e.g., on-site combustion, on-site renewable, via grid/local utility, or other): _____</p> <p>iii. Will the proposed action require a new, or an upgrade, to an existing substation? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>			
<p>l. Hours of operation. Answer all items which apply.</p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>i. During Construction:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ </td> <td style="width: 50%; vertical-align: top;"> <p>ii. During Operations:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ </td> </tr> </table>		<p>i. During Construction:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ 	<p>ii. During Operations:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____
<p>i. During Construction:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ 	<p>ii. During Operations:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ 		

<p>m. Will the proposed action produce noise that will exceed existing ambient noise levels during construction, operation, or both? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes:</p> <p>i. Provide details including sources, time of day and duration:</p> <p>_____</p> <p>_____</p>	
<p>ii. Will the proposed action remove existing natural barriers that could act as a noise barrier or screen? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Describe: _____</p> <p>_____</p>	
<p>n. Will the proposed action have outdoor lighting? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes:</p> <p>i. Describe source(s), location(s), height of fixture(s), direction/aim, and proximity to nearest occupied structures:</p> <p>_____</p> <p>_____</p>	
<p>ii. Will proposed action remove existing natural barriers that could act as a light barrier or screen? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Describe: _____</p> <p>_____</p>	
<p>o. Does the proposed action have the potential to produce odors for more than one hour per day? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes, describe possible sources, potential frequency and duration of odor emissions, and proximity to nearest occupied structures: _____</p> <p>_____</p> <p>_____</p>	
<p>p. Will the proposed action include any bulk storage of petroleum (combined capacity of over 1,100 gallons) or chemical products 185 gallons in above ground storage or any amount in underground storage? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Product(s) to be stored _____</p> <p>ii. Volume(s) _____ per unit time _____ (e.g., month, year)</p> <p>iii. Generally, describe the proposed storage facilities: _____</p> <p>_____</p>	
<p>q. Will the proposed action (commercial, industrial and recreational projects only) use pesticides (i.e., herbicides, insecticides) during construction or operation? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Describe proposed treatment(s):</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>ii. Will the proposed action use Integrated Pest Management Practices? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>r. Will the proposed action (commercial or industrial projects only) involve or require the management or disposal of solid waste (excluding hazardous materials)? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Describe any solid waste(s) to be generated during construction or operation of the facility:</p> <ul style="list-style-type: none"> • Construction: _____ tons per _____ (unit of time) • Operation : _____ tons per _____ (unit of time) <p>ii. Describe any proposals for on-site minimization, recycling or reuse of materials to avoid disposal as solid waste:</p> <ul style="list-style-type: none"> • Construction: _____ _____ • Operation: _____ _____ <p>iii. Proposed disposal methods/facilities for solid waste generated on-site:</p> <ul style="list-style-type: none"> • Construction: _____ _____ • Operation: _____ _____ 	

s. Does the proposed action include construction or modification of a solid waste management facility? ☐ Yes ☐ No
 If Yes:
 i. Type of management or handling of waste proposed for the site (e.g., recycling or transfer station, composting, landfill, or other disposal activities): _____
 ii. Anticipated rate of disposal/processing:
 • _____ Tons/month, if transfer or other non-combustion/thermal treatment, or
 • _____ Tons/hour, if combustion or thermal treatment
 iii. If landfill, anticipated site life: _____ years

t. Will the proposed action at the site involve the commercial generation, treatment, storage, or disposal of hazardous waste? ☐ Yes ☐ No
 If Yes:
 i. Name(s) of all hazardous wastes or constituents to be generated, handled or managed at facility: _____

 ii. Generally describe processes or activities involving hazardous wastes or constituents: _____

 iii. Specify amount to be handled or generated _____ tons/month
 iv. Describe any proposals for on-site minimization, recycling or reuse of hazardous constituents: _____

 v. Will any hazardous wastes be disposed at an existing offsite hazardous waste facility? ☐ Yes ☐ No
 If Yes: provide name and location of facility: _____

 If No: describe proposed management of any hazardous wastes which will not be sent to a hazardous waste facility:

E. Site and Setting of Proposed Action

E.1. Land uses on and surrounding the project site			
a. Existing land uses. i. Check all uses that occur on, adjoining and near the project site. <input type="checkbox"/> Urban <input type="checkbox"/> Industrial <input type="checkbox"/> Commercial <input type="checkbox"/> Residential (suburban) <input type="checkbox"/> Rural (non-farm) <input type="checkbox"/> Forest <input type="checkbox"/> Agriculture <input type="checkbox"/> Aquatic <input type="checkbox"/> Other (specify): _____ ii. If mix of uses, generally describe: _____ _____			
b. Land uses and coverytypes on the project site.			
Land use or Coverytype	Current Acreage	Acreage After Project Completion	Change (Acres +/-)
• Roads, buildings, and other paved or impervious surfaces			
• Forested			
• Meadows, grasslands or brushlands (non-agricultural, including abandoned agricultural)			
• Agricultural (includes active orchards, field, greenhouse etc.)			
• Surface water features (lakes, ponds, streams, rivers, etc.)			
• Wetlands (freshwater or tidal)			
• Non-vegetated (bare rock, earth or fill)			
• Other Describe: _____ _____			

<p>c. Is the project site presently used by members of the community for public recreation? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>i. If Yes: explain:</i> _____</p>	
<p>d. Are there any facilities serving children, the elderly, people with disabilities (e.g., schools, hospitals, licensed day care centers, or group homes) within 1500 feet of the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes,</p> <p><i>i. Identify Facilities:</i></p> <p>_____</p> <p>_____</p>	
<p>e. Does the project site contain an existing dam? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p><i>i. Dimensions of the dam and impoundment:</i></p> <ul style="list-style-type: none"> • Dam height: _____ feet • Dam length: _____ feet • Surface area: _____ acres • Volume impounded: _____ gallons OR acre-feet <p><i>ii. Dam's existing hazard classification:</i> _____</p> <p><i>iii. Provide date and summarize results of last inspection:</i></p> <p>_____</p> <p>_____</p>	
<p>f. Has the project site ever been used as a municipal, commercial or industrial solid waste management facility, or does the project site adjoin property which is now, or was at one time, used as a solid waste management facility? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p><i>i. Has the facility been formally closed?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <ul style="list-style-type: none"> • If yes, cite sources/documentation: _____ <p><i>ii. Describe the location of the project site relative to the boundaries of the solid waste management facility:</i></p> <p>_____</p> <p>_____</p> <p><i>iii. Describe any development constraints due to the prior solid waste activities:</i> _____</p> <p>_____</p>	
<p>g. Have hazardous wastes been generated, treated and/or disposed of at the site, or does the project site adjoin property which is now or was at one time used to commercially treat, store and/or dispose of hazardous waste? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p><i>i. Describe waste(s) handled and waste management activities, including approximate time when activities occurred:</i></p> <p>_____</p> <p>_____</p>	
<p>h. Potential contamination history. Has there been a reported spill at the proposed project site, or have any remedial actions been conducted at or adjacent to the proposed site? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p><i>i. Is any portion of the site listed on the NYSDEC Spills Incidents database or Environmental Site Remediation database? Check all that apply:</i> <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Yes – Spills Incidents database <input type="checkbox"/> Yes – Environmental Site Remediation database <input type="checkbox"/> Neither database </div> <div> Provide DEC ID number(s): _____ Provide DEC ID number(s): _____ </div> </div> <p><i>ii. If site has been subject of RCRA corrective activities, describe control measures:</i> _____</p> <p>_____</p> <p><i>iii. Is the project within 2000 feet of any site in the NYSDEC Environmental Site Remediation database?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, provide DEC ID number(s): _____</p> <p><i>iv. If yes to (i), (ii) or (iii) above, describe current status of site(s):</i></p> <p>_____</p> <p>_____</p>	

v. Is the project site subject to an institutional control limiting property uses? <input type="checkbox"/> Yes <input type="checkbox"/> No <ul style="list-style-type: none"> If yes, DEC site ID number: _____ Describe the type of institutional control (e.g., deed restriction or easement): _____ Describe any use limitations: _____ Describe any engineering controls: _____ Will the project affect the institutional or engineering controls in place? <input type="checkbox"/> Yes <input type="checkbox"/> No Explain: _____ _____ 	
E.2. Natural Resources On or Near Project Site	
a. What is the average depth to bedrock on the project site? _____ feet	
b. Are there bedrock outcroppings on the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, what proportion of the site is comprised of bedrock outcroppings? _____ %	
c. Predominant soil type(s) present on project site: <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>_____</div> <div>_____ %</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>_____</div> <div>_____ %</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>_____</div> <div>_____ %</div> </div>	
d. What is the average depth to the water table on the project site? Average: _____ feet	
e. Drainage status of project site soils: <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <input type="checkbox"/> Well Drained: _____ % of site <input type="checkbox"/> Moderately Well Drained: _____ % of site <input type="checkbox"/> Poorly Drained: _____ % of site </div>	
f. Approximate proportion of proposed action site with slopes: <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <input type="checkbox"/> 0-10%: _____ % of site <input type="checkbox"/> 10-15%: _____ % of site <input type="checkbox"/> 15% or greater: _____ % of site </div>	
g. Are there any unique geologic features on the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, describe: _____ _____	
h. Surface water features. <div style="margin-top: 10px;"> i. Does any portion of the project site contain wetlands or other waterbodies (including streams, rivers, ponds or lakes)? <input type="checkbox"/> Yes <input type="checkbox"/> No </div> <div style="margin-top: 5px;"> ii. Do any wetlands or other waterbodies adjoin the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No </div> <div style="margin-top: 5px;"> If Yes to either <i>i</i> or <i>ii</i>, continue. If No, skip to E.2.i. </div> <div style="margin-top: 5px;"> iii. Are any of the wetlands or waterbodies within or adjoining the project site regulated by any federal, state or local agency? <input type="checkbox"/> Yes <input type="checkbox"/> No </div> <div style="margin-top: 5px;"> iv. For each identified regulated wetland and waterbody on the project site, provide the following information: <ul style="list-style-type: none"> Streams: Name _____ Classification _____ Lakes or Ponds: Name _____ Classification _____ Wetlands: Name _____ Approximate Size _____ Wetland No. (if regulated by DEC) _____ </div>	
v. Are any of the above water bodies listed in the most recent compilation of NYS water quality-impaired waterbodies? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, name of impaired water body/bodies and basis for listing as impaired: _____ _____	
i. Is the project site in a designated Floodway? <input type="checkbox"/> Yes <input type="checkbox"/> No	
j. Is the project site in the 100-year Floodplain? <input type="checkbox"/> Yes <input type="checkbox"/> No	
k. Is the project site in the 500-year Floodplain? <input type="checkbox"/> Yes <input type="checkbox"/> No	
l. Is the project site located over, or immediately adjoining, a primary, principal or sole source aquifer? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes: <div style="margin-top: 5px;"> i. Name of aquifer: _____ </div>	

<p>m. Identify the predominant wildlife species that occupy or use the project site: _____</p> <p>_____</p> <p>_____</p>	
<p>n. Does the project site contain a designated significant natural community? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p style="margin-left: 20px;">i. Describe the habitat/community (composition, function, and basis for designation): _____</p> <p style="margin-left: 20px;">ii. Source(s) of description or evaluation: _____</p> <p style="margin-left: 20px;">iii. Extent of community/habitat:</p> <ul style="list-style-type: none"> • Currently: _____ acres • Following completion of project as proposed: _____ acres • Gain or loss (indicate + or -): _____ acres 	
<p>o. Does project site contain any species of plant or animal that is listed by the federal government or NYS as endangered or threatened, or does it contain any areas identified as habitat for an endangered or threatened species? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p style="margin-left: 20px;">i. Species and listing (endangered or threatened): _____</p> <p>_____</p> <p>_____</p>	
<p>p. Does the project site contain any species of plant or animal that is listed by NYS as rare, or as a species of special concern? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p style="margin-left: 20px;">i. Species and listing: _____</p> <p>_____</p> <p>_____</p>	
<p>q. Is the project site or adjoining area currently used for hunting, trapping, fishing or shell fishing? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, give a brief description of how the proposed action may affect that use: _____</p> <p>_____</p> <p>_____</p>	
<p>E.3. Designated Public Resources On or Near Project Site</p>	
<p>a. Is the project site, or any portion of it, located in a designated agricultural district certified pursuant to Agriculture and Markets Law, Article 25-AA, Section 303 and 304? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes, provide county plus district name/number: _____</p>	
<p>b. Are agricultural lands consisting of highly productive soils present? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p style="margin-left: 20px;">i. If Yes: acreage(s) on project site? _____</p> <p style="margin-left: 20px;">ii. Source(s) of soil rating(s): _____</p>	
<p>c. Does the project site contain all or part of, or is it substantially contiguous to, a registered National Natural Landmark? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p style="margin-left: 20px;">i. Nature of the natural landmark: <input type="checkbox"/> Biological Community <input type="checkbox"/> Geological Feature</p> <p style="margin-left: 20px;">ii. Provide brief description of landmark, including values behind designation and approximate size/extent: _____</p> <p>_____</p> <p>_____</p>	
<p>d. Is the project site located in or does it adjoin a state listed Critical Environmental Area? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p style="margin-left: 20px;">i. CEA name: _____</p> <p style="margin-left: 20px;">ii. Basis for designation: _____</p> <p style="margin-left: 20px;">iii. Designating agency and date: _____</p>	

e. Does the project site contain, or is it substantially contiguous to, a building, archaeological site, or district which is listed on the National or State Register of Historic Places, or that has been determined by the Commissioner of the NYS Office of Parks, Recreation and Historic Preservation to be eligible for listing on the State Register of Historic Places? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes: i. Nature of historic/archaeological resource: <input type="checkbox"/> Archaeological Site <input type="checkbox"/> Historic Building or District ii. Name: _____ iii. Brief description of attributes on which listing is based: _____
f. Is the project site, or any portion of it, located in or adjacent to an area designated as sensitive for archaeological sites on the NY State Historic Preservation Office (SHPO) archaeological site inventory? <input type="checkbox"/> Yes <input type="checkbox"/> No
g. Have additional archaeological or historic site(s) or resources been identified on the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes: i. Describe possible resource(s): _____ ii. Basis for identification: _____
h. Is the project site within five miles of any officially designated and publicly accessible federal, state, or local scenic or aesthetic resource? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes: i. Identify resource: _____ ii. Nature of, or basis for, designation (e.g., established highway overlook, state or local park, state historic trail or scenic byway, etc.): _____ iii. Distance between project and resource: _____ miles.
i. Is the project site located within a designated river corridor under the Wild, Scenic and Recreational Rivers Program 6 NYCRR 666? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes: i. Identify the name of the river and its designation: _____ ii. Is the activity consistent with development restrictions contained in 6NYCRR Part 666? <input type="checkbox"/> Yes <input type="checkbox"/> No

F. Additional Information

Attach any additional information which may be needed to clarify your project.

If you have identified any adverse impacts which could be associated with your proposal, please describe those impacts plus any measures which you propose to avoid or minimize them.

G. Verification

I certify that the information provided is true to the best of my knowledge.

Applicant/Sponsor Name _____ Date _____

Signature _____ Title _____

ADDITIONAL INFORMATION
FULL ENVIRONMENTAL ASSESSMENT FORM
PRT 1 – PROJECT & SETTING

Item C.1. Planning & Zoning Actions

The action of adopting a Comprehensive Plan only requires completing sections C, F and G of the Full Environmental Assessment Form.

Item C.2. Adopted Land Use Plans

The proposed action is the adoption of a Comprehensive Plan which includes land use strategies for the entire Village of Fairport. The 2021 Comprehensive Plan is substantially in agreement with the land use strategies contained in the adopted 2007 Comprehensive Plan. Recommendations are made to progress area specific land use plans and to consider zoning modifications as implementation measures.

Item C.3, b. Is the use permitted

The action of adopting a Comprehensive Plan is not considered a use, it is simply an action.

Items D and E - Project Operations, Site and Setting

The action is fully described in the body of the Village of Fairport 2021 Comprehensive Plan. The Plan respects existing conditions, includes community direction and proposes responsible actions for the Village to move forward. Recommendations are substantially consistent with the adopted 2007 Comprehensive Plan and with current best practices.