

TEAM SNAPSHOT

Rochester, New York



VALARIE AVALONE

DIRECTOR OF PLANNING, MONROE COMMUNITY COLLEGE

Valarie Avalone is the Director of Planning at Monroe Community College (MCC) in Rochester, NY. Valarie has over fifteen years of planning, management, and leadership experience in the community college environment. She has led MCC's strategic planning processes and oversees the college's sustainability efforts. She has extensive experience in master plan development, and facilities planning and execution, with a strong background in project planning and management. Valarie is a member of several professional organizations and has been a presenter at numerous local, national and international conferences including the Society for College and University Planning.



LISA BARON

FOUNDING BOARD CHAIR, GREENTOPIA

Lisa Baron received a B.A. from the University of Rochester and her Juris Doctor from State University of New York at Buffalo. She is currently retired from the practice of law and serves on several boards in the Rochester community including board trustee for the Susan B. Anthony Museum, National Council of the Arts, Sciences and Engineering of the University of Rochester, and chairperson of the board for Greentopia an organization dedicated to the redevelopment of the Rochester High Falls District into a green, sustainable community.



TARA BOGGIO

ASSOCIATE VICE PRESIDENT, T.Y. LIN INTERNATIONAL/ BOARD MEMBER, GREENTOPIA

Ms. Boggio has over 22 years of experience as an urban planner, public participation leader, and now business development manager for T.Y. Lin International. She is a life-long resident of the Rochester area and has a vested interest in the revitalization of downtown. Most recently she lead the public involvement efforts for the aggressive Finger Lakes Regional Sustainability Plan. She is now co-leading the Upstate NY offices of T.Y. Lin International with a focus on marketing and business development, responsible for establishing and maintaining client relations, strategizing for increased market penetration and new markets, and branding strategies.



C. MITCH ROWE

DIRECTOR OF PLANNING & ZONING, CITY OF ROCHESTER

Mitch currently serves as the City of Rochester's Director of Planning & Zoning, leading a staff that administers the City's Zoning Code, the New York State Building Code and undertakes comprehensive planning projects throughout the City. He has thirty years of municipal experience, including previous service as the County Manager and Planning Director for Seneca County and the Director of Planning & Community Development for the Town of Irondequoit.



ANNE E. SPAULDING

ENERGY AND ENVIRONMENTAL SUSTAINABILITY MANAGER, CITY OF ROCHESTER

Ms. Spaulding is responsible for the development, implementation and management of the City's environmental sustainability programs, including the City of Rochester Climate Action Plan, the Energy Efficiency and Conservation Block Grant program, the Rochester Energy Plan, and others. She is the President of the Board of Directors of Genesee Region Clean Communities, the local U.S. Department of Energy Clean Cities Coalition. She is also responsible for the management of the city's environmental compliance and stormwater pollution prevention programs. She has a Bachelor of Science degree in Biology and a Master of Science in Management from Nazareth College of Rochester.



LEWIS STESS **team lead**

CO-FOUNDER, PRESIDENT & CEO, GREENTOPIA

Lewis is the Co-Founder, President & CEO of Greentopia; a nonprofit that is focused on using ecological design, stewardship and community advocacy to create resilient public realms in the City of Rochester. Lewis moved to Rochester in 2007 after spending more than a decade in Miami, Florida as a nonprofit fundraising executive. As a "new" Rochesterian, Lewis saw tremendous opportunities and was particularly awe-struck by the 96-foot-high waterfall that he discovered while first exploring his new city. He best describes this place as "a waterfall, inside a canyon, inside a city - a world-class site." It was this natural gem that was the initial catalyst in creating the nonprofit, and is part of the organization's major project known as the GardenAerial.



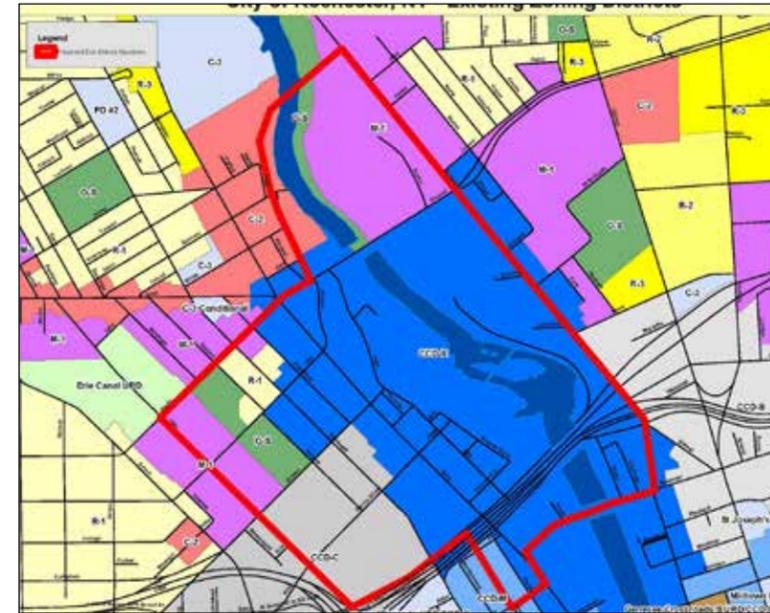
CRAIG C. WEBSTER

CO-FOUNDER & PARTNER, WEBSTER PROPERTIES

Craig is the co-founder and partner of Webster Properties, a real estate development company in Rochester. Formed in 2007 as a family business, the company's goal was to grow a successful portfolio in Rochester while focusing on distressed properties in stabilized and transitional neighborhoods. Webster Properties has successfully purchased and rehabbed over 50 properties with a diverse portfolio ranging from single family homes, apartment complexes, commercial, mixed use buildings, restaurants and a line of high end vacation homes throughout the Finger Lakes region.

PROJECT SNAPSHOT

High Falls Ecodistrict



The 258-acre High Falls Ecodistrict is comprised of several poorly organized districts in the heart of downtown Rochester that share no true relationship with each other. Each has its own characteristics and demographic makeup. The boundary of the ecodistricts includes, among other sites, the new Monroe Community College campus, the Rochester Red Wings stadium, the High Falls District, and neighborhoods adjacent to the Genesee River Gorge. GardenAerial, a project by the organization Greentopia to transform the middle gorge of the Genesee River into a world-class tourist attraction, lies at the heart of the EcoDistrict. In 2014, Greentopia received \$240K from the New York State Environmental, Research and Development Authority to conduct a planning study for the creation of the first EcoDistrict in Upstate NY. Residential and business members within that boundary will set goals — producing zero waste in five years, for example — that could potentially be replicated throughout the Greater Rochester area. Greentopia secured recommendations from multiple development councils to begin the district's planning and organizational phases.

Why this Neighborhood?

High Falls is the birthplace of Rochester, and once home to industrial flourmills, factories and energy production facilities situated along the banks of the Genesee River. Since the 1960's riots, the city, and High Falls in particular, were left abandoned and in a dismal economic state. Recently, however, the City of Rochester has seen a renewed interest in, and movement towards, its urban core. People and businesses have begun to migrate back after decades of absence. High Falls is one of those areas that had suffered the most from poor investments and a derelict environment. With the relocation of the community college's downtown campus, a sports complex, a burgeoning innovation center, a new greenway and a growing residential influx it would seem that an progressive urban plan along with strategic investments will help create a new sense of destination. As part of the evolving environment, the City of Rochester has become a Climate Smart Community and is in the process of conducting its climate action plan. With a plethora of open space, a growing need for

more housing, issues surrounding density, required amenities to support growth, there is an opportunity to experiment with varied approaches to sustainable development. These new considerations will lend themselves to a more progressive interpretation in the areas of transportation, green building construction, energy, district-scale waste management and sensitively to social issues. These considerations ultimately should create and drive a more attractive environment for progressive thinkers and economic opportunities.

top 3 Neighborhood PRIORITIES:

1. Enhancing energy efficiencies and the promotion of new technologies
2. Encouraging the creation and use of a multi-modal transportation system to deal with the overabundance of parking lots and the inability to move around center city easily and quickly
3. Creating a new sense of place. At this time, there is no easy access between two historic neighborhoods and the governmental center of the city. These areas are bifurcated by an inner loop road that goes around the city. This road has not only been a physical impediment but a psychological one.

top 3 Neighborhood CHALLENGES:

1. Current zoning codes that will need to be adopted to allow for new types of structures and residential versus industrial site uses
2. Publics perception of economically failed and unsafe inner city neighborhoods
3. A lack of collaboration between business, residents and government entities. Self-interest and neglectful behaviors have reigned for many decades.