



---

LPC Meeting #3

July 10, 2024

# PREAMBLE

---

**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. Project Status
2. Downtown Profile
3. Market Analysis
4. Summary of Key Findings and Opportunities
5. LPC Discussion and Q&A
6. Next Steps
7. Public Comment



01

# PROJECT STATUS



# OPEN CALL

---

The Open Call for Project Proposals is open!



**No submissions yet**, but our team has been responding to questions from community members.

Friday, July 26, 2024 at 11:59 pm

DUE DATE



# UPCOMING EVENTS

---

We have several opportunities to engage with the community!



## Pop-Up at Jazz Festival

**Friday, August 9<sup>th</sup> at 6:15 pm**  
on Main Street



## Pop-Up at Evenings in the Park

**Wednesday, August 28<sup>th</sup> at 4:00 pm**  
Charles E. Sexton Memorial Park



## Public Meeting

**Monday, September 16<sup>th</sup> at 6:00 pm**  
Webster Community Meeting Hall

02

# DOWNTOWN PROFILE



# PURPOSE

---

The Downtown Profile tells a clear and concise story of Webster - where it is today, how it got there, and where it's going.

It identifies opportunities and challenges, providing the basis for project recommendations.

A photograph of a street market in Webster, MA, featuring various stalls and a sign for "WATERFALLS BY DOTIE". The scene is set on a paved street with a clear blue sky. In the foreground, a man in a dark tank top and shorts stands near a stall. To his right, a stall with a blue canopy displays various items, including a sign that reads "WATERFALLS BY DOTIE". Further down the street, another stall with a brown canopy is visible. In the background, there are buildings, trees, and a traffic light. A signpost on the right side of the street indicates "EAST 404" and "NORTH-SOUTH 250 250".

**Demographic Analysis**

**Historic Context**

**Physical Setting**

**Economic Conditions**

**Recent Plans**

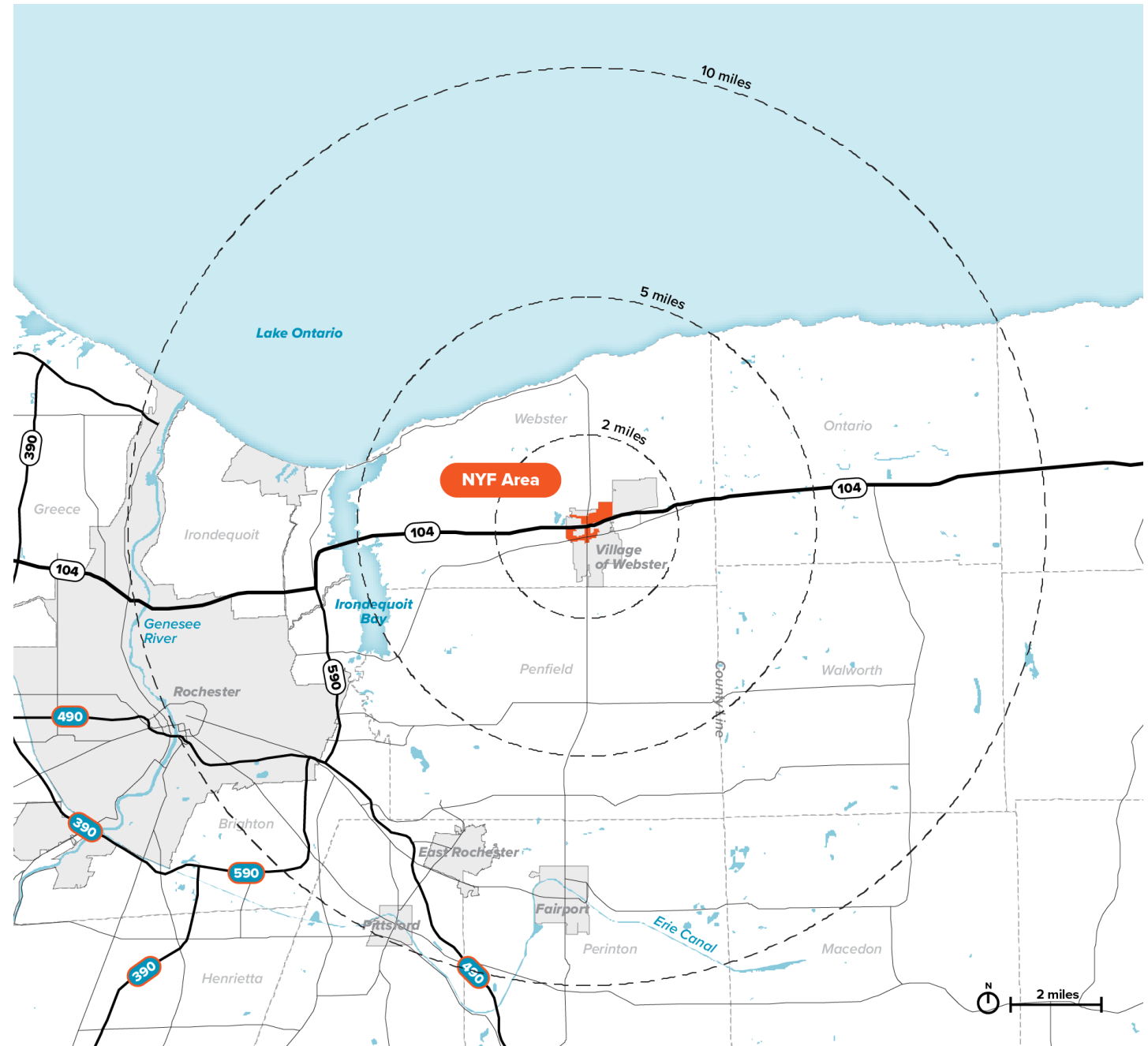
**Trends and Opportunities**

# REGIONAL CONTEXT

**13** miles east of Rochester

**4** miles south of Lake Ontario

State Route  
**104** creates a connection to downtown



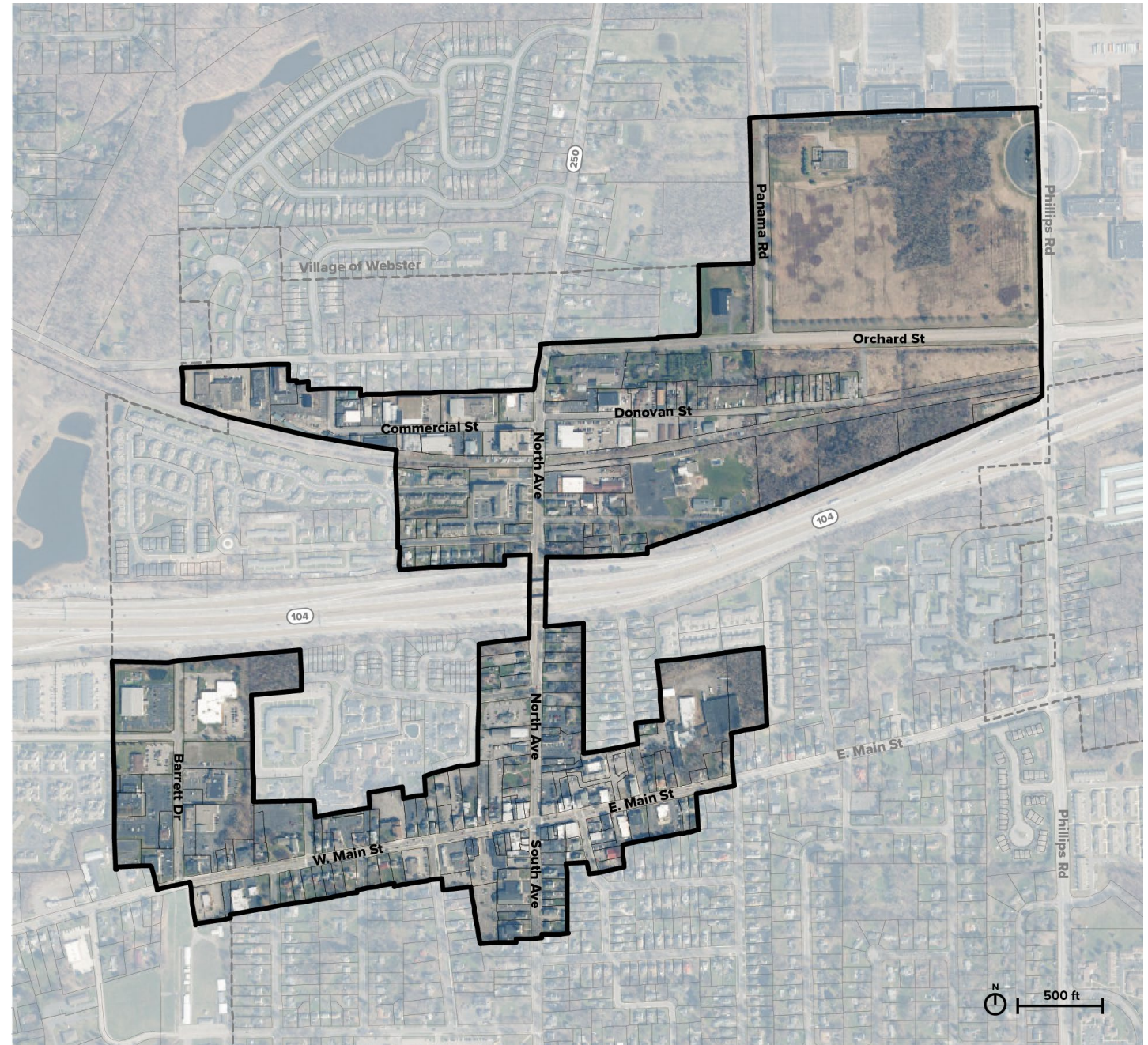
# NYF AREA: QUICK STATS

---

**222** Acres (~1/3 square mile)

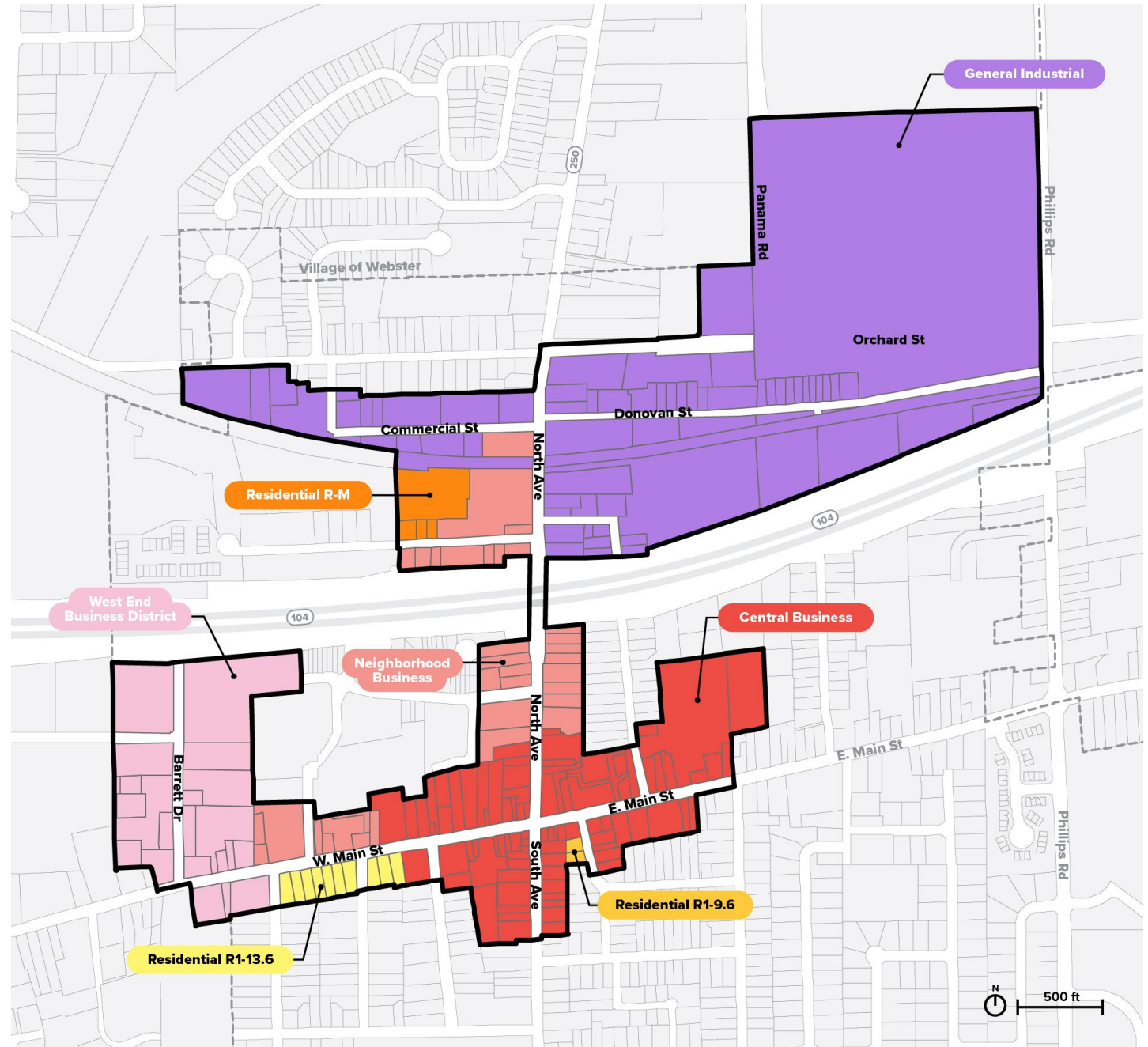
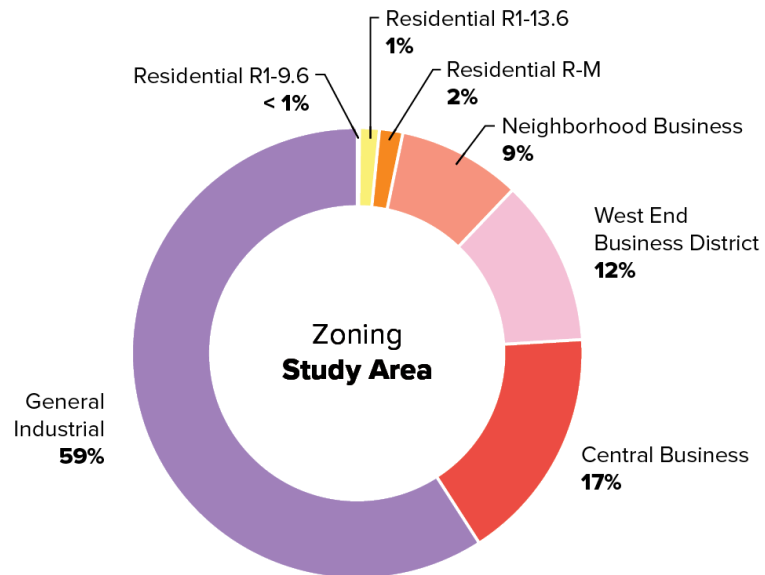
**223** Parcels

**629** Residents



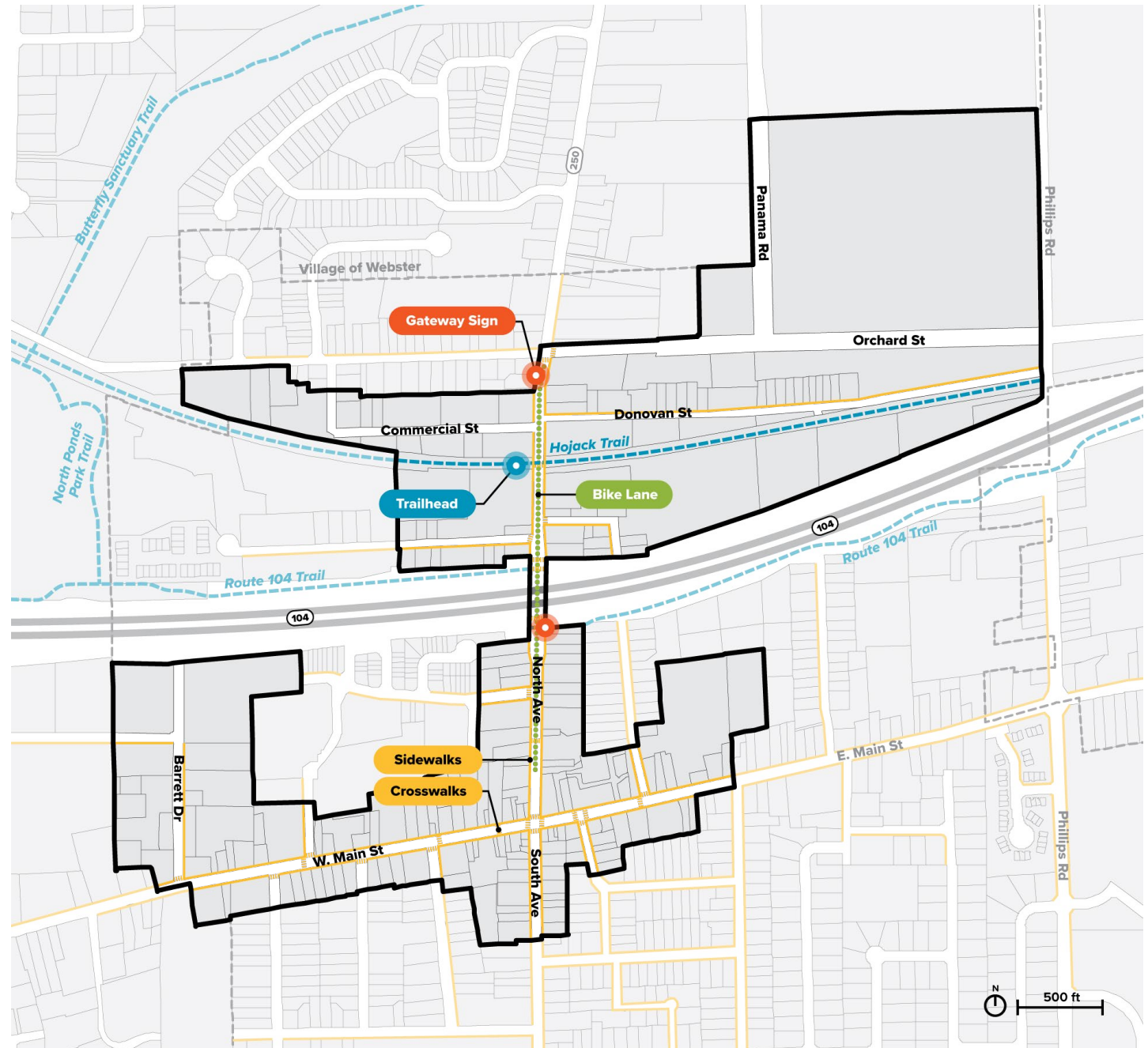
# ZONING

- Mix of commercial, residential, and industrial districts
- Residential uses are permitted in all districts
- Design guidelines govern Neighborhood Business District



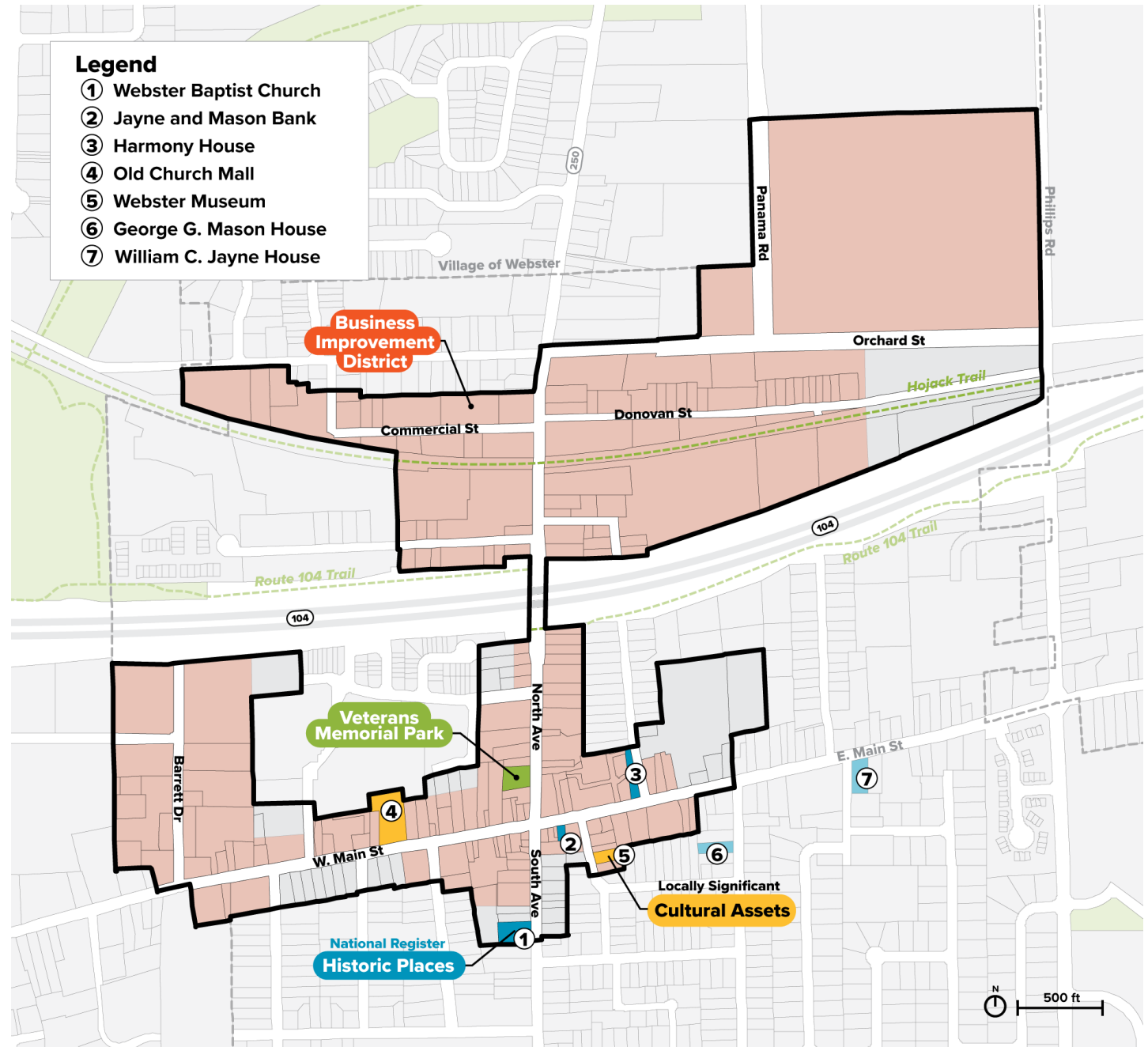
# TRANSPORTATION

- Strong sidewalk network
- Trail connections
- Connections between North End and Main Street
- State Route 104 creates a connection as well as a barrier



# CULTURAL ASSETS

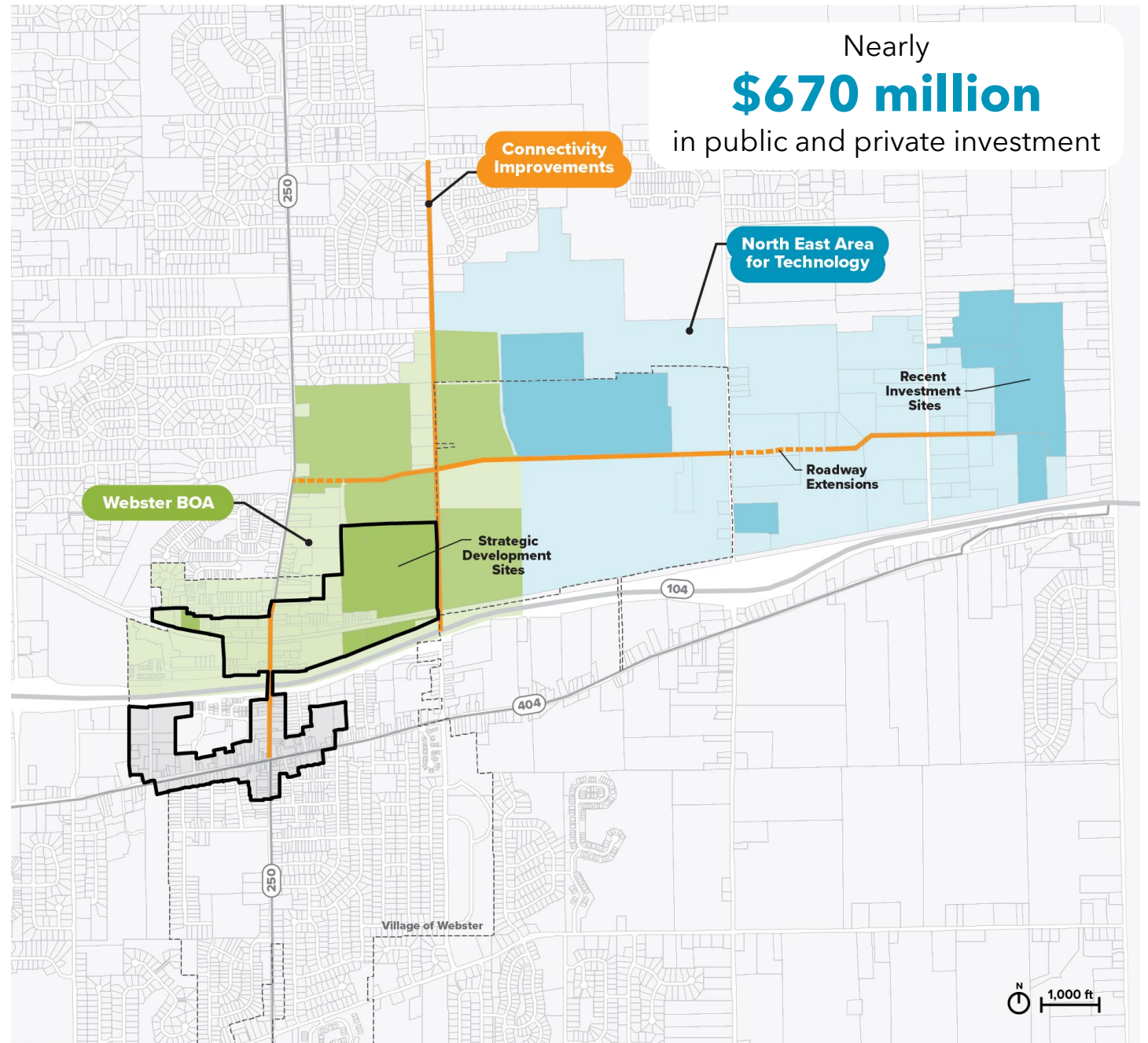
- 5 Properties Listed on National Register of Historic Places
  - 3 within study area
  - 2 nearby
- Veteran's Memorial Park in the heart of downtown
- BID facilitates cultural and entertainment programming



# RECENT PLANS AND INVESTMENTS

## North East Area for Technology (NEAT) Industrial Zone

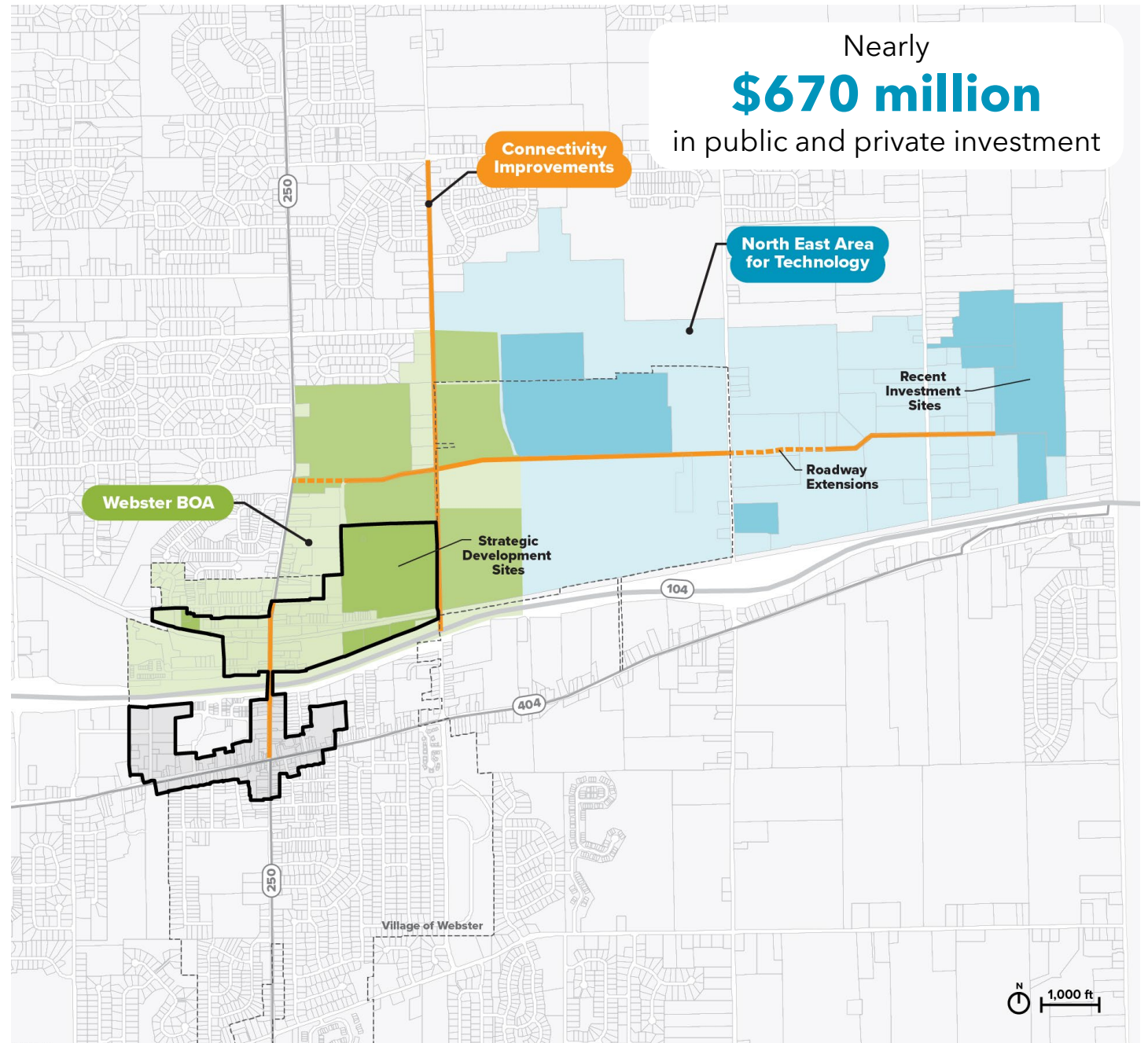
- Well-positioned for investment
  - 1,400 acres
  - 7 million square feet
  - Well-connected to State Route 104
  - Utilities in place
- Home to Xerox Wilson Campus
- Future home of fairlife facility



# RECENT PLANS AND INVESTMENTS

## Reimagine Webster Initiative (Webster BOA)

- Identifies opportunities for:
  - Businesses
  - Housing
  - Roadway improvements
  - Trails and sidewalks
  - Reimagine Xerox Campus
  - Open space/recreation
- Designated BOAs receive priority and preference from state funding programs

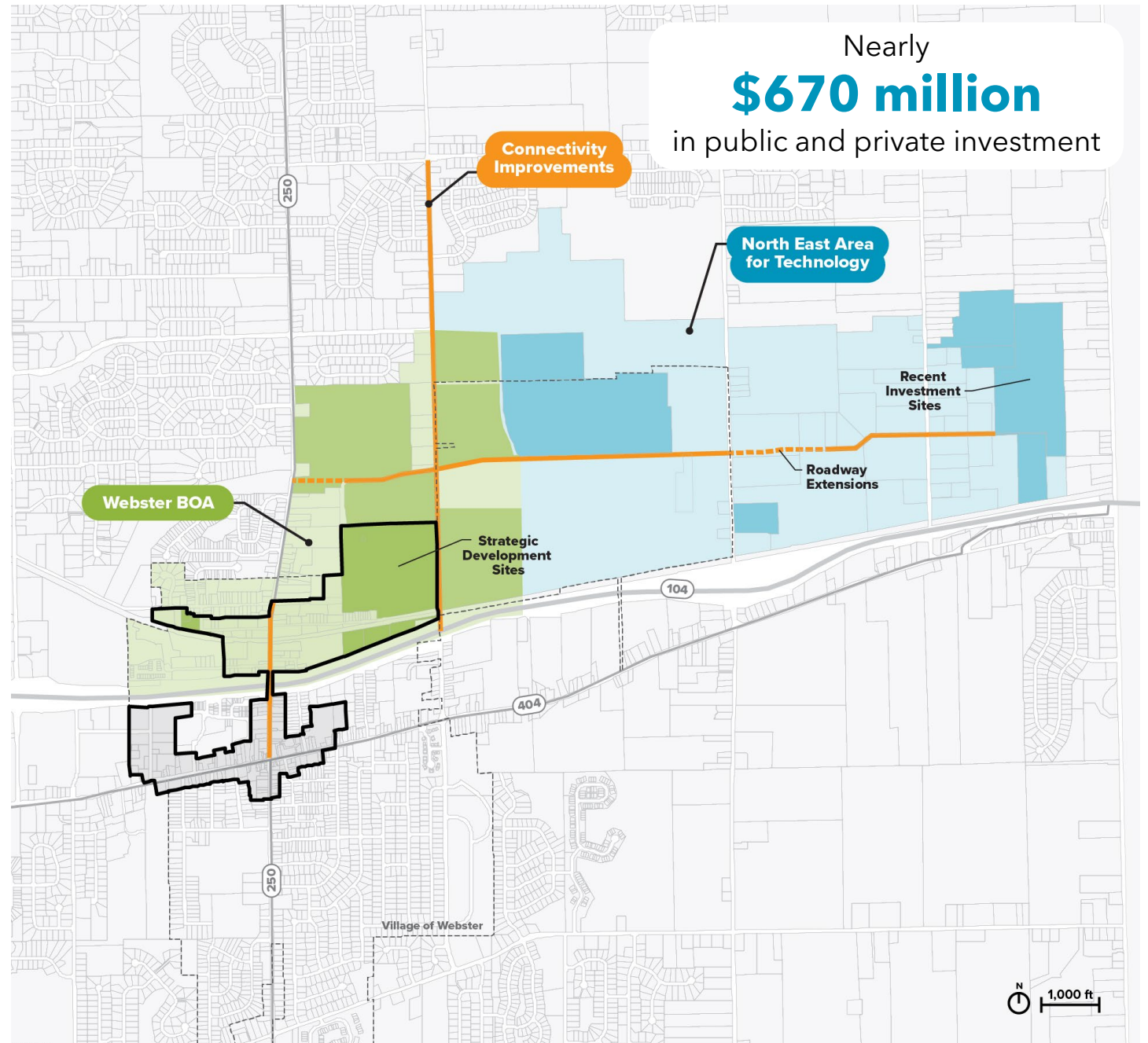




# RECENT PLANS AND INVESTMENTS

## Connectivity Improvements

- **North Avenue Connector** improved connections between North End Business District and Main Street
- **Phillips Road Improvement** will right-size roads and improve bicycle and pedestrian experience
- **Roadway Extensions** will connect Chiyoda Drive to Tebor Road



03

# MARKET ANALYSIS

# Market Analysis

---

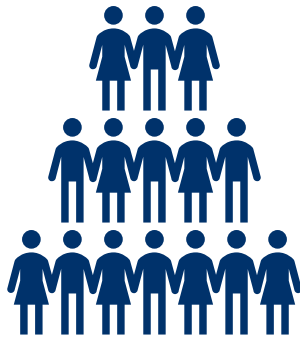
- Demographic Context
- Economic Context
- Real Estate Context
  - Housing
  - Retail/Services



# Demographic Snapshot

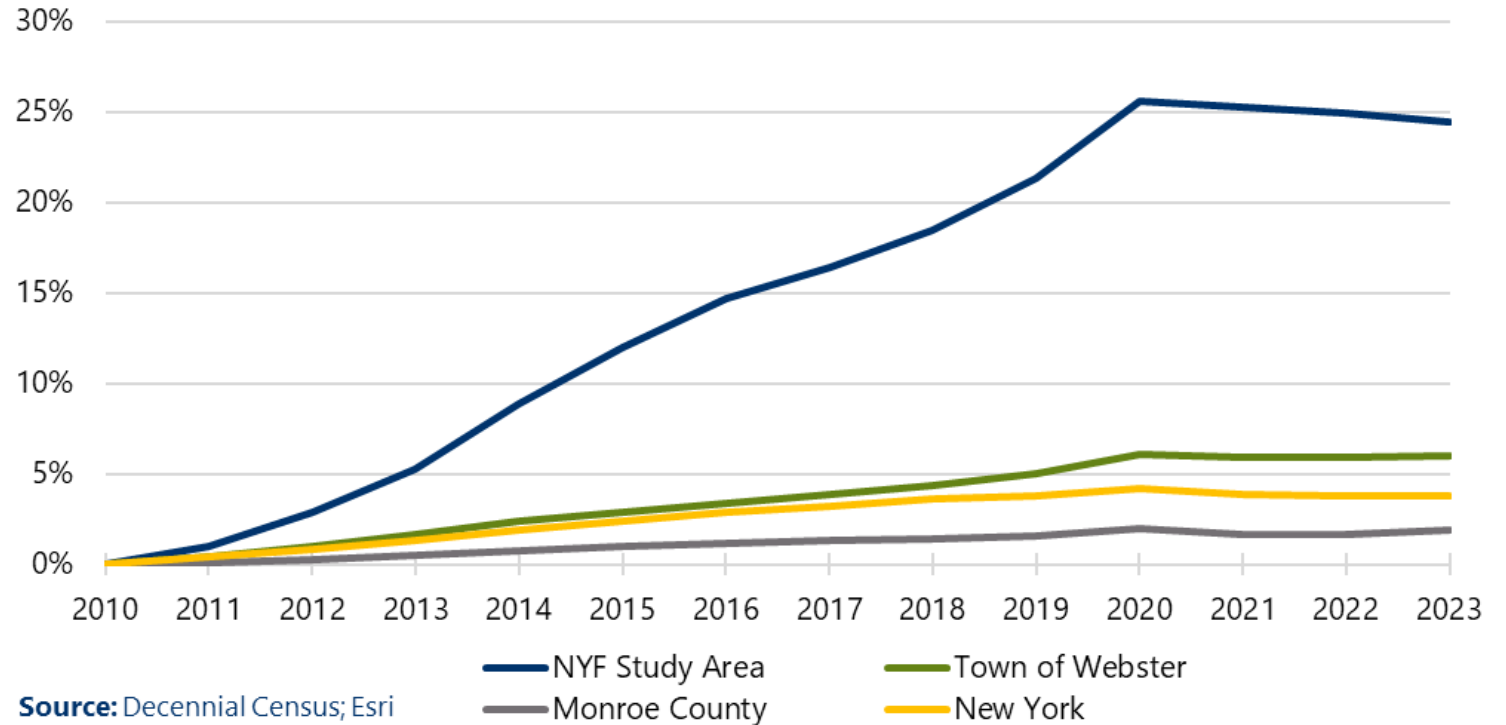
## Growing Population

42% growth in the NYF Study Area since 2000, over 200 residents



Compared to 19% growth in the Town, 3% in the County and 6% in NYS

Cumulative Percent Change in Population Since 2010



# Demographic Snapshot

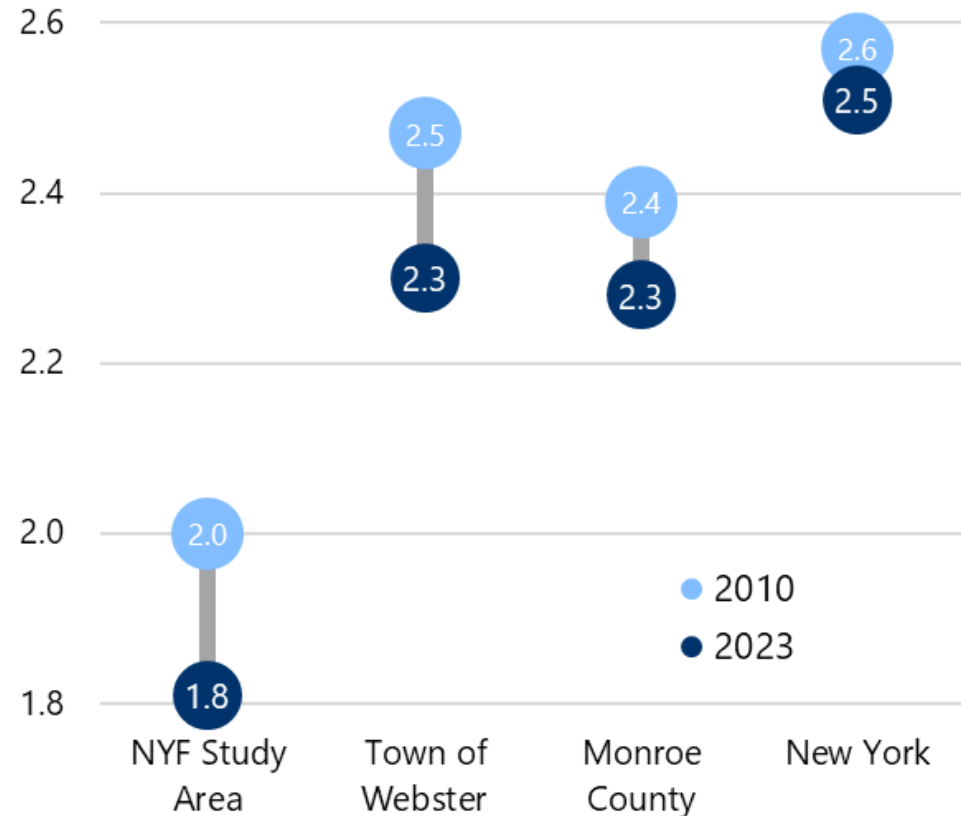
## Declining Household Size

A national trend that the local market is experiencing.



Declining household size combined with healthy population growth is contributing to the demand for housing.

### Average Household Size



Source: Decennial Census; Esri

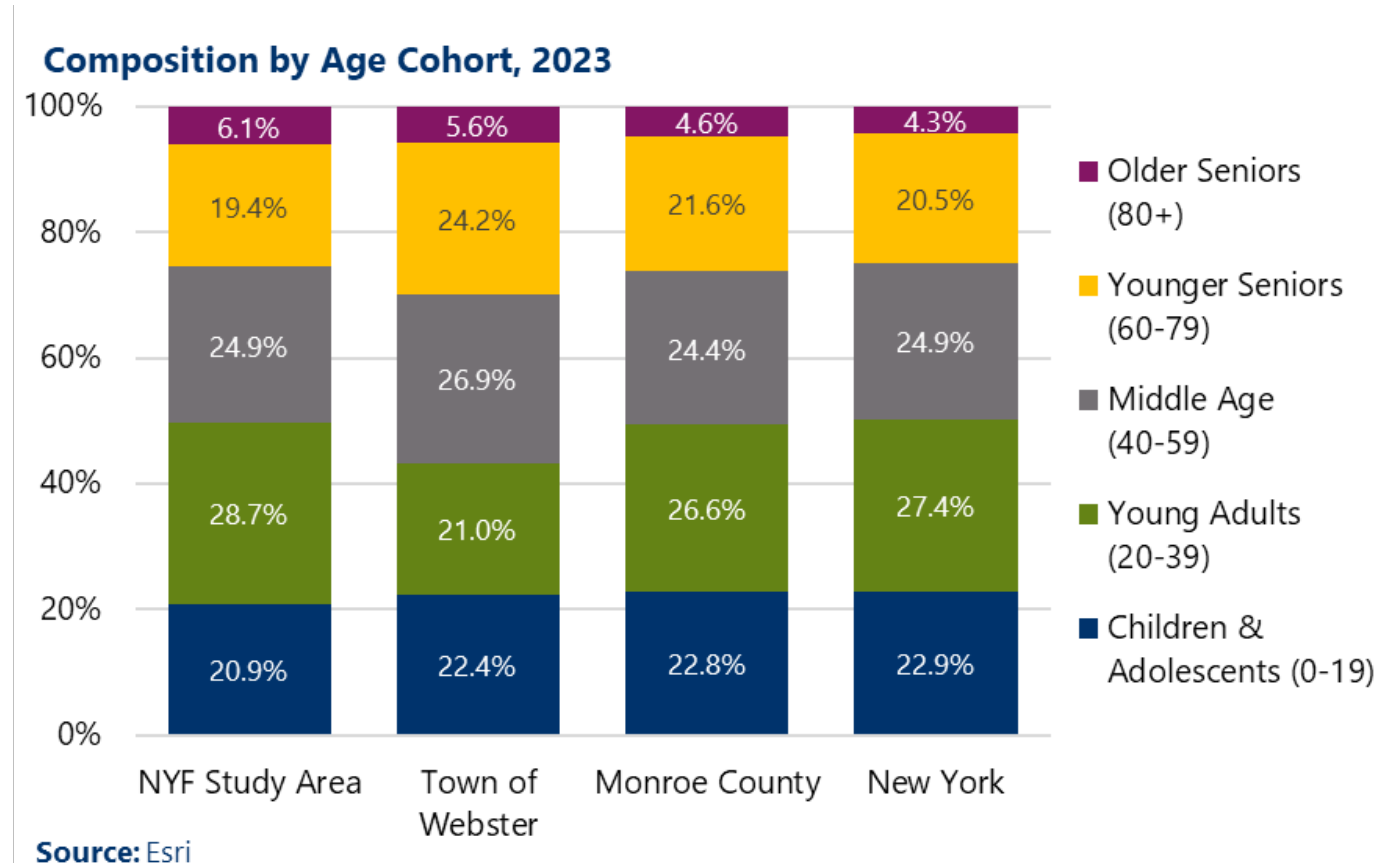
# Demographic Snapshot

## Concentration of Younger Adults

Median age in the NYF Study Area is 40 years, compared to 46 in Town.



Young Adults 20-39 years make up the largest share, followed by Middle Age 40-59.



# Demographic Snapshot

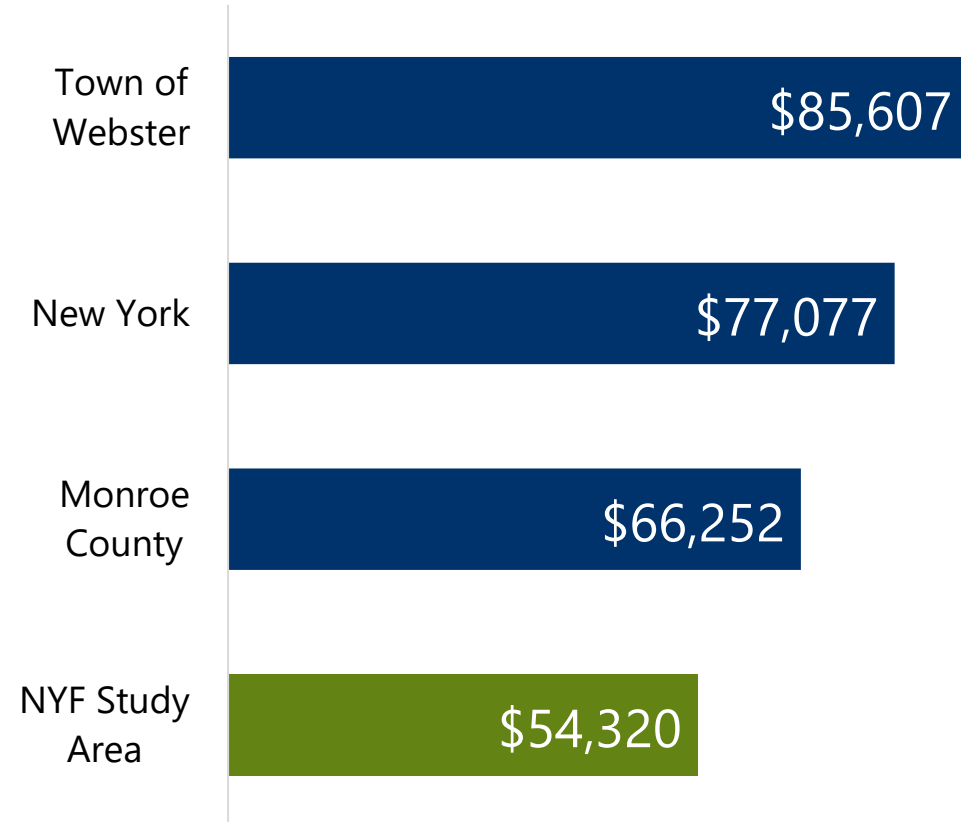
## Low Household Income

At less than \$55,000 annually, the typical household found within the NY Forward Study Area sees incomes less than two-thirds (63%) than that of the Town.



Lower spending power to support main street businesses.

### Median Household Income,



Source: Esri

# Demographic Snapshot

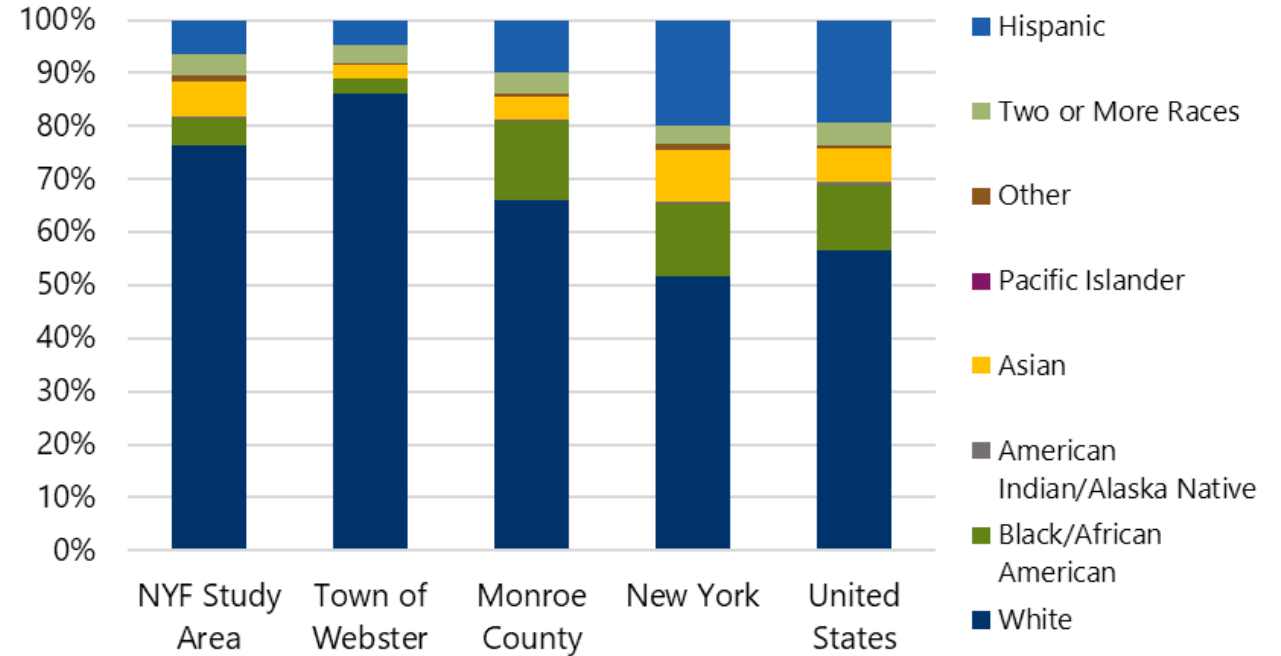
## More Racially Diverse

While the NYF Study Area's population is predominantly white (76%), it has a greater concentration of Black, Asian, and Hispanic residents than the Town (86%).



Concentration of cultural diversity to celebrate.

Population Composition by Race/Ethnicity, 2023



**Note:** Population share for non-Hispanic portion of each race category shown. Hispanic population may be of any race.

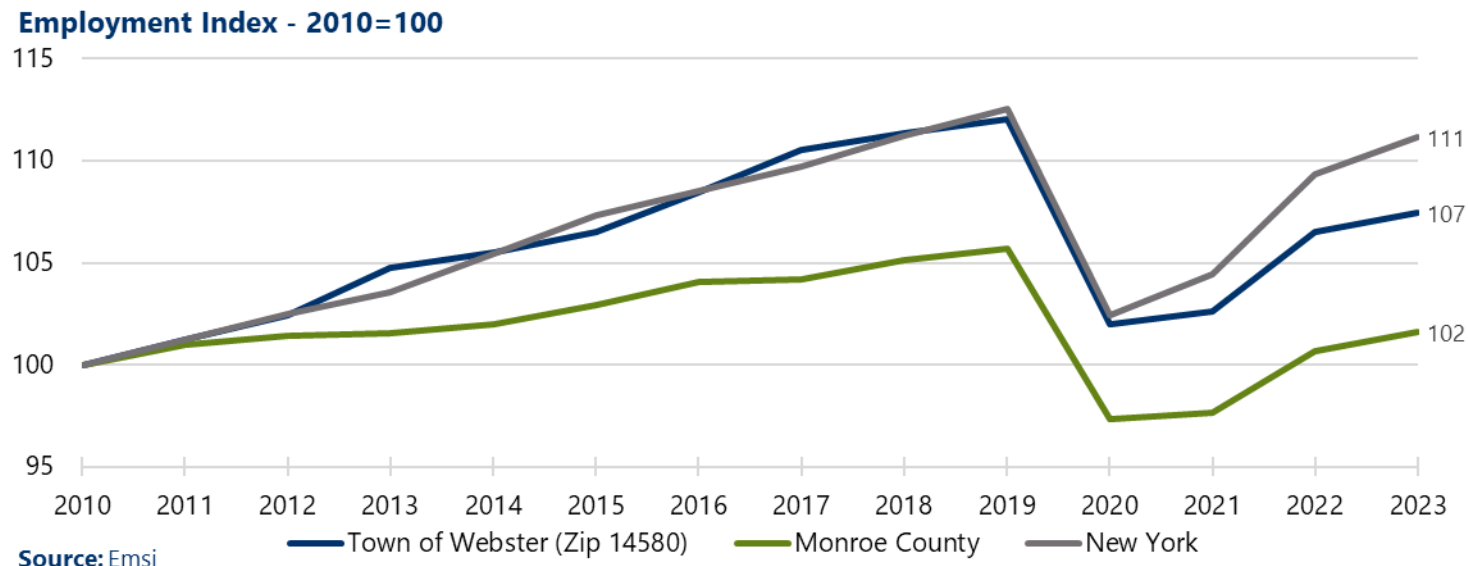
**Source:** Esri



# Economic Context

## Employment Growth Mirrors Statewide Trends

- Webster showed healthy employment growth 2010 through 2019, on par with the statewide pace, advancing 12%. This far exceeded the county's more muted 6% gain.
- Saw a 5% rebound since 2021 following the pandemic.
- 2023 employment in Webster settled at 7% above 2010.



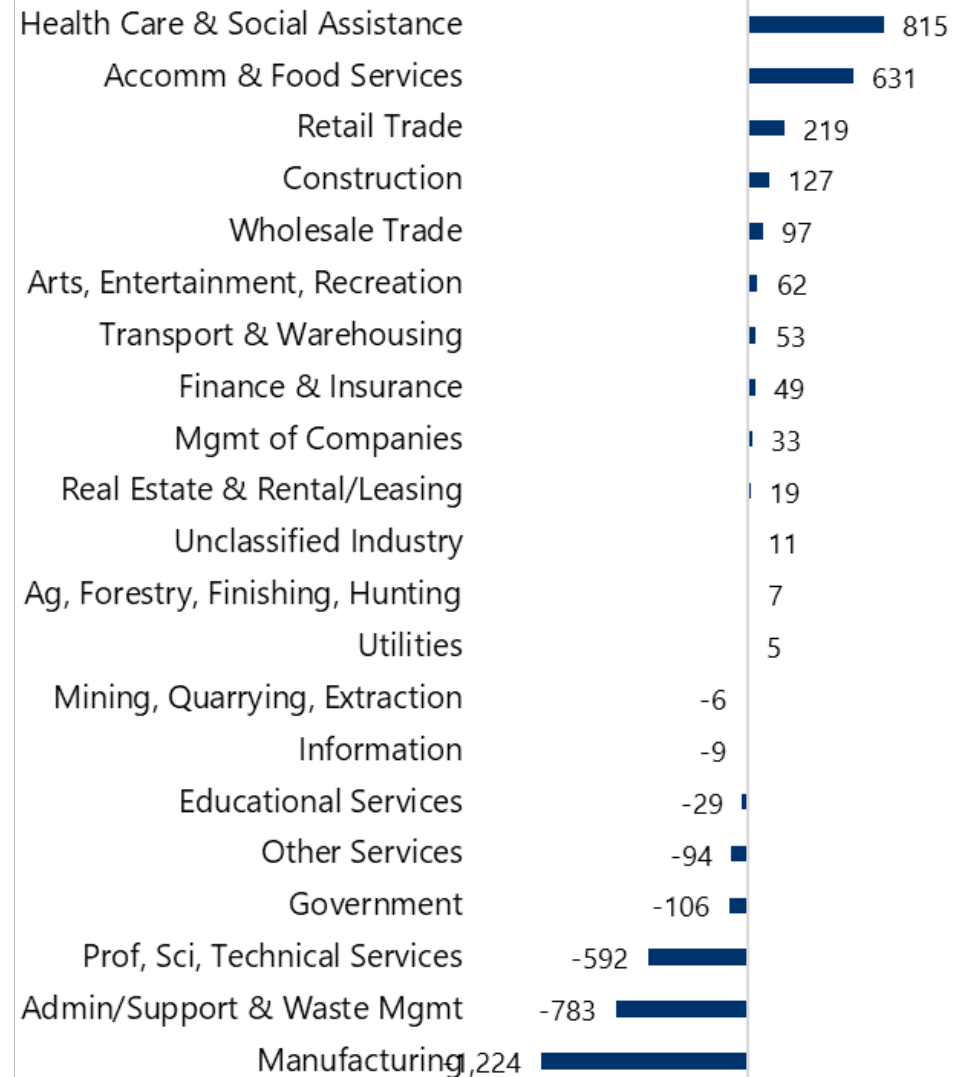
# Economic Context

---

## Change in type of jobs

While the number of jobs has rebounded, the types of jobs have shifted away from production and professional services to health and retail/food service.

### Change in Jobs by Sector, 2018-2023, Town of Webster (Zip 14580)



Source: Lightcast

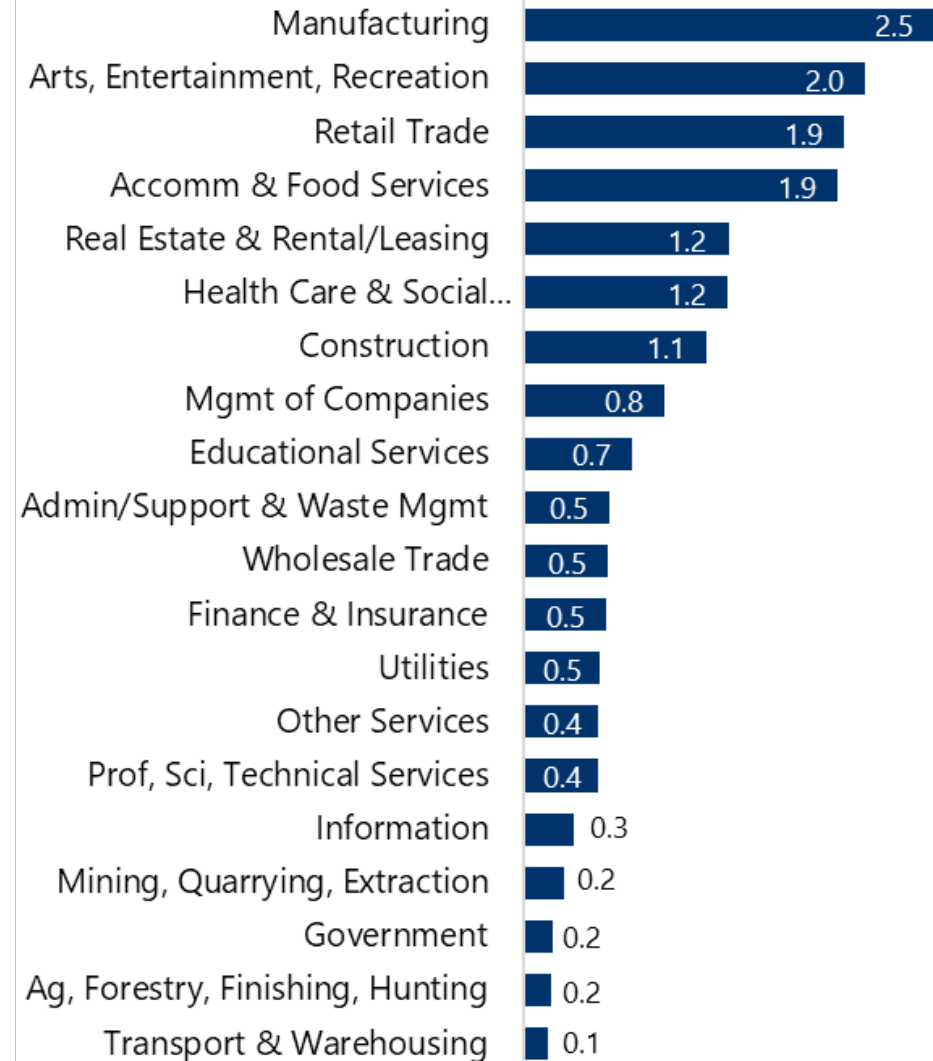
# Economic Context

---

## Continued Manufacturing Strengths

Webster retains an exceptionally strong manufacturing presence – some within or abutting the NY Forward Study Area.

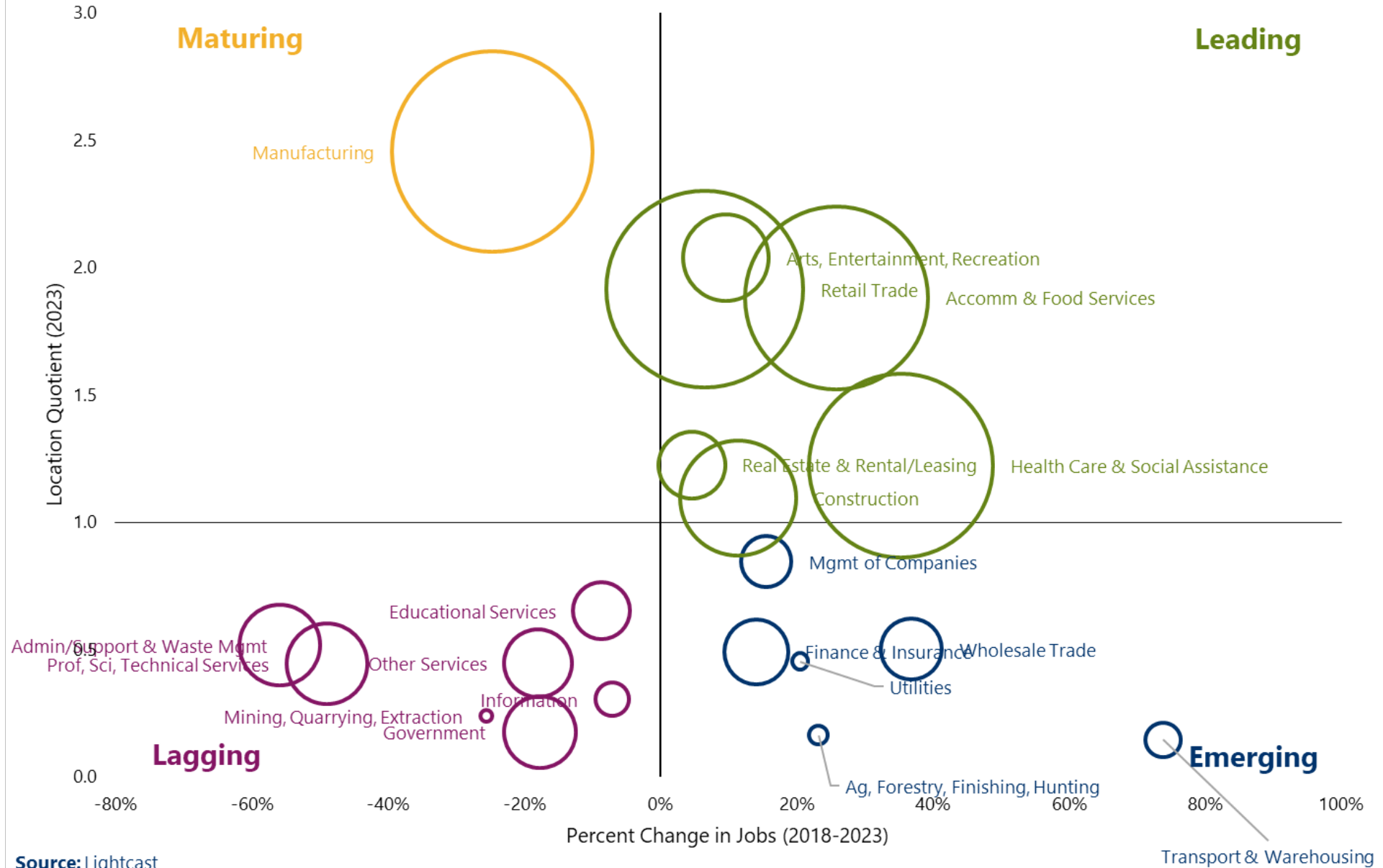
**Location Quotients by Sector, 2023, Town of Webster (Zip 14580)**



Source: Lightcast

# Key Industry Metrics by Sector, Town of Webster (Zip 14580)

Bubble size indicates 2023 job count



Source: Lightcast

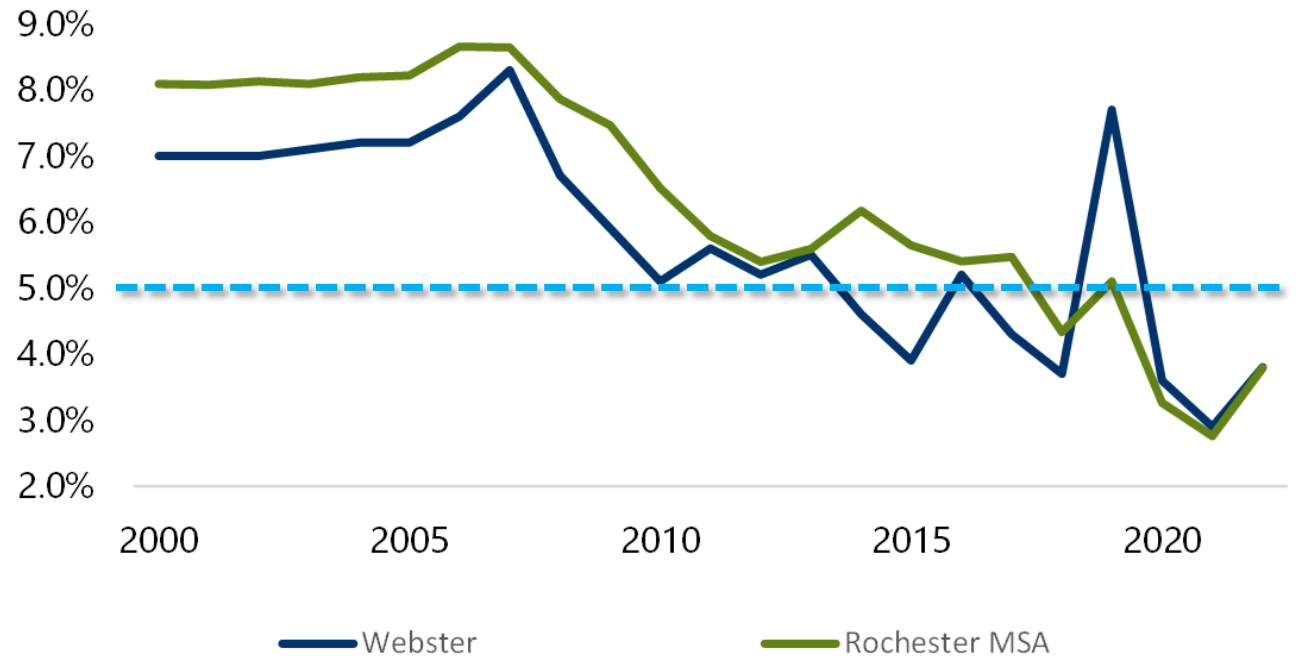
# Housing Market

---

## Strong Unmet Demand for Rentals

- Low Vacancy Rates
- Demand from those priced out of homebuying market
- Strong market absorption
- Escalating rents

**Multifamily Vacancy Rate**



Source: CoStar

# Opportunity: Reinvest in Housing

1,035 Units  
Market  
potential  
over 5 years



**~570 Homeowner  
(15% affordable)**

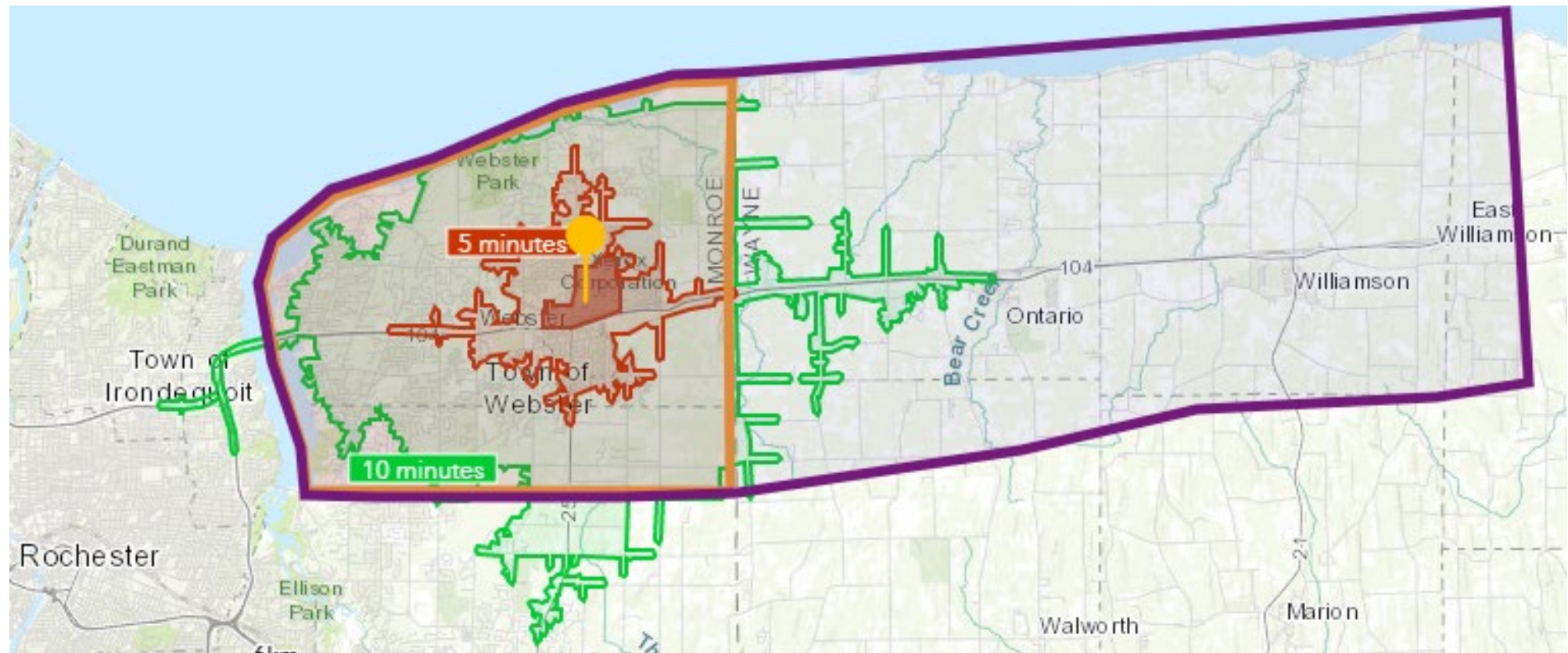


**~466 Rental  
(46% affordable)**

# Retail Market

## Retail Trade Area

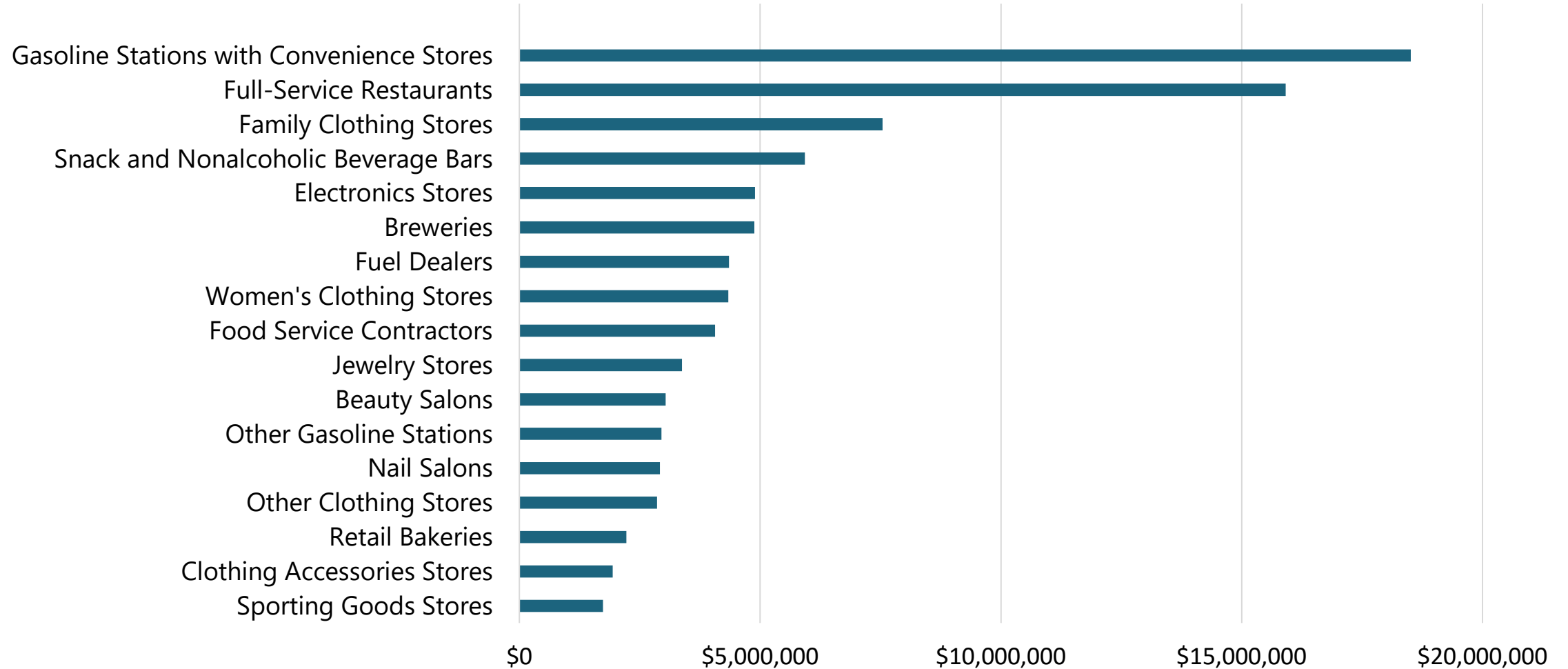
(Delineated for BOA Market Analysis)



# Retail Market

---

## Retail Trade Area "Sales Leakage"





# Opportunity: Retail & Services

## Full-Service Restaurant(s)

- Support for up to 2 establishments

## Personal Care

- Nail Salon (support for over 2 businesses)
- Beauty Salon
- Pet Services (not vet)

## Convenience

- Gasoline station w/Convenience store
- Snack/Nonalcoholic Beverage Bar

## Boutique Clothing

- Family Clothing
- Women's Clothing
- Jewelry/Accessories

## Mixed-Use Format

- Opportunities for sales and products onsite

04

# LEVERAGING OPPORTUNITIES

# A STRONG FOUNDATION

---

Downtown Webster is a popular destination for residents and visitors seeking meaningful experiences.

Its physical setting creates a sense of community and an excellent backdrop for events.



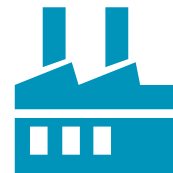
**Dense, walkable streets**



**Variety of local businesses**



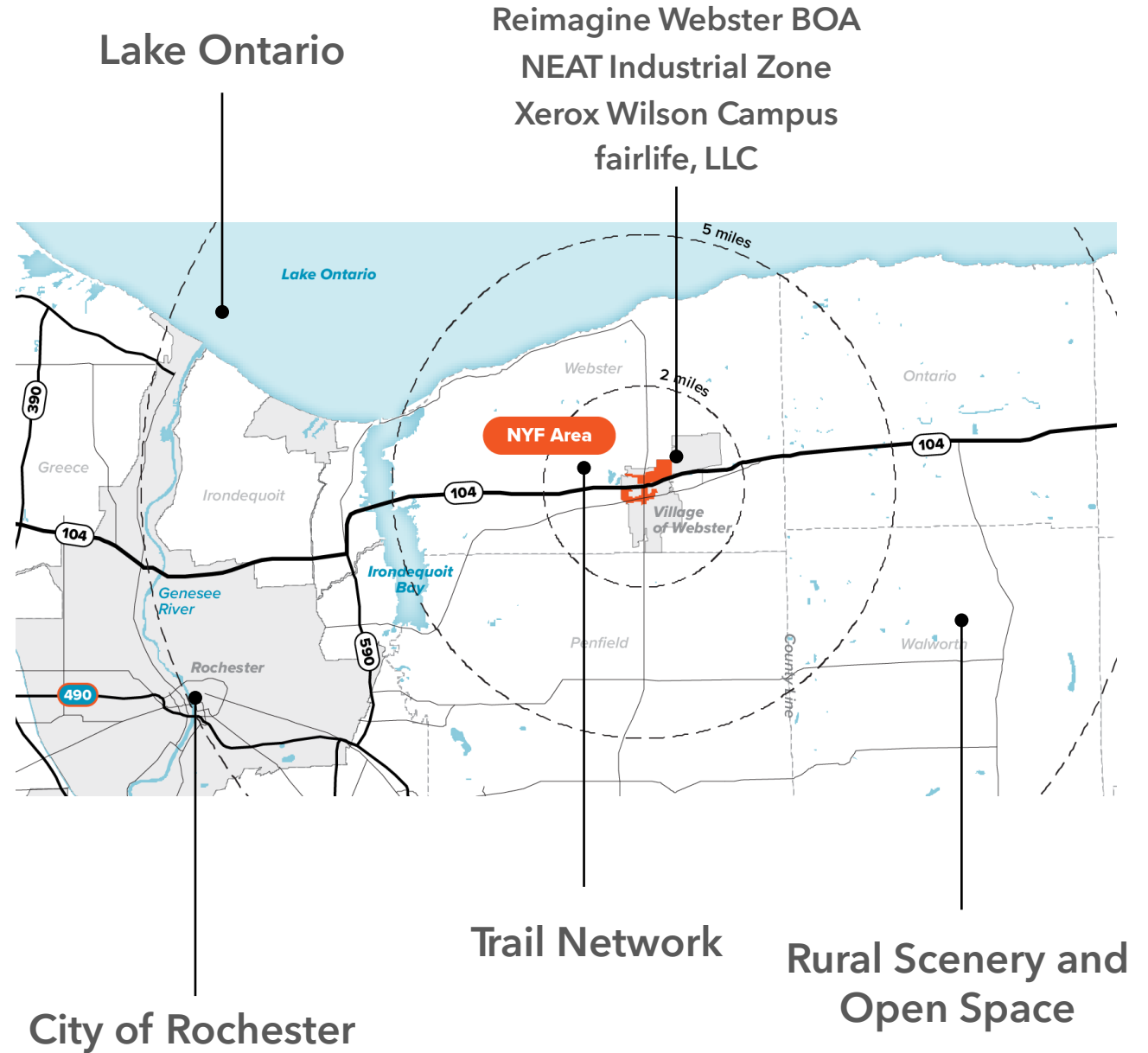
**Historic building stock**



**Opportunities for infill development and adaptive reuse**

# A STRATEGIC LOCATION

Downtown Webster is strategically located within the Town and the broader region, allowing it to capitalize on ongoing investments nearby.



# A PLACE TO CALL HOME

---

Webster has an opportunity to expand its housing and capitalize on unmet demand for rentals in the NYF area, recognizing an influx of residents could have a catalytic impact on economic revitalization.



05

# LPC DISCUSSION AND Q&A

06

# NEXT STEPS

# NEXT STEPS

---

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



## Open Call Applications **Due**

Friday, July 26th

## Draft Downtown Profile

End of July

## LPC Meeting #4

Wednesday, August 14<sup>th</sup> at 6pm

Our first review of proposed projects!

## LPC Meeting #5

Monday, September 9<sup>th</sup> at 6pm

Continue to refine and narrow down proposals

## Public Workshop

Monday, September 16<sup>th</sup> at 6pm

How would **you** spend \$4.5 million in Webster's downtown?



07

# PUBLIC COMMENT

# PUBLIC COMMENT

---

## 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](http://www.WebsterNYForward.com)**

**[www.ny.gov/programs/ny-forward](http://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 NYF planning process.