

# Village of Fairport NW Quadrant Master Plan

## Project Overview

The Village of Fairport has completed several planning initiatives in recent years, including a Comprehensive Plan (2007) and a Circulation, Access and Parking Study (2010). These planning efforts identified the need to prepare a focused, area specific strategy to guide future development in the northwest quadrant of the Village. In October 2011 the Village (OCED) engaged Bergmann Associates and Ingalls Planning and Design to prepare a master plan for the NW Quadrant. The goal of this planning and design effort was to engage local residents and property owners in defining a future vision for the quadrant. Over the course of the past year, Village officials, residents and the consultant team have worked together to prepare a master plan that capitalizes on the unique assets and opportunities in the study area, while also overcoming obstacles impacting growth potential and the quality-of-life of residents. The master plan provides clear direction for targeting future development opportunities, public monies, and capital projects over the course of the next 2 to 20 years.

Traditionally, a deliverable associated with a master planning process includes a finite version of the plan. The Master Plan for the NW Quadrant is different. Delivered as a virtual model and a 3D GIS Asset Management Tool, the master plan can be changed and updated as necessitated by on the ground, current conditions. It will also serve as an important economic development tool that can be used to market sites to developers and increase local growth and tourism. At the same time the tools can be used to support local government efficiency by expediting plan reviews and approvals.

## The Study Area

The Study Area includes all land in the northwest quadrant which is generally bounded by the Erie Canal to the south, Main Street to the east, Whitney Road to the north and the Village boundary to the west.



Fairport is on the cutting edge of how they are thinking about the future of the community. In preparing this plan, the Village has taken an important step in responding to the way people consume information in the 21st century.



*The North Bank and Liftbridge Lane West.*



*Redevelopment of the former American Can facility—mixed use with additional parking and green space.*



*Municipal parking lot converted to public green space along North Main Street, with parking lot relocated to rear of park.*