

# NY UPSTATE PLANNER



American Planning Association  
New York Upstate Chapter

Making Great Communities Happen

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## APA's Aging in Community Policy Guide

The American Planning Association has created its first policy guide to assist planners address the needs of the country's burgeoning senior population.

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## REGIONAL ROUNDUP

This issue of Regional Roundup focuses on planning & development projects happening in the Finger Lakes Region of Upstate New York.



# Planning in the News

## A Highlight of Regional & National Planning News



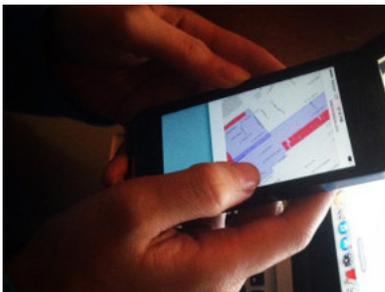
### Walking is Going Places (Project for Public Spaces)

The project for Public Spaces blog highlights how more Americans are walking for transportation, fitness and fun. Since 2005, the number of Americans who take a walk at least once a week has risen from 56 percent to 62 percent in 2010. The Article also discusses the “Walking Summit”, an annual event in Washington D.C. organized by the Every Body Walk Collaborative that promotes the link between walking, health, social cohesion and now, economic development.



### The American Decline in Driving (Washington Post WonkBlog)

In a short blog that includes graphs, Emily Badger shows how Vehicles Miles Traveled (VMT), when evaluated at the State level, peaked in most states around 2004. Earlier research linked this to the depressed economy but many states with healthy economies continued to see declines in VMT.



### Smartphone Surveys for Preservation and Blight in Detroit

The SmartPhone may be the Planner’s newest survey tool! The City of Detroit recently received \$52 million in federal demolition funding that did not require Section 106 review. Concerned about losing historic structures, a group of 50 preservation minded volunteers went out on the street to assess and rate approximately 18,000 homes using a Smartphone platform.



### Can Social Media help Save Building ?



### Syracuse Mayor Says Not to Forget about Neighborhoods



### Urban Living is Regaining its Appeal





# APA Creates First Aging in Community Policy Guide

by Esther Greenhouse, M.S., CAPS



In an effort to help planners address the needs of the burgeoning senior population, in late 2013 APA convened a task force to create their first Aging in Community Policy Guide.

## What's the Problem?

Currently, the 65+ population is at 13% nationally. By 2030, that will increase to over 20% (US Census Bureau, 2014).

In order to assist the planning profession in meeting the associated demands, the Guiding Policies and recommendations of the guide focus on five key areas representing particular challenges of older adults: Community Engagement, Housing, Transportation, Land Use, and Economic Well-being.

- **Economic Well-Being:** Older adults need their savings and limited income to last their remaining lifetimes.
- **Community Engagement:** Several recent studies have linked loneliness to higher mortality. Many seniors do not have any adult children living nearby (or have no children at all) and are therefore limited in their informal support system.
- **Housing:** When we live on savings and social security, our percentage of housing out to total household income rises, leaving many seniors housing cost burdened (Harvard JCHS, 2014). In addition, little of the US housing stock is designed for the typical needs and abilities of older adults (Harvard JCHS, 2014).
- **Transportation:** A critical combination of: physical and cognitive changes combined with the design of the built environment + system design, lack of linkages +

The guide was approved in the summer of 2014 and is now available for download:



<https://www.planning.org/policy/guides/pdf/agingincommunity.pdf>

connectivity, and limited funding can severely restrict the lives of older adults. Some need to give up driving, others cannot afford private transportation, and others have no mobility without physical and behavioral support.

- **Land Use:** From zoning which forces senior housing developments and CCRCs to the outskirts of communities, to ordinances which limit ADUs as solutions, we need to examine our land use policies to ensure that they support the realities of our senior citizens' needs.

Because older adults do not live in a bubble, we must consider those persons, both professionals and friends and family, who are also impacted by these variables. The adult child who must provide informal care to an aging parent while working full-time and raising children. The aide who must figure out how to get her child to daycare and then get out to the suburbs to provide care for a senior. The community who could benefit from the wisdom and experience of it's elders if only they could interact with

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# New York State Brownfield Programs in LimBOA

**New York State has been a leader in brownfield programs for the last decade with two programs – the Brownfield Opportunities Area (BOA) program and the Brownfield Cleanup Program (BCP).**

The BOA program provides funding to communities impacted by multiple brownfield, underutilized and vacant sites for preparation of area-wide master plans for future development. The essence behind the program is to facilitate and plan for the cleanup, revitalization and re-purposing of strategic sites and buildings directly and indirectly impacted by contaminated sites and areas.

To date the BOA program has helped 125 communities across New York State, including many Upstate communities. According to the New Partners for Community Revitalization (NPCR) website, the BOA projects will generate \$480 million in investments in the next 10 years. One of the more notable BOA projects, RiverBend in Buffalo, has already eclipsed those investment projections with the SolarCity project that will invest more than \$5 billion over the next decade creating 3,000 jobs.

**The BOA program has helped 125 communities across New York State.**

**There have been no BOA projects approved for funding since October of 2013.**

**Governor Cuomo vetoed the extension of the State's Brownfield Cleanup Program (BCP) tax credit program.**

{Continued on page 11}



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# President's Report

*Katie Evans*



***It is an honor and I welcome the opportunity to partner with you to carry on NYU APA's mission to serve and support the professional, student, and citizen planning community in New York State.***

*Katie Evans is the Director of Development with the Town of Victor, New York..*

Greetings fellow planners! I'd like to start this first message by thanking you for the opportunity to serve as the Chapter's President. It is extremely humbling and is a job I take very seriously. It feels like yesterday Jason Haremza talked me into becoming the Section Director for Genesee/Finger Lakes after I volunteered to help out at the 2008 Chapter Conference. It is an honor and I welcome the opportunity to partner with you to carry on NYU APA's mission to serve and support the professional, student, and citizen planning community in New York State.

Given that we have a new slate of officers, I'd like to recognize the efforts of those whom have served on the Board prior to their terms ending as of October 1st. A special thank you to former Immediate Past President Judy Breselor, AICP, Public Relations Officer Jason Haremza, AICP, Education Officer Jackie Hakes, AICP, Membership Officer Rich Guarino, AICP, Secretary Diane Carlton, Vice President Mark Castiglione, AICP, and last but not least our past Presidential, Ellen Parker. Your countless behind the scenes work is greatly appreciated.

At this time I'd like to welcome the new officers to the Board including, Secretary James Levy, AICP, Membership Officer, Carolyn Quidort, AICP, Education Officer Jane Nicholson-Dourda, AICP, Public Relations Officer Ed Flynn, AICP, Planning Official Development Officer Kenneth Kovalchik, AICP and G/FL Section Director Kerry Ivers, AICP. This is the largest turnover in my seven years on the Board. Fortunately several Board members moved into different positions including our new Vice President Rich Guarino, AICP, At Large Member Mark Castiglione, AICP, and Immediate Past President Ellen Parker. Thank you to Art Buckley, AICP, Andy Raus, AICP, Ben Syden, AICP, Eve Holberg, AICP, Pat Tatich, AICP, Sean Maguire, AICP,

Jennifer Yonkoski, Tom Knipe, and Angela Keppel, AICP for continuing your service on the board. We have lots to do with great leadership representing our membership.

The Chapter Board has many items on the agenda for 2015. With six new board members the priority focus is to get our house in order. The Board will be meeting on February 6th at the Central NY Regional Planning and Development Office, 126 North Salina Street, Syracuse, NY 13202 from 10:30-2:00 p.m. The meetings are open to the membership so if you would like to attend, please join

***I'd like to congratulate the Genesee/Finger Lakes Section for hosting a great conference last September in Rochester.***

us. Items slated to be discussed include, establishing the 2015 Board meeting dates, Chapter budget, bylaw revisions, Chapter Administrator Contract, the Region 1 Conference In June, and a Planners Day in the fall. Bylaw revisions will include updating the officer job descriptions, bringing us into compliance with the Not for Profit Revitalization Act, and amending the election cycle per National APA's requirement. The next newsletter will focus on the Region 1 Conference scheduled June 25th-26th in Saratoga Springs. Since it is complicated to work our Chapter awards luncheon into a jam packed two day conference we are going to host a Planners Day in the fall. At this time we are thinking Syracuse would be a central location to host a one day event. If you have ideas or would like to propose a session, please let me know. Also, the National APA Conference is quickly approaching! Register by Feb. 19th for early-bird rates.



# Getting Ahead of the Future

## Upstate Planners Recognize Planning Excellence

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**It's always fun for planners to go to Saratoga Springs as it's a leading example of the redevelopment of an historic city. It's even more fun when you get to visit the City with fellow planners.**

This viewpoint is shared by the brilliant planner organizers that selected the City of Saratoga Springs to host the APA Northeast Planning Conference on June 24-26, 2015. *Getting Ahead of the Future* involves anticipating new planning trends, emerging issues, and preparing for what is next.

The conference website is live and full of information, including a description of the Northeast APA region, including the Mid-Atlantic and New England chapters. Sponsorship and exhibiting opportunities will soon be announced along with a series of special events and mobile workshops.

Please join us and hundreds of planners in Saratoga to celebrate the beginning of summer with opportunities to learn and network - it is guaranteed to be a great event!

**Check out the conference website and Facebook page**

  
<http://aparegion1.org/>



### Chris B. Leinberger

We are also pleased to announce that Chris B. Leinberger will be the keynote speaker. Mr. Leinberger is a land use strategist, teacher, developer, researcher and author, balancing business realities with social and environmental concerns. He is currently:

- The President of Locus; Responsible Real Estate Developers and Investors
- The Charles Bendit Distinguished Scholar and Research Professor, George Washington University School of Business
- A Nonresident Senior Fellow at Brookings Institution in Washington DC
- The Founding Partner of Arcadia Land Company, a New Urbanism and transit-oriented development firm

*Mr. Leinberger was voted one of the "Top 100 Urban Thinkers" in a 2009 poll conducted by Planetizen and he was the 2010 William H. Whyte Urbanism Award winner by Partners for Livable Communities.*



# Regional Roundup of Planning Projects

Each newsletter will feature an update of various planning and development projects happening in each region. The list will not be exhaustive and it may miss some projects. It will, however, provide planners with a taste of what is going on in Upstate New York.

## Finger Lakes Region

### Town of Irondequoit Comprehensive Plan Adopted

On October 16, 2014, the Irondequoit Town Board unanimously approved the Irondequoit Comprehensive Master Plan, the first plan adopted by the Town of Irondequoit in 30 years. The Comprehensive Master Plan adopted by the Board outlines the community's vision for Irondequoit's future and sets goals and strategies that can help fulfill that vision. The plan addresses all aspects of community life and makes over 100 policy recommendations on new ways of enhancing economic development opportunities, protecting open space and environmental assets, enhancing recreational opportunities, attracting new visitors and families and revitalizing neighborhoods.

With consultant services provided by Clark Patterson Lee, work on the plan began in 2008 with a planning process that drew upon focus group meetings, general public meetings and design workshops, interviews with town and business leaders, and a Comprehensive Plan website that allowed the public to voice its ideas. Earlier this year with Clark Patterson Lee's assistance, the Town Board continued that public engagement by holding three public hearings in addition to hosting a public forum in conjunction with the Irondequoit Chamber of Commerce to guide necessary revisions to update and finalize the plan document.

### Town of Victor Comprehensive Plan on the Path to Adoption

Similar to Irondequoit's Comprehensive Plan, a Comprehensive Planning process started in 2008 has at last come to a satisfactory conclusion. On December 8, 2014 the Draft Sustainable Victor Comprehensive Plan was presented to the Town leaders including Town Board members and members of various planning committees. The plan's vision is to "preserve and enhance the community's high quality of life, economic vitality, natural

and historic resources." Next to Saratoga Springs, Victor is the fastest growing community in New York State and therefore the plan is timely.

As the public comment period has just closed Town Board members, staff, and the Town's consulting firm LaBella Associates are reviewing the issues raised. The town will be undertaking a Generic Environmental Impact Statement focused on Phase I implementation to satisfy the State Environmental Quality Review requirement. The plan is anticipated to be adopted early summer.

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## Comprehensive Planning

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Nicolette Barber, AICP





## New Master's Degree in Real Estate Development

### The University at Buffalo Announces a New Master's Degree in Real Estate Development

The University at Buffalo (UB) is launching a Master's Degree in real estate development, starting in fall 2015, under the School of Architecture and Planning. The first of its kind in the State University of New York, the state's public university system, the program will prepare students for employment in the rapidly changing industry that invests in land and property to increase value. "The industry has become far more sophisticated in recent years," says Professor Ernest Sternberg, the program director, "because market expectations, building types, financing mechanism, environmental rules, and legal concerns have all become far more complicated. Those who want to succeed will need advanced education." There will be jobs, he says, in small entrepreneurial firms, large development firms, financial institutions, and the management of large buildings and facilities.

Students will receive instruction in financial analysis, the development process, market analysis, real estate development law, and other essential skills. They will also be able to take electives in building technology, inclusive design (giving access to people with varied levels of ability or disability), historic preservation, housing policy and neighborhood development, land use and environmental regulation, and building energy and sustainability. A roster of accomplished professional developers will join UB faculty to teach the courses. Graduates will receive a Master of Science in Architecture: Real Estate Development.

According to UB officials, this will be only the second advanced degree program available in the subject in a public institutions in the Northeast United States. "It will be one of the most cost-effective anywhere in the United States," Sternberg says. The program will accept students from any undergraduate major: they will have to submit transcripts, letters of recommendation, and an essay. Sternberg promises that 90 percent of completed applications will be answered within two weeks. Joint degrees with Architecture and Urban and Regional Planning will be available, as will an advanced graduate certificate in historic preservation. ●

**Check out the webpage or contact Prof. Ernie Sternberg directly if you're interested:**



<http://ap.buffalo.edu/academics/Architecture/degrees/ms-architecture/real-estate-development.html>

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## 2015 National Planning Conference

### This year's 2015 National Planning Conference scheduled for April 18-21 in Seattle is fast approaching!

While the west coast is a bit far for many NY Upstate Planners, the conference location of cool, uber planned Seattle is enticing. As many planners know, the National Conference is probably the best training and networking opportunity on a cost/benefit scenario.

If you are interested in attending, early registration and associated discounts end February 19, 2015. If you miss that then March 19th is the deadline for conference registration. For those of you attending the conference we hope to have some kind of informal NY Upstate planning event (i.e. meet for refreshments) where fellow planners can connect. Stay tuned on the NY Upstate website for more information. ●



- Urban Design and Streetscapes
- Community Comprehensive Planning
- Funding Applications
- Master Planning and Site Design
- Municipal Planning Representation
- Recreational Facilities, Trails, and Greenways
- Waterfront Revitalization
- Farmland Protection Planning
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# APA Creates First Aging in Community Policy Guide {continued from page 3}

them. These are the issues our citizens are dealing with now and will grow significantly in the coming years.

## Multi-Generational

When we meet the needs of our elders, we also benefit the rest of the community. Clearly by addressing the transportation needs of the aide who needs to physically get to the senior, but also if in our paradigm to meet seniors needs we ask not just “How can we meet the needs of our non-driving seniors?” to “How can we meet the needs of our non-driving population?” we will create larger impact and derive greater benefit from our approaches. As the dramatic growth of the senior population is accompanied by growth in the 18 and under population, these two groups will represent nearly half of our population. With the Millennial generation being larger than the Baby Boomer generation, the policies and programs we create in the near future will have long reaching need and benefit.

The APA’s Aging in Community Policy Guide is a valuable tool for communities to assess their current policies through the aging lens, as well as to make refinements and create new programs and initiatives which best meet the needs of their older adults, enabling them to be as independent and involved community members as possible.

## Highlights from the Guide

### Enabling Design

One key approach contained in the guide is the creation of communities via enabling design: physical design which eliminates unnecessary obstacles to functioning to maintain independence and well-being. This approach benefits older citizens both today and in the future, and amazingly is inherently multi-generational. Enabling design is directly applicable to three of the five key areas: Housing, Transportation, and Land Use and goes beyond physical design by considering the interaction of services and built environment to enable both independent and dependent older adults and informal and formal service providers.

### Economic Well-Being

Planning and zoning policies which consider impacts on older citizens have significant benefits for the entire community. Zoning which broadens the definition of family and which allows for child and elder care by right in residential settings can lessen the burdens of formal and informal caregiving having positive economic impacts on a community. Specifically, having access to child and

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# 2014 NY Upstate Professional Planning Award Winners



**Mark Castiglione, AICP, presided over a packed room at the 2014 NY Upstate Planning Conference to hand out the 2014 Professional Planning awards. Sixteen worthy projects and individuals were given awards in eight categories. Congratulations!**

**Michael J. Krasner Memorial Scholarship**

Jeffrey M. Amplement, Master of Urban Planning Candidate

**Planning Excellence Award for Comprehensive Planning**

Town of Newfield 2013 Comprehensive Plan  
2020 Vision Allegany County Comprehensive Plan 2013-2023  
The Village of Saranac Lake Comprehensive Plan - April 2013

**Planning Excellence Award for Best Practice**

SEQR EAF Workbooks and EAF Mapper  
The Green Innovation Grant Program  
Picture Main Street: Williamsville, NY  
A Strategy for Prosperity in Western New York & Annual Progress Reports

**Planning Excellence Award for Implementation**

The Clarence Greenprint Program

**Planning Excellence Award for Innovation in Sustaining Places**

Air Quality Task Force - Clean Air Hamilton  
Village of Sidney NY Rising Community Reconstruction Plan

**Distinguished Leadership Citizen Planner Award**

The Citizens of Prattsville

**Planning Excellence Award for Grassroots Initiative**

Town of Prattsville Long Term Community Recovery and NY Rising Plans

**Outstanding Student Project**

Bringing New Form to Old Fabric: A Residential Infill Development Proposal - South Buffalo, NY  
Palenville, New York Greenways Plan  
Sustainable Keuka Lake

**Thank you to the 2014 conference organizers!**

The NY Upstate Chapter Board would like to thank all of the organizers and committee members who developed the program, sponsorships and events for the 2014 NY Upstate APA Conference held in Rochester this past fall. A special thanks to Lisa Cheung, David Kruse, Jason Babcock Stiner, Highland Planning, Katie Evans and others who went above and beyond to insure a successful and enjoyable event!

Thanks also to the committee who reviewed the award submissions, including Mark Castiglione, Jaclyn S. Hakes, Donna Scanlon, David Kruse, Caroline Quidort and Keyyl Dixon.



# Presidents Report {continued from page 5}

In closing, I'd like to congratulate the Genesee/Finger Lakes Section for hosting a great conference last September in Rochester. Special thank you to Conference Co-chairs Lisa Cheung of Passero Associates and David Kruse of SRF & Associates, the Host Committee, Jason Babcock Stiner, AICP of Bergmann Associates for the fantastic graphics and program, Tanya Zwahlen, AICP and her staff at Highland Planning, the numerous Conference Speakers, Sponsors, Students, but most of all the members that attended. The people that attend are what make the event what it is.

If you have any questions, comments, concerns, or complaints, please feel free to contact me or anyone else from the Chapter Board. Please visit the Chapter website at [www.nyupstate.org/about/officers](http://www.nyupstate.org/about/officers) for contact information. If you have suggestions on how the Chapter leadership can improve its service and support to the profession please let us know. Looking forward to an exciting 2015! ●



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# New York State Brownfield Programs in LimBOA {continued from page 4}

However, there have been no BOA projects approved for funding since October of 2013. In addition, many BOA projects approved for funding from previous rounds have not been initiated because of the complexities of municipalities getting BOA contracts executed by New York State. Funding for the BOA program has also been eliminated in Andrew Cuomo's last few budgets.

This is especially frustrating for communities that have made significant progress with their brownfield agendas utilizing the BOA program and need to complete their implementation strategy including Phase II environmental site assessments. It is equally frustrating for both public planners and private planning consultants who have been involved with the BOA program.

At the same time the BOA program has stalled, Governor Cuomo vetoed the extension of the State's Brownfield Cleanup Program (BCP) tax credit program. The BCP program provides incentives to developers of contaminated properties via separate refundable tax credits for

remediation, redevelopment costs and property taxes. If a redevelopment site is within BOA a developer can get additional redevelopment tax credits.

The BOA and BCP programs generally worked in tandem where the BOA program identified strategic redevelopment projects and the BCP program incentivized redevelopment of those strategic sites to make brownfield redevelopment projects financially feasible.

However, now both programs are in limbo. While Cuomo's complete 2015 budget is not out, there have been no indications the BOA program will be funded. Cuomo has also proposed a new BCP preprogram that eliminates the redevelopment tax credits but keeps the cleanup credit. Attorneys and environmental engineers who work on BCP applications are scrambling to complete them by December 2015 so they can be included under the existing BCP program that will expire. Ironically, the Opportunity Agenda has not been advantageous to Brownfield Opportunities. ●



# APA Creates First Aging in Community Policy Guide {continued from page 9}

elder care in one's neighborhood can decrease time away from work for family caregiving, and provide income earning options for persons who wish to work out of their own homes while providing care for their own loved ones. Businesses which meet the needs of elders by providing home delivery, assistance with shopping in the physical store, and providing enabling design features (larger print for prices, wider aisles for walkers, products within easy reach, better lighting, seating) tap into the multi-trillion dollar Longevity Economy and can help elders be more independent while the business grows. It is also important to remember older adults who not only want to work, but who must work. Their needs must be included in workforce development programs. For examples of age-friendly businesses visit the Age-Friendly NYC's website.

## Favorite Resources

In addition to the policy recommendations, the [Aging in Community Policy Guide](#) contains many resources. We have listed a few favorite resources (and the sources for this article) for further information. The APA is crafting a PAS Report, tentatively titled *Planning for Aging Communities*. It should be available for purchase in the spring.

Colby, Sandra L. and Jennifer M. Ortman (2014) [The Baby Boom Cohort in the United States: 2012 to 2060/Population Estimates and Projections/Current Population Reports](#). Issued May 2014 P25-1141

Ghazaleh, Rana Abu, Esther Greenhouse, George Homsy and Mildred Warner 2011. [Using Smart Growth and Universal Design to Link the Needs of Children and the Aging Population](#).

Myers, Dowell. (2007) *Immigrants and Boomers: Forging a New Social Contract for the Future of America*. New York: Russell Sage Foundation.

Cornell City & Regional Planning:  
[Planning Across Generations](#)

Harvard Joint Center for Housing Studies  
[Housing America's Older Adults—Meeting the Needs of an Aging Population](#). Report, infographic, and interactive map. and "AGING + PLACE: Designing Housing and Communities for an Aging Population" 3 part video of conference. Joint Center for Housing Studies of Harvard University.

## About the Authors

**Esther Greenhouse** is an environmental gerontologist, with a private consulting firm specializing in the physical and behavioral impacts of the built environment on older adults, including physical design and planning.  
[www.esthergreenhouse.com](http://www.esthergreenhouse.com)

Information on economic well-being was provided by **Dr. Mildred Warner**, a professor in the department of City & Regional Planning at Cornell University.

[www.mildredwarner.org/planning/generations](http://www.mildredwarner.org/planning/generations)

Both are members of the Upstate NY APA and served on the task force, co-authoring the *Aging in Community Policy Guide*.

The two also collaborated on several other projects, including APA's [Multi-Generational Community Planning: Using Smart Growth and Universal Design to Link the Needs of Children and the Aging Population](#).

In addition to this policy guide, the APA website has many valuable resources on this topic at <https://www.planning.org/resources/ontheradar/aging/>

The [Stanford Center on Longevity](#) including: [New Realities of an Older America: Challenges, Changes, and Questions](#).

[Independent for Life: Homes and Neighborhoods for an Aging America](#), edited by Henry Cisneros, Margaret Dyer-Chamberlin, and Jane Hickie.

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# Regional Roundup of Planning Projects

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## Town of Penfield LWRP Update Nearing Completion

Penfield has scheduled a public hearing to review its draft Local Waterfront Revitalization Plan (LWRP) scheduled for January 21, 2015. The revised LWRP includes updated data related to environmental conditions in and around Irondequoit Bay, which contributed to some notable changes in community development priorities for the southern portion of the Bay located in the Town of Penfield. The Town's existing LWRP was adopted in 1991.

## Inner Loop East Project

(From - <http://www.cityofrochester.gov/innerloopeast/>)

To encourage sustainable economic growth and create a more livable downtown, Rochester plans to reconstruct a 2/3-mile stretch of the eastern segment of the Inner Loop between Monroe Avenue and Charlotte Street into a high quality complete city street. The new at-grade street will enhance the area's livability, allowing people to easily walk and bicycle between neighborhoods and downtown. In addition to the livability benefits, the developable land surrounding the loop will be transformed into a mixed-use community that would provide Rochesterians and visitors with places to work, live, and play. Reconstruction of the Inner Loop East will produce a myriad of benefits, including:

- Increasing Traffic Safety
- Supporting Healthy Lifestyles and Improving Livability:
- Reconnecting Neighborhoods with Downtown:
- Promoting Development:
- Saving Money

Funding for the project primarily came from a \$17 million TIGER grant. The project has started and is expected to be completed by December 2017.

## CollegeTown Project Nearing Completion

(From - <http://www.collegetownrochester.com/>)

One of the most encouraging projects in the Rochester area has been the CollegeTown project located adjacent to the University of Rochester and University of Rochester Medical Center. The compact, mixed-use project is nearing completion and will include a 20,000 SF supermarket, a two level Barnes & Noble university/community bookstore, a 136-room Hilton Garden Inn Hotel, 50,000 SF of new class A office space, 150 new high-end apartment units, and retail or restaurants. More importantly, the project has reintroduced urbanism to the neighborhood that previously included an assortment of parking lots, suburban style developments and

no sense of place. The new development has completely changed the appearance of the area and has made it a new destination in the Rochester region.

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