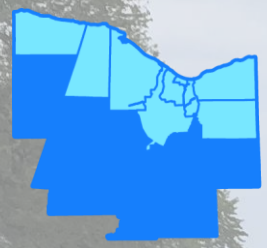


Coastal Lakeshore Economy and Resiliency (CLEAR) Plan

Monroe County

June 10, 2021

PUBLIC WORKSHOP #1

NEW YORK STATE OF OPPORTUNITY. Department of State

BERGMANN ARCHITECTS ENGINEERS PLANNERS

01 Project Overview

02 CLEAR Process

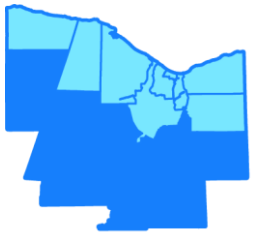
03 Key Findings + Opportunities

04 Next Steps

05 Interactive Exercise

Polling Questions

Project Overview



PROJECT OVERVIEW

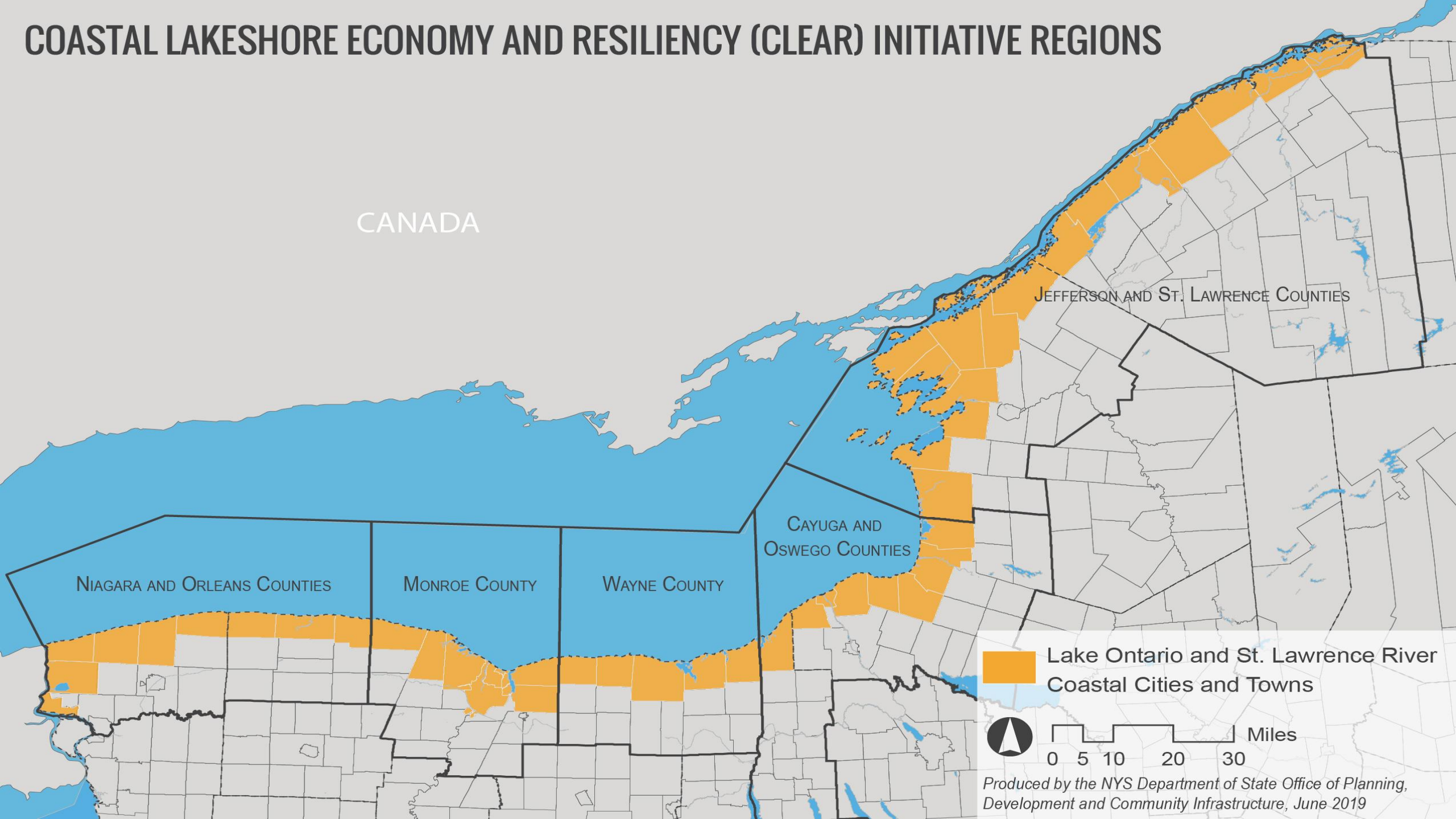
PROJECT CONTEXT

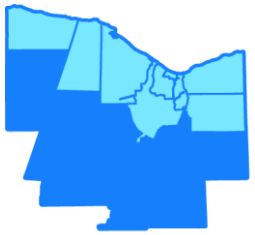
Lake Ontario experienced historic flooding in both 2017 and 2019

Resiliency and Economic Development Initiative (REDI) created in 2019 by Governor Cuomo introduced as a platform for engaging municipalities in identifying and addressing their priority infrastructure needs

CLEAR will compliment and reinforce resiliency efforts made to-date and focus on broader community engagement and long-term visioning for resilience

COASTAL LAKESHORE ECONOMY AND RESILIENCY (CLEAR) INITIATIVE REGIONS





PROJECT OVERVIEW

WHAT IS CLEAR?

- An initiative that involves community engagement in developing a strategic plan for coastal lakeshore resiliency.
- A forward-looking approach that addresses current and future extreme water levels.
- Offers guidance to communities for resilient options to rebuild and adapt in the face of a changing climate.

C oastal

L akeshore

E conomy

A nd

R esiliency

PROJECT OVERVIEW

BENEFITS OF CLEAR

1. Provide guidance for communities to thrive in response to variable lake levels and conditions.

2. Develop and implement resilience strategies for shoreline property owners and managers.

3. Connect the coastal environment through resilient innovative strategies and adaptive uses.

4. Define goals for development patterns to guide existing and new recreation and employment uses along the lakeshore.

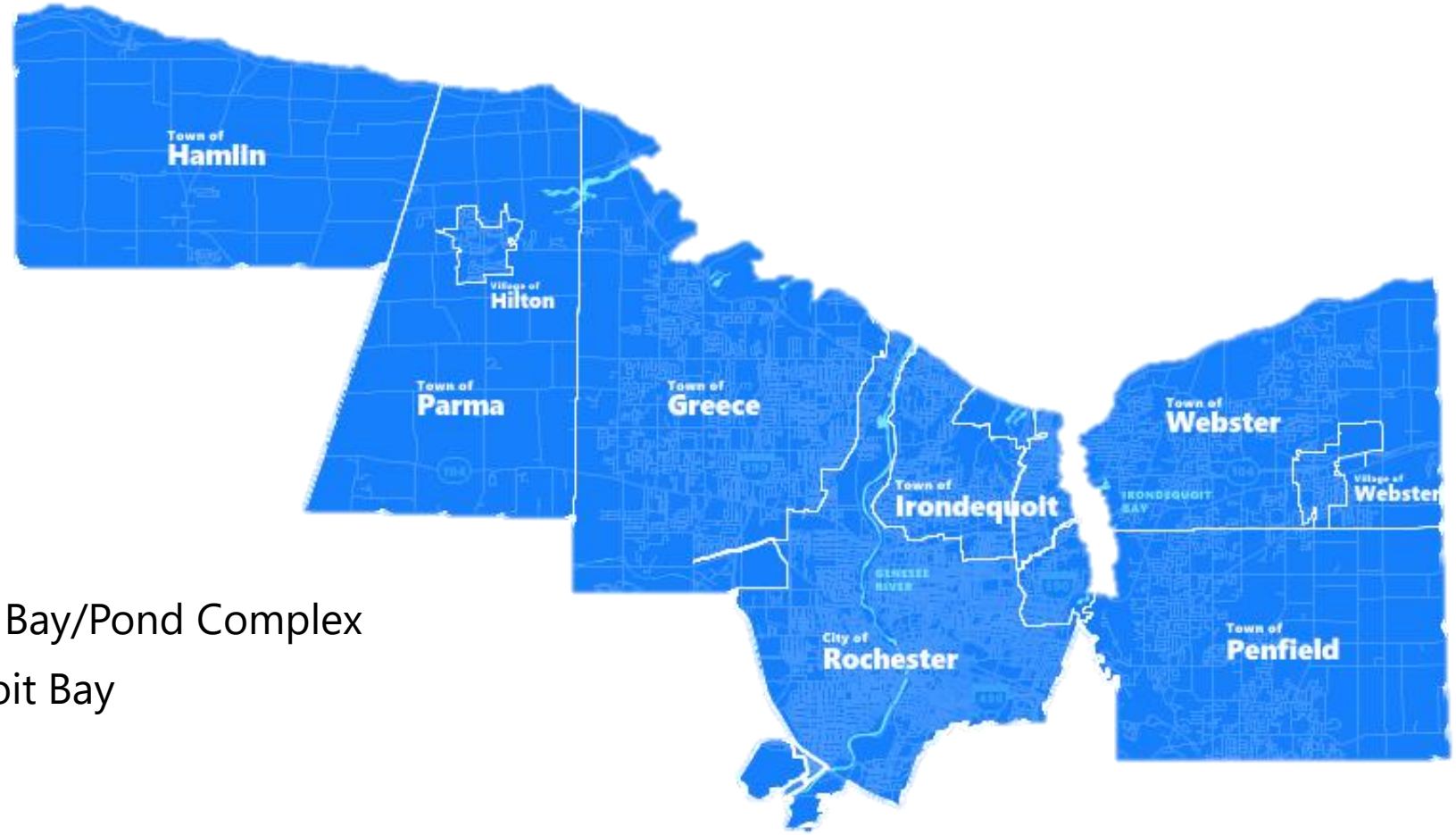
5. Bring together local governments, organizations, and leaders who are empowered to protect their communities and create new, more resilient paths for community growth.

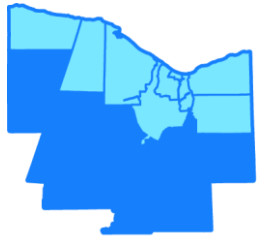
PROJECT OVERVIEW

MONROE COUNTY CLEAR COMMUNITIES

1. City of Rochester
2. Town of Hamlin
3. Town of Parma
4. Town of Greece
5. Town of Irondequoit
6. Town of Webster
7. Town of Penfield

- Community of Braddock Bay/Pond Complex
- Community of Irondequoit Bay





PROJECT OVERVIEW

PROJECT TEAM

STATE AGENCIES

- NYS Department of State, Office of Planning & Development
- New York State Department of Environmental Conservation (NYSDEC)

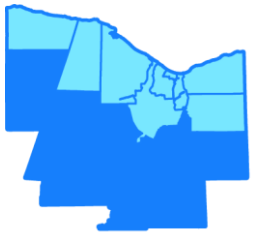
CONSULTANTS

- Bergmann
- Camoin310
- Michael Baker International
- Prudent Engineering
- Sue Steele Landscape Architecture, PLLC
- Groundpoint Engineering

STEERING COMMITTEE

- Municipalities
- Local/Regional Organizations
- Local Businesses
- Residents
- Property Owners/Managers

CLEAR Process



CLEAR PROCESS

OVERVIEW

1 **Coordinated Approach**

2 **Community Profile**

3 **Asset Inventory + Risk Assessment**

4 **Strategies +Actions**

5 **Defining Local + Regional Projects**

COMMUNITY & STAKEHOLDER ENGAGEMENT

CLEAR PROCESS

STEP 1. COORDINATED APPROACH

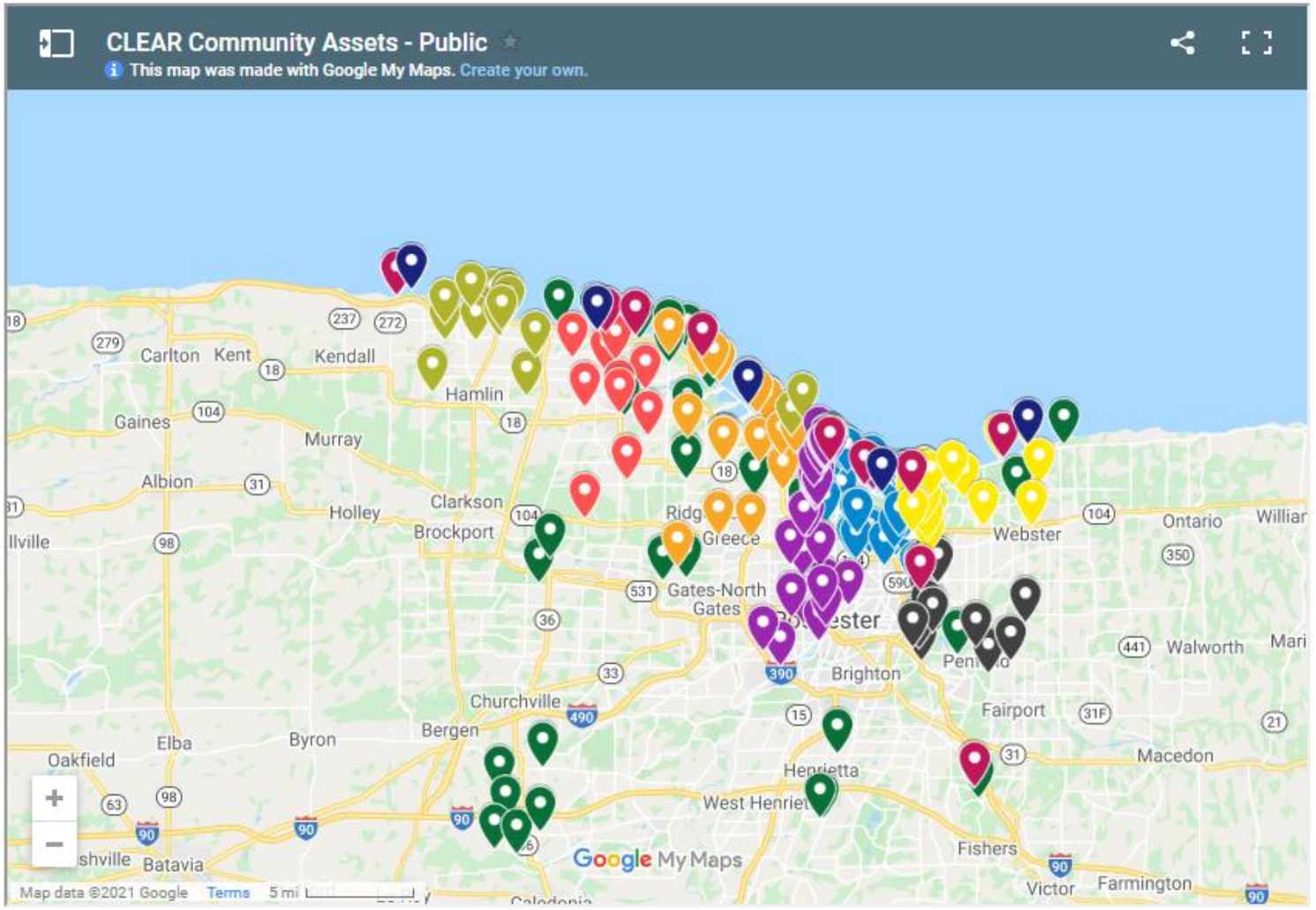
- Project Team Calls
- Steering Committee Meetings
- Public Workshops
- Stakeholder Interviews
- Municipal Meetings
- Educational Series
- Youth/Student Engagement
- Project Webpage

CLEAR PROCESS

STEP 1. COORDINATED APPROACH

Project Website

www.monroecountyclear.com

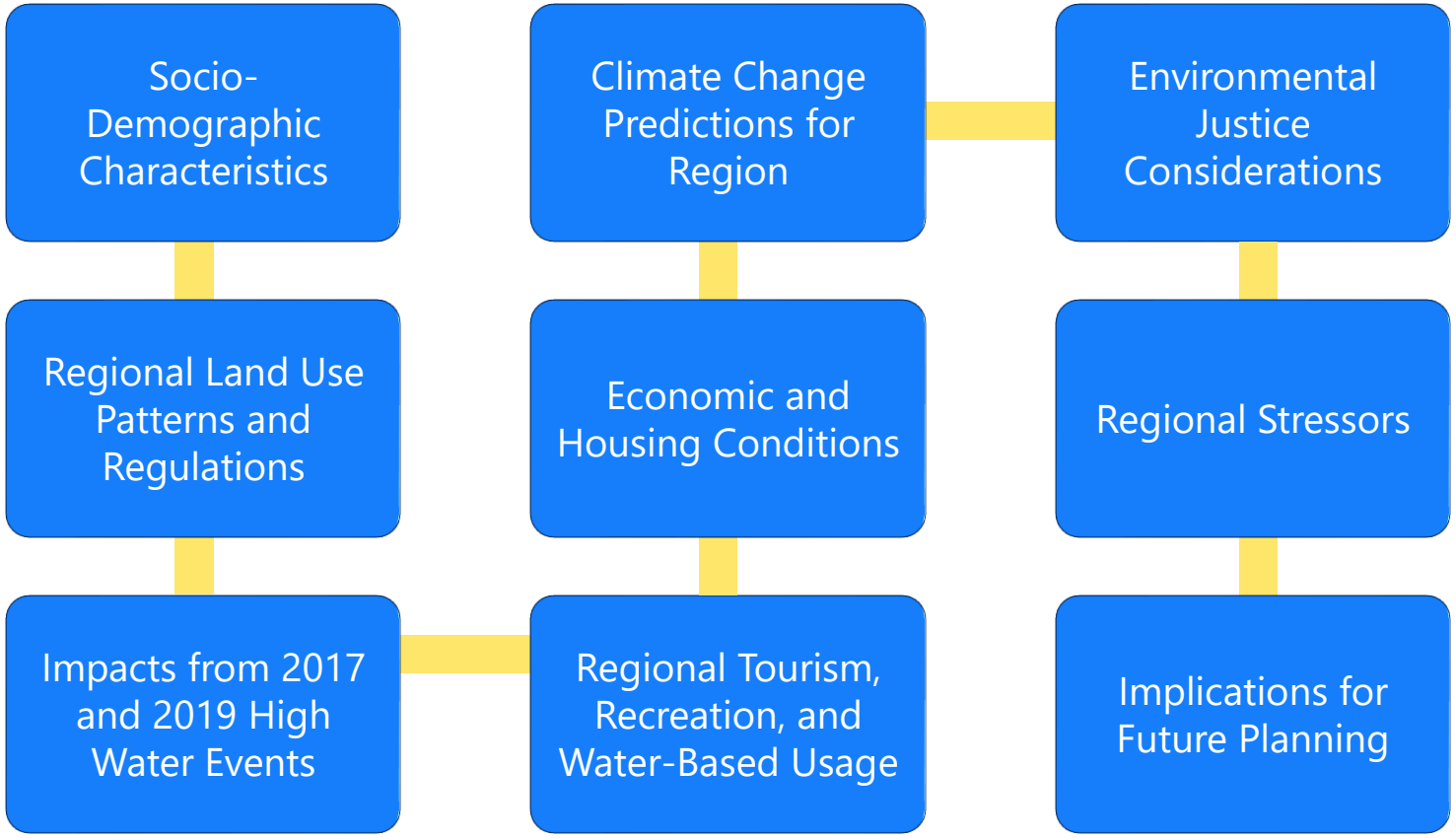


CLEAR PROCESS

STEP 2. COMMUNITY PROFILE

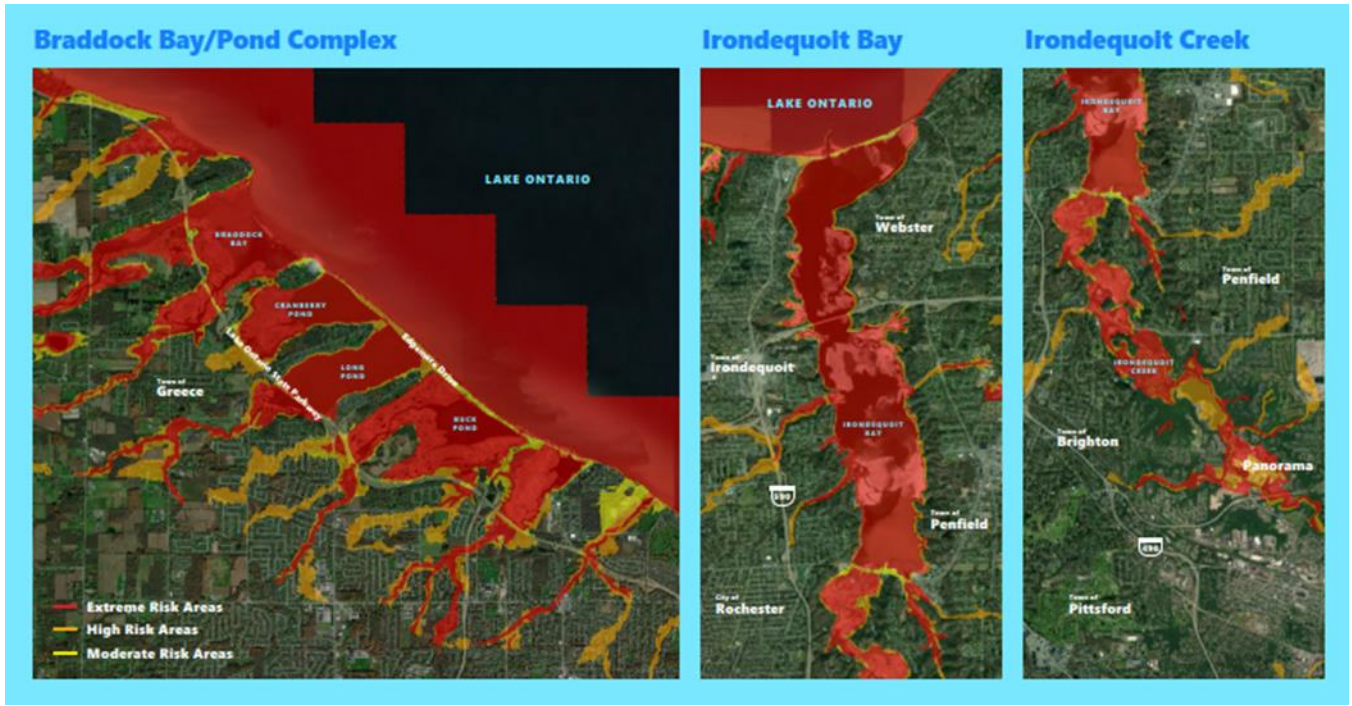
- Review and extract information from existing local and regional plans, reports, policies, and federal, State and local laws to identify the community's needs to enhance coastal resilience.

- Ensures the new County-level coastal resilience plan builds from existing planning and implementation processes and complements other local, regional or State initiatives.



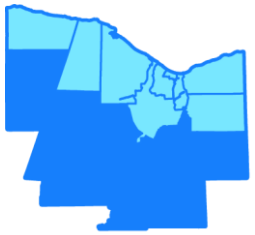
CLEAR PROCESS

STEP 3. ASSET INVENTORY + RISK ASSESSMENT



REGIONAL, COUNTY AND COMMUNITY ASSETS MAY RELATE TO:

- economic development;
- health and social services;
- housing;
- infrastructure systems;
- natural and cultural resources;
- socially vulnerable populations; and
- other assets of importance within each region.



CLEAR PROCESS

STEP 4. ACTIONS + STRATEGIES

- What goals, strategies and projects can direct **resilient future development** and investment along the areas impacted by flood and erosion?
- What goals, strategies and projects are adaptable to and allow for use of coastal resources during **high and low water events**?

Types of Mitigation Actions

1. Local Plans and Regulations
2. Structure and Infrastructure Projects
3. Natural Systems Protection
4. Education and Awareness Programs

CLEAR PROCESS

STEP 5. DEFINING LOCAL + REGIONAL PROJECTS

- Preferred shoreline flooding and erosion management measures
- Innovative land use policies
- Green infrastructure
- Payments for ecosystem services
- Techniques to strengthen the housing and building stock
- Identification and solicitation of financial resources and mechanisms

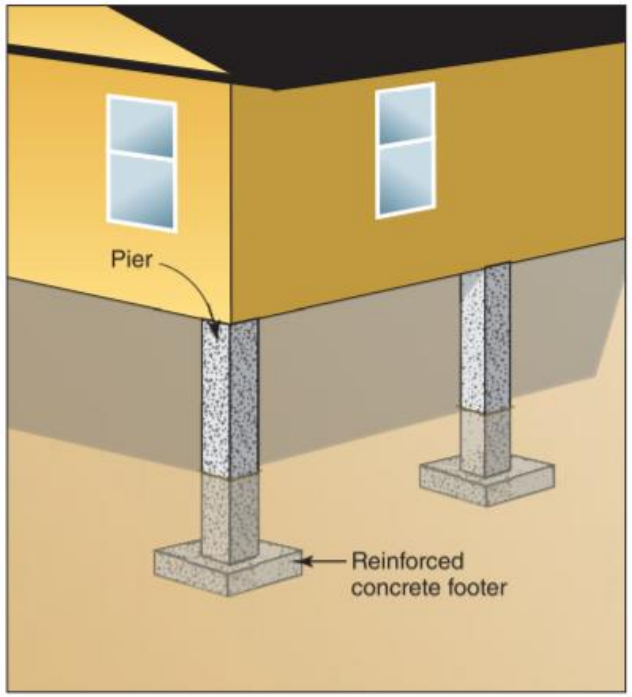
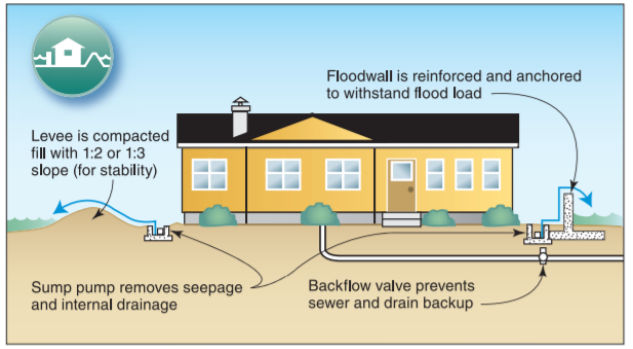


Figure 3-8. Home elevated on reinforced concrete piers.

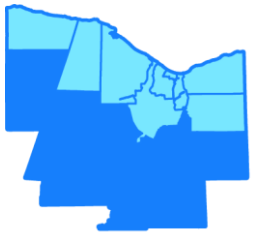


CLEAR PROCESS

MONROE COUNTY CLEAR PLAN

- CLEAR plans can be locally adopted.
- Projects or actions can be used in conjunction with any existing plans, such as the Local Waterfront Revitalization Program.
- CLEAR strategies, vision, and goals are designed to increase long-term resiliency to future flooding and storm events along with new, more resilient paths for community growth.

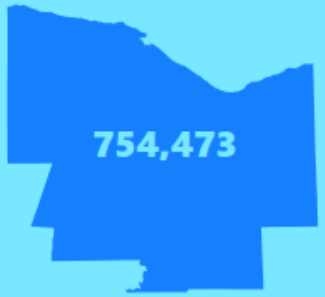
Key Findings + Opportunities



KEY FINDINGS + OPPORTUNITIES

REGIONAL SNAPSHOT

Population (2020)



Monroe County

CLEAR Study Area

60%
of County total

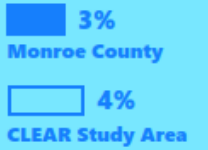
Diversity (2018)

29%
non-white or white of Hispanic origin

37%
non-white or white of Hispanic origin

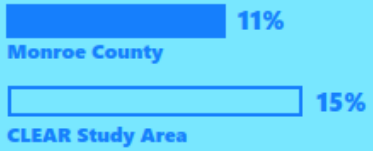
Poverty Rate (2018)

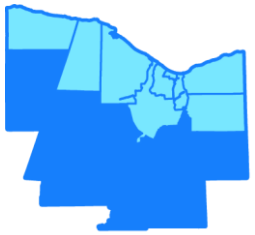
Unemployment Rate (2018)



Average Per Capita Income (2018)

No Car Households (2018)



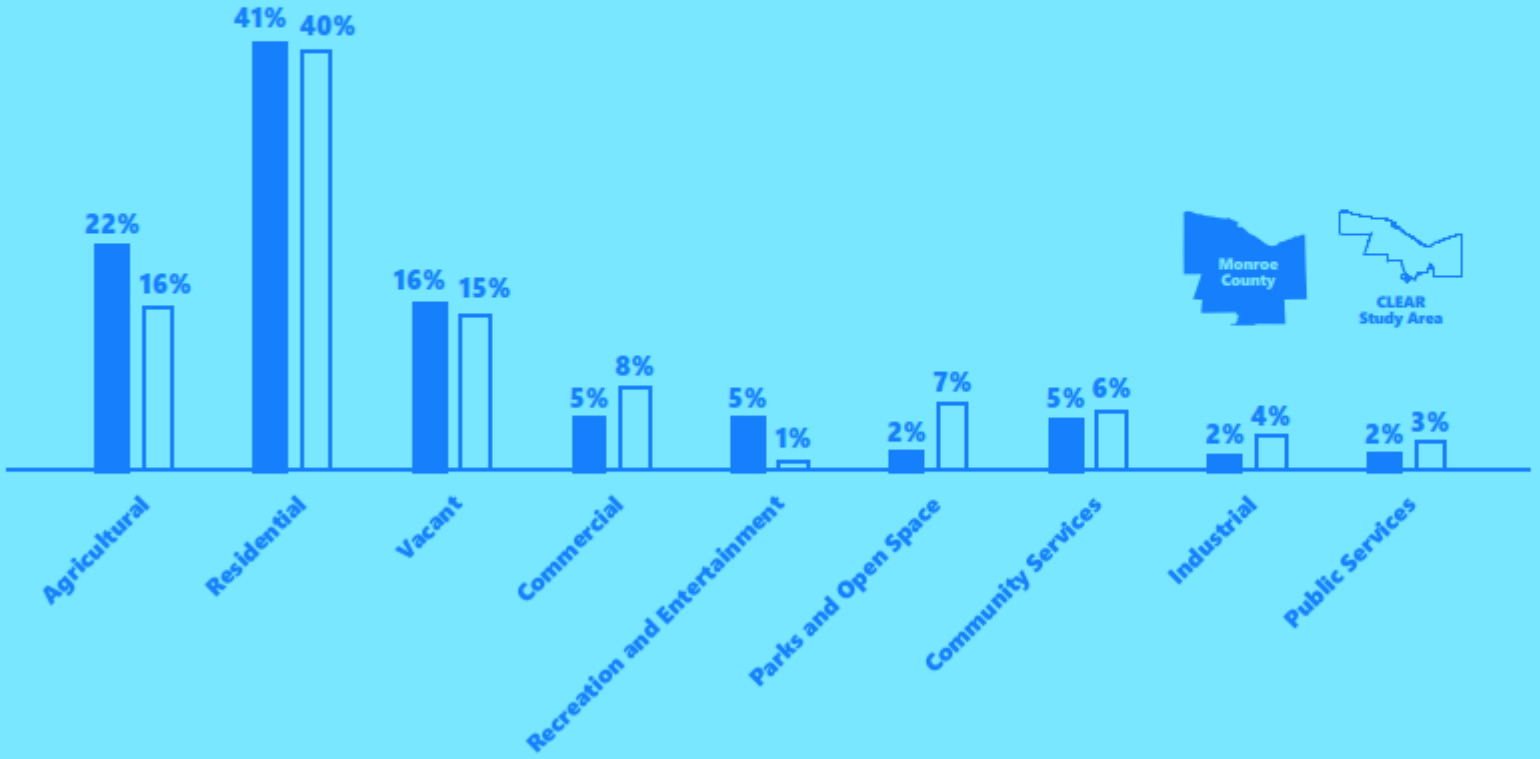


KEY FINDINGS + OPPORTUNITIES

REGIONAL SNAPSHOT

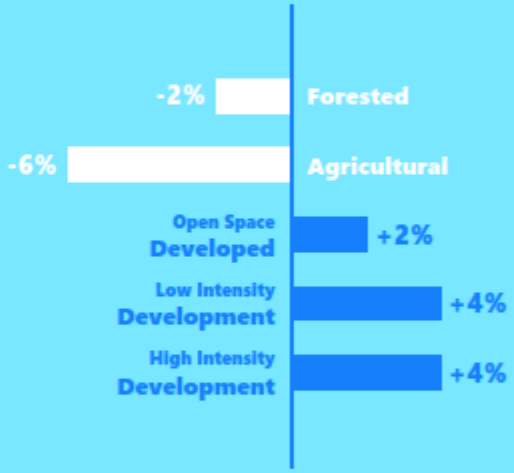
Land Use Distribution

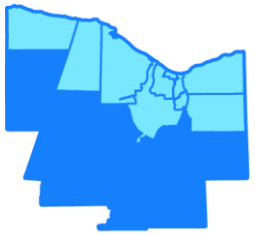
Monroe County vs. Study Area, 2021



Land Cover Change

Monroe County, 2006-2016





KEY FINDINGS + OPPORTUNITIES

REGIONAL SNAPSHOT

Waterway Dependence
The region relies on water for industrial uses like power generation for hydroelectric plants, water processing for wastewater treatment plants, and power plant cooling.

Regional Industries
Tourism-related industries (Retail Trade; Arts, Entertainment, and Recreation; and Accommodation and Food Services) account for 18% of all jobs in the Study Area, which is the second-highest sector group behind Health Care and Social Assistance (22%).

Lakeshore Agricultural Communities
Agriculture is the second largest land use in Monroe County as well as in the Towns of Hamlin, Parma, and Penfield.

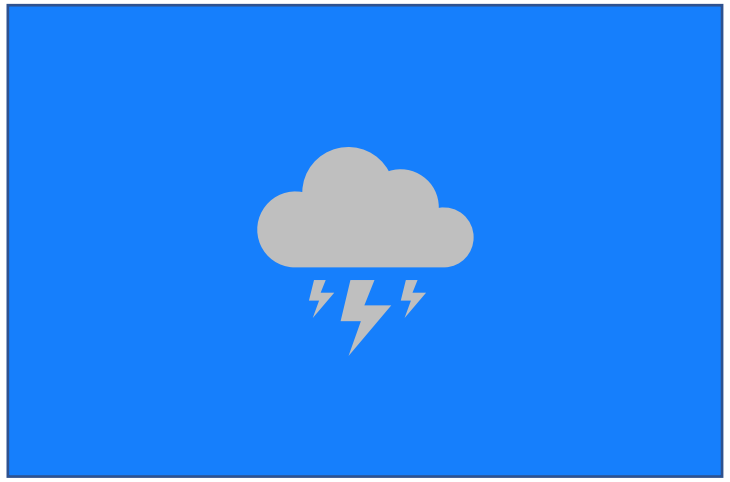
The City of Rochester sees its "Three Great Waterways" (Lake Ontario, the Genesee River, and the Erie Canal) as central to its waterfront identity and tourism brand.

KEY FINDINGS + OPPORTUNITIES

ENVIRONMENTAL CONSIDERATIONS

Coastal Habitats

Coastal Processes



Climate Change Projections

KEY FINDINGS + OPPORTUNITIES

ENVIRONMENTAL CONSIDERATIONS

Coastal Habitats

KEY FINDINGS + OPPORTUNITIES

ENVIRONMENTAL CONSIDERATIONS

Coastal Processes

KEY FINDINGS + OPPORTUNITIES

ENVIRONMENTAL CONSIDERATIONS

Climate Change Projections

KEY FINDINGS + OPPORTUNITIES

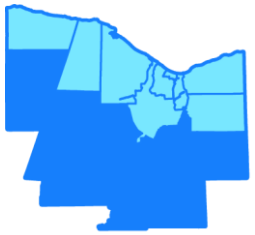
CURRENT AND FUTURE LAND USE

WATER-ENHANCED USES

KEY FINDINGS + OPPORTUNITIES

CURRENT AND FUTURE LAND USE

WATER-DEPENDENT USES



KEY FINDINGS + OPPORTUNITIES

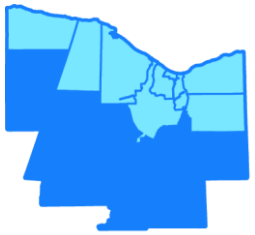
PUBLIC LANDS

- Approximately 15,691 acres of land owned by public entities, including New York State, Monroe County, and local municipalities

- The State owns 3,100 acres of land along the shoreline:
  - Hamlin Beach State Park
  - A portion of Braddock Bay Wildlife Management Area

- The County owns approximately 2,268 acres of land:
  - Irondequoit Bay Park West
  - Webster Beach Park / Webster Park
  - Tryon Park
  - Southern portion of Durand Eastman Park

- 250 miles of trails in the County, including roughly 85 miles in the Study Area



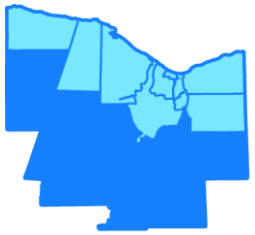
KEY FINDINGS + OPPORTUNITIES

TOURISM + RECREATION

- There are 295 water-related tourism establishments in the County:
  - Employs 5,000 people
  - Generates more than $180 million annually

- Lake Ontario State Parkway travels along 35 miles of the Lake Ontario shoreline, and is part of the National Scenic Byway Trail

- Lake Ontario supports a diverse and world-class recreational sporting fishery:
  - Trophy-sized trout, salmon and walleye in the open lake
  - Near-shore angling for smallmouth bass and panfish



KEY FINDINGS + FOCUS AREA

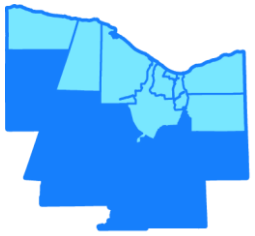
OPPORTUNITIES

- Diverse landscapes, natural resources, and destinations
- Regional connectivity
- Publicly-owned land along waterfront
- Existing and planned trail systems
- Ongoing waterfront revitalization

CHALLENGES

- Flooding and erosion hazards
- Housing in floodprone and erosive areas
- Limited public waterfront access
- Socially-vulnerable areas

Next Steps



NEXT STEPS

DEVELOPMENT OF THE CLEAR PLAN

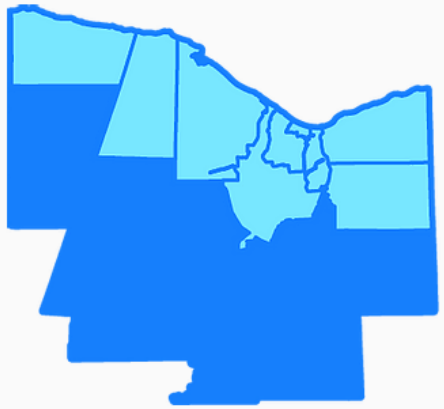
- Coordinated Approach - **ONGOING**
- Community Profile - **DONE**
- Asset Inventory + Risk Assessment - **ONGOING**
- Strategies + Actions - **UPCOMING**
- Defining Local + Regional Projects - **UPCOMING**

Public Engagement Workshops

TODAY:
Public Workshop 1 –
Coastal, Lakeshore, Economy and Resiliency

September 9, 2021:
Public Workshop 2 –
Identify Assets and Risks, Community Vision

October 21, 2021:
Public Workshop 3 –
Strategies, Projects, and Actions



Coastal Lakeshore Economy and Resiliency (CLEAR) Plan

Monroe County

https://www.monroecountyclear.com/

Interactive Exercise

READY TO SHARE SOME FEEDBACK?

1 Grab your phone

2 Go to www.menti.com

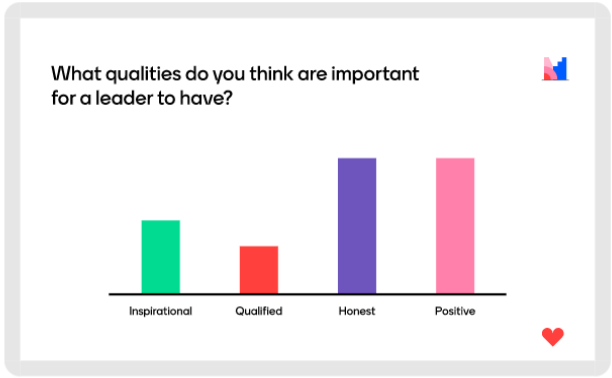
3 Enter Code:

Prioritize with
Ranking questions

Evaluate with
Scales questions

Multiple Choice

Collects answers, thoughts, opinions and data with simple multiple-choice questions. Use in a live setting or part of a survey to really listen to your participants. Add images and gifs to your questions for an extra element of engagement.



Mentimeter Features Solutions Pricing Blog

What is a Word Cloud?

Word Clouds (also known as wordle, word collage or tag cloud) are visual representations of words that give greater prominence to words that appear more frequently. For Mentimeter Word Clouds, the words that are added most frequently by audience members using their smartphones. This type of visualization can help presenters to quickly collect data from their audience, highlight the most common answers and present the data in a way that everyone can understand.