



LPC Meeting #4

August 14, 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

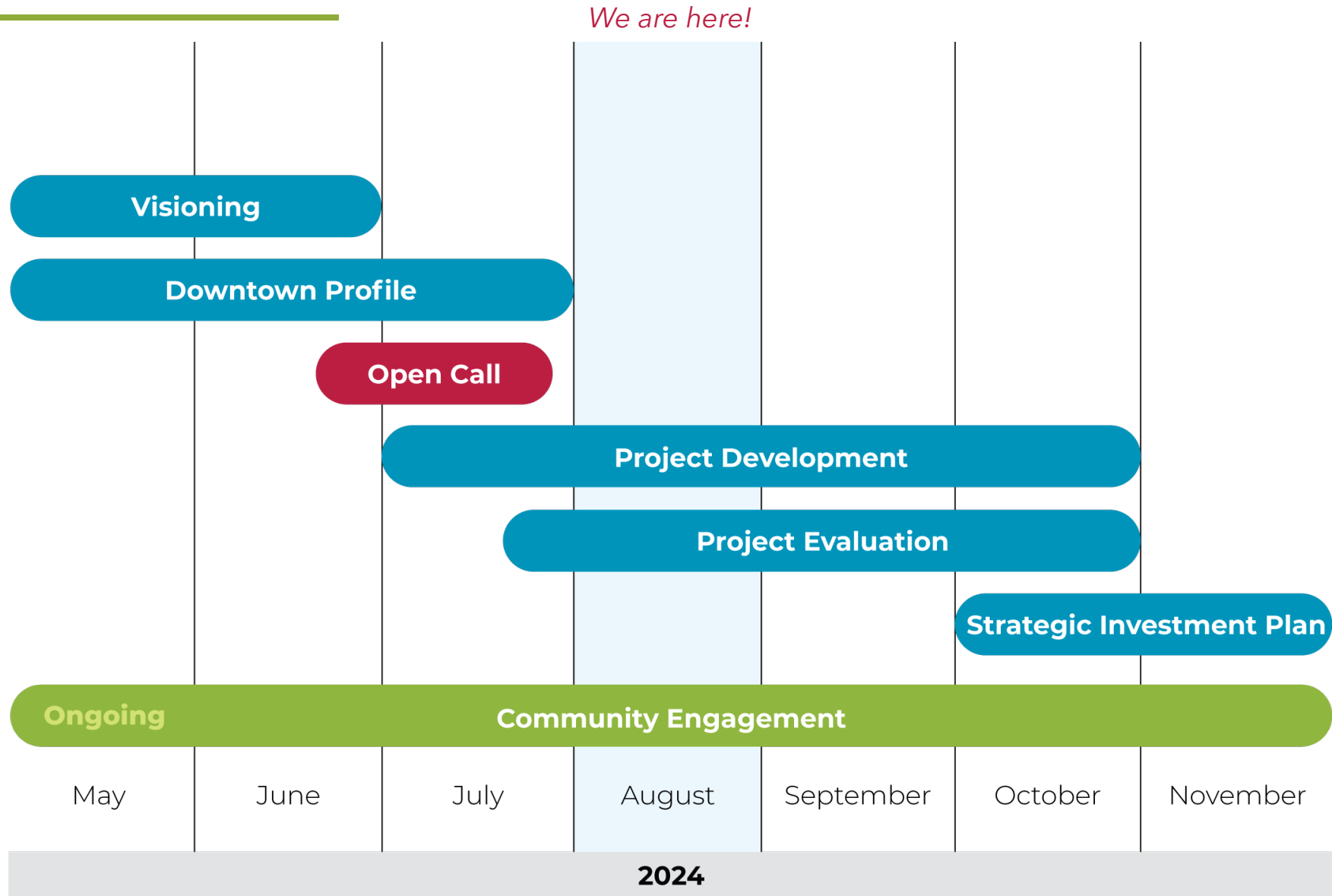
1. Status Updates
2. Project Review
3. Next Steps
4. LPC Discussion and Q&A
5. Public Comment



01

STATUS UPDATES

STATUS



UPCOMING EVENTS

We have several opportunities to engage with the community!



Pop-Up at Evenings in the Park

Wednesday, August 28th at 4:00 pm
Charles E. Sexton Memorial Park



Public Meeting

Monday, September 16th at 6:00 pm
Webster Community Meeting Hall

MARKET ANALYSIS

Recap of key findings and opportunities that can be leveraged through NYF



A Strong Foundation

Webster is a popular destination for residents and visitors seeking meaningful experiences. Its physical setting, historic building stock, and opportunities for infill and adaptive reuse are assets to be leveraged.



A Strategic Location

The NY Forward area is adjacent to major investments taking place in Webster. It is convenient to access from other areas in the region and offers access to recreation opportunities nearby.



A Place to Call Home

There is a strong unmet demand for housing, particularly rentals. The market can support 1,000 new units over 5 years but space is limited for new construction.

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 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 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 bikability 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 NYF projects and investments. Collaboration with surrounding properties is strongly encouraged.

MATCH REQUIREMENTS

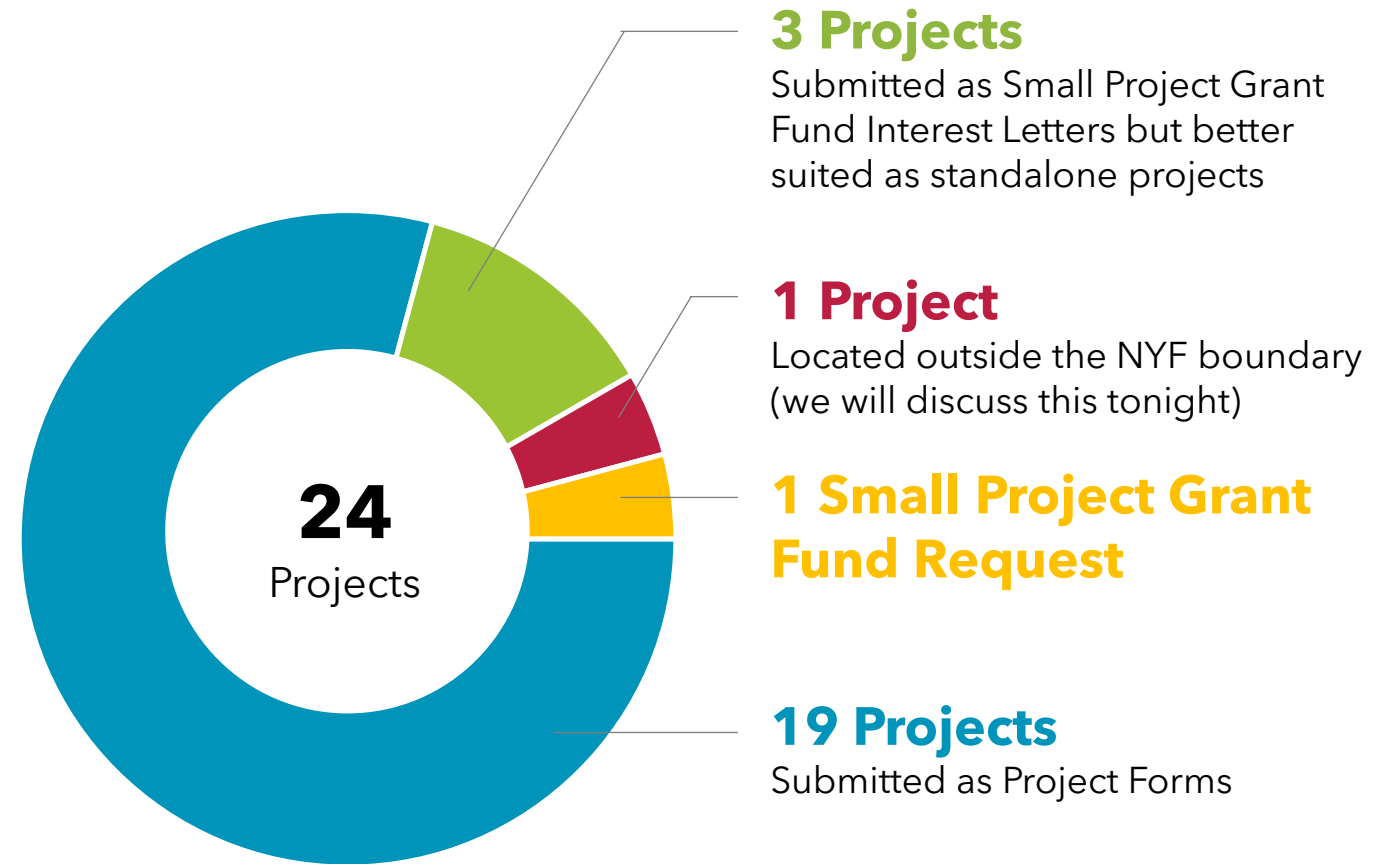
The LPC established
baseline match
requirements.

- Privately-sponsored projects: 50%
- Publicly-sponsored projects: 0%
- Non-profit sponsored projects: 0%

02B
PROJECT REVIEW:
**SUMMARY OF
PROJECTS**

PROPOSED PROJECTS

A total of 24 applications were received through the Open Call.



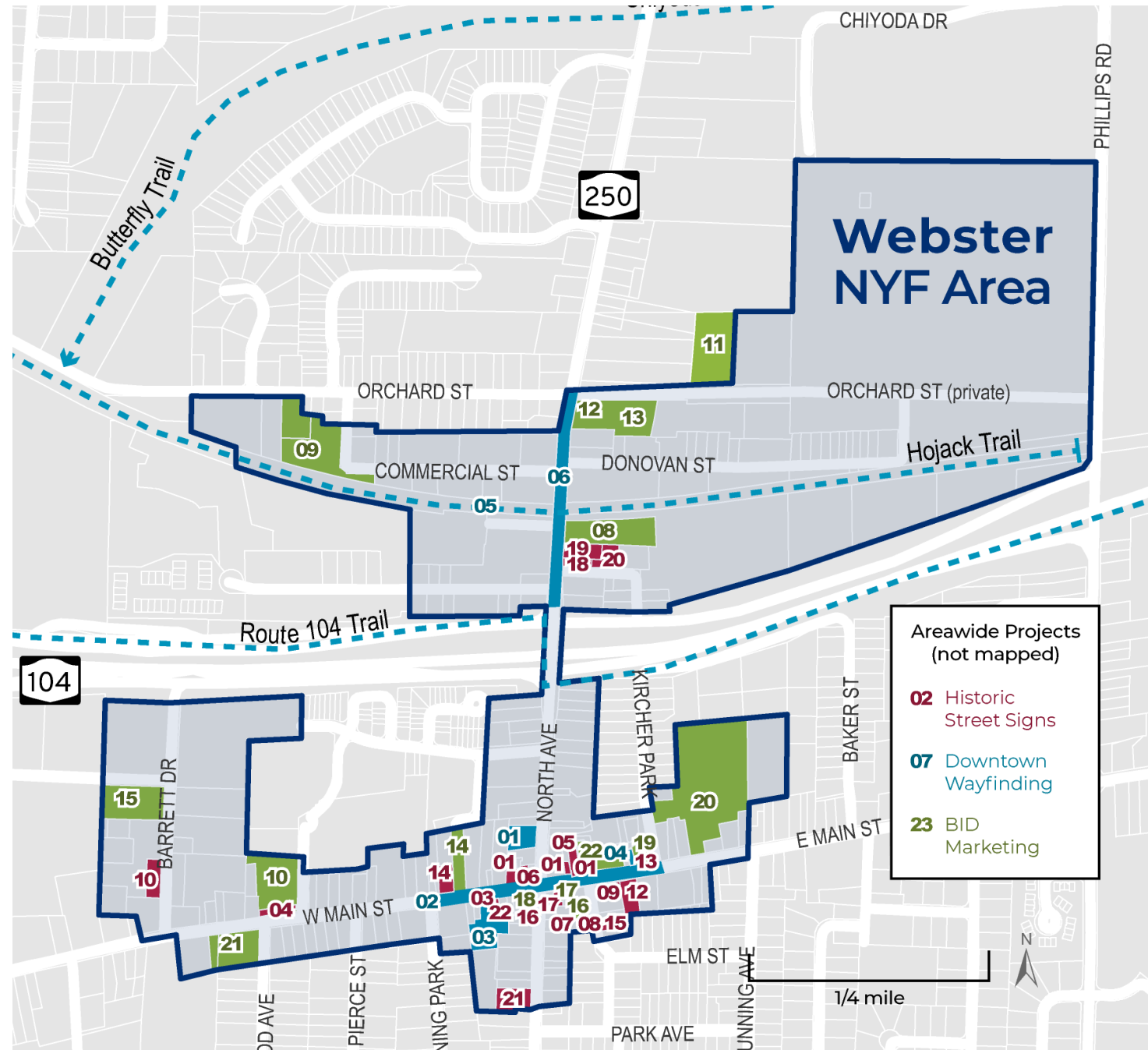
21 Small Project Grant Fund Letters of Interest were received, and are reflected in the single "Small Project Grant Fund" project

PROJECT LOCATIONS

- Private Projects
- Public Projects
- Small Project Grant Fund Projects

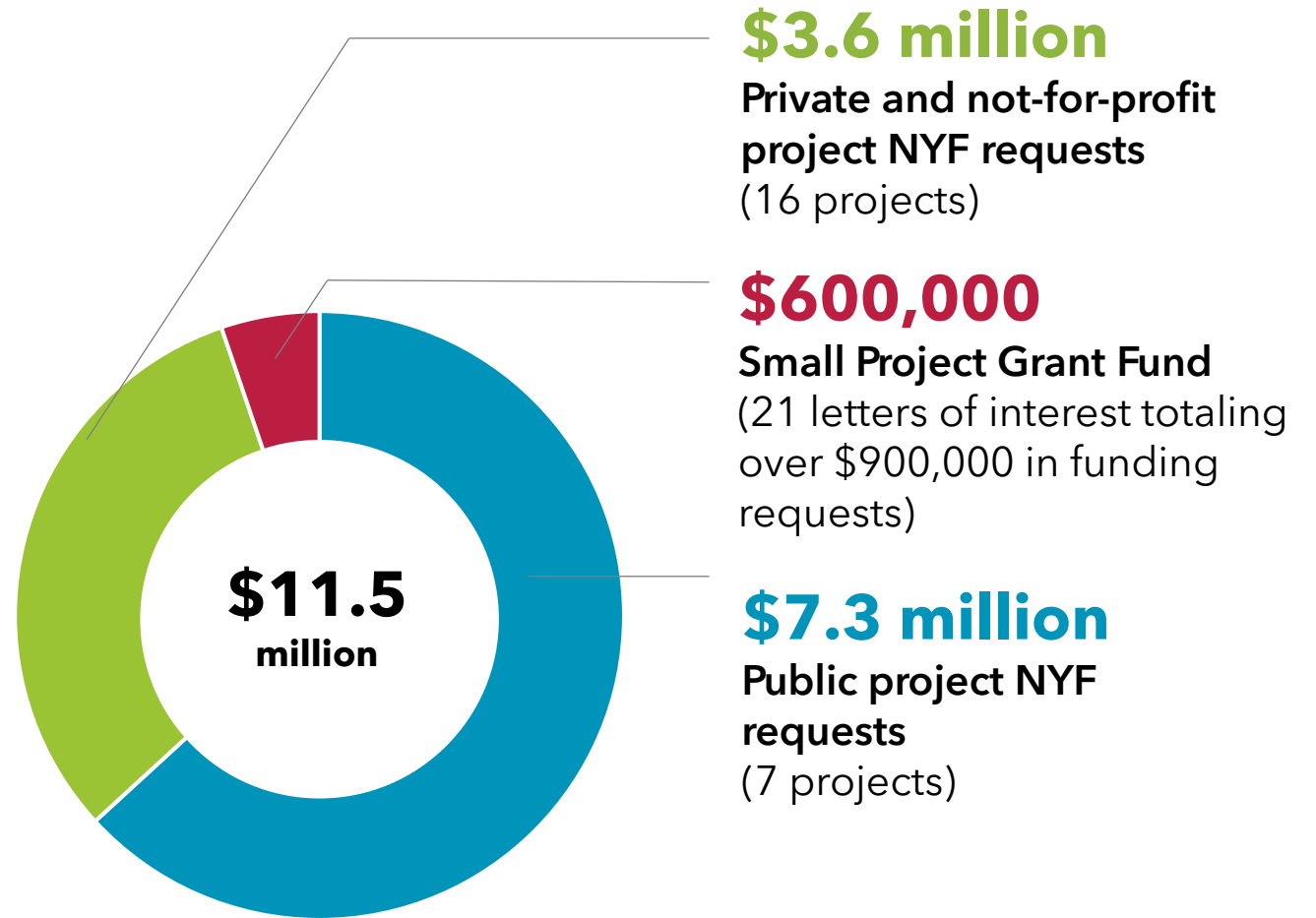


Numbers on map correspond to Project Summary Table



PROPOSED PROJECTS

A total of \$11.5 million in NYF funding is requested.



of the 24 eligible projects

TARGET NYF AMOUNT

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

Where We Are

\$11.5
million



Our Goal

\$6-8
million



NYF Award

\$4.5
million



NYF funding

INTENT OF TODAY'S DISCUSSION

1. Review proposed projects and identify potential gaps and considerations
2. Preliminary identification of which projects should be further developed with project sponsors, or if any projects are not deemed competitive for NYF funding

Note: This will be an ongoing discussion over the next two months!

02C
PROJECT REVIEW:
PUBLIC PROJECTS

01

Veterans Memorial Park OPTION 1

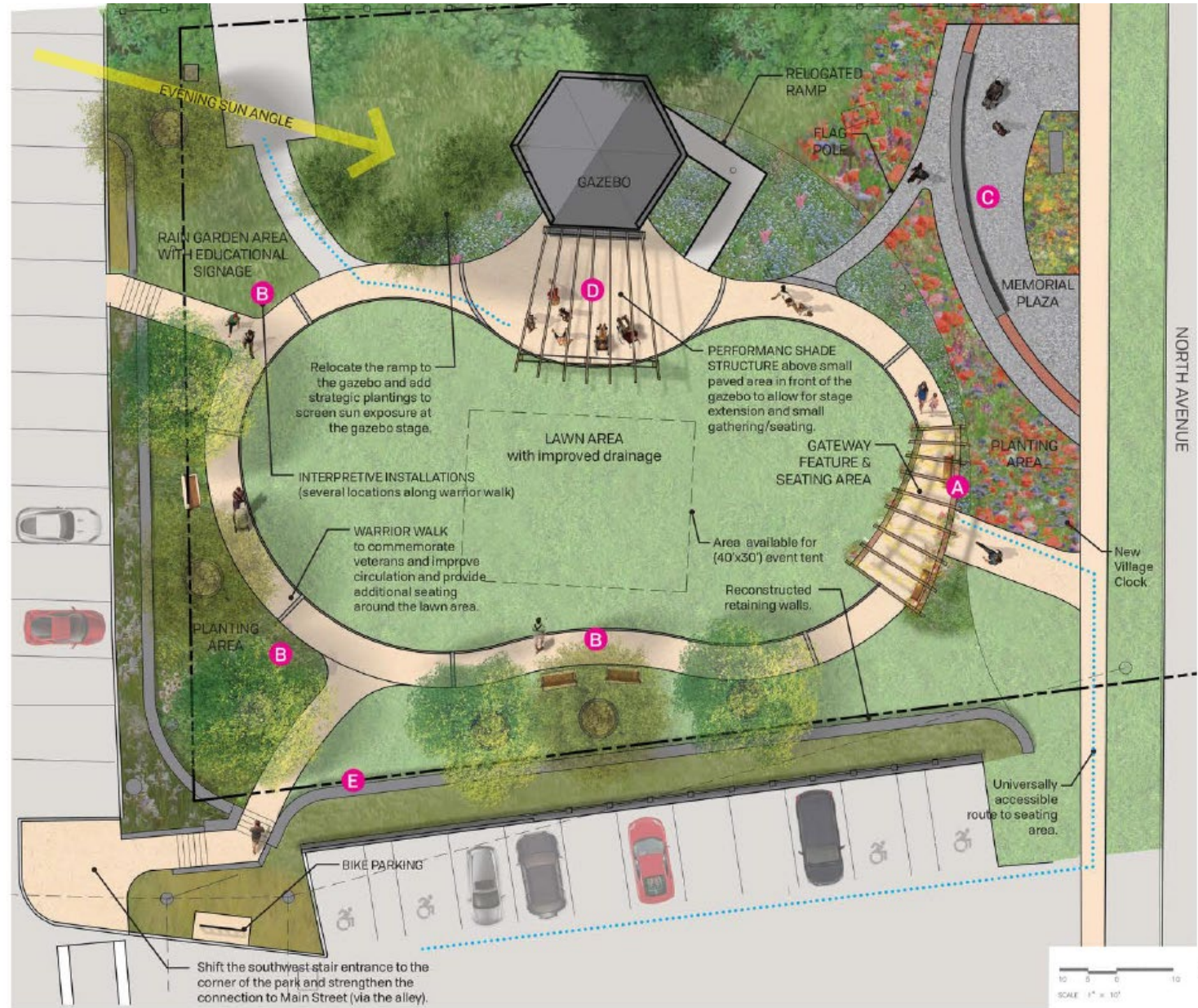
Project Description:

Enhance the park for performances and events, relocate and enhance memorial, and improve access and circulation through the park.

Existing gazebo remains and a shade structure for audience seating is created.

Total Cost: \$1.2 million

NYF Request: \$1.2 million (100%)



01

Veterans Memorial Park OPTION 2

Project Description:

Enhance the park for performances and events, relocate and enhance memorial, and improve access and circulation through the park.

Gazebo is replaced with new bandshell as a signature element of the park.

Veterans Memorial is set back from the street.

Total Cost: \$1.7 million

NYF Request: \$1.7 million (100%)



02

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: \$1.3 million

NYF Request: \$1.3 million (100%)



03

Celebration Plaza and Village Market Square

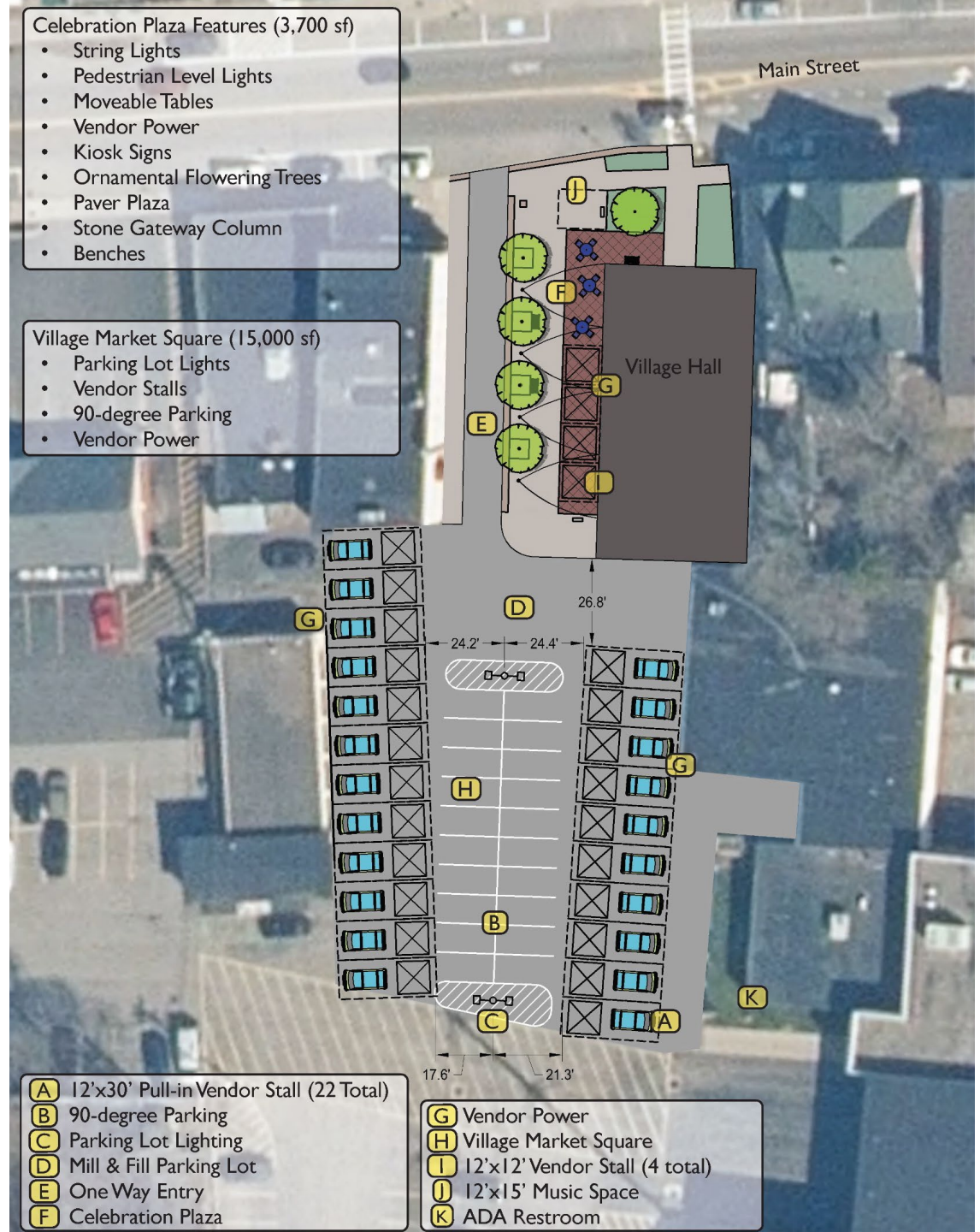
Project Description:

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

Plaza would tie into a series of connected public spaces on Main Street.

Total Cost: \$1.1 million

NYF Request: \$1.1 million (100%)



04

Harmony Square on Main Street

Project Description:

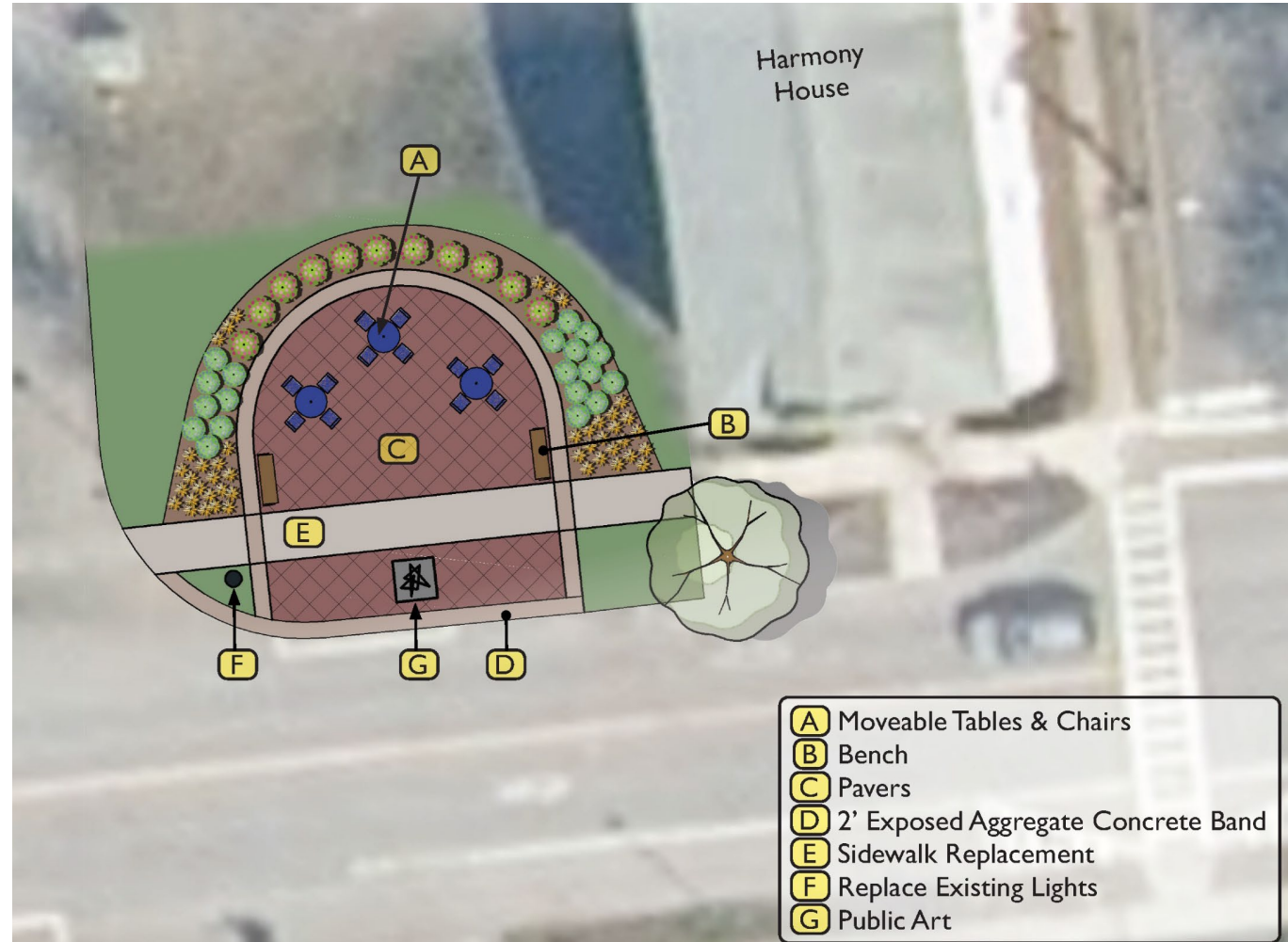
Create a flexible open space adjacent to Harmony House that incorporates public art and ties in to a connected network of public spaces.

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%)



05

Hojack Trail Gateway and Trail Improvements

Project Description:

Create a gateway at the North Avenue crossing through amenities and improved crossing; formalize the trail from Phillips Road to western Village boundary through lighting, landscaping, and benches

Total Cost: \$2 million

NYF Request: \$2 million (100%)



06

North Avenue Streetscape Improvements

Project Description:

Add trees, lighting, and a high-visibility green bike lane to enhance North Avenue between Route 104 bridge and Orchard Street and enhance the connection to Main Street.

Total Cost: \$2 million

NYF Request: \$2 million (100%)



07

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: \$408,000

NYF Request: \$408,000 (100%)



Gateway Sign



Sample Wayfinding Sign

SMALL PROJECT GRANT FUND

Project Description:

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

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

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

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



Historic Preservation Commission
Women's Temperance Monument



Brimont Bistro
Exterior Improvements



Rubino's
Façade Restoration



19 Lapham Park
Porch Restoration



Webster Museum & Historical Society
Climate Control and Façade Improvements



Webster Hots
Walk-Up Window and Patio Upgrades

02D
PROJECT REVIEW:
**PRIVATE
PROJECTS**

08

Salvatore's Pizzeria



Submitted as
Small Project
Fund Interest
Form

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)



09

150 Orchard St. and 102-108 Commercial St.

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 and access 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

10

Immanuel Lutheran Church

Project Description:

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

Total Cost: \$317,457

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



Submitted a 100% request but amended to 50%



11

Kittelberger Florist Wholesale Warehouse

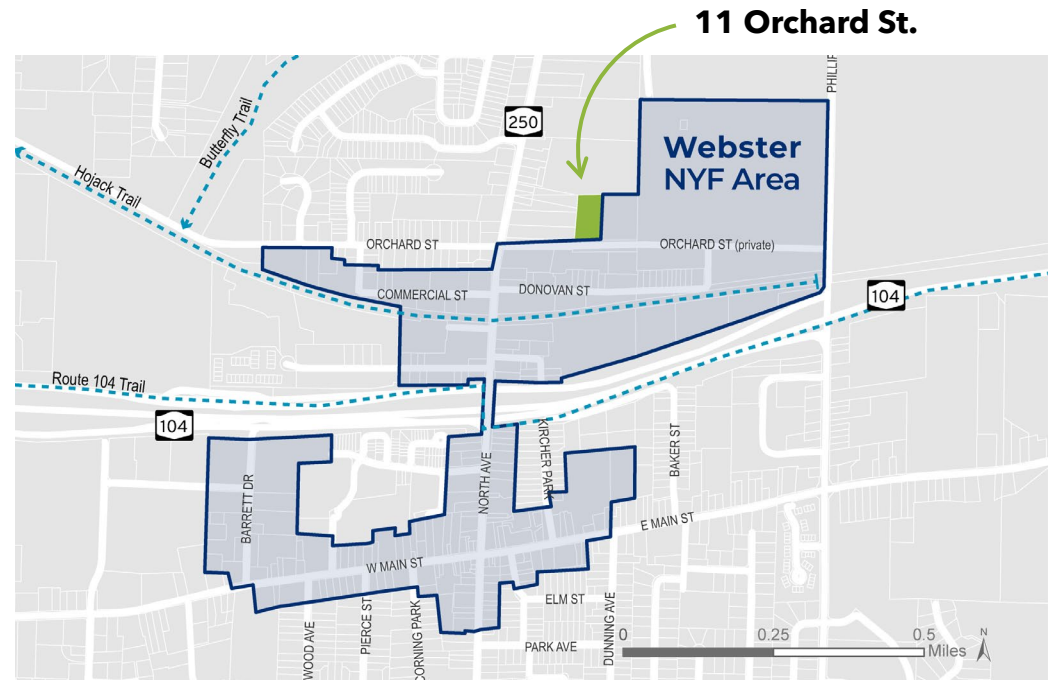
Project Description:

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 NYF boundary. Is there interest in modifying boundary?



12

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 workshops, tours, and educational programs

Total Cost: \$765,000

NYF Request: \$382,500 (50% of total)



13

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.

Total Cost: \$384,552

NYF Request: \$122,576 (32% of total)



14

39 W. Main St.

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



Proposed Conditions

15

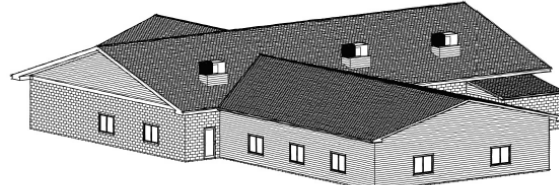
Lattimore Physical Therapy

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

16

13 Lapham Park

Project Description:

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

Total Cost: \$131,743

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



17

Foley Insurance

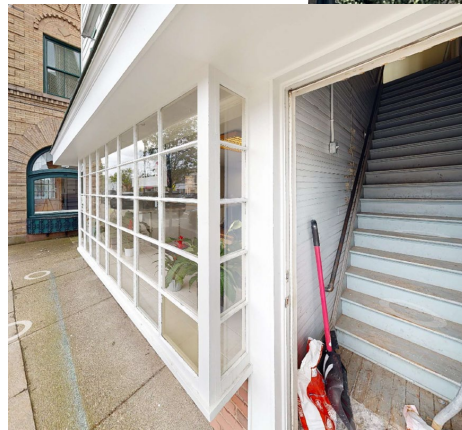
Project Description:

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



18

7 South Ave.

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)



19

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: Not specified



20

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)



21

160-168 W. Main St.

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

Total Cost: \$177,691

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



Submitted as Small Project Fund Interest Form



22

22 and 28 E. Main St.

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)



Submitted as
Small Project
Fund Interest
Form



23

Webster BID Marketing

Project Description:

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

Total Cost: \$92,500
NYF Request: \$69,375 (88% of total)

Submitted as Small Project Fund Interest Form

The screenshot shows the website for the Village of Webster Business Improvement District (BID). The header includes the BID logo and a navigation menu with links for About Us, Business Listing, Events, Subscribe to Our Newsletter, Contact, Links, and Members. A 'FOLLOW US ON FACEBOOK' button is also present. The main content area features a headline: 'The Summer of Great Music in the Village continues.' Below this, there are two event listings. The first is for 'The Ayers Brothers .. Aug 16th', described as 'Acoustic "perfection" read about them..'. It includes a 'Give a listen in..' audio player showing 0:00 / 3:16 and a photo of a man playing an acoustic guitar. The second listing is for 'Rochester Metropolitan Jazz .. Aug 23rd', titled 'Our Favorite Big Band', with a photo of a jazz band performing. At the bottom, there is a yellow banner for a 'SUBSCRIBE TO OUR NEWSLETTER' form, which includes a text input field for 'Email Address' and a 'SUBMIT' button. A small accessibility icon is visible in the bottom left of the banner.

03

NEXT STEPS

NEXT STEPS

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



Meetings with Project Sponsors

Ongoing

Draft Downtown Profile

In Progress - *Complete by end of month*

LPC Meeting #5

Monday, September 9th at 6pm

Continue to refine and narrow down proposals

Worksheet on project rankings to be provided to LPC to help shape September session.

Public Workshop

Monday, September 16th at 6pm

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

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 NYF planning process.