Village of Fairport
Northwest Quadrant Master Plan

Public Workshop
April 30, 2012

Agenda

Welcome and Project Overview
Design Primer
Planning and Design Considerations
Break Out Groups – Land Use and Design
Next Steps
Project Overview

**Master Plan Objectives**

- Identify Future Land Uses
- Detailed Recommendations for Key Sites
- Identify Enhancement Projects for Stable Areas
- Mitigation Strategies to Address Land Use Conflicts
- Implementation and Phasing Plan
- Clear Direction to Guide Future Redevelopment
- Marketing, Communications and Branding

**Project Overview**

**A Unique Deliverable for the Village**

- Living, adaptable plan – can change with market and opportunities
- Economic development tool – attract developers, support tourism growth
- Support government – plan reviews and approvals, increased efficiency
- 3D GIS Asset Management
Study Area

Study area encompasses 221 parcels covering 149 acres of land.

Project Status

October 2011 Kick-Off
Nov – Dec 2011 Existing Conditions
Stakeholder Meetings
January 2012 Public Meeting #1
Feb – April 2012 Conceptual Master Plan
Alternatives
April 2012 Public Workshop #2
May - June 2012 Plan Refinement
July 2012 Final Plan
Development of 3D Model
What We’ve Heard

walkable Main Street enhancements

more parks and green space

reimbursement gateway

reuse of American Can

mixed use buildings

fronting Main Street pedestrian routes

Whitney Road Buffers

between residential and industrial

industrial heritage

rail Barnum Street impacts of Lidestri public art

Erie Canal

truck routes too many curb cuts design standards lighting

intersection improvements

HP Nuen affordable cost of living

self-sustaining quality of life same quality as Village south of

Canal North Bank

locally owned and operated

access sidewalks

public spaces traffic impacts of tracks Canalway Trail access

identity circulation enhancement

commercial area is problem

environmental considerations absentee landlords noise

owner vs renter

character small business

the Liftbridge play grounds

Northwest Quadrant Master Plan

DESIGN PRIMER:
What Makes a Great Place?
What Makes A Place Great?

1. Attractive and Integrated Public Spaces

2. Mixing of Uses – Backbone of Vibrancy

3. Residents and Visitors in Walking Distance

Public Spaces
...sidewalks

The nexus of public and private space

...intersections

Encourage the chance encounter
...crosswalks

Making it safe to explore

...outdoor seating

Let uses spill onto the sidewalk
...parks

Beyond the traditional role

...streets

Attractive and safe for all users
...benches

An invitation to stay

Vibrant & Mixed Use...
...for all ages

...waterfronts
...urban play

Turn leftover space into entertainment

...active streetfronts
...office and residential above

...street level transparency
Sense of Place...

Retain sense of heritage and culture

...key structures
...adaptive reuse

Retain iconic structures for new uses

...create destinations
Northwest Quadrant Master Plan

PLANNING AND DESIGN CONSIDERATIONS

Conceptual Plan
Streetscape Improvements for North Main

- Modify as necessary and implement 2003 streetscape plan.
Streetscape Improvements for North Main

- Not many options due to lack of public owned land.
- Land east of Tropel is isolated and not real conducive for a park.
- 80 North Main Street is owned by the Village and could be an option.

Park to Serve the Northwest Quadrant
American Can – Alt A

• Implement owner’s previous plan for mixed-use.
  – Lofts, brew house/pub, light industrial, artists live work units, etc.
  – Parking and circulation could be problematic
American Can – Alt B

- Similar mixed-use concept as Alt A
  - Lofts, brew house/pub, light industrial, artists live work units, etc.
  - Eliminate non-descript buildings to improve parking and circulation

HP Neun – Alt A

- Leaving as is for light industrial could be the most viable option for now or
- Redevelop site as mixed-use
  - Share access and parking with American Can
**HP Neun – Alt B**

- Redevelop site as mixed-use
  - New building(s) on street adjacent to Village Inn
    - Land swap with Village land (parking lot)
    - Share access and parking with American Can
    - Provide area wide public parking for North Main Street
    - 25 Parce Avenue would likely need to go to a non-industrial use

---

**North Bank & Millstone Block**

- Redevelop Northbank as mixed-use
  - Country Inn, condos, waterfront park, marina, etc.
- Rehab Millstone Block or redevelop as mixed-use, leveraging Canalside/Main Street location
- Improve Liftbridge Lane West

---
Improve Liftbridge Lane West
Improve Liftbridge Lane West

Break Out Groups

Goal: To identify preferred land uses and project recommendations

45 minutes in group discussion to identify projects, future uses, study area enhancements

Designate member of group to be spokesperson

Each group will have 3-4 minutes to summarize key ideas and projects to rest of meeting attendees
Break Out Groups

- What changes to Main Street would you like to see? What projects would enhance other areas?
- Which existing buildings would you like to see reused, and how?
- Where do you think is the most suitable location for future park and open space?
- Identify TOP 3 projects that could serve as a catalyst for other revitalization efforts?

NEXT STEPS

Where Do We Go From Here?
Next Steps

1. Compile and review feedback from meeting
2. Develop preferred master plan concept
3. Prepare 3D model of existing conditions and preferred master plan