



LPC Meeting #5

September 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

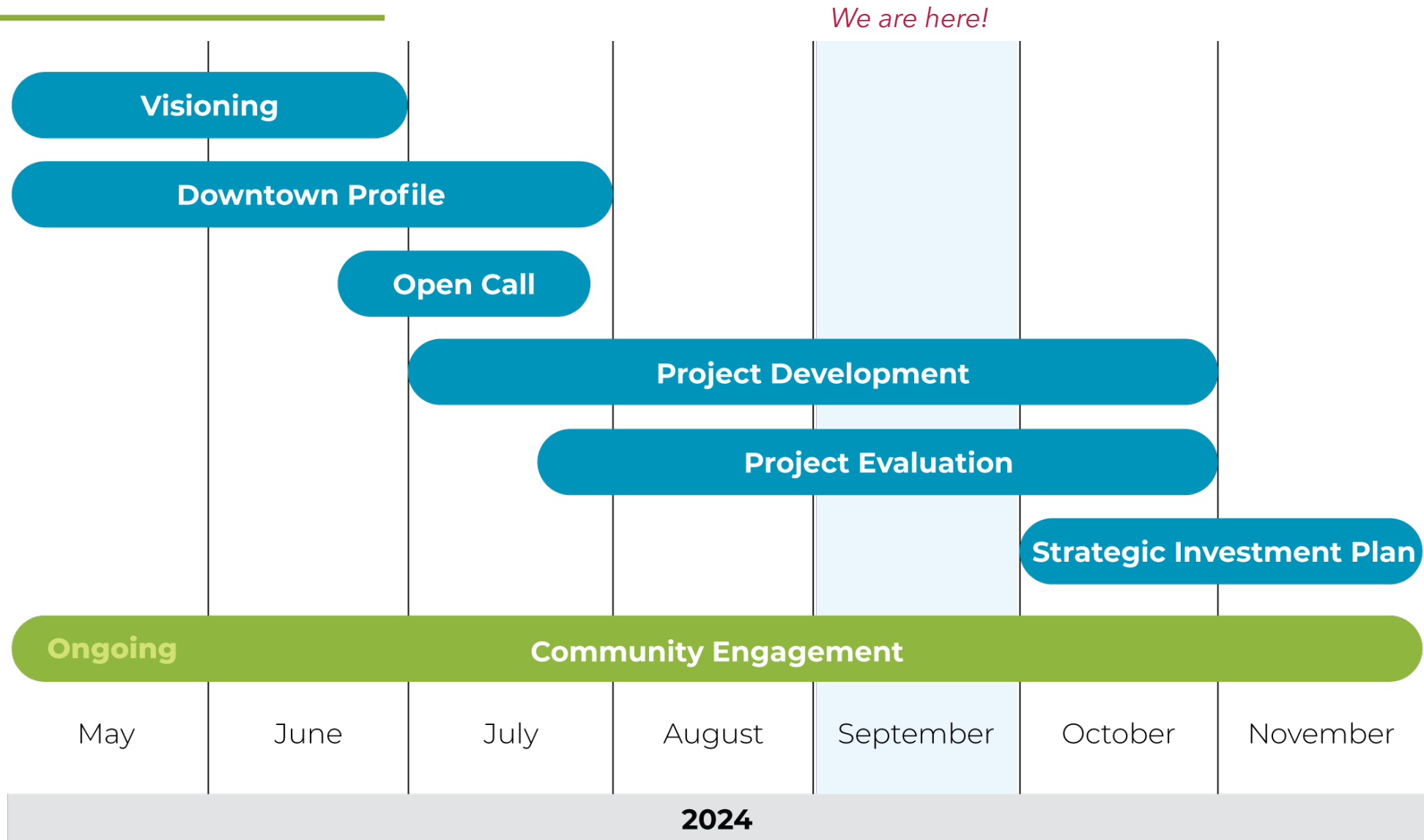
1. Status Updates
2. Project Review
3. Next Steps
4. LPC Discussion and Q&A
5. Public Comment



01

STATUS UPDATES

STATUS



STATUS

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



Pop-Up At Evenings in the Park



Project Updates

We have been speaking with project sponsors to get your questions answered.



LPC Project Evaluation Survey

We asked you to evaluate each project and determine how to spend \$6-8 million.

POP-UP AT WEDNESDAYS IN THE PARK

We asked the question:

If you could do one thing to transform downtown Webster, what would it be?



Here's what we heard:



Bikeability



Affordable Housing



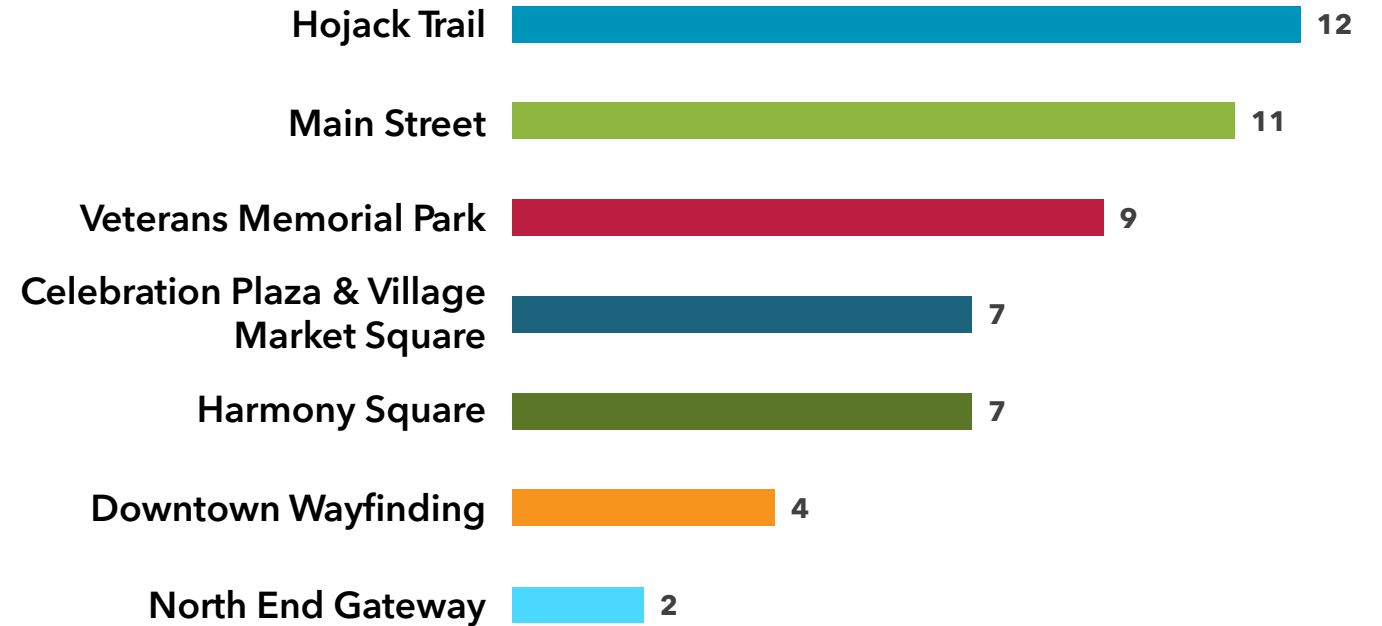
Unique Destinations for All:

- Live Music Venue
- Community Center/Teen Center
- Skate Park
- Ice Rink
- Splash Pad

PUBLIC ENGAGEMENT



How did the community vote on the public projects?
(Each participant voted for their top 3)



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.

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

02B
PROJECT REVIEW:
SUMMARY OF
PROJECTS

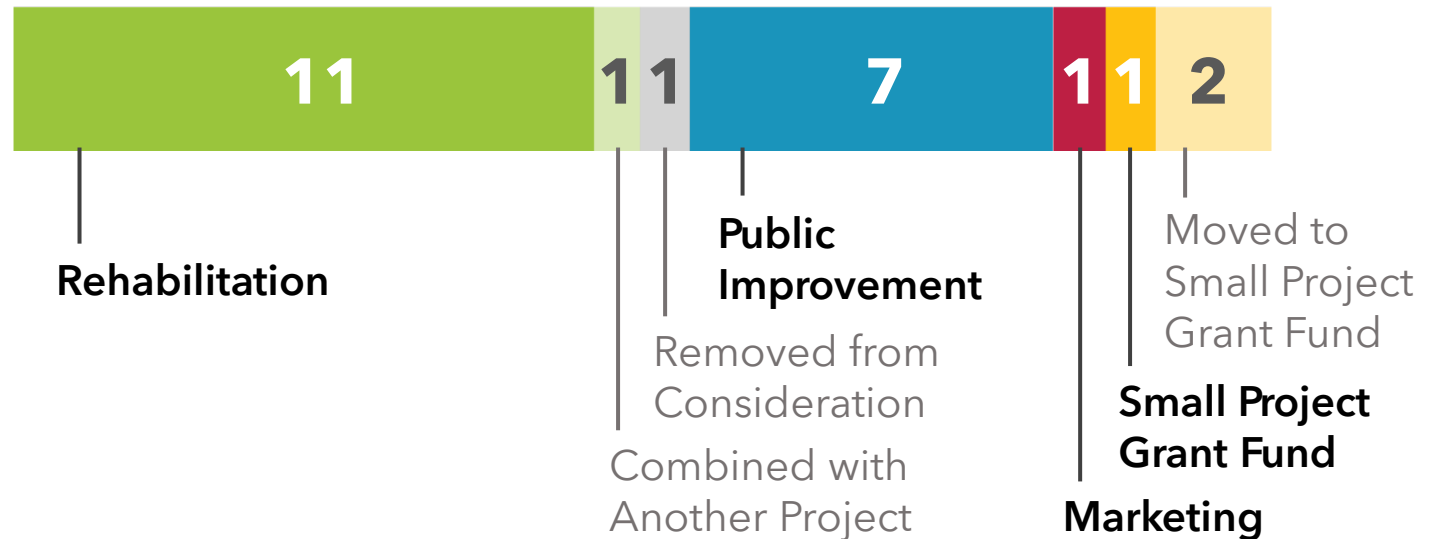
PROPOSED PROJECTS

Here is where we stand as of today.

Last Meeting:
24 Projects

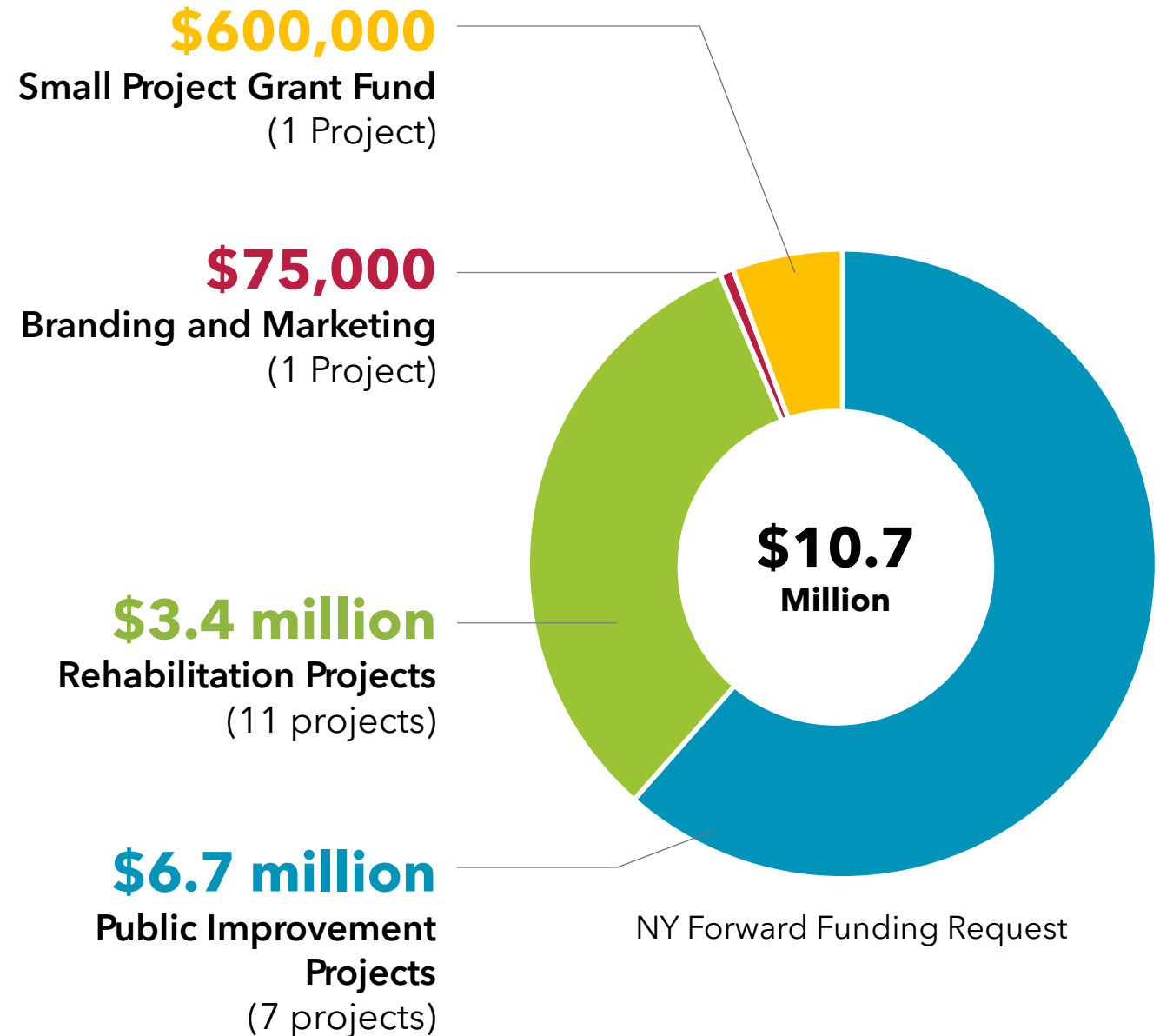


Right Now:
20 Projects



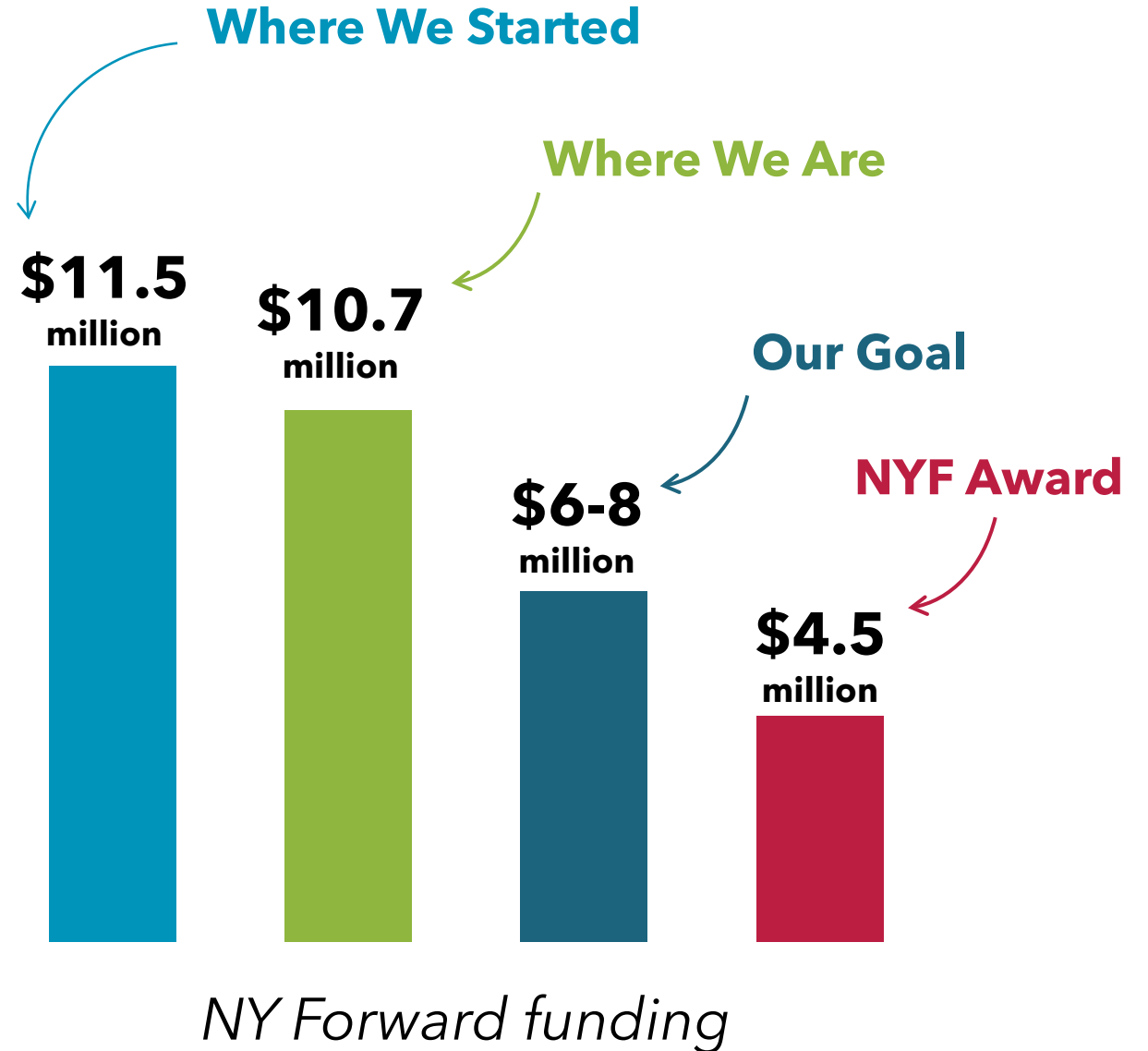
PROPOSED PROJECTS

A total of \$10.7 million in NY Forward funding is requested.



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.



INTENT OF TODAY'S DISCUSSION

Review proposed projects and identify preliminary list of projects to recommend for NYF funding

RESULTS OF LPC SURVEY

High Support

Over 80% Voted to Fund

	Project Title	Total Cost	NYF Funding Request	
			NYF Request	% of Total Cost
01	Veterans Memorial Park	\$ 1,700,000	\$ 1,700,000	100%
02	Downtown Wayfinding	\$ 381,000	\$ 381,000	100%
03	Small Project Grant Fund	\$ 800,000	\$ 600,000	75%
04	Village Center at 82	\$ 1,300,000	\$ 650,000	50%
05	Kittelberger Florist & Gifts	\$ 1,149,552	\$ 505,076	44%
06	Harmony House	\$ 861,000	\$ 811,000	94%

Total:

\$6.2 million

\$4.7 million

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)

High Support



High Support

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

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%)



Bandshell
Precedent
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% of total)

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



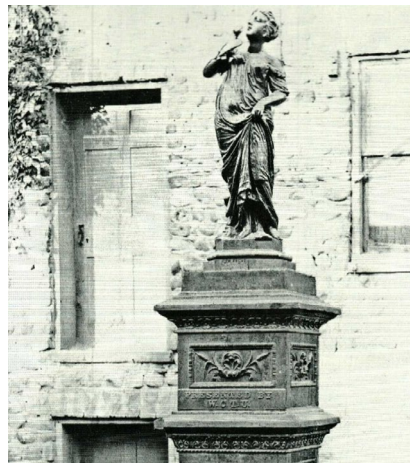
19 Lapham Park
Porch Restoration



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

High Support

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

High Support

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%)

Chorus of the Genesee + sponsor are providing \$50,000 match.

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).

Refined parking sign cost; metal banners added to project scope.

Total Cost: \$381,000

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

High Support



Sample Banner



Gateway Sign



Sample Wayfinding Sign

RESULTS OF LPC SURVEY

Low Support
Less than 40% Voted to Fund

	Project Title	Total Cost	NYF Funding Request	
			NYF Request	% of Total Cost
01	Hojack Trail	\$ 1,370,000	\$ 1,370,000	100%
02	Celebration Plaza and Village Market Square	\$ 1,200,000	\$ 1,200,000	100%
03	Harmony Square on Main Street	\$ 325,000	\$ 325,000	100%
04	Foley Insurance	\$ 176,950	\$ 120,000	68%
05	Lattimore Physical Therapy	\$ 800,000	\$ 300,000	38%
Total:		\$3.9 million	\$3.3 million	

Hojack Trail // Public Improvement Project

Hojack Trail Gateway and Trail Improvements

Low Support

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

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

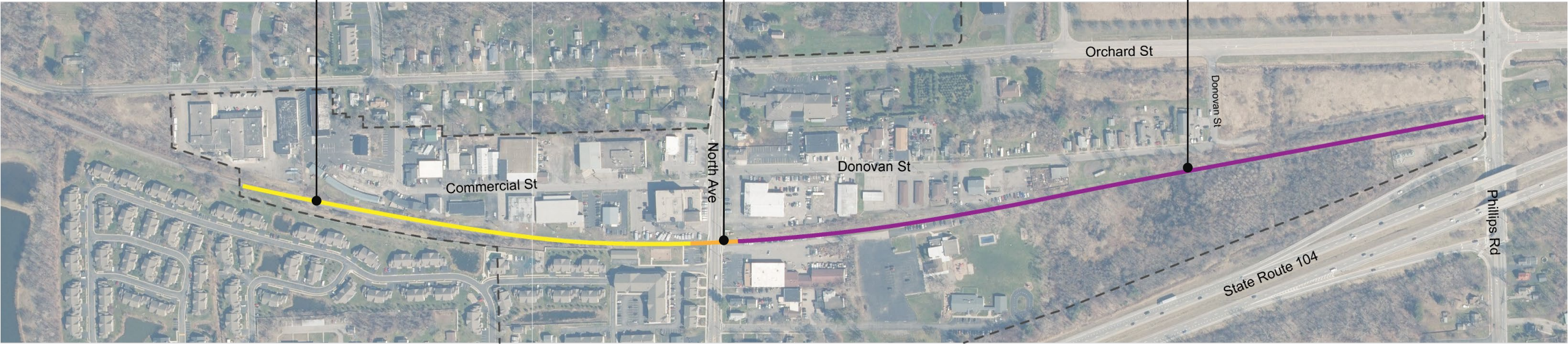
- What's Included?**
- 10' stone dust trail
 - 4 benches
 - 12 lights (**\$60,000 included in total**)
 - Landscaping

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



28 W. Main St. // Public Improvement Project

Celebration Plaza and Village Market Square

Project Description:

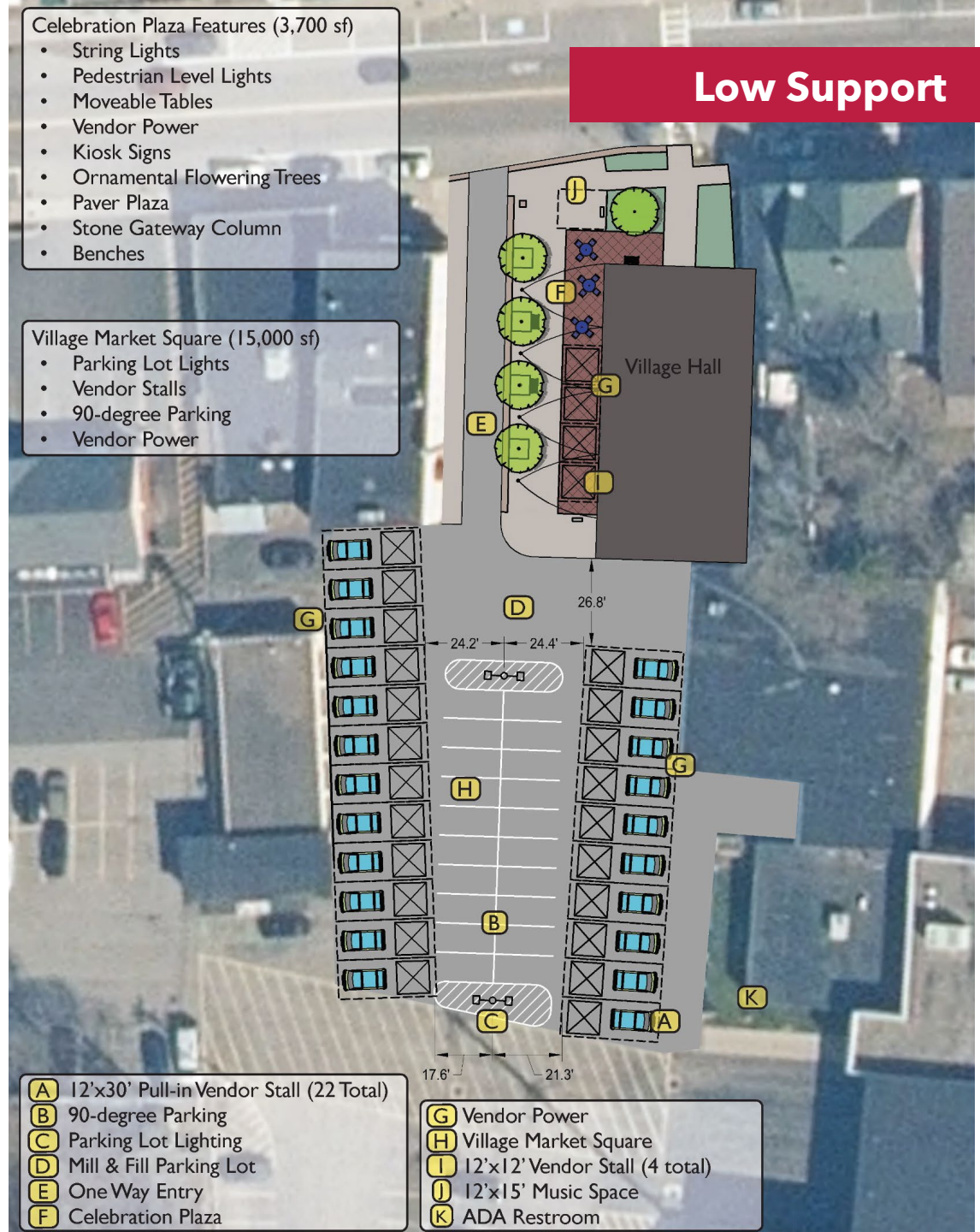
Transform Village Office entry drive into a public plaza and gateway to flexible open space for markets and events.

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

Low Support

Project Description:

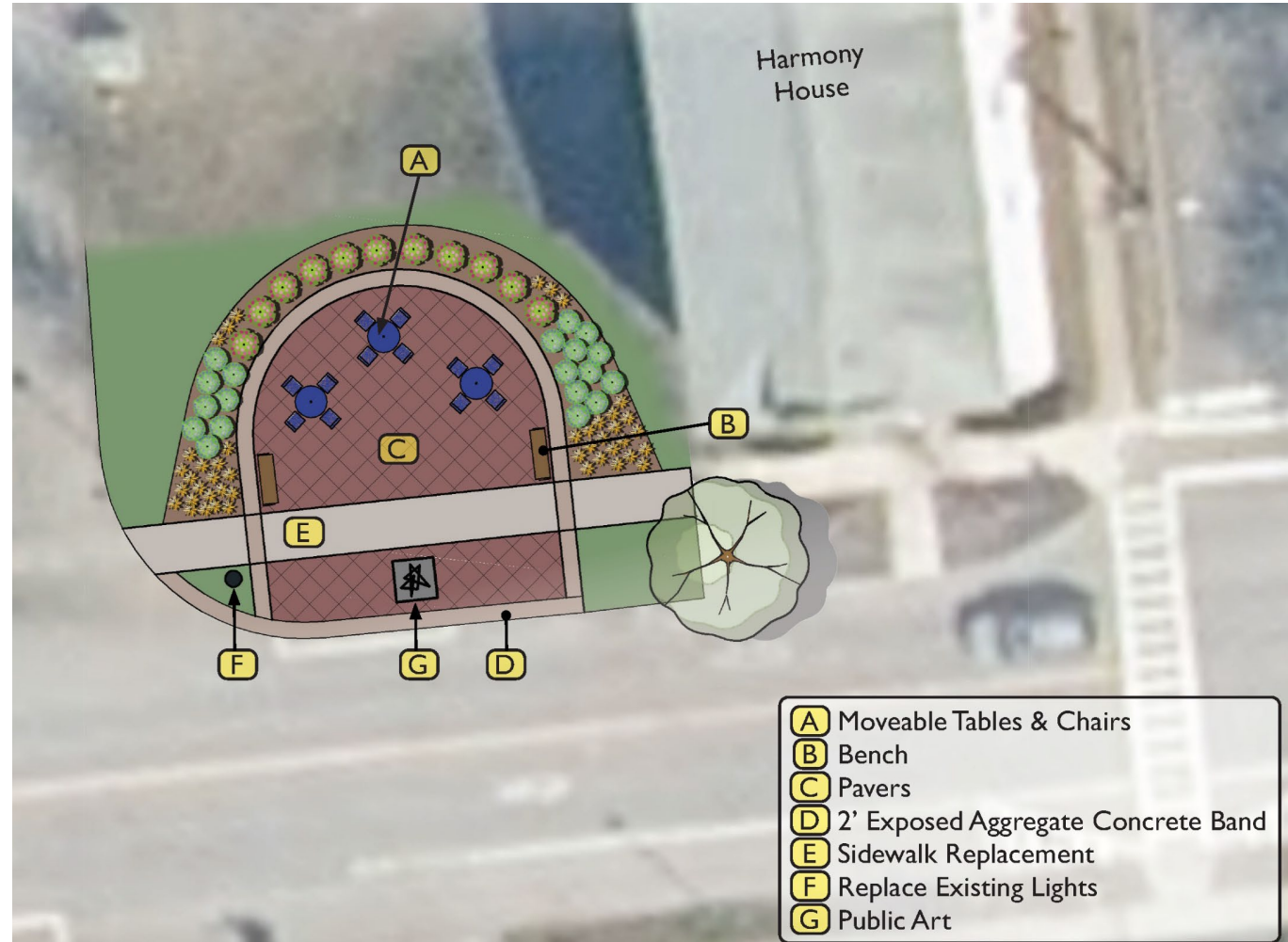
Create a flexible open space adjacent to Harmony House that incorporates public art and ties in to a connected network of public spaces.

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%)



Note to self: waiting on update from sponsor.

Low Support

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

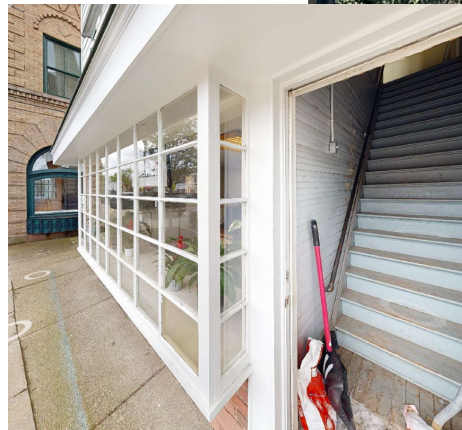
Project Description:

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



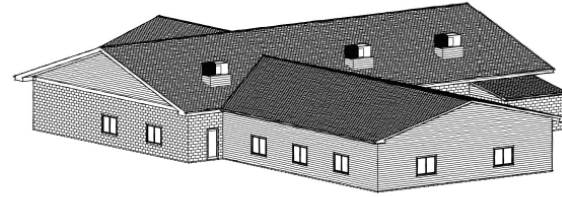
70 Barrett Dr. // Rehabilitation Project Lattimore Physical Therapy

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

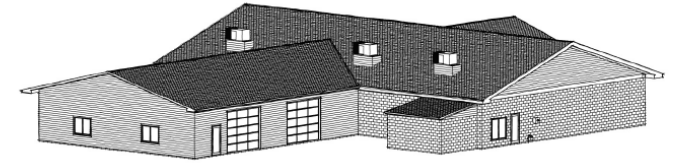
Total Cost: \$700,000-\$800,000

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



Addition Concept

Low Support



Existing Conditions

RESULTS OF LPC SURVEY

Medium Support

40-80% Voted to Fund

	Project Title	Total Cost	NYF Funding Request	
			NYF Request	% of Total Cost
01	Main Street Enhancements	\$ 1,400,000	\$ 1,400,000	100%
02	North Avenue Gateway	\$ 310,000	\$ 310,000	100%
03	Downtown Marketing	\$ 85,000	\$ 75,000	88%
04	Salvatore's Pizzeria	\$ 140,000	\$ 104,000	74%
05	Immanuel Lutheran Church	\$ 317,457	\$ 158,728	50%
06	39 W. Main St.	\$ 143,500	\$ 71,500	50%
07	7 South Ave.	\$ 142,555	\$ 71,277	50%
08	22 and 28 E. Main St.	\$ 92,500	\$ 69,375	75%
09	150 Orchard St. & 102-108 Commercial St.	\$ 1,500,000	\$ 500,000	33%

Total:

\$4.1 million

\$2.8 million

Main Street // Public Improvement Project

Main Street Streetscape Improvements

Medium Support

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

Medium Support

Project Description:

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

Trees, light fixtures, and bike lanes have been removed from project scope. Banners have been moved to the wayfinding project scope.

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%)

The screenshot shows the Webster BID website. At the top left is the logo for the Village of Webster Business Improvement District. To the right is a "FOLLOW US ON FACEBOOK" button. Below the logo is a navigation menu with links for "About Us", "Business Listing", "Events", "Subscribe to Our Newsletter", "Contact", "Links", and "Members".

The main content area features a headline: "The Summer of Great Music in the Village continues." Below this, there are two event announcements:

- The Ayers Brothers .. Aug 16th**
Acoustic "perfection" read about them..
Give a listen in..
0:00 / 3:16
This Friday in the Memorial Gazebo Park..
- Rochester Metropolitan Jazz .. Aug 23rd**
Our Favorite Big Band

Each announcement is accompanied by a photograph of the respective musical group performing.

At the bottom of the page is a yellow banner for a newsletter subscription. It includes the heading "SUBSCRIBE TO OUR NEWSLETTER", a brief description of the newsletter's content, an input field for "Email Address", and a "SUBMIT" button.

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

Medium Support

Project Description:

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

Sponsor open to adding enhancements closer to North Avenue.

Total Cost: \$140,000

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



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

Medium Support

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

Medium Support

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)



Medium Support

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

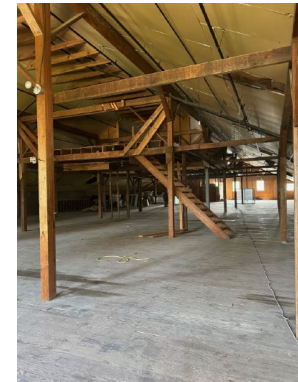
Project Description:

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

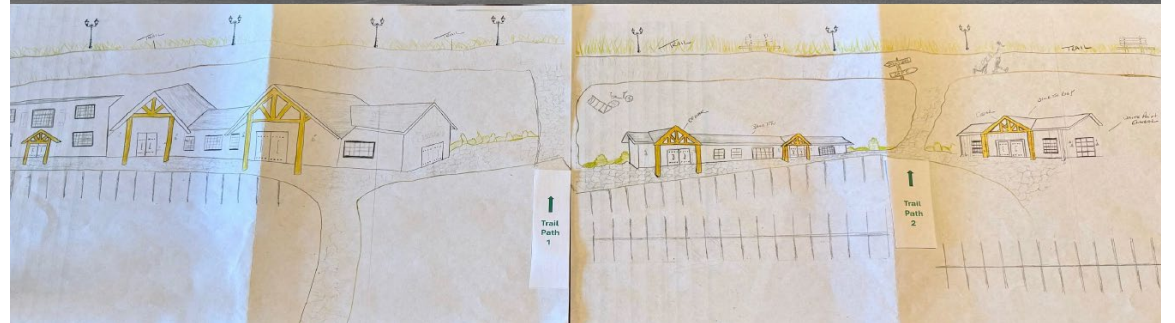
Total Cost: \$1.5 million

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

Medium Support



150 Orchard St. Loft Apartment Space



102-108 Commercial St. Trailside Mixed-Use Space

03

NEXT STEPS

NEXT STEPS

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



Site Visits and Meetings with Sponsors

Ongoing

Public Workshop

Monday, September 16th at 6pm

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

Youth Engagement at Spry Middle School

TBD

LPC Meeting #6

Wednesday, October 9th at 6pm

Complete ballot

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!

PROJECTS REMOVED FROM CONSIDERATION

At last LPC Meeting

11 Orchard St. // Rehabilitation

Kittelberger Florist Wholesale Warehouse

Project Description:

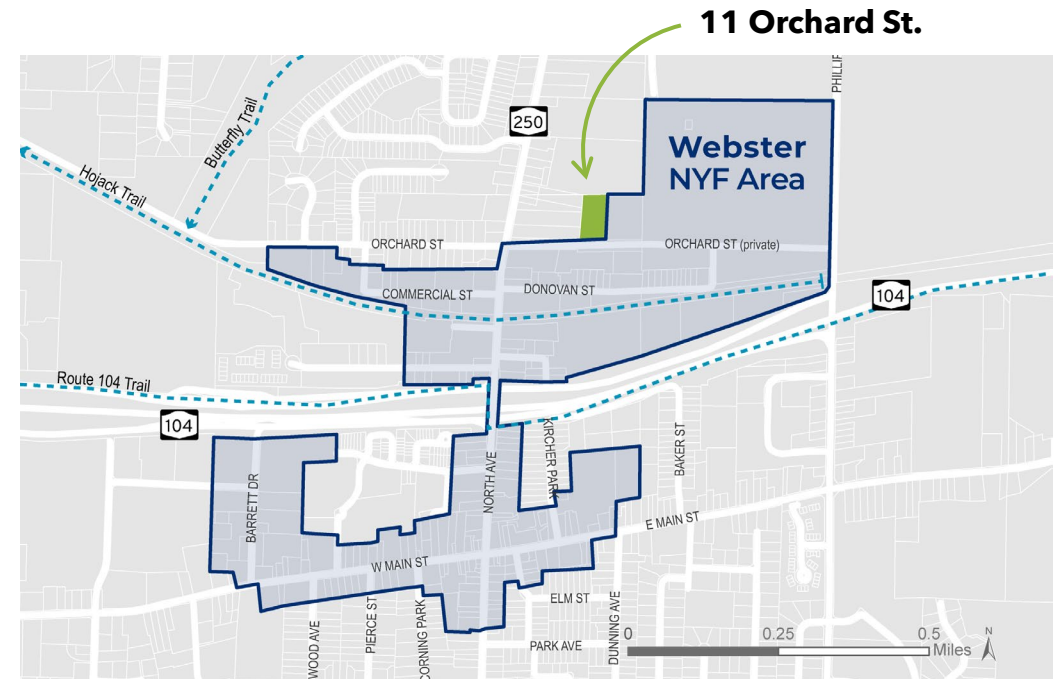
Install 100 rooftop solar panels (42kW estimated) at Kittelberger Florist Wholesale Warehouse to reduce carbon footprint and energy costs and contribute to community sustainability

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

