

September 2020 – Public Involvement Plan

Town of Oswego Local Waterfront Revitalization Plan (LWRP)

This document details the various opportunities for public involvement in the Town's LWRP planning process. It was prepared with financial assistance from the prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.

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Content of the Local Waterfront Revitalization Plan:

Introduction: Statement of Goals and Objectives
Section 1: Boundaries of the Waterfront Revitalization Area and Harbor Management Area
Section 2: Inventory and Analysis
Section 3: Local Waterfront Revitalization Policies
Section 4. Proposed Land and Water Uses (including Harbor Management Plan) and Proposed Projects
Section 5. Techniques for Local Implementation of the Program
Section 6. State and Federal Actions and Programs Likely to Affect Implementation
Section 7. Local Commitment and Consultation with other Affected Federal, State, Regional and Local Agencies
Appendices, LWRP Review and Approval Process and Conclusion

What is an LWRP?

An LWRP is a comprehensive land and water use program that expresses a vision for the waterfront area and provides the means to achieve that vision.

By preparing an LWRP, community stakeholders take the opportunity to evaluate local waterfront resources, develop goals and a comprehensive strategy for the best use of those resources, identify ways in which the community can reduce risk to community assets and make them more resilient to future threats and natural disasters, propose future land and water uses, and put in place a local program that will guide the community in attracting appropriate development to the waterfront area while planning for sustainability. LWRPs also provide the organizational structure, local laws, and projects to achieve the plan.

Each LWRP must include:

1. Boundaries of the local waterfront area (including the inland limit of the waterfront area);
2. An inventory of natural and historic resources of the waterfront area to be protected;

3. A statement of the goals and objectives of the LWRP [this is also where the enforceable policies are found];
4. Identification of the uses and projects to be accommodated in the waterfront area;
5. Description of proposed means for controlling waterfront development and activities including appropriate land use controls;
6. An identification of the state agency actions that will be subject to consistency with the local program; and
7. A Comprehensive Harbor Management Plan.

Substantively, the LWRP must be consistent with the State coastal policies, be supported by adequate local legal authority, identify specific State actions necessary for implementation of the program, achieve the waterfront revitalization objectives of the Waterfront Act and address specific activities to an extent commensurate with the particular circumstances of the community. For this reason, it is important to have community involvement in the planning process, particularly to develop a “Waterfront Vision Statement.”

Example Waterfront Vision Statement:

“The City of Rochester’s three great waterways and their unique assets and resources are a “world-class” attraction that enhances the quality of life for residents and visitors, preserves and protects the environment, encourages economic investment and is integrated into the fabric of our community.”

Public Involvement methods:

To the maximum extent practicable, the Town and CNY RPDB will:

- hold any public meetings at convenient and accessible locations and times (due to the CoVid-19 pandemic, meetings may be conducted via Zoom);
- employ visualization techniques to describe the LWRP and other plans; and
- make public information available in electronically accessible format and means, such as the World Wide Web.

The RPDB makes every attempt to accommodate all requests for individuals with special needs.

The RPDB has a history of producing visualization materials in all publications and for all public and agency meetings. The RPDB will continue to produce a variety of visualization materials such as maps, charts, graphs, photos, renderings, and other types of visual materials for the LWRP and other agency-produced materials.

The Town website will be updated regularly with information about upcoming public involvement opportunities, draft documents for public comment, and completed studies.

Coordination with statewide planning processes will be sought wherever possible to enhance public consideration of the issues, plans, and programs and reduce redundancies and cost. The RPDB will seek to integrate the public involvement program undertaken as part of the CNY

RPDB planning process with public involvement activities undertaken as part of statewide planning process.

Federal laws that apply to public involvement include:

Title VI

The CNY RPDB and the Town are committed to ensuring that no person is excluded from involvement in, or denied the benefits of, its Local Waterfront Revitalization Plan planning process on the basis of race, color, national origin, gender, age, disability or economic status as provided by Title VI of the Civil Rights Act of 1964 and related statutes.

Americans with Disabilities Act

The Americans with Disabilities Act of 1990 (ADA) encourages the involvement of people with disabilities in the development and improvement of transportation and paratransit plans and services. In accordance with ADA guidelines, all meetings conducted by SMTC are held in locations that are accessible to persons with mobility limitations. Translation services, including American Sign Language (ASL), are available upon request with notice to the SMTC at least 10 days prior to a meeting.

Waterfront Advisory Committee

A waterfront advisory committee (WAC) has been appointed by the Town early in the process to oversee and coordinate development of the LWRP. Formation of a WAC is required when a community has been awarded an EPF LWRP grant for development of an LWRP or LWRP amendment. Members include key stakeholders recognized as having the ability to get things done. Representatives of State, county, and municipal agencies with jurisdiction over project activities or the project area, nongovernmental and community-based organizations, and local businesses.

The waterfront advisory committee responsibilities generally include:

- Managing the planning process or advising municipal staff and consultants on the process
- Providing valuable input on waterfront issues and existing conditions
- Holding regular WAC meetings and targeted focus group meetings, design charrettes, visioning and action planning workshops, and public hearings
- Informing others in the community about the process and how they can be involved
- Reviewing reports, designs, and other documents
- Keeping elected officials and municipal officials informed about the planning process
- Working with municipal staff, consultants, State agency staff, and others to complete tasks relating to the development of the LWRP

Public Meeting Procedures

The CNY RPDB and Town will follow specific procedures for conducting public meetings so as to maximize attendance and involvement by the general public and interested groups in the

community. All LWRP public meetings conducted by the RPDB and Town are open to the public and are subject to the following procedures:

- **Meeting locations:** Any in-person public meetings will be conducted in locations that are accessible to persons with disabilities in compliance with the ADA. Meeting announcements will clearly indicate that the meeting location is accessible. To the extent feasible, public meetings will be conducted in locations that are convenient to alternative modes of transportation. Under-represented and underserved audiences (i.e., minority, elderly, limited English proficient, low-income, persons with disabilities, tribal governments) will also be considered when selecting a meeting location.

*Due to CoVid-19 public meetings for this project may be conducted via Zoom

Meeting notice: Public notice of meetings will be made a minimum of two weeks prior to the meeting.

- Notice of public meetings will be posted on the Town website and will be available at the Town offices.
- A media release to television stations, radio stations, and weekly and daily general circulation newspapers in the region, as well as specialty newspapers on a case-by-case basis, and on the
- To the extent practical, RPDB and the Town will reach out to community partners such as neighborhood associations or community advocacy groups for assistance promoting a public meeting. RPDB will provide meeting information to community partners for posting on their website, or for dissemination through postal or electronic mailing list.

- **Comments:** During official Committee meetings, time will be allotted on the agenda for individuals or groups to convey their comments verbally. For study- specific public outreach efforts, comments will be accepted verbally and in writing. Verbal comments received at a public meeting or via phone following a public meeting will be summarized and documented in a meeting summary. Written comments received at the public meeting or following the public meeting (either through postal or electronic mail) will be included.

- **Distribution of meeting materials:** Depending on the type of meeting held, the RPDB may provide meeting materials on the Town's website following an in-person meeting or provide a link to the recorded Zoom meeting. Materials may include a copy of presentation slides, maps or handouts that were distributed at the meeting.

Conclusion

This Public Involvement Plan outlines the many avenues through which the RPDB and Town will involve the public in the LWRP planning process. The RPDB will regularly review the effectiveness of these public participation procedures and strategies to ensure a full and open participation process and update the Public Involvement Plan accordingly.