



Public Workshop

September 16, 2024

AGENDA

1. What is NY Forward?
2. Eligible Projects
3. Evaluation Criteria
4. Proposed Projects
5. What's Next?
6. Questions and Comments
- 7. Project Evaluation Activity**



01

WHAT IS NY FORWARD?

WHAT IS NY FORWARD?



\$4.5 million in grant funding is available



to the Village, business owners, and property owners

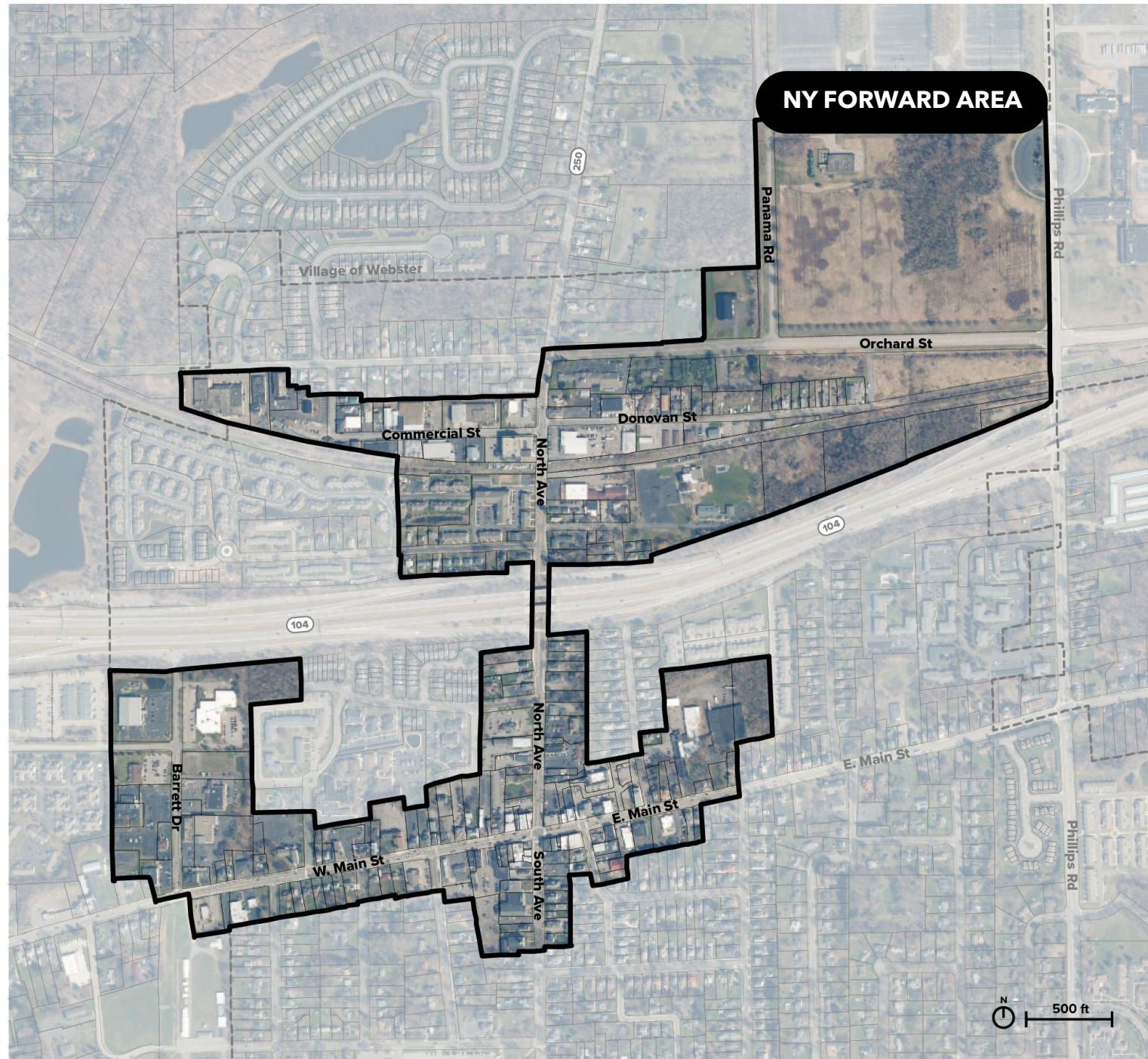


to propose capital improvement projects



that revitalize downtown Webster

VILLAGE OF WEBSTER NY FORWARD AREA



WHO IS INVOLVED?

1 LOCAL PLANNING COMMITTEE (LPC)

Local community members who guide the process and decide which projects will have the most benefit to downtown Webster

2 PROJECT TEAM

Subject matter experts in planning, architecture, and economic development who facilitate the process

3 STATE AGENCIES AND REPRESENTATIVES

Representatives from New York State agencies (DOS, ESD, HCR) who oversee the process and provide funding

4 COMMUNITY MEMBERS

Those who propose projects for potential funding or give input and feedback throughout the process

LOCAL PLANNING COMMITTEE

LPC Members must act in the public interest and recuse themselves from discussing or voting on a project for which they have a conflict of interest.

LPC CO-CHAIRS

Darrell Byerts, Mayor

Ana Liss, Director of Planning (Monroe County)

MEMBERS

Elena Bernardi, Business Improvement District

Peter Elder, Historic Preservation Commission

Tom Spoonhower, Webster Jazz Festival/BID

Robyn Whittaker, Webster Rotary

Matt Chatfield, Webster Economic Development Alliance

Erin Land, Webster Central School District

Anna Taylor, Friends of Webster Trails

Janine Sanger, Webster Health & Education Network

Diane Horeth, Kittelberger Florist

Robin Rubado, CDS Housing

PROCESS

Projects will be identified through a 6-month planning process, led by the Local Planning Committee (LPC) with guidance from NYS



Planning Process Begins
April 2024

Open Call for Public Projects
June 20 - July 26

LPC Evaluates Proposed Projects
August - October 2024

**Strategic Investment Plan
Submitted to NYS with
Recommended Projects**
November 2024

PROCESS

Following the planning process, NYS will review the Strategic Investment Plan and make the final determination on which projects will receive funding



**NY Forward Grant Awards
Announced**

Tentatively Spring 2025

Project Implementation

2025 - 2028+

02

ELIGIBLE PROJECTS

PROJECT PROPOSALS

Certain types of projects are eligible for NY Forward funding.



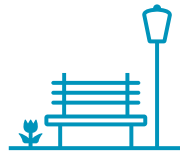
New Development or Rehabilitation

Development or redevelopment of private property



Small Project Grant Fund

A locally managed fund for small projects, such as façade improvements and public art.



Public Improvements

Projects that enhance the public realm, such as streetscapes, trails, and parks



Branding and Marketing

Branding and marketing projects that target residents, tourists, investors, developers and visitors.

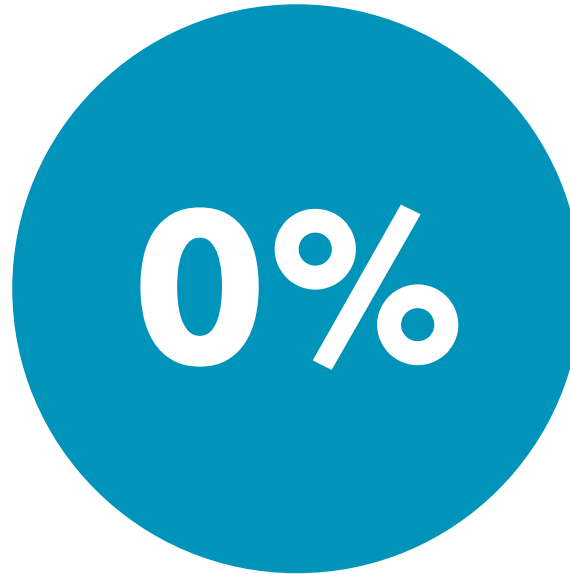
MATCH REQUIREMENTS

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

03

EVALUATION CRITERIA

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.
- **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.

WEBSTER'S GOALS

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.

NEW YORK STATE'S GOALS

The NY Forward program is designed to invigorate and enliven downtowns in New York's villages and hamlets



1 Enhance downtown living and quality of life



5 Provide public spaces that serve all ages and abilities



2 Create an active downtown with a mix of uses



6 Encourage the reduction of greenhouse gas emissions



3 Provide a diverse mix of employment opportunities



7 Grow the local property tax base



4 Create diverse housing options for all income levels

MARKET OPPORTUNITIES



Up to 1,000 new homes
in the next 5 years



Up to 2 full-service
restaurants



Up to 1 boutique
clothing store



Up to 1 convenience
store, gas station, or
snack bar (opportunities
to combine offerings)



Up to 2 personal
care businesses
(salon, pet services)



Opportunities for
businesses to
leverage sales and
production onsite

04

PROPOSED PROJECTS

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 with upgraded parking and circulation through the site.

Total Cost: \$1.3 million

NYF Request: \$650,000 (50% of total)



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

Project Description:

Replace the gazebo with a signature bandshell, relocate and enhance memorial, and improve access and circulation through the park.

Total Cost: \$1.1 million

NYF Request: \$1.1 million (100%)



Sample Bandshell

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% of total)

19 Letters of Interest were received, totaling over **\$900,000** in funding requests. The maximum funding is **\$600,000**.



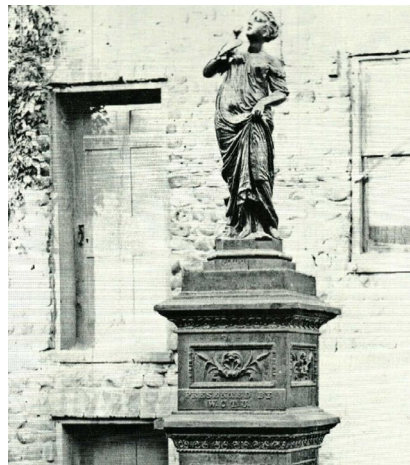
19 Lapham Park
Porch Restoration



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

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: \$1.15 million

NYF Request: \$505,000 (44% of total)



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 along with heating and cooling.

Total Cost: \$861,000

NYF Request: \$811,000 (94%)



Public Improvement Project

Downtown Wayfinding

Project Description:

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

Branded metal banners will be installed on street poles on Main Street, North Avenue, and South Avenue.

Total Cost: \$381,000

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



Sample Banner



Gateway Sign



Sample Wayfinding Sign

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



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

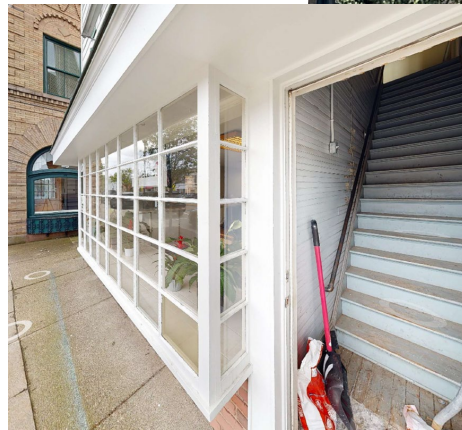
Project Description:

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

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

Total Cost: \$176,950

NYF Request: \$120,000 (68% of total)



Exterior Stairs to
2nd Floor



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%)

Cost updated for taller poles.



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

Branding and Marketing

Webster BID Marketing

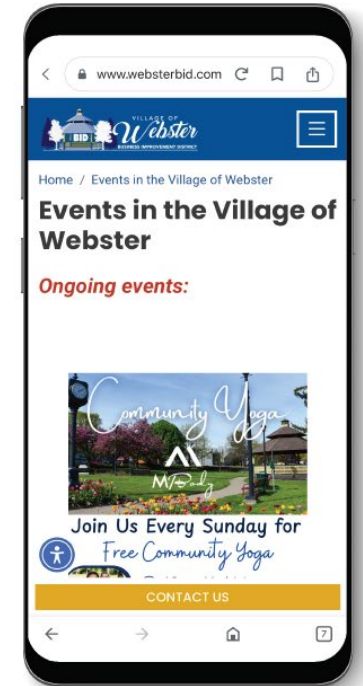
Project Description:

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

Agreement between BID and Village to use Village staff to maintain content.

Total Cost: \$85,000

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



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: \$317,457

NYF Request: \$158,728 (50% of total)



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: \$143,500

NYF Request: \$71,500 (50% of total)

Existing
Conditions



Conceptual Rendering

7 South Ave. // Rehabilitation Project Former Burke's Renovation

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: \$142,555

NYF Request: \$71,277 (50% of total)



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

Project Description:

Convert 2nd floor retail and office space to 2 apartments to enhance likelihood of occupancy; key improvement is building kitchens and bathrooms

Total Cost: \$92,500

NYF Request: \$69,375 (75% of total)



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

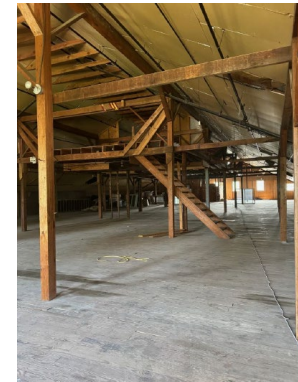
Mixed Use Property Renovations

Project Description:

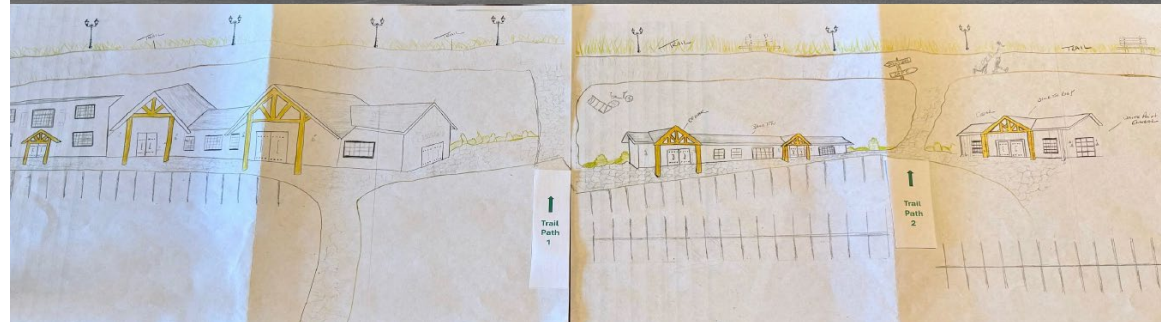
Expand on prior investments at 150 Orchard St. by converting third floor to 8 lofts; repurpose Commercial St. property into mixed use spaces including potential café with connections to Hojack Trail

Total Cost: \$1.5 million

NYF Request: \$500,000 (33% of total)



150 Orchard St. Loft Apartment Space



102-108 Commercial St. Trailside Mixed-Use Space

195 North Ave. // Rehabilitation Project Salvatore's Pizzeria

Project Description:

Enhance restaurant through exterior upgrades including patio space and new awning, furniture, windows, siding, and repairs to existing sign.

Total Cost: \$140,000

NYF Request: \$104,000 (74% of total)



28 W. Main St. // Public Improvement Project

Celebration Plaza and Village Market Square

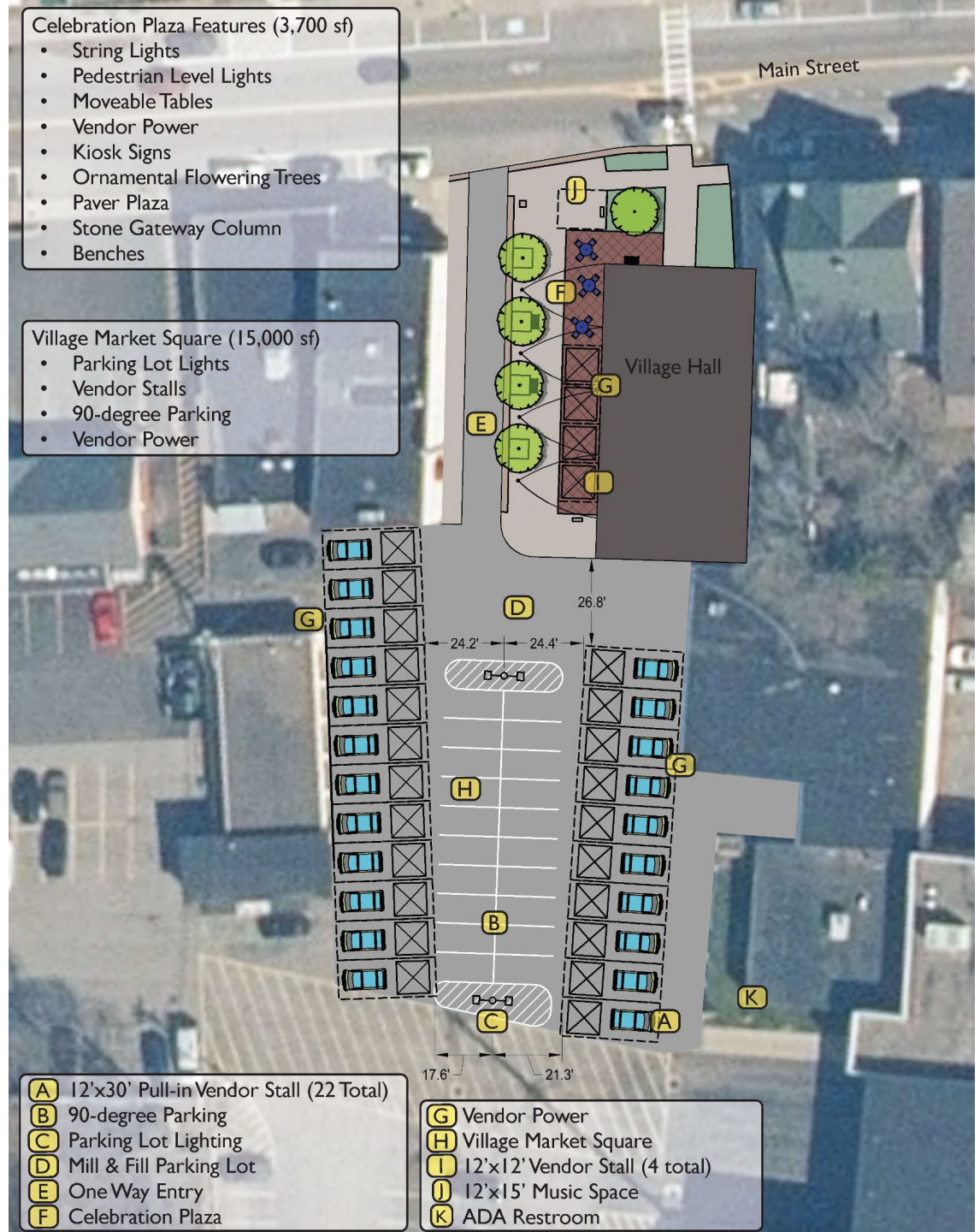
Project Description:

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:

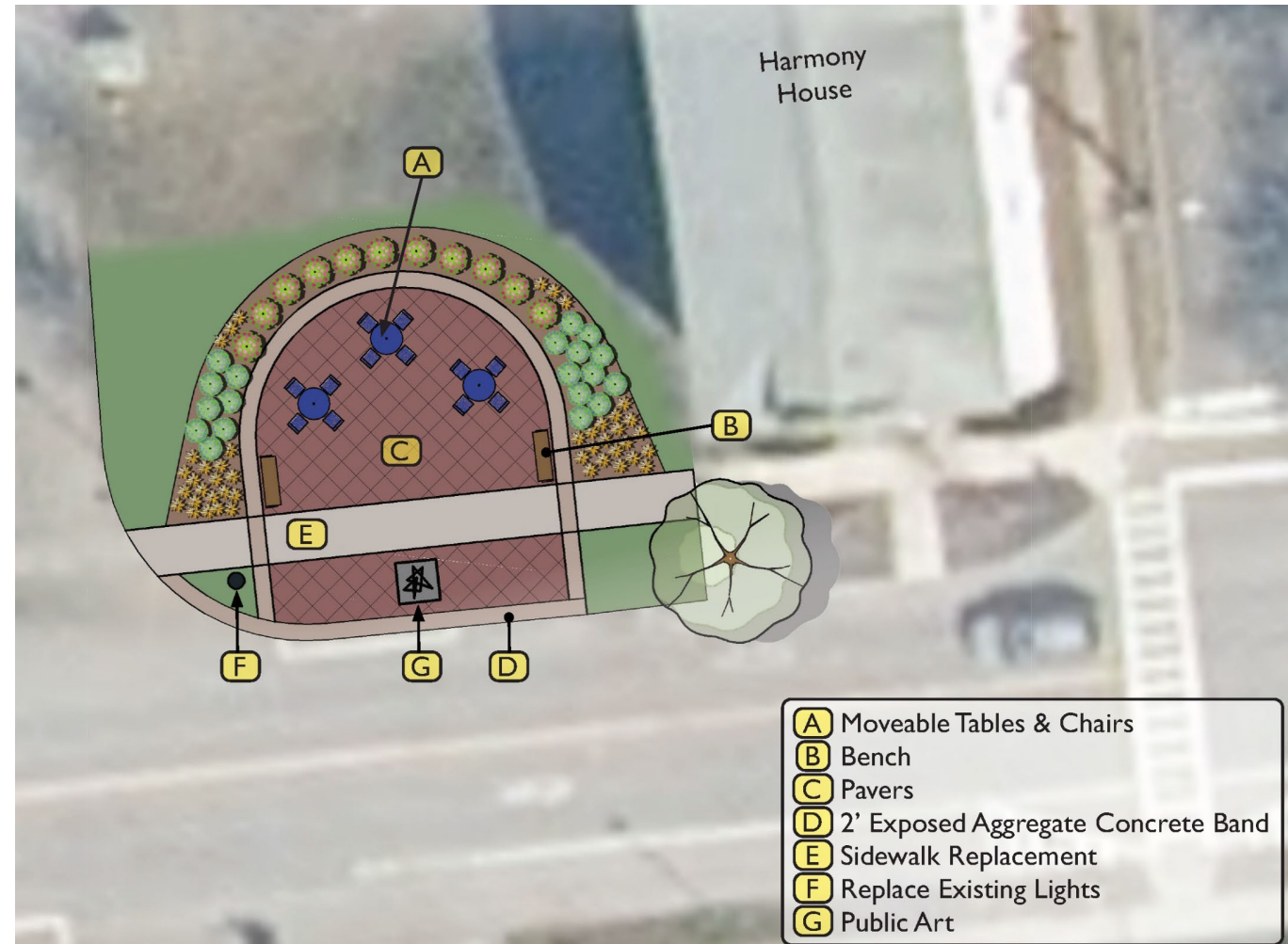
Create a flexible open space adjacent to Harmony House that incorporates public art and ties in to a connected network of public spaces.

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%)



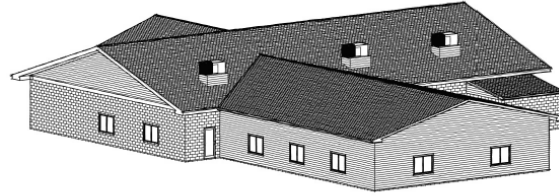
70 Barrett Dr. // Rehabilitation Project Lattimore Physical Therapy

Project Description:

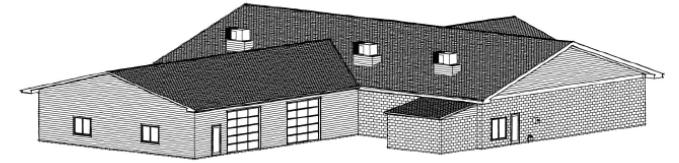
3,000-4,000 sf single-story addition to create open concept orthopedic treatment space with 1-2 treatment rooms; addition will optimize space for orthopedic care

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

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



Addition Concept



Existing Conditions

05

WHAT'S NEXT?

NEXT STEPS

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



Project Evaluation

Your feedback will be compiled and relayed to the LPC for their consideration.

LPC Meeting #6 | October 9th at 6pm

Webster Community Meeting Hall

The LPC will continue to review and narrow down the list of proposed projects.

This meeting is open to the public!

November 2024

A final slate of projects will be recommended to the State by the LPC for funding.

06

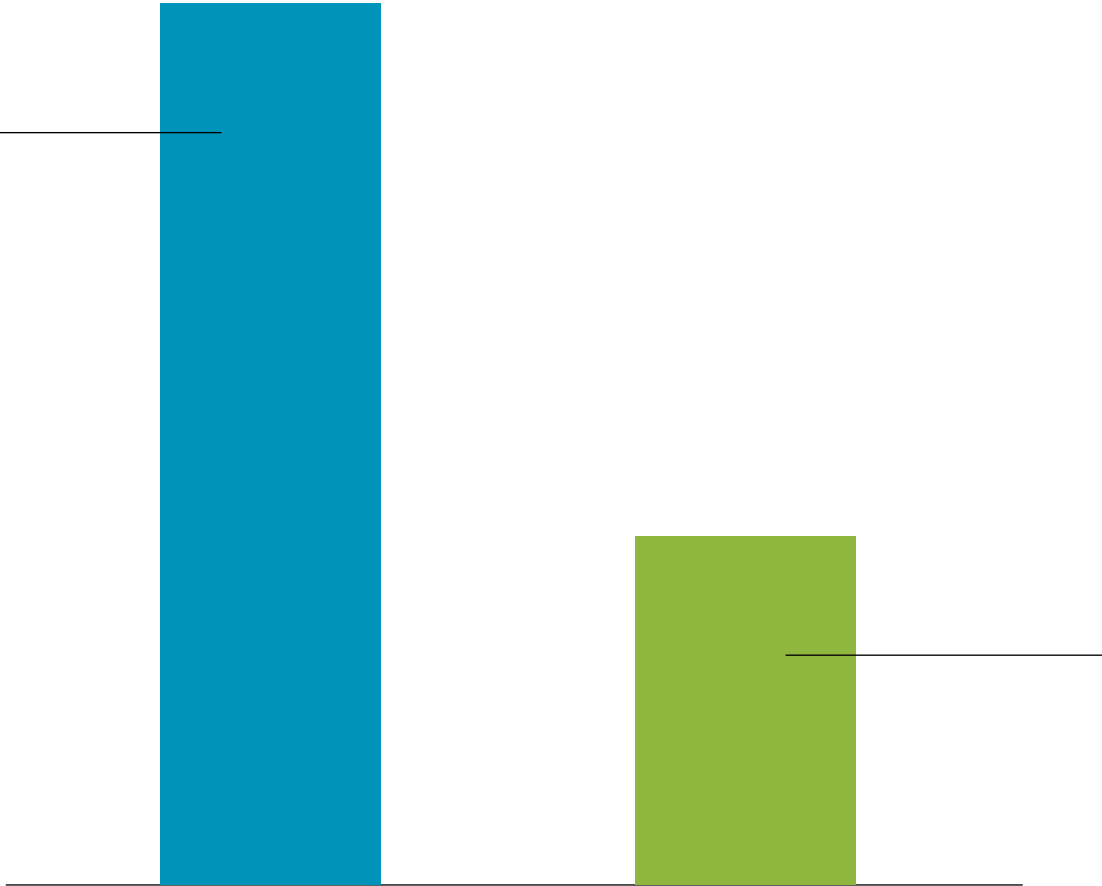
QUESTIONS AND COMMENTS

07

PROJECT EVALUATION ACTIVITY

PURPOSE

\$10.7 million
in funding is
being requested



\$4.5 million
is available

INSTRUCTIONS

1



Review the projects

Let us know if you have any questions!

2



Spend your money!

Use the evaluation criteria to decide which projects you want to fund.

3

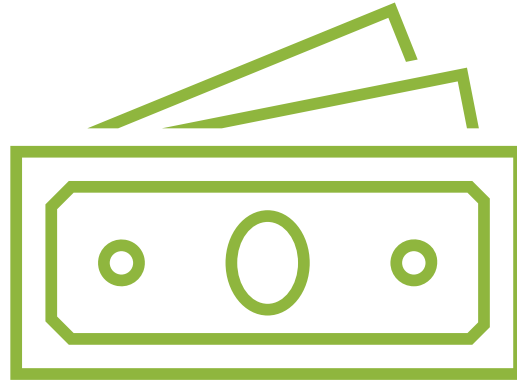


Leave comments

Use the sheets in front of each project to share any comments or concerns.

To fund a project, place the You Pay amount in the jar.

YOUR BANK



\$50,000 bills

x 10



\$100,000 bills

x 40

EVALUATION CRITERIA

IMPACT

Projects must have a significant positive impact on the revitalization of downtown Webster.

READINESS

Projects should be well-developed and ready to proceed as soon as possible upon award of funding.

COST-EFFECTIVE

Projects must have a realistic budget and 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.

LOCAL GOALS

Projects must advance one or more of the Village's revitalization goals:

1. Improve convenience, functionality, walkability, and bikeability
2. Provide a cohesive and appealing community experience
3. Provide venues and events that attract visitors
4. Make the Village a vibrant place to live and work
5. Promote sustainable development and energy efficiency