



Downtown Revitalization
Workshop

June 5, 2024

AGENDA

1. Team Introductions
2. Overview of NY Forward
3. Planning Process
4. Visioning
5. Exploring Public Projects
6. Next Steps
7. Public Comment + Q&A



01

TEAM INTRODUCTIONS

LOCAL PLANNING COMMITTEE

The group of local community members selected to lead Webster's planning process and evaluate proposed projects

LPC Co-chairs

Darrell Byerts, Mayor

Ana Liss, Director of Planning (Monroe County)

Members

Elena Bernardi, Business Improvement District/Bernardi & Co. CPAs

Peter Elder, Historic Preservation Commission

Charlie Fitzsimmons, The North 43 LLC/2 for 7 Restaurant Group

Tom Spoonhower, Webster Jazz Festival/BID

Robyn Whittaker, Webster Rotary

Matt Chatfield, Webster Economic Development Alliance

Erin Land, Webster Central School District

Andy LaManna, Webster Community Chest

Anna Taylor, Friends of Webster Trails

Janine Sanger, Webster Health & Education Network

Diane Horeth, Kittelberger Florist

Robin Rubado, CDS Housing

LOCAL PLANNING COMMITTEE

The group of local community members selected to lead Webster's planning process and evaluate proposed projects

LPC Members:

- Represent a **diverse segment of the Webster community**, from business owners, to residents, to local officials
- **Must act in the public interest.** Their job is to identify which proposed projects have the best potential to bring the most benefit to downtown Webster.
- Are required to **recuse themselves** from discussing or voting on a proposed project where they have a conflict of interest
- Are **volunteering** their time

STATE AGENCIES

The representatives from New York State that will oversee the planning process

Agencies and Representatives

Department of State

Melissa Keller, melissa.keller@dos.ny.gov

Empire State Development

Greg Parker, gregory.parker@esd.ny.gov

NYS Homes and Community Renewal

Tirzah Peters, tirzah.peters@hcr.ny.gov

NYS Office of the Governor, Finger Lakes Regional Representative

Elizabeth Morabito, elizabeth.morabito@exec.ny.gov

NYS Energy Research and Development Authority (NYSERDA)

Role in the Planning Process

- Manage the Project Team and oversee the process
- Support the LPC
- Ensure deliverables meet State requirements and local goals
- Facilitate and coordinate assistance from other state agencies
- Prepare and manage contracts after the State selects projects for funding

CONSULTANT TEAM

The subject matter experts that will drive the planning process, facilitate meetings, and produce deliverables

Project Lead

Colliers Engineering & Design - Kimberly Baptiste, Leigh Ann Kimber, Jeanette Petti

Supporting Partners

4Ward Planning - Economic Feasibility for Project Profiles

Lu Engineers - Site/Civil Public Realm Project Development

Camoin - Market Analysis

STC Design - Architecture

Role in the Planning Process

- Prepare for and staff LPC and public meetings
- Develop and implement the public engagement strategy
- Assist with project development
- Develop detailed project profiles for each proposed project
- Assist the LPC in identifying projects for funding consideration
- Conduct technical analyses of projects to understand feasibility and cost
- Compile the Strategic Investment Plan (SIP) with guidance from the LPC

02

OVERVIEW OF NY FORWARD

CONTEXT

The Village of Webster has been awarded \$4.5 million from New York State through the NY Forward (NYF) program to plan and implement transformative projects in downtown Webster.



GOALS

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

New York State NYF Goals



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

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 NYF funding

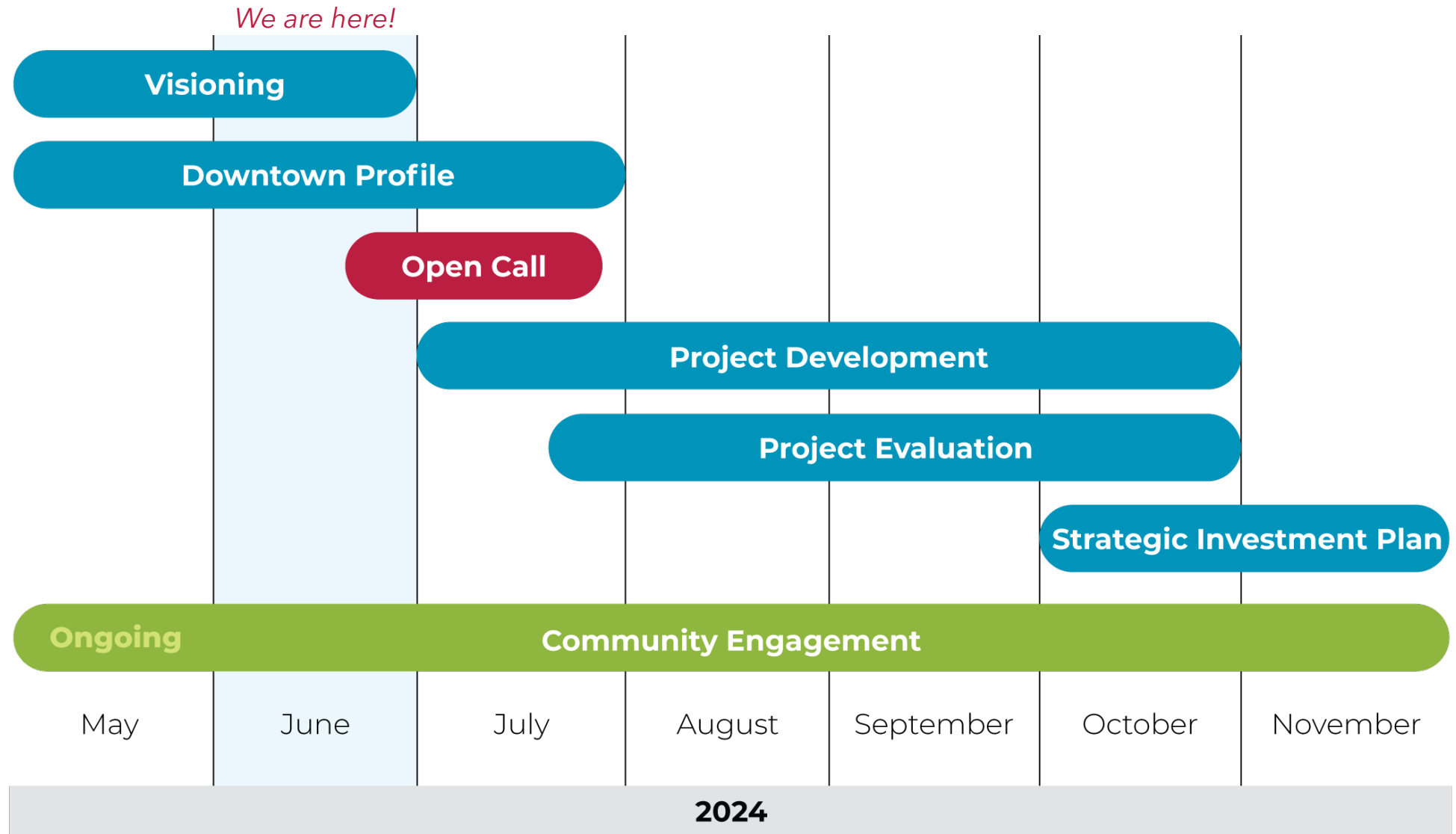


NYF Grant Awards Announced
Tentatively Spring 2025

Project Implementation
2025 - 2028+

03 PLANNING PROCESS

SCHEDULE



VISIONING

The LPC and community members will refine the vision for downtown Webster.

create flexible places and spaces for people

the cultural and entertainment hub of the broader community

celebrate our storied history

destinations for all members of the Webster community

provide meaningful experiences



**Starting
this today!**

Excerpts from Webster's NYF application

VISIONING

A set of goals and strategies will also be developed and to support the vision



Vision

Guiding framework for the Strategic Investment Plan.

Goals

Conceptual ideas that the NYF Plan and proposed projects should address.

Strategies

Specific outcomes that the NYF Plan should achieve. Strategies are also used as metrics for tracking project impacts.

DOWNTOWN PROFILE

The consultant team will assess Webster's opportunities and challenges



Demographic Analysis

Historic Context

Physical Setting

Economic Conditions

Recent Plans

Trends and Opportunities

PROJECT PROPOSALS

The Village of Webster and project sponsors will propose projects for potential NYF funding

Projects proposed by the **Village of Webster** in its **application** for NYF funding

Projects proposed by **project sponsors** through the **Open Call** for Projects

 **LPC evaluates all projects** 
based on established criteria and determines which projects to include in the Strategic Investment Plan

Not all proposed projects will be included in the Strategic Investment Plan. Similarly, not all projects included in the Strategic Investment Plan will receive NYF funding. The State will make the final decision on which projects to fund.

PROJECT PROPOSALS

Certain types of projects are eligible for NYF funding



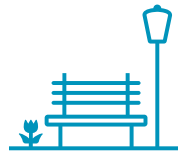
New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



Branding and Marketing

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

PROJECT PROPOSALS

These activities are not eligible for NYF funding

Ineligible NYF Projects and Activities

Planning Activities. All DRI/NYF funds must be used to implement projects.

Operations and Maintenance. Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.

Pre-award Costs. Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.

Property Acquisition. DRI/NYF funds cannot be used for property acquisition.

Training and Other Program Expenses. DRI/NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.

Expenses related to Existing Programs. DRI/NYF funds cannot supplement existing programs or replace existing resources.

PROJECT PROPOSALS

Proposed projects are required to meet all the criteria listed here

Project Requirements

Location. Projects must be located within the NYF boundary.

Timing. Projects must be able to break ground within two years or sooner of receiving NYF funding.

Funding. Projects should have financing commitments largely secured or be able to demonstrate a clear path to secure sufficient financing. Projects may be subject to varying private match requirements based on the LPC's discretion.

Size and Scale. Projects must be large enough to be truly transformative for the downtown area.

Project Sponsors. Projects must have an identified project sponsor.

Decarbonization. New construction, building addition, and substantial renovation projects greater than 5,000 sf must meet building decarbonization requirements for energy efficiency.

OPEN CALL FOR PROJECTS

The Open Call for Project Proposals provides community members the opportunity to submit project proposals for the LPC to consider

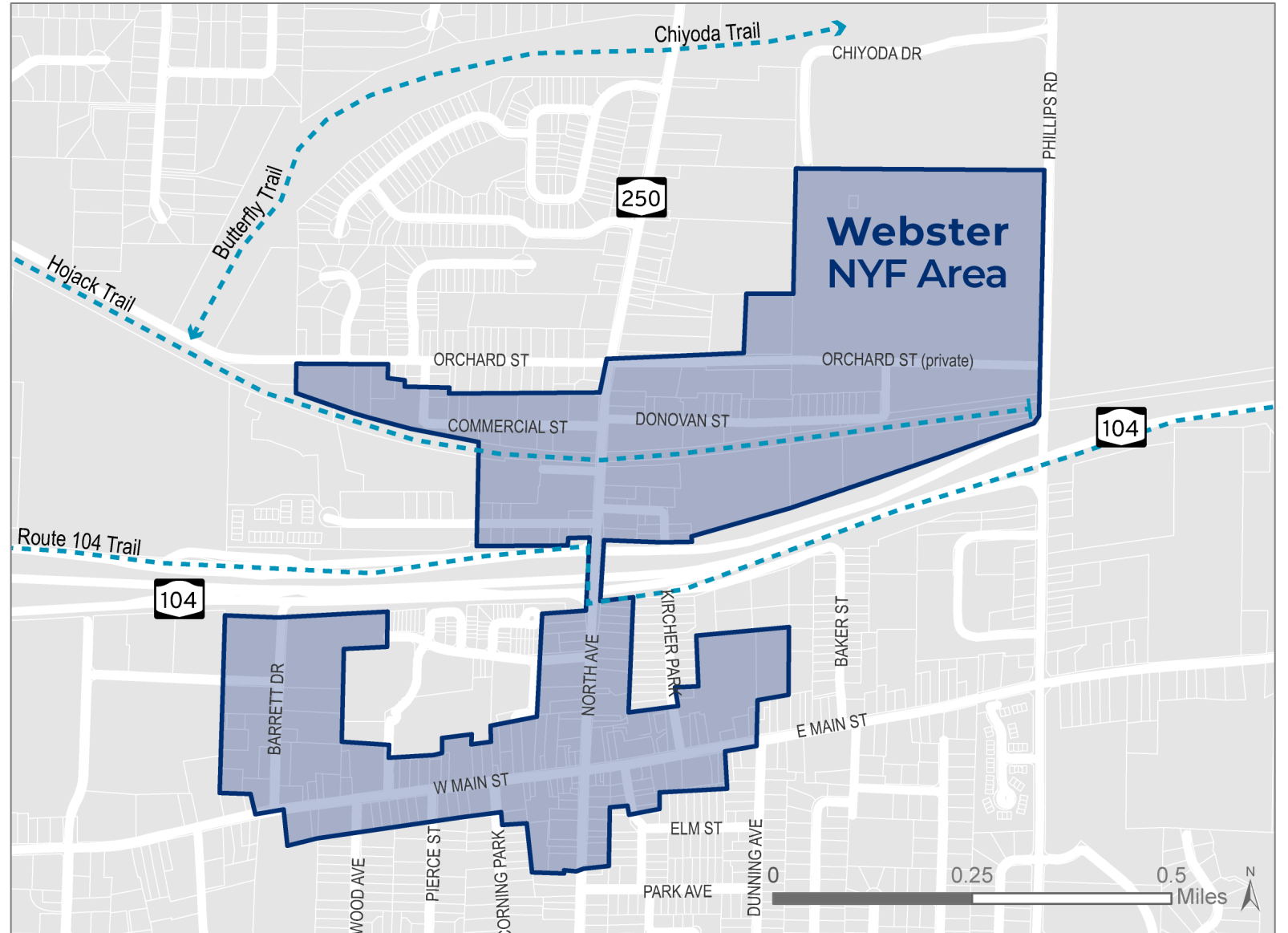
- Submission will be **open to the public**
- Any private or non-profit entity can submit an application
- Applicants must complete the Application Form and provide basic information about the project including a description, cost estimate, and potential benefits



Keep an eye out!
Open Call begins June 20th

PROJECT EVALUATION

Projects must be located in the Webster NYF boundary



PROJECT EVALUATION

The LPC will evaluate proposed projects based on these criteria

Project Requirements

Alignment with Local and State Goals. Projects must advance the goals established by the LPC and the State for Webster's NYF.

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 the 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.

STRATEGIC INVESTMENT PLAN (SIP)

This is the final deliverable that results from the NYF planning process, which the State will use to review recommended projects and determine which to fund



SIP CONTENTS

Vision and Goals

Downtown Profile

Recommended Projects

Implementation Strategy

COMMUNITY ENGAGEMENT

There are multiple opportunities for you to get involved throughout the planning process!

Public Workshops

LPC Meetings

Stakeholder Meetings

Open Call for Projects

Project Sponsor Meetings

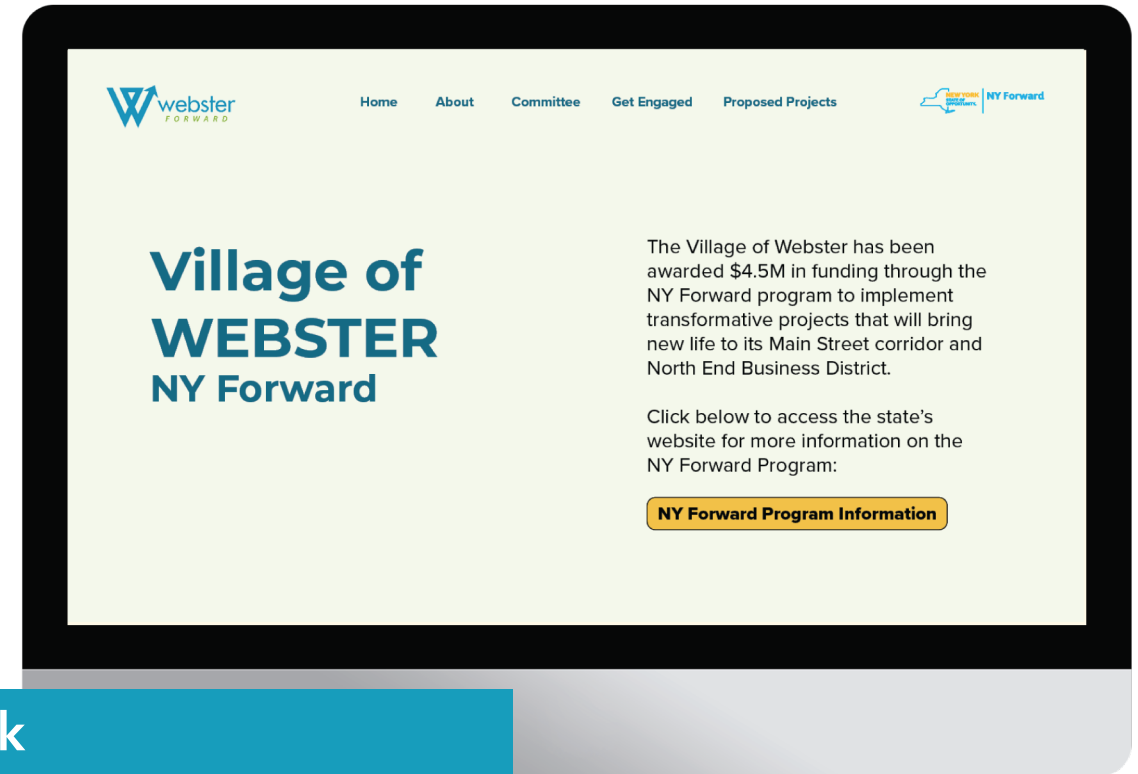
Youth Engagement



COMMUNITY ENGAGEMENT

There are multiple opportunities for you to get involved throughout the planning process!

www.WebsterNYForward.com



Submit Feedback

Download Project Documents

Find Upcoming Meetings & Events

Learn About NYF

04

VISIONING

Our Vision of Downtown Webster

The Village of Webster is the **cultural and entertainment hub** of the broader community. Main Street is a compact and walkable corridor that celebrates its **storied history** with comfortable and safe streets, lively businesses, engaging public spaces and flexible outdoor venues that foster a unique identity and a sense of arrival into the Village. The North End Business District is a center of employment, offering an expanding node of residential, commercial, and industrial uses. **Main Street and the North End enrich our community's quality of life** by promoting sustainable development while providing a broad variety of public, private, and not-for-profit **destinations for all members of the Webster community** to experience, enjoy, and appreciate.

DOWNTOWN REVITALIZATION STRATEGY

01 Improve convenience, functionality and walkability for residents and visitors

- Increase perception of available parking
- Improve pedestrian/bicycle connections to business districts
- Provide functional, clean, and appealing amenities
- Increase pedestrian-friendliness of Main Street and North Ave



DOWNTOWN REVITALIZATION STRATEGY

02 Provide a cohesive and appealing community experience

- Beautify publicly accessible streets, parks, open spaces, and facilities
- Provide educational resources for property/business owners
- Encourage context-sensitive building improvements



DOWNTOWN REVITALIZATION STRATEGY

03 Provide venues and events that attract visitors from throughout the community

- Develop multi-purpose facilities for flexible, year-round usage
- Organize, promote, and implement unique, high-quality events
- Create memorable destination spaces



DOWNTOWN REVITALIZATION STRATEGY

04 Make the village a vibrant place to live and work for all members of the community

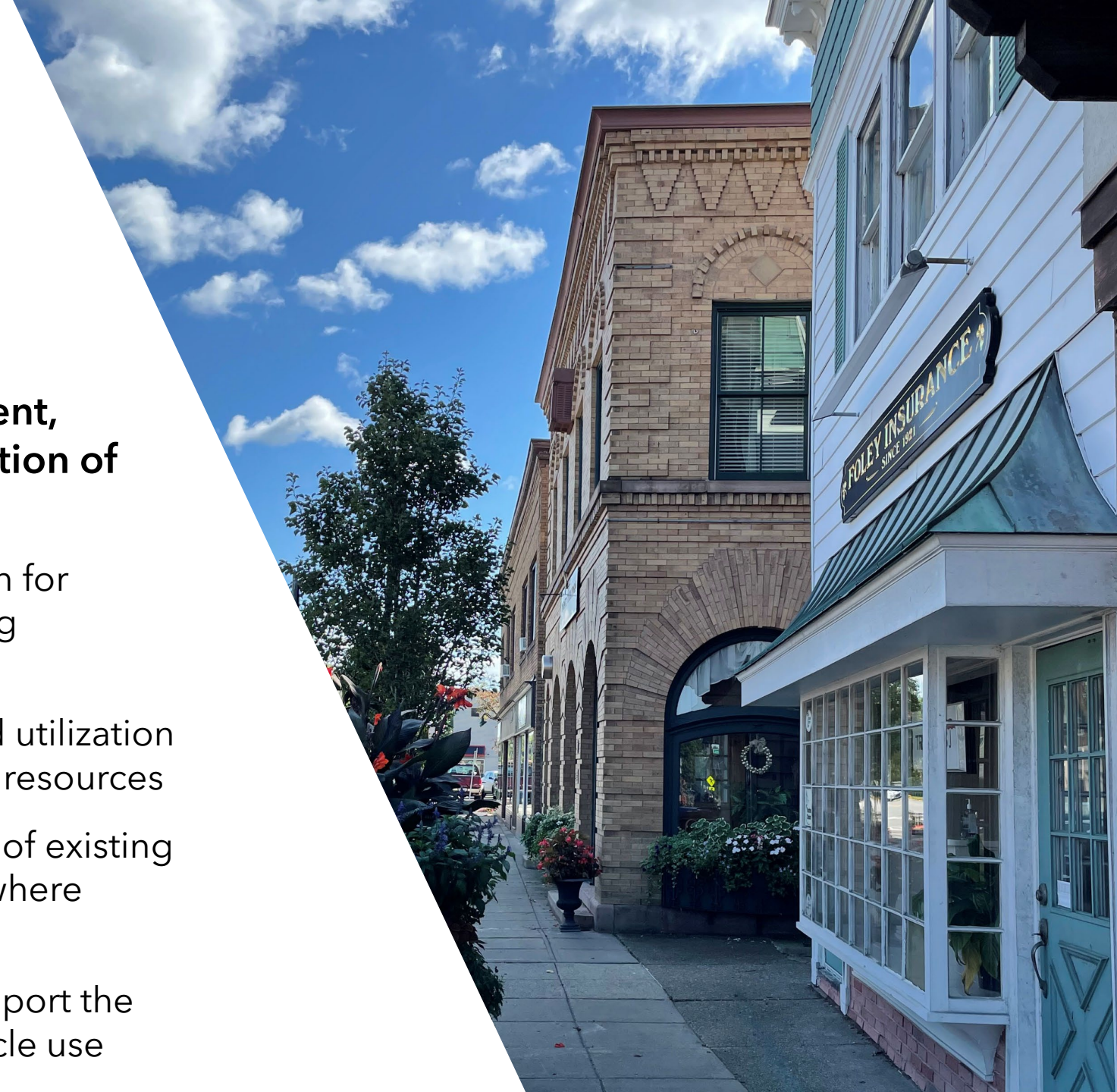
- Provide a broad cross-section of mixed-income housing opportunities
- Offer events or activities for employees during the work week
- Encourage the active use of outdoor spaces large and small
- Promote places and spaces for youth & teens that are safe, welcoming, and engaging



DOWNTOWN REVITALIZATION STRATEGY

05 Promote sustainable development, energy efficiency, and the reduction of greenhouse gases

- Reduce energy consumption for building heating and cooling throughout the year
- Promote the production and utilization of non-hydrocarbon energy resources
- Promote the adaptive reuse of existing structures over demolition where practical
- Provide infrastructure to support the expansion of Electrical Vehicle use





Breakout Session

What is missing?

Use the printouts to help us refine the vision statement and downtown revitalization strategy!

05

EXPLORING PUBLIC PROJECTS

PUBLIC REALM PROJECTS

7 Potential Public Projects

1. Veteran's Memorial Park
2. Village Market Square
3. Main Street Streetscape
4. Hojack Trail
5. North Avenue Streetscape
6. Signage and Wayfinding
7. Public Art

Let's review each and then we'll ask for your input!



01

Veteran's Memorial Park

Enhance Veteran's Memorial, signature performance structure, and other improvements to support large gatherings



01

Veteran's Memorial Park



02

Village Market Square

Flexible programming space
for evening and weekend
events



02

Village Market Square



03

Main Street Streetscape

West and East Main Street
from Corning Park to Kircher
Park



03

Main Street Streetscape



04

Hojack Trail

Improve trail connections and funnel users to North End Business District



04

Hojack Trail



05

North Avenue Streetscape

Create cohesive
experience with
Hojack Trail connection



05

North Avenue Streetscape



06

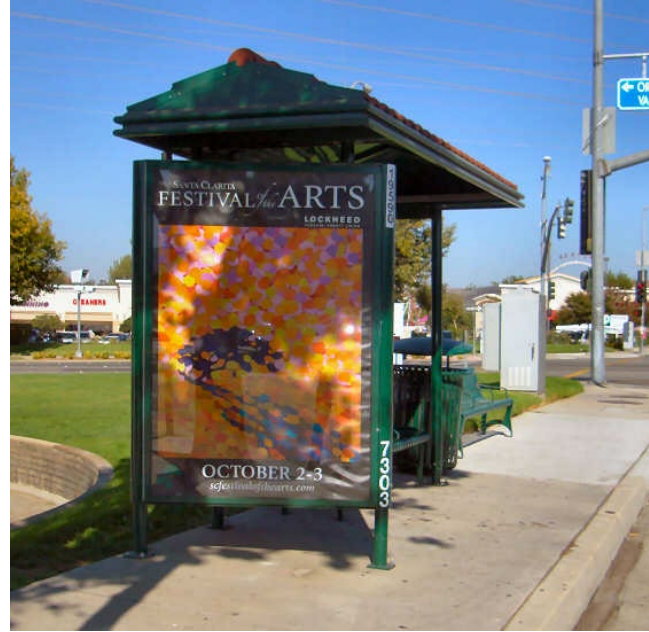
Signage and Wayfinding

Improve navigation to downtown destinations, including public parking



07 Public Art

Identify locations and opportunities to integrate art into downtown experience





Breakout Session

What would **you** like to see in
Downtown Webster's public spaces?

Use the maps and images provided to share your
input on these public projects!

06

WHAT'S NEXT?

MARK YOUR CALENDARS



LPC Meeting

Monday, June 17th at 6:00 pm
Webster Community Meeting Hall



Open Call

Application Opens June 20th



Open Call Info Session

Wednesday, July 10th at 7:00 pm
Webster Community Meeting Hall



STAY UP TO DATE!

Visit the project website and provide feedback anytime!

www.WebsterNYForward.com



07

PUBLIC COMMENT

PLEASE FOLLOW THESE GUIDELINES



Please state your name and affiliation, if applicable.

Please limit your comments to 3 minutes.

Thank you!

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