



LPC Meeting #6

October 9, 2024

PREAMBLE



**Does anyone need
a recusal form?**

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

Do any LPC members need to make a disclosure to the Committee?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

AGENDA

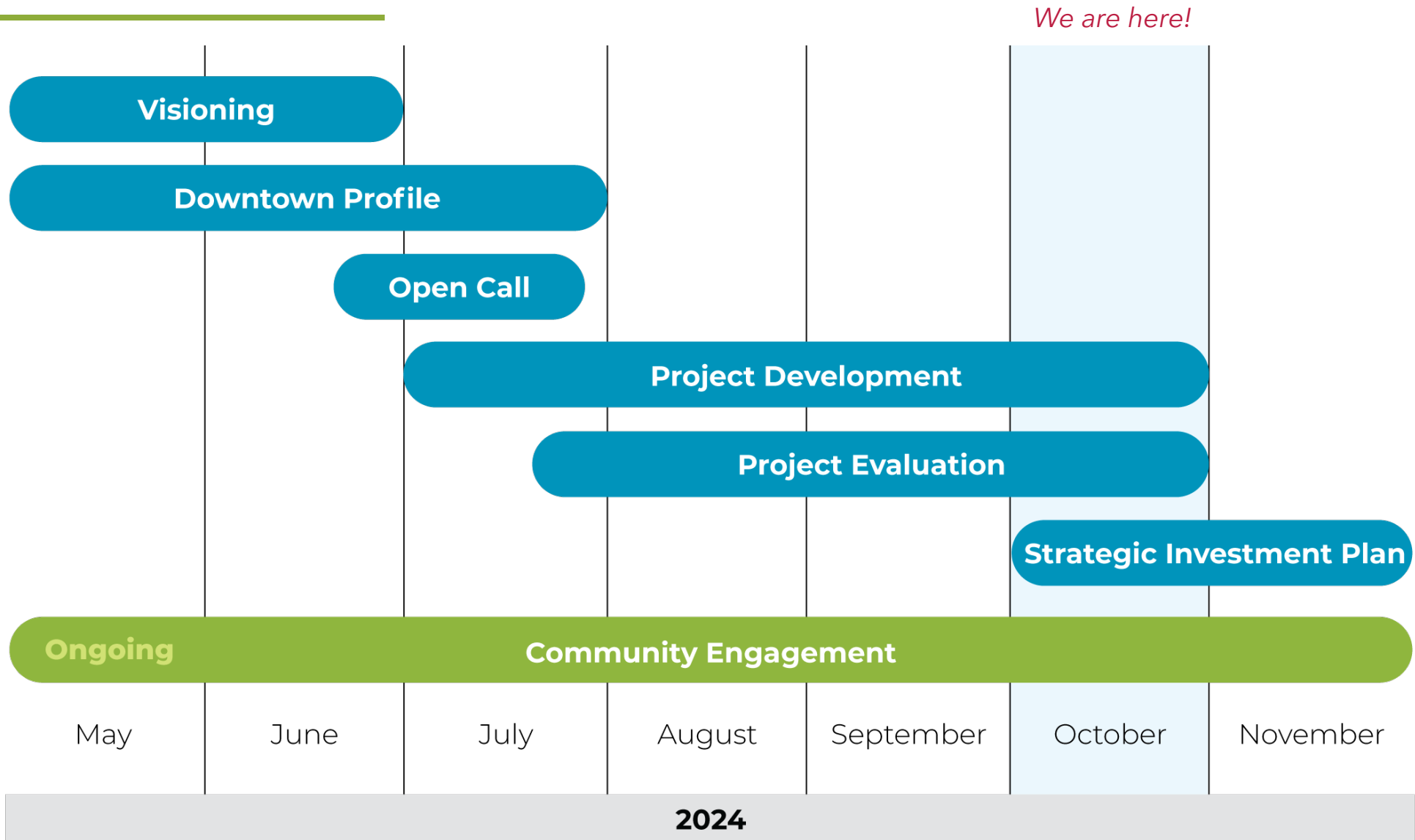
1. Status Updates
2. Project Review
3. Next Steps
4. LPC Discussion and Q&A
5. Public Comment



01

STATUS UPDATES

STATUS



STATUS

What's been going on since our last LPC meeting?



Project Updates

We have been vetting cost estimates and reviewing them with sponsors.



Public Workshop

Community members “spent” \$4.5 million on the projects they felt would most benefit the downtown.



Community Survey

We created an online version of the public workshop.



Student Engagement at Spry Middle School

STUDENT ENGAGEMENT

Why do you go downtown?



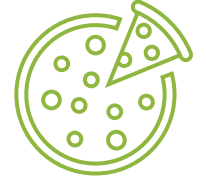
Biking



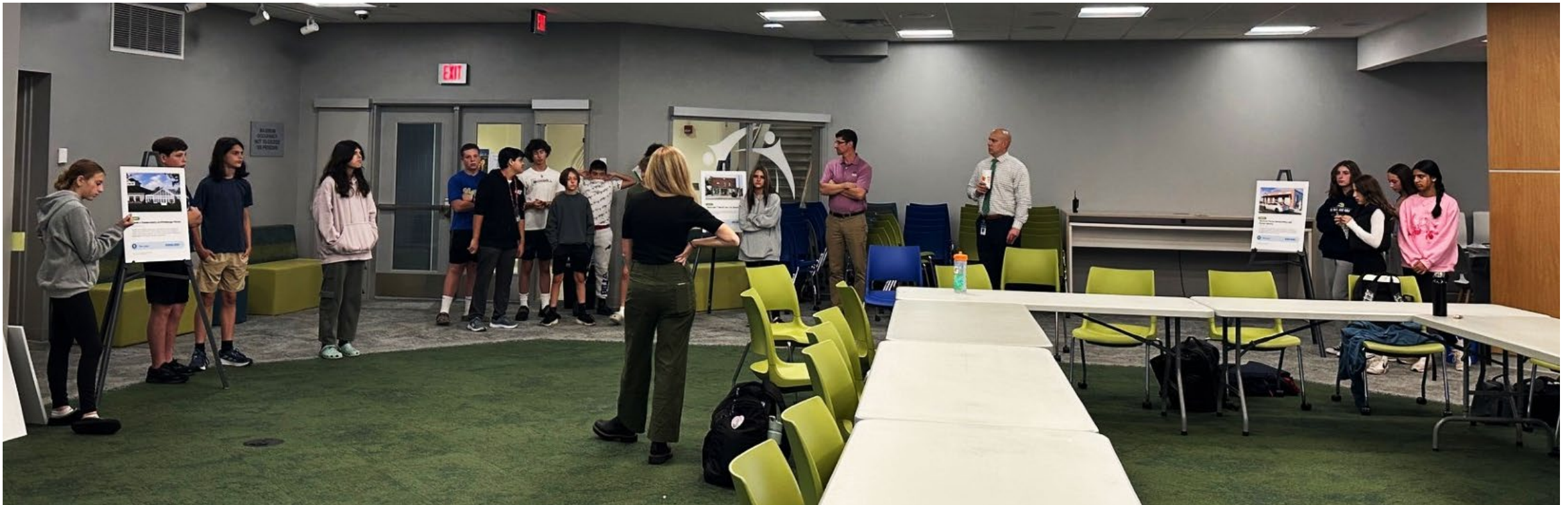
Walking



Friends



Dining



02A

PROJECT REVIEW:

KEEP IN MIND

EVALUATION CRITERIA

Proposed projects must meet the evaluation criteria

- **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and the State for Webster's NY Forward.
- **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown Webster.
- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon award of funding.
- **Eligible Project.** Projects must be one of the eligible project types.
- **Cost Effectiveness.** Projects must represent an effective and efficient use of public resources.
- **Co-Benefits.** Projects must result in benefits to the community, beyond just the project developer, such as additional economic activity and improved quality of life.

LOCAL CRITERIA

Proposed projects must support one or more of the Village's Downtown Revitalization Goals.

- Improve convenience, functionality, walkability, and bikeability for residents and visitors
- Provide a cohesive and appealing community experience
- Provide venues and events that attract visitors from throughout the community
- Make the Village a vibrant place to live and work for all members of the community
- Promote sustainable development, energy efficiency, and the reduction of greenhouse gases

Priority will be given to projects that exemplify synergies with other NY Forward projects and investments. Collaboration with surrounding properties is strongly encouraged.

MATCH REQUIREMENTS

The LPC established baseline match requirements.

The LPC may modify requirements on a case-by-case basis.



For projects proposed by **private** entities



For projects proposed by **public** and **non-profit** entities

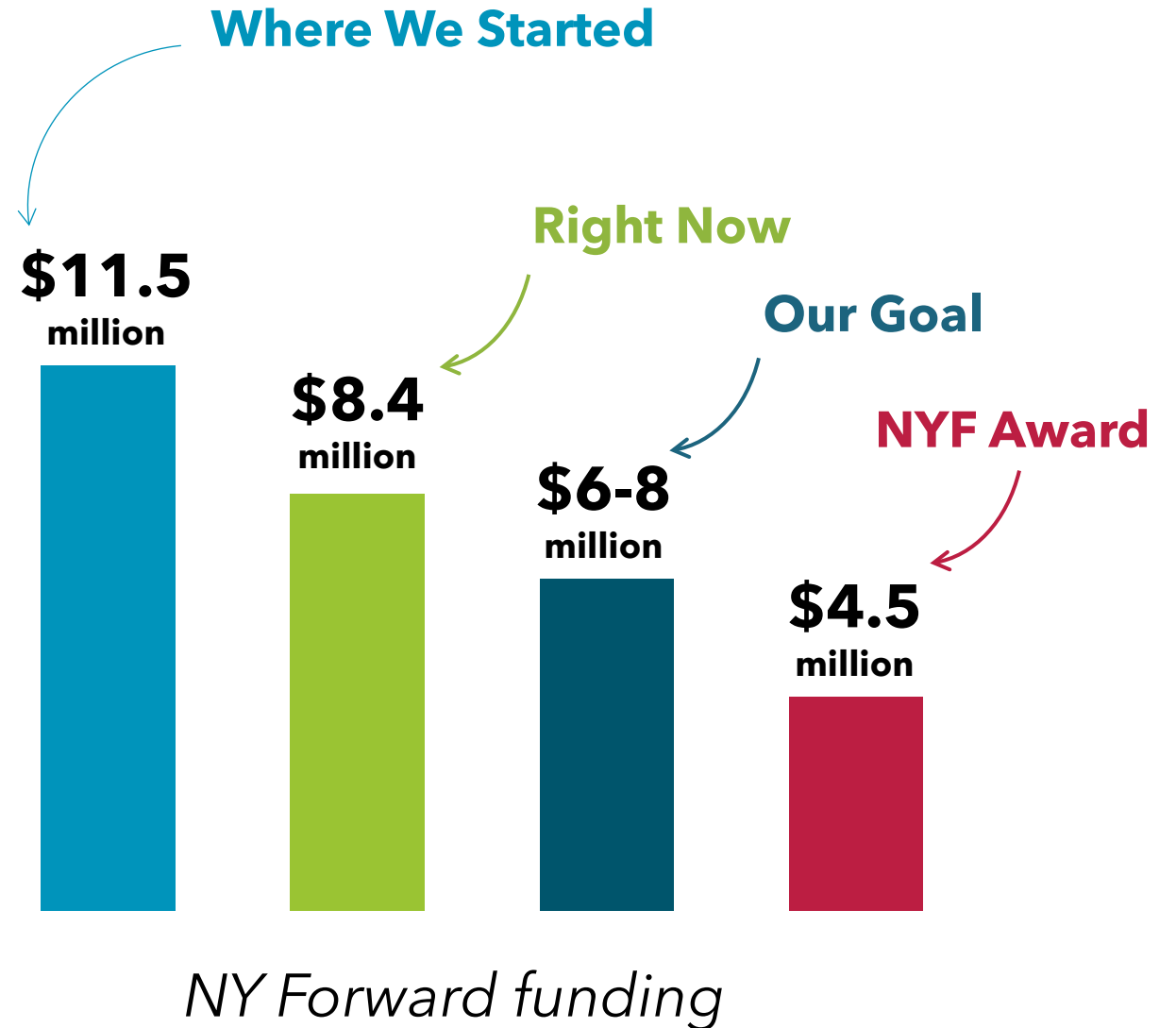
02B
PROJECT REVIEW:
SUMMARY OF
PROJECTS

INTENT OF TODAY'S DISCUSSION

Identify a final slate of projects to recommend to the State for NY Forward funding.

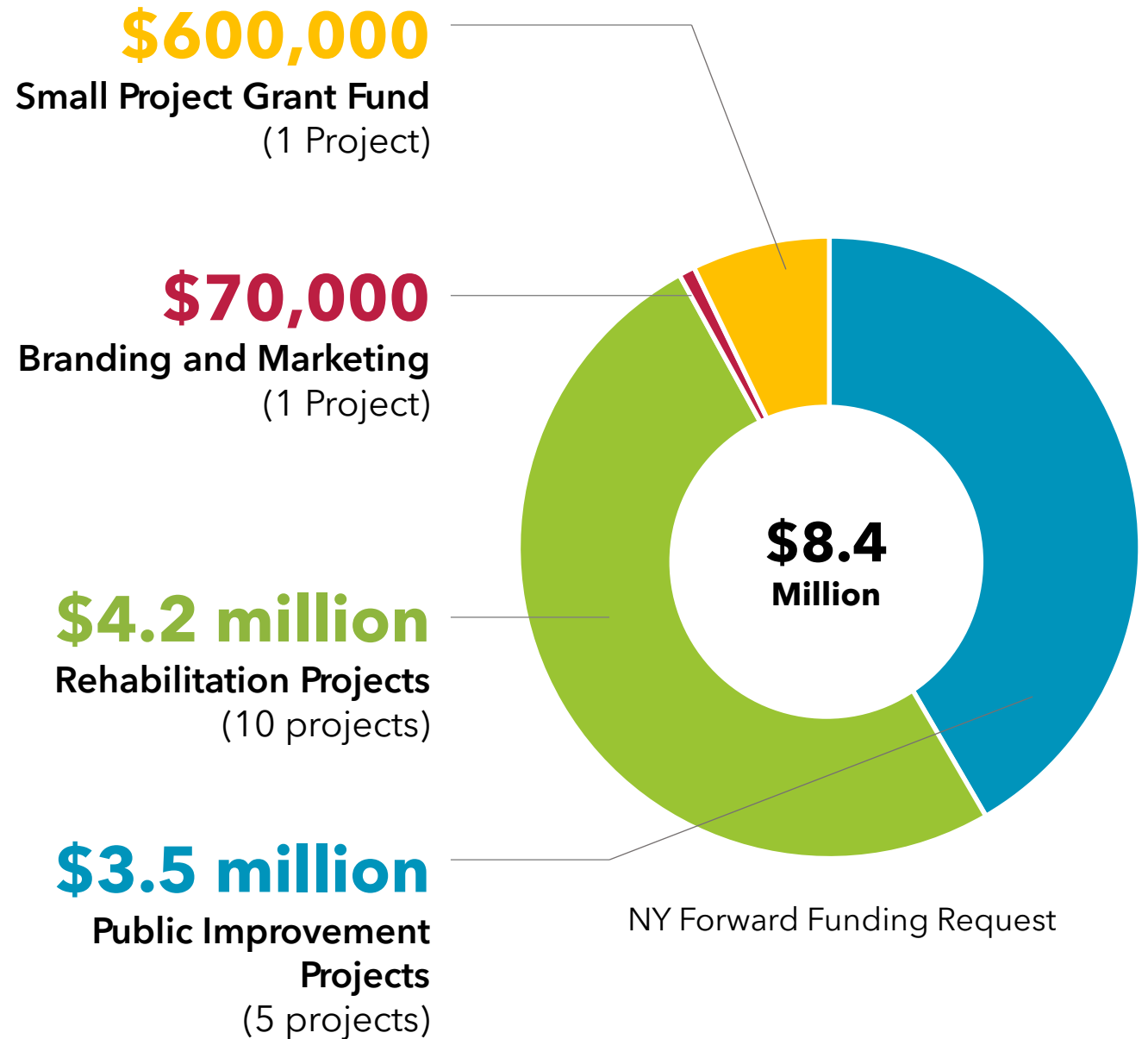
TARGET NY Forward AMOUNT

Your goal is to submit \$6 to \$8 million in NY Forward funding requests to the State in the Strategic Investment Plan.



PROPOSED PROJECTS

A total of \$8.4 million in NY Forward funding is requested.



STATUS AS OF LAST MEETING

Projects in the “Yes” and “Undecided” categories total **\$8.4** million in requested funding.

YES - \$7.9 million

7 South Ave.

39 W. Main St.

150 Orchard & 102-108 Commercial

Village Center at 82

Immanuel Lutheran Church

Kittelberger Florist

Harmony House

Main Street Streetscape

North Avenue Gateway

Veterans Memorial Park

Downtown Wayfinding

Hojack Trail Gateway

Small Project Grant Fund

UNDECIDED - \$483,000

Foley Insurance

Salvatore’s Pizzeria

Apartments at 22 & 28 East Main St.

Downtown Marketing

NOT RIGHT FOR NYF - \$2.9 million

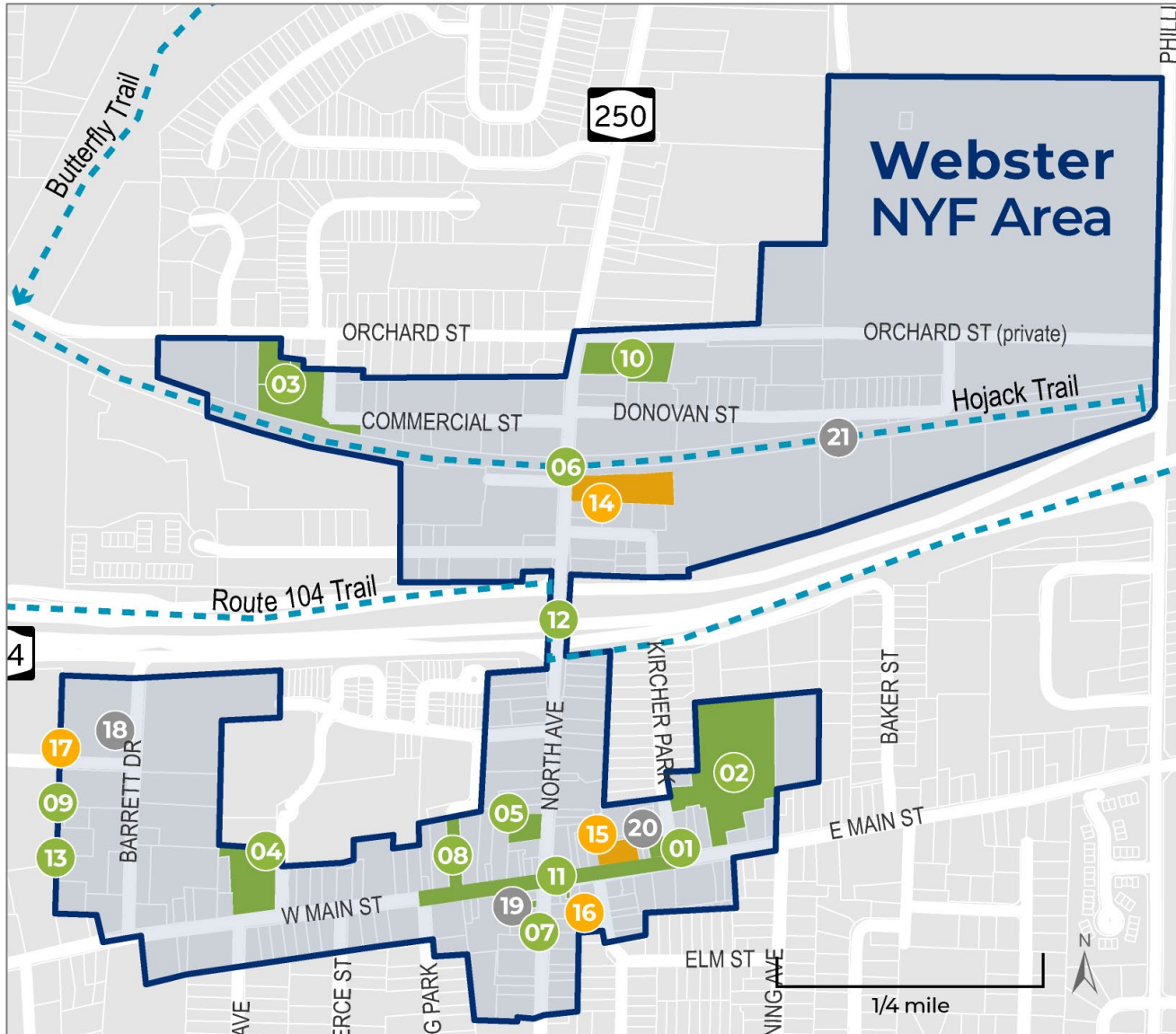
Lattimore Physical Therapy

Celebration Plaza and Village Market Square

Harmony Square on Main

Hojack Trail Full Extent

PROPOSED PROJECTS



YES

- 01 Harmony House
\$1,010,000
- 02 Village Center at 82
\$1,055,500
- 03 150 Orchard & 102-108 Commercia
\$2,195,000
- 04 Immanuel Lutheran Church
\$254,500
- 05 Veterans Memorial Park
\$1,100,000
- 06 Hojack Trail Gateway
\$289,000
- 07 7 South Ave.
\$89,000
- 08 39 W. Main St.
\$107,500
- 09 Downtown Wayfinding
\$381,000
- 10 Kittelberger Florist
\$694,400
- 11 Main Street Streetscape
\$1,400,000
- 12 North Avenue Gateway
\$310,000
- 13 Small Project Grant Fund
\$600,000

UNDECIDED

- 14 Salvatore's Pizzeria
\$146,250
- 15 Apartments at 22 & 28 East Main St.
\$144,500
- 16 Foley Insurance
\$122,000
- 17 Webster BID Marketing
\$70,000

NOT RIGHT FOR NYF

- 18 Lattimore Physical Therapy
\$300,000
- 19 Celebration Plaza and Village Market Square
\$1,200,000
- 20 Harmony Square on Main
\$325,000
- 21 Hojack Trail Full Extent
\$1,370,000

ENGAGEMENT RESULTS



207

Total Survey Responses






 Workshop Favorite

 Student Favorite



HIGH

-  Main Street Streetscape
Small Project Grant Fund
-  Village Center at 82

MED

-   7 South Ave.
-   150 Orchard & 102-108 Commercial
Apartments at 22 & 28 East Main St.
Downtown Marketing
Downtown Wayfinding
Former Dentist & Furnari Jewelry
Harmony House
Hojack Trail Gateway
-  North Avenue Gateway
Veterans Memorial Park

LOW

- Foley Insurance
Immanuel Lutheran Church
-  Kittelberger Florist Conservatory
-  Salvatore's Pizzeria

02C

PROJECT REVIEW

UNDECIDED

195 North Ave. // Rehabilitation Project

Salvatore's Pizzeria

Project Description:

Enhance restaurant through exterior upgrades including patio, windows, siding, fence, and new sign with landscaping.

Awning and furniture removed from scope.

Sponsor cannot meet 50% local match.

Total Cost: \$195,000

NYF Request: \$146,250 (75%)



22 & 28 E. Main St. // Rehabilitation Project Apartment Renovations

Project Description:

Convert 2nd floor salon and office space to 2 apartments to enhance likelihood of occupancy.

Total Cost: \$289,000

NYF Request: \$144,500 (50%)



9 E. Main St. // Rehabilitation Project Foley Insurance

Project Description:

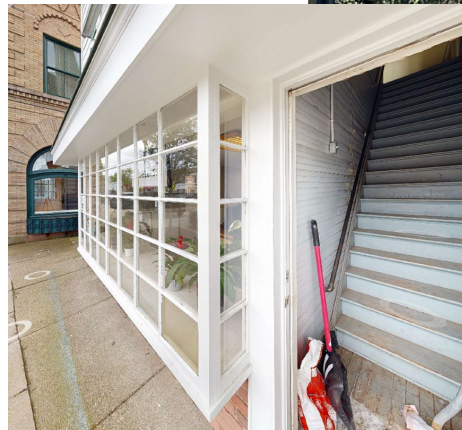
Expand office capacity through second floor renovation (560sf); create an interior connection between 1st and 2nd floor.

Improvements would allow Foley Insurance to stay in the Village while expanding staff.

Some plumbing work removed from scope.

Total Cost: \$244,000

NYF Request: \$122,000 (50%)



Exterior Stairs to
2nd Floor



Branding and Marketing

Webster BID Marketing

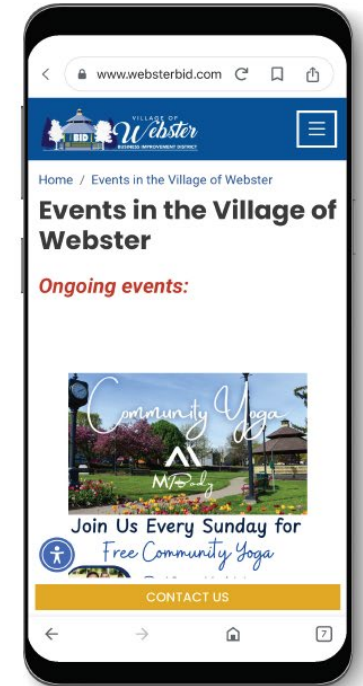
Project Description:

Develop a platform for information on parking, events, and promotions that can be accessed through QR codes in the Village.

Develop digital marketing content and print collateral to promote downtown Webster and enhance awareness of businesses.

Total Cost: \$85,000

NYF Request: \$70,000 (82%)



**YES, A
GOOD FIT**

Significant Scope/Budget Changes

58 E. Main St. // Rehabilitation Project Harmony House

Project Description:

Update the historic Harmony House to optimize the space for performances and events, including ADA-compliant access, circulation, and restrooms.

Upgraded cooling was removed from scope.

Total Cost: \$1,060,000

NYF Request: \$1,010,000 (95%)



82 E. Main St. // Rehabilitation Project Village Center at 82

Project Description:

Create a mixed-use destination including renovated 10,000sf office building, 15,000sf brewery/event space, and retail.

Scope only includes exterior renovations and façade.

Potential developer interest.

Total Cost: \$2,111,000

NYF Request: \$1,055,500 (50%)



150 Orchard St. + 102-108 Commercial St. // Rehabilitation Project

Mixed Use Property Renovations

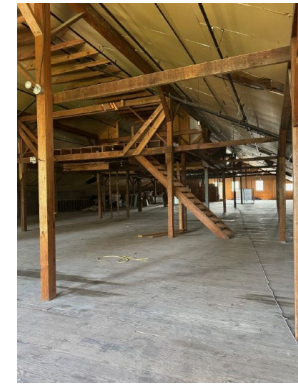
Project Description:

Expand on prior investments at 150 Orchard St. by converting third floor to 8 loft-style apartments.

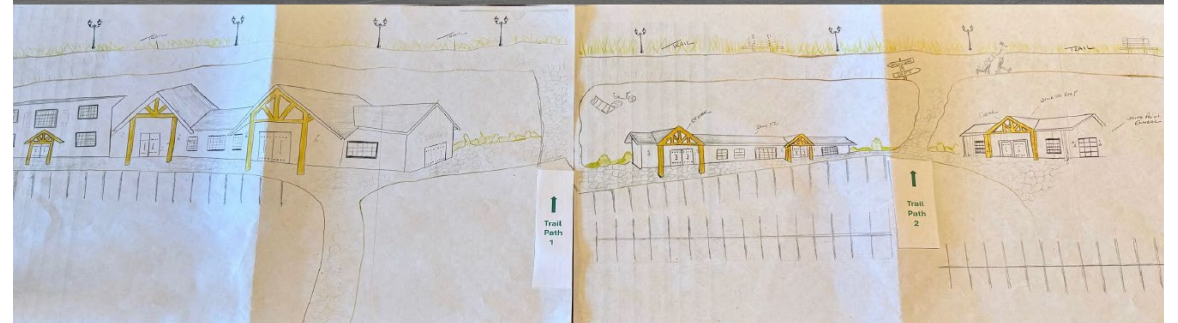
Enhance façades at Commercial St. properties and create Hojack Trail connection to attract new tenants including potential café.

Total Cost: \$2,195,000

NYF Request: \$746,300 (33%)



150 Orchard St. Loft Apartment Space



102-108 Commercial St. Trailside Mixed-Use Space

131 W. Main St. // Rehabilitation Project Immanuel Lutheran Church

Project Description:

Enhance church through renovations to community rooms and kitchen for community use, along with upgrades to façade, stained glass windows, and heating and cooling.

Total Cost: \$509,000

NYF Request: \$254,500 (50%)



28 North Ave. // Public Improvement Project Veterans Memorial Park

Project Description:

Replace gazebo with a signature bandshell structure, along with enhanced circulation, access, and landscaping. Veterans Memorial is relocated and enhanced.

Total Cost: \$1.1 million

NYF Request: \$1.1 million (100%)



Sample Bandshell



Hojack Trail // Public Improvement Project

Hojack Trail Gateway

Project Description:

Create a gateway at the North Avenue trail crossing, including a gateway structure and amenities like signage, benches and bike racks.

Enhance the crosswalk with high-visibility striping and pedestrian-activated flashing beacons.

Pave 50 linear feet of trail on either side.

Total Cost: \$289,000

NYF Request: \$289,000 (100%)



**YES, A
GOOD FIT**

7 South Ave. // Rehabilitation Project

Renovation for Retail

Project Description:

Renovate 700sf interior space for use as a potential retail/clothing store, including walls, dressing room, HVAC, restroom, and tin ceiling restoration.

Total Cost: \$178,000

NYF Request: \$89,000 (50%)



39 W. Main St. // Rehabilitation Project Former Dentist & Furnari Jewelry

Project Description:

Adapt first floor to meet ADA standards and create open-space floor plan; increase Main Street visibility for future tenants through enhanced façade; minor renovations to basement office space.

Total Cost: \$215,000
NYF Request: \$107,500 (50%)

Existing
Conditions



Conceptual Rendering

Public Improvement Project

Downtown Wayfinding

Project Description:

Enhance the experience of visiting the downtown through wayfinding signage, including new gateway sign at Barrett Drive, parking wayfinding signs (8), and informational kiosks in parking lots (2).

Total Cost: \$381,000

NYF Request: \$381,000 (100%)



Sample Banner



Gateway Sign



Sample Wayfinding Sign

263 North Ave. // Rehabilitation Project

Kittelberger Florist & Gifts Conservatory

Project Description:

Complement existing retail space at Kittelberger Florist with a 1,350sf conservatory to be used to cultivate plants, as a café space, and for educational programs.

Install 327 rooftop solar panels (137kW estimated) with a community education component.

Total Cost: \$1,240,000

NYF Request: \$545,600 (44%)



Main Street // Public Improvement Project

Main Street Streetscape Improvements

Project Description:

Create a sense of arrival into the downtown through signature crosswalks and lighting, along with replacement of select lights, sidewalks, and crosswalks on Main Street from Corning Park to Kircher Park.

Total Cost: \$1.4 million

NYF Request: \$1.4 million (100%)



Route 104 Bridge // Public Improvement Project

North Avenue Gateway Enhancements

Project Description:

Enhance the connection between Main Street and the North End through artistic lighting on the Route 104 Bridge.

Total Cost: \$310,000

NYF Request: \$310,000 (100%)



Representative images

Village of Webster // Downtown Fund Small Project Grant Fund

Project Description:

Small grant fund to support smaller-scale projects like façade improvements. The fund will be locally administered and involves another competitive application process for project sponsors.

Total Cost: \$800,000 (minimum investment)

NYF Request: \$600,000 (75%)



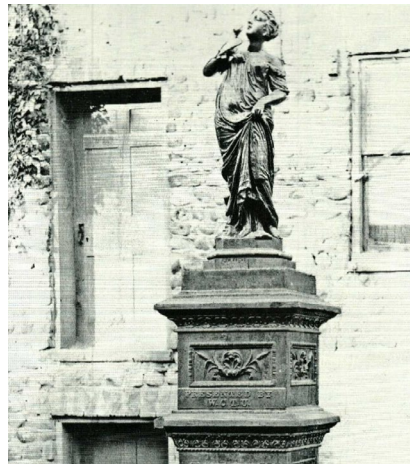
19 Lapham Park
Porch Restoration



Brimont Bistro
Exterior Improvements



Rubino's
Façade Restoration



**Historic Preservation
Commission**
Women's Temperance
Monument



**Webster Museum &
Historical Society**
Climate Control and
Façade Improvements



Webster Hots
Walk-Up Window and
Patio Upgrades

03

NEXT STEPS

NEXT STEPS

Here's what's coming up next in the planning process.



LPC Ballots

To be distributed via email in late October

Draft Strategic Investment Plan

Late November

Final Strategic Investment Plan

Mid-December

04

LPC DISCUSSION AND Q&A

05

PUBLIC COMMENT

PUBLIC COMMENT

The Project Team and LPC will not respond to comments tonight, unless clarification is needed.

Please follow these guidelines:

- Please state your name and affiliation, if applicable
- Please limit your comments to 3 minutes
- Please be respectful of each other

You can find more information online:

www.WebsterNYForward.com

www.ny.gov/programs/ny-forward

Thank you!

We appreciate your thoughts, comments, and feedback and look forward to your continued participation in Webster's NY Forward planning process.



THANK YOU!

**NOT RIGHT FOR
NY FORWARD**

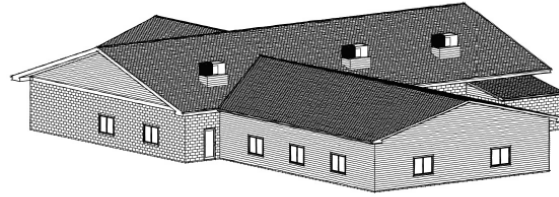
70 Barrett Dr. // Rehabilitation Project Lattimore Physical Therapy

Project Description:

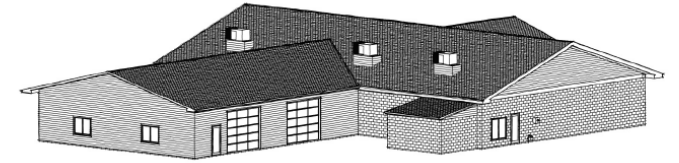
3,000-4,000 sf single-story addition to create open concept orthopedic treatment space with 1-2 treatment rooms; addition will optimize space for orthopedic care

Total Cost: \$700,000-\$800,000

NYF Request: \$200,000-\$300,000 (38% of total)



Addition Concept



Existing Conditions

28 W. Main St. // Public Improvement Project

Celebration Plaza and Village Market Square

Project Description:

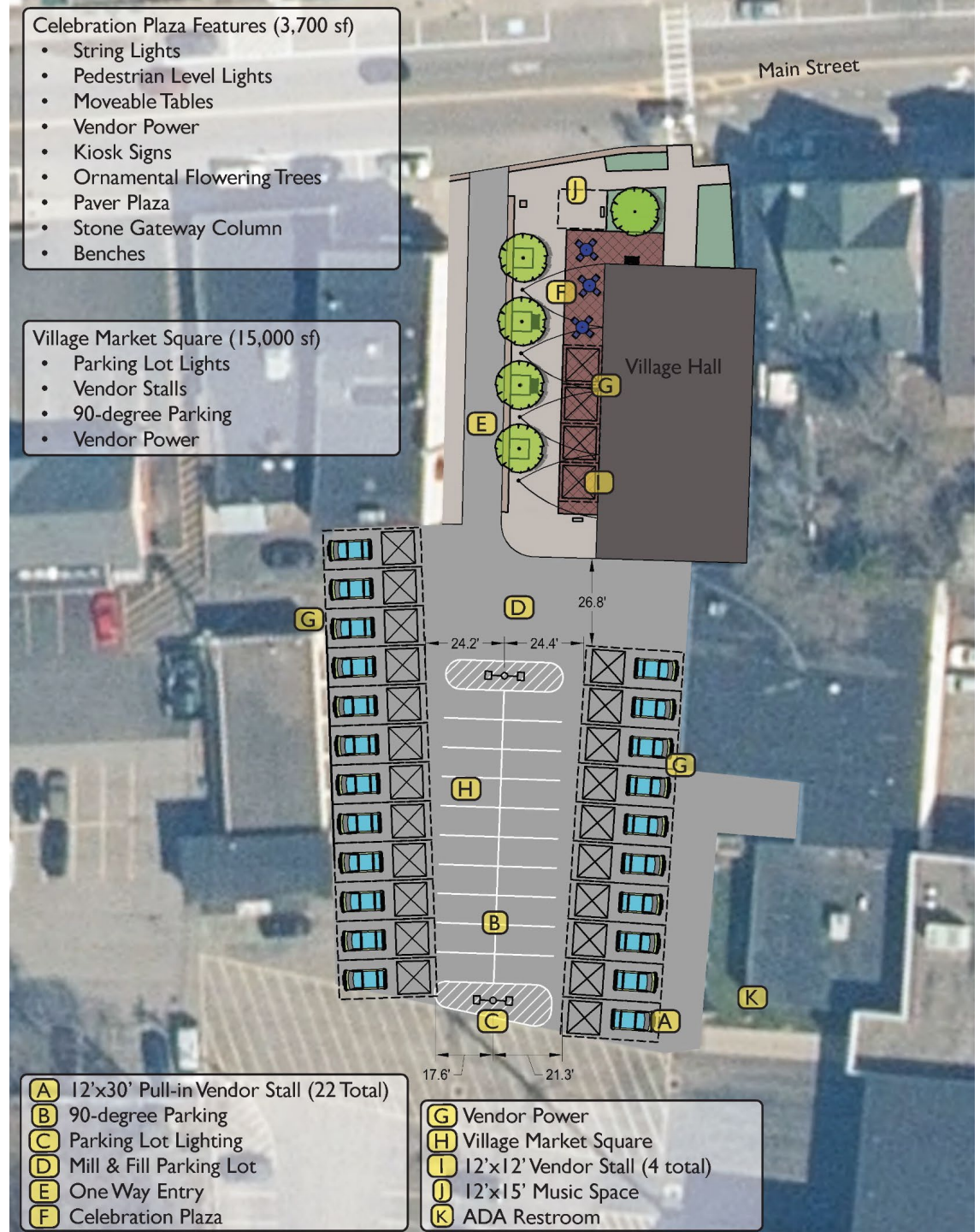
Transform Village Office entry drive into a public plaza and gateway to flexible open space for markets and events.

Accessible entrance to rear of Village Office was added to scope.

Celebration Plaza:	\$778,000
Village Market Square:	\$287,000
ADA Restroom:	\$125,000

Total Cost: \$1.2 million

NYF Request: \$1.2 million (100%)



58 E. Main St. // Public Improvement Project Harmony Square on Main Street

Project Description:

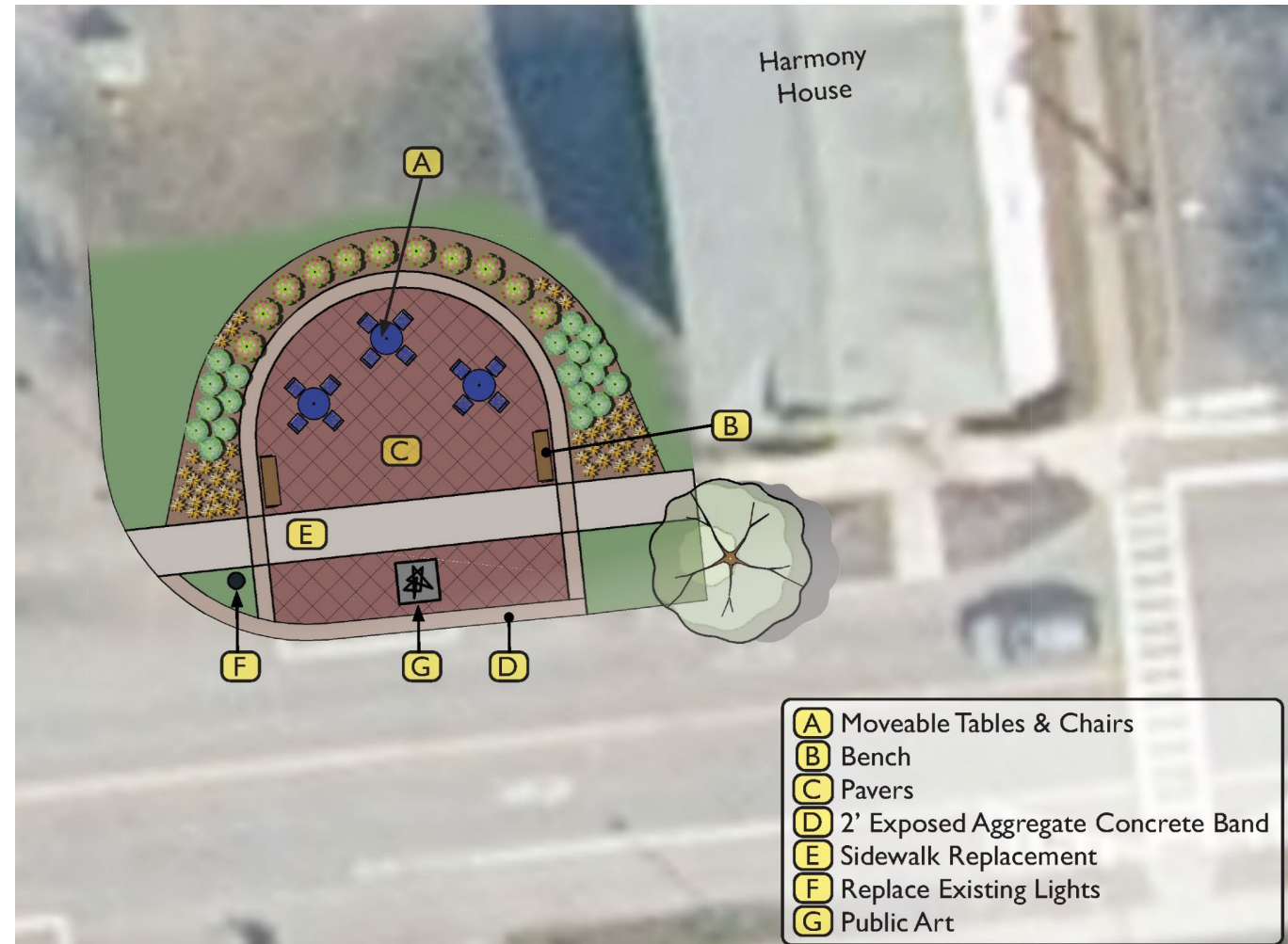
Create a flexible open space adjacent to Harmony House that incorporates public art and ties in to a connected network of public spaces.

Space would extend curb into the roadway, losing 1 parking space.

Village to enter into MOU with owner to create public space.

Total Cost: \$325,000

NYF Request: \$325,000 (100%)



Hojack Trail // Public Improvement Project

Hojack Trail Gateway and Trail Improvements

Total Cost: \$1.37 million
NYF Request: \$1.37 million (100%)

Western Connection 1,700 ft.
\$405,000

What's Included?

- 10' stone dust trail
- 4 benches
- 12 lights (**\$60,000 included in total**)
- Landscaping

North Ave Crossing
\$289,000

What's Included?

- Enhanced crosswalk with flashing beacons
- Gateway Structure
- Bike Racks, Benches, Signs
- 50 linear feet paved on either side

Eastern Connection 2,900 ft.
\$670,000

What's Included?

- 10' stone dust trail
- 4 benches
- 14 lights (**\$68,000 included in total**)
- Landscaping



11 Orchard St. // Rehabilitation Kittelberger Florist Wholesale Warehouse

Project Description:

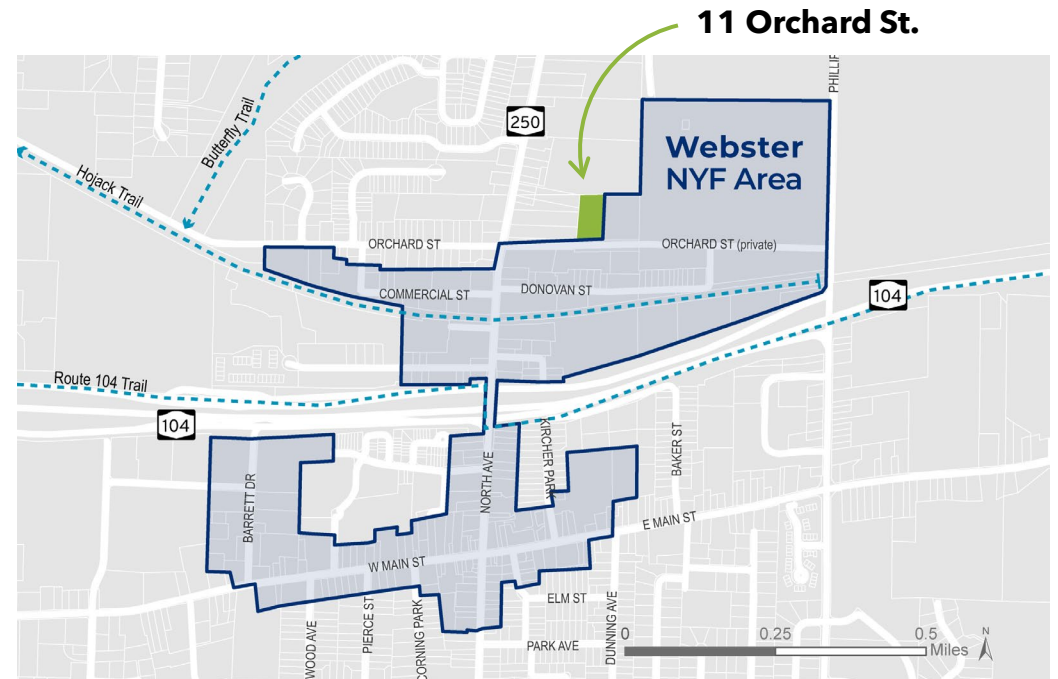
Install 100 rooftop solar panels (42kW estimated) at Kittelberger Florist Wholesale Warehouse to reduce carbon footprint and energy costs and contribute to community sustainability

Total Cost: \$113,400

NYF Request: \$36,015 (32% of total)

!

This project is outside the boundary.



263 North Ave. // Rehabilitation

Kittelberger Florist & Gifts Solar Panels

Project Description:

Install 327 rooftop solar panels (137kW estimated) to reduce carbon footprint and energy costs and contribute to community sustainability.

Note: This project was combined with Kittelberger Conservatory Project.

Total Cost: \$384,500

NYF Request: \$122,600 (32% of total)



13 Lapham Park // Rehabilitation Residential Restoration

Project Description:

Restore siding and porch of this 2-unit rental property to its original 1860s style; replace roof

Note: This project was determined to be better suited for the Small Project Grant Fund.

Total Cost: \$131,743

NYF Request: \$50,000 (38% of total)



160-168 W. Main St. // Rehabilitation Guida's and Arrow Kitchens & Bath

Project Description:

Enhance the exterior of two businesses with improved parking, landscaping, and signs along with creation of a new 31'x10' patio and walkway for Guida's Pizzeria

Note: This project was determined to be better suited for the Small Project Grant Fund.

Total Cost: \$177,691

NYF Request: \$133,269 (75% of total)



Submitted as
Small Project
Fund Interest
Form

