

Ontario County
Board of Supervisors
Canandaigua, New York 14424

**INITIATE ENVIRONMENTAL REVIEW OF
THE INTERPRETIVE SIGNAGE AS PART OF
THE DEVELOPMENT AND CONSTRUCTION OF
AN OUTDOOR INTERACTIVE “VIRTUAL MUSEUM” PROJECT**

WHEREAS, The Ontario County Four Seasons Local Development Corporation, doing business as the Finger Lakes Visitors Connection (FLVC), has envisioned and proposed the development and construction of a “Virtual Museum” project; and

WHEREAS, A portion of said project involves placement of interpretive markers or modification of existing historic marker signs (collectively "signage") on sites across Ontario County so that said signage can be “read” by a mobile phone using technology such as QR code scanners to direct participants to a curated website creating an augmented reality experience; and

WHEREAS, The list of signage locations proposed, on file with the Clerk of this Board, are intended to be included in the project to the extent financially feasible; and

WHEREAS, As part of this project FLVC has requested permission from the Ontario County Board of Supervisors to place signage on the Public Square in front of the County Courthouse and also from both the Board of Supervisors and the FLCC Board of Trustees to place signage at the FLCC main campus; and

WHEREAS, Granting permission to FLVC for such signage constitutes an "action" requiring review under the New York State Environmental Quality Review Act and its implementing regulations found at 6 NYCRR Part 617 (hereinafter collectively referred to as SEQR); and

WHEREAS, Part 1 of a Short Environmental Assessment Form regarding the signage for the Finger Lakes Visitor Connection's outdoor interactive “Virtual Museum”, has been received and a draft Part II of the Short Environmental Assessment Form has been prepared by the County Planning Department (collectively the 'SEAF) and submitted to this Board; and

WHEREAS, Based upon the information contained in said SEAF, it appears that the "action" is an unlisted action under SEQR; and

WHEREAS, Potentially there are approvals needed from State and local jurisdictions for said signage and SEQR allows a coordinated review of unlisted actions where more than one agency is involved; and

WHEREAS, The Board of Supervisors desires to solicit comments from the public concerning the signage for the outdoor interactive “Virtual Museum” prior to its determination of significance pursuant to SEQR; and

WHEREAS, The Planning and Environmental Quality Committee recommends adoption of this resolution; now, therefore, be it

RESOLVED, That this Board hereby establishes its desire to act as lead agency pursuant to SEQR for the environmental review of the proposed signage for the Outdoor Interactive “Virtual Museum”; and further

RESOLVED, That a public hearing shall be held to hear and consider any and all comments from the public concerning the environmental impacts of installing signage at various locations as part of an Outdoor Interactive “Virtual Museum”, and this Board's serving as lead agency for the environmental review of said action; and further

RESOLVED, That said Public Hearing is hereby scheduled for 6:30 pm on Thursday, May 9, 2024, in the Supervisors' Sessions Room, 2nd floor 74 Ontario Street, Canandaigua, NY 14424; and further

RESOLVED, That the Clerk of this Board is hereby authorized and empowered to circulate to all interested and involved agencies the said SEAF Part 1 and draft Part 2 with a letter stating this Board's desire to serve as lead agency pursuant to SEQR for the environmental review of the installation of signage for the Outdoor Interactive "Virtual Museum", and solicit any comments relevant to a determination of significance or objection to this Board serving as lead agency by May 20, 2024, at 5pm; and further

RESOLVED, That the Clerk of this Board is hereby authorized and empowered to advertise said public hearing in the official newspapers of the County of Ontario and to notify the Finger Lakes Visitors Connection as applicant and all interested and involved agencies of said public hearing.