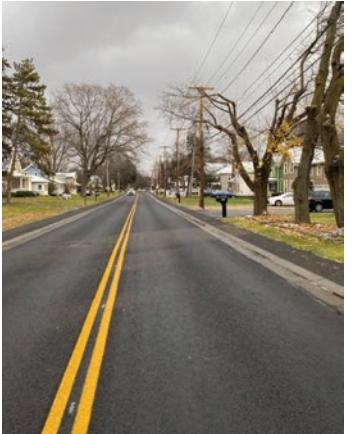


# West Webster Hamlet Revitalization Plan



Town Board Workshop Presentation  
June 22, 2023

# Agenda



**Planning Process & Schedule Overview**

**Public Open House Recap**

**Plan Recommendations**

**Implementation / Next Steps**



# Planning Process and Schedule

# Planning Process

-  Task 1. Project Coordination
-  Task 2. Existing Conditions Analysis of Transportation System and Land Use Policies
-  Task 3. Public Engagement - Round One
-  Task 4. Needs Assessment and Target Area Identification
-  Task 5. Public Engagement - Round Two | Planning & Design Workshop
-  Task 6. Draft Alternatives and Recommendations
-  Task 7. Public Engagement - Round Three
-  Task 8. Develop Draft Revitalization Plan with Preferred Alternatives
-  Task 9. Develop Final Report

# Project Schedule

	Months													
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Task 1: Project Coordination (SC Meeting #1)	X													
Task 2: Existing Conditions Analysis (SC Meeting #2)			X	X		♦								
Task 3: Public Engagement - Round One (Engagement #1)					X									
Task 4: Needs Assessment and Target Area Identification (SC Meeting #3, #4)					X	X		X	♦					
Task 5: Public Engagement - Round Two (Engagement #2)										X				
Task 6: Draft Alternatives and Recommendations (SC Meeting #5)											X	♦	X	
Task 7: Public Engagement - Round Three (Engagement #3)													X	
Task 8: Develop Draft Revitalization Plan/Preferred Alternatives (SC Meeting #6)														X
Task 9: Develop Final Report														♦

Milestone Deliverables	♦
Committee Meetings (Up to 6)	X
Community Engagements / Meetings (Up to 3)	X
Citizen Committee Meetings (Up to 5)	X

# Simple But Effective Approach

**1.** Where are we now?



Data Collection, Implications, and Key Issue Identification

**2.** Where do we want to go?



Community Vision

**3.** How do we get there?



Priorities, Outcomes, and Actions

# Public Open House Recap

# Public Engagement Round #3 - Open House

- March 2023 - 40+ community members attended
- Stations for Recommendations
  - West Webster Concept Plan
  - Land Use and Development and Illustrative Concepts
  - Transportation & Streetscape
  - Sense of Place and Theme
- Strong support for all recommendations



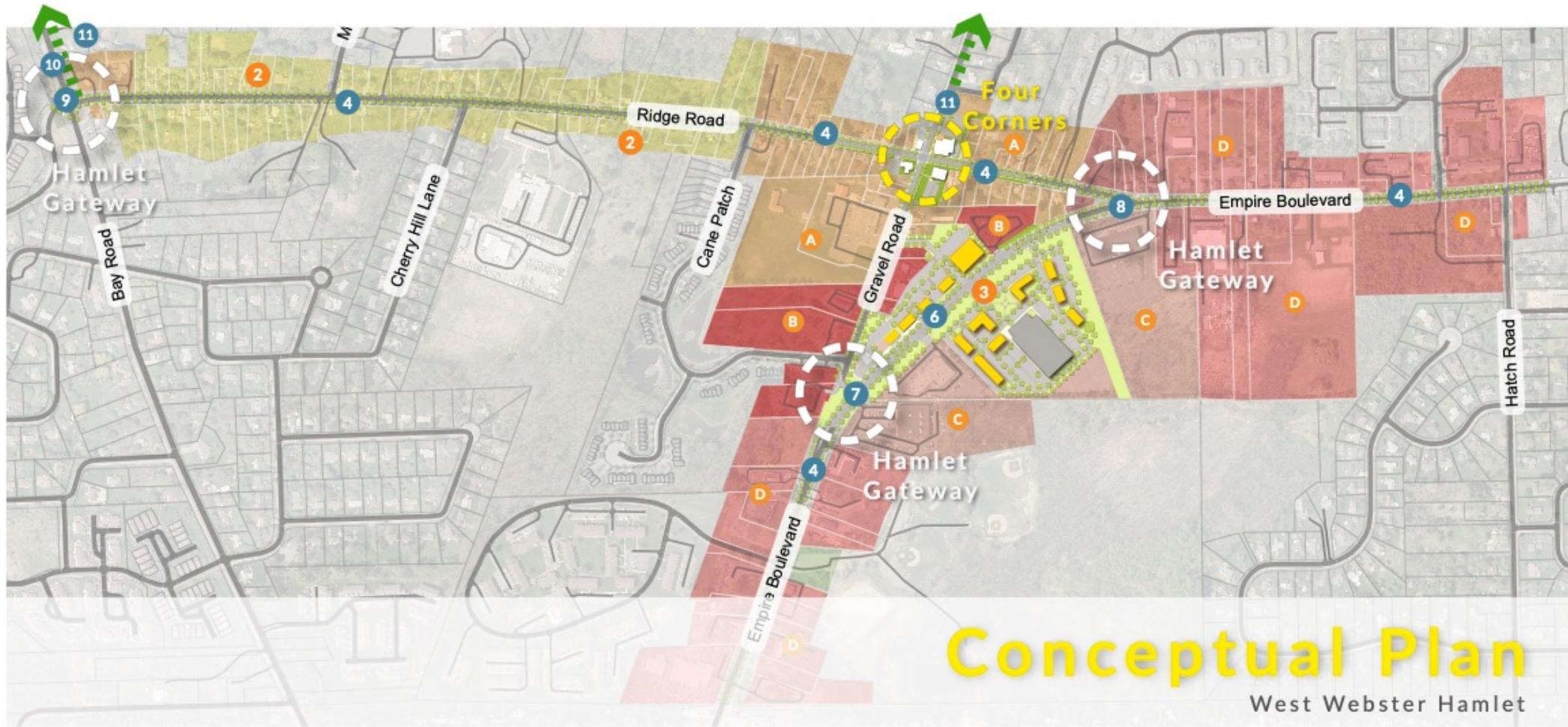
# Recommendations

West Webster Concept Plan

Land Use and Development and Illustrative Concepts

Transportation & Streetscape

Sense of Place and Theme



## Land Use & Development

- 1 Refine and Adopt Hamlet Mixed Use District
  - A Mixed-Use Hamlet
  - B Mixed-Use Transition
  - C Mixed-Use Corridor
  - D Commercial
- 2 Develop a Mixed Residential District
- 3 Adopt Green Infrastructure Requirements and Practices

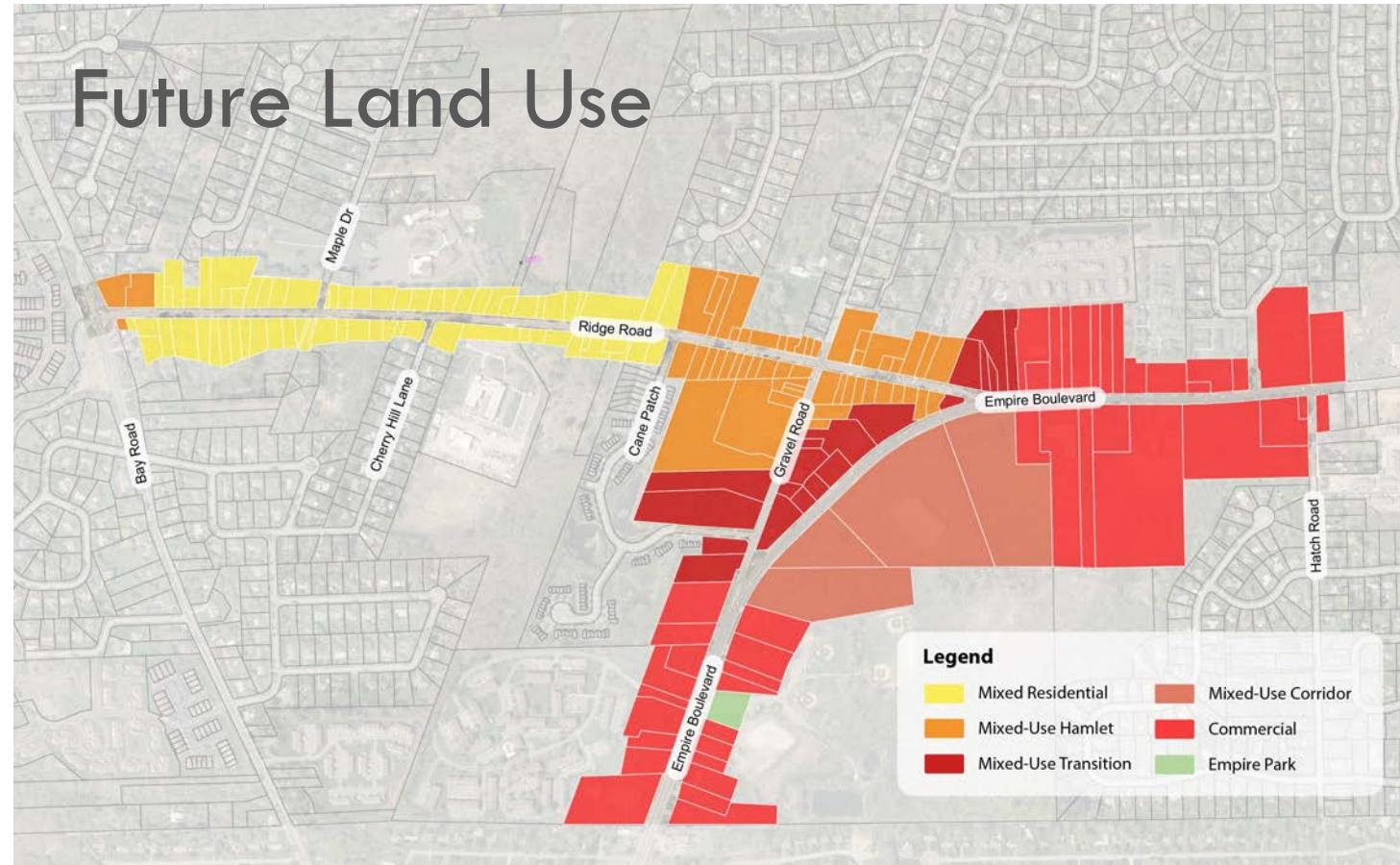
## Transportation & Streetscape

- 4 Implement Preferred Streetscape Improvements
- 5 Install ADA-Compliant Curb Ramps and Mid-Block Crossings
- 6 Implement Access Management Practices for Empire Boulevard
- 7 Redesign the Intersection of Gravel Road and Empire Boulevard
- 8 Redesign the Intersection of Ridge Road and Empire Boulevard
- 9 Pursue Improvements to Pedestrian Facilities and Crossings at the Bay Road Intersection
- 10 Reduce Lanes on Bay Road Near Intersection with Ridge Road
- 11 Pursue Trail Connections to Existing Route 104 Trail

# Land Use & Development

## Refine and Adopt Hamlet Mixed Use District to Align with Future Land Use Map

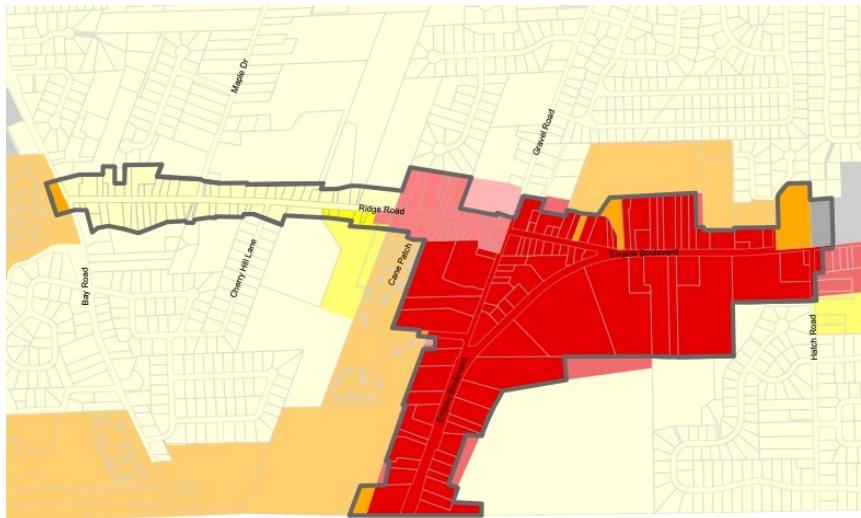
- Character areas/sub-districts, development standards, land uses, etc.
  - Four Corners
  - North Side of Empire
  - South Side of Empire



# Land Use & Development

## Refine and Adopt Hamlet Mixed Use District to Align with Future Land Use Map

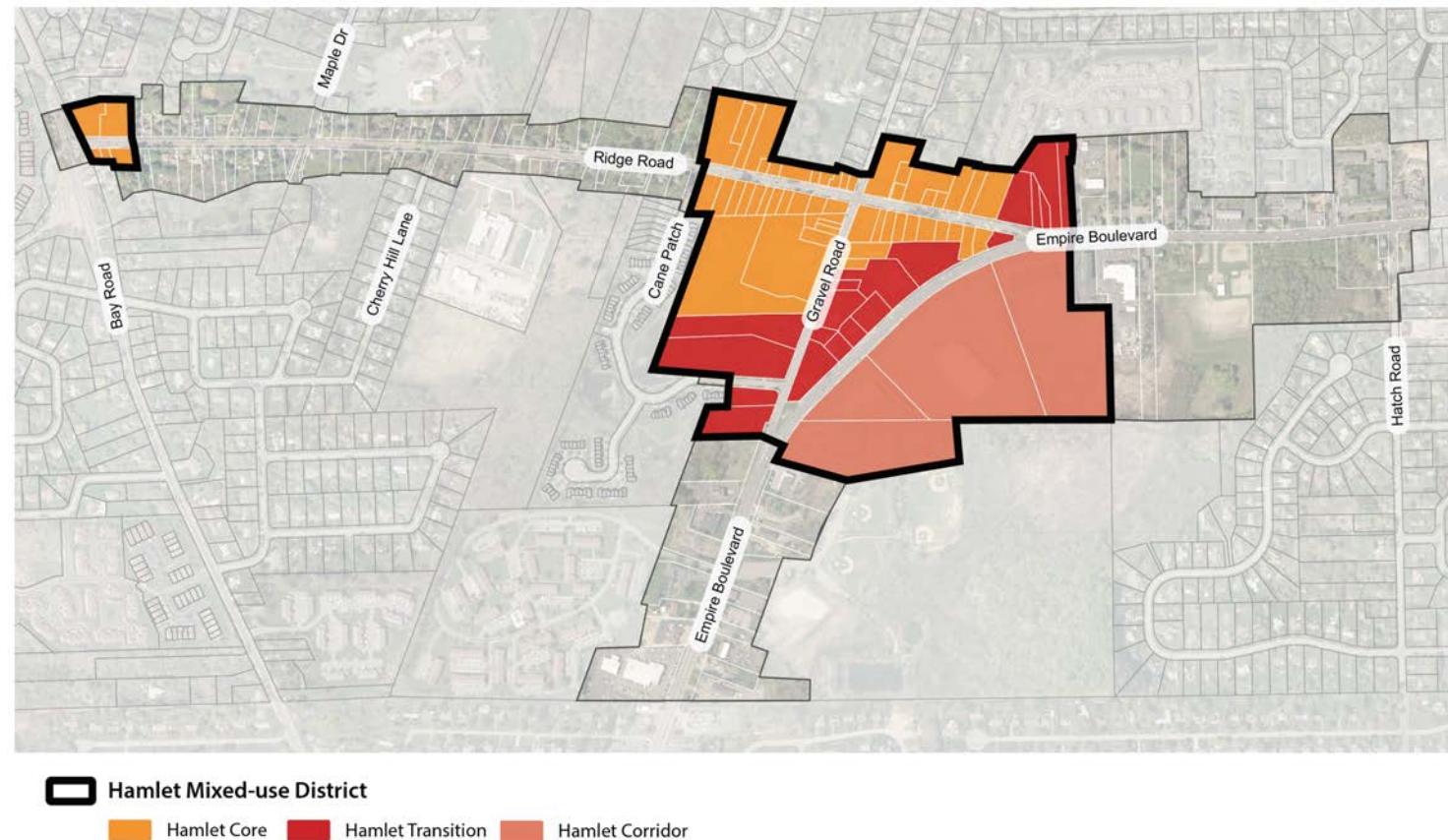
### Existing Zoning



### Legend

R-3	LC-1
LMR	MC
MHR	CO - Commercial Outdoor Storage

### HAMLET MIXED-USE DISTRICT - PROPOSED BOUNDARY



# Land Use & Development

## Refine and Adopt Hamlet Mixed Use District to Align with Future Land Use Map

### HAMLET CORE



#### Purpose | Intent

It is the intent of the Hamlet Core to include a combination of vertical and horizontal mixed-use buildings with two to three stories that promote active ground floors with commercial or retail uses. Buildings shall be located near the street with a high level of first floor transparency, main entrances oriented to the street, and pedestrian connections to the public sidewalk.



### HAMLET TRANSITION



#### Purpose | Intent

The Hamlet Transition sub-district shall provide a transition from larger commercial properties along Empire Boulevard to smaller Hamlet-scaled mixed-use development near the four-corners of Gravel Road and Old Ridge Road. Development sites shall include a mix of uses and provide cross access, shared parking and a high level of landscaping, especially in the front yards between buildings and Empire Boulevard.



### HAMLET CORRIDOR



#### Purpose | Intent

The land in the Hamlet Corridor contains the largest parcels in the Hamlet Mixed-use District. Land in this sub-district shall include a mix of residential, commercial, and/or office uses. Development shall contribute to a walkable Hamlet with shared parking and a unified pedestrian circulation system that connects to the public realm.



# Illustrative Examples

## Empire Boulevard - Birdseye View

The illustration to the right depicts Empire Boulevard looking north from the proposed intersection with Gravel Road. The scene includes streetscape improvements, sidewalks, and incremental redevelopment with shared parking located behind or to the side of buildings.



# Illustrative Examples



## Empire Boulevard - Sidewalk View

The illustration to the left shows proposed streetscape improvements and the relationship between the public and private realms from a pedestrian perspective.

# Illustrative Examples

## Four Corners - Street View

The illustration to the right is looking northwest toward the former "paint stripper" building.



# Land Use & Development

## Develop a Mixed Residential District to Align with Hamlet Future Land Use Map



■ Mixed Residential District



Single-unit



Duplex



Four-flex

# Land Use & Development

## Adopt Green Infrastructure Requirements and Practices

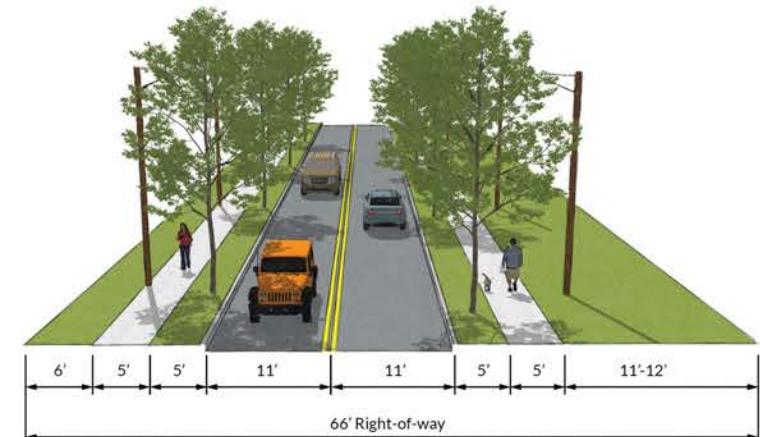
- Examples of a naturalized stormwater planter systems
- Target contiguous tree lawn areas



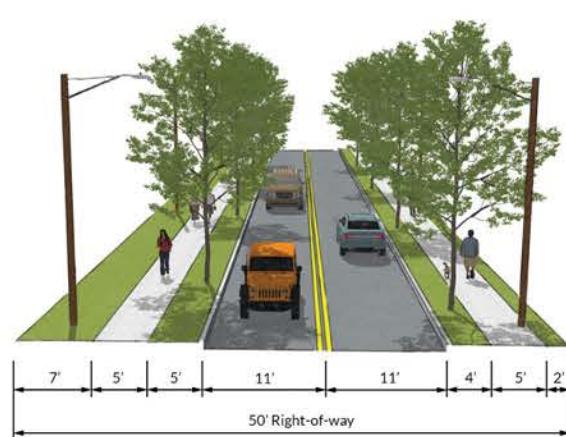
# Transportation & Streetscape

## Implement Preferred Streetscape Improvements

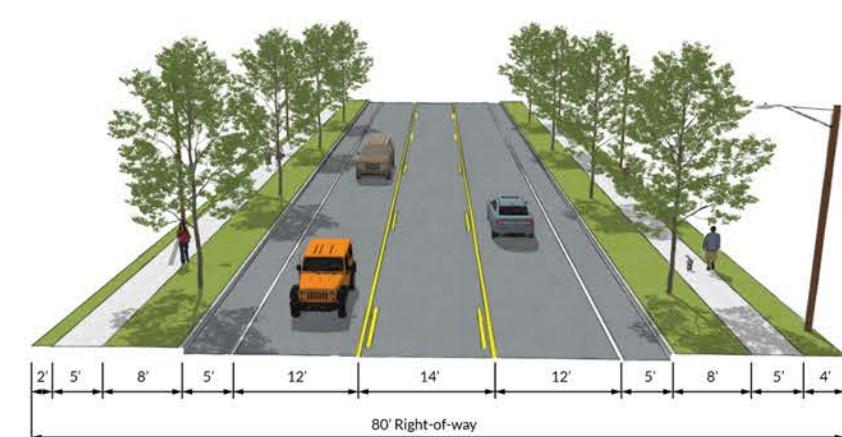
Ridge Road Preferred Cross-Section



Gravel Road Preferred Cross-Section



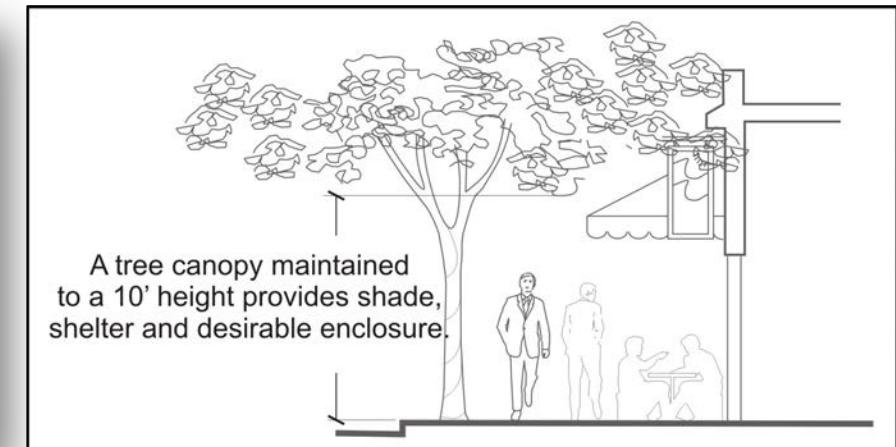
Empire Boulevard Preferred Cross-Section



# Transportation & Streetscape

## Install Street Furnishings, Lighting and Other Amenities

- Street trees, consistent street furnishings and amenities, lighting, sidewalks, crosswalks, etc.
  - Gravel Road
  - Ridge Road
  - Empire Boulevard



# Transportation & Streetscape

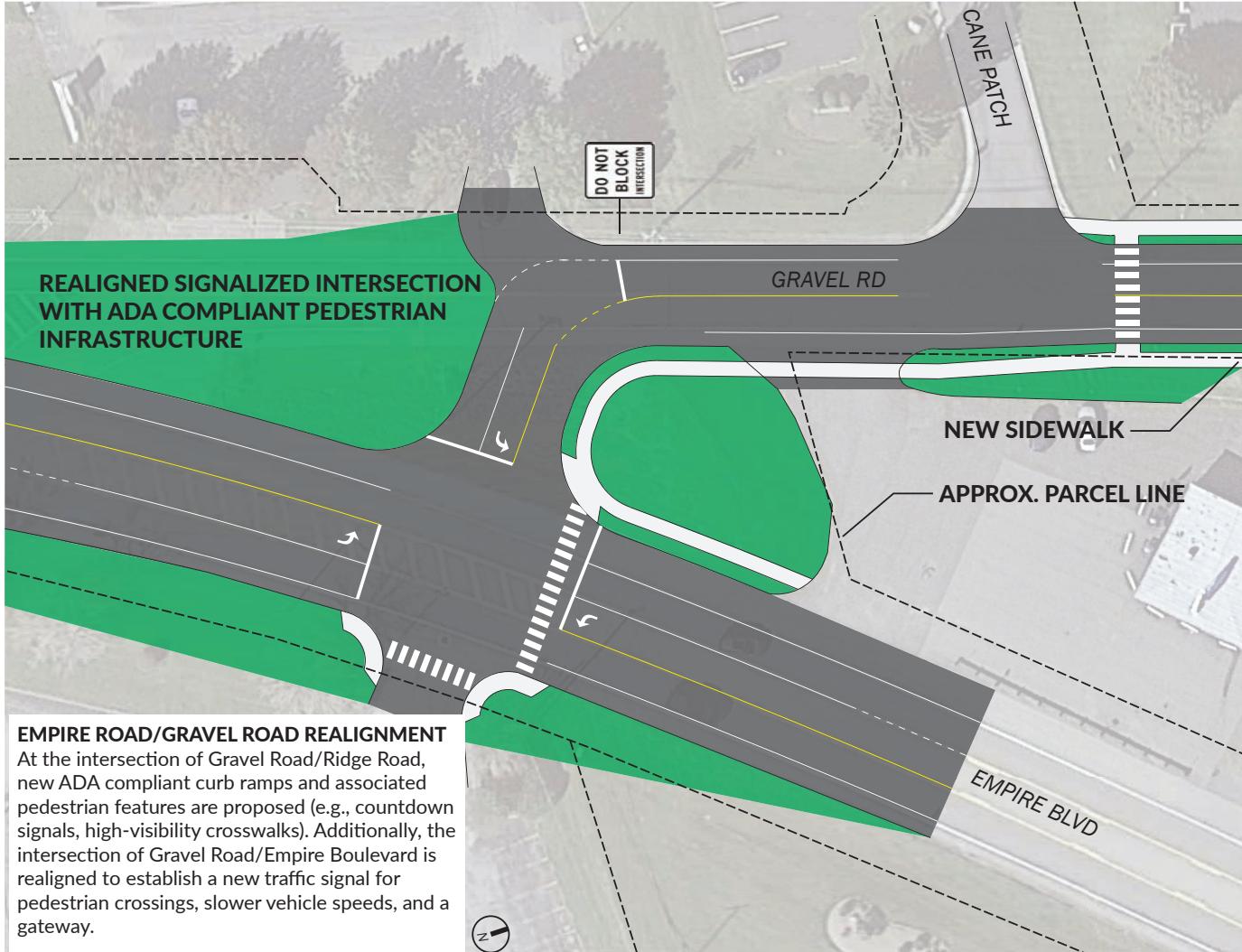
## Implement Access Management Practices for Empire Boulevard

DRAFT



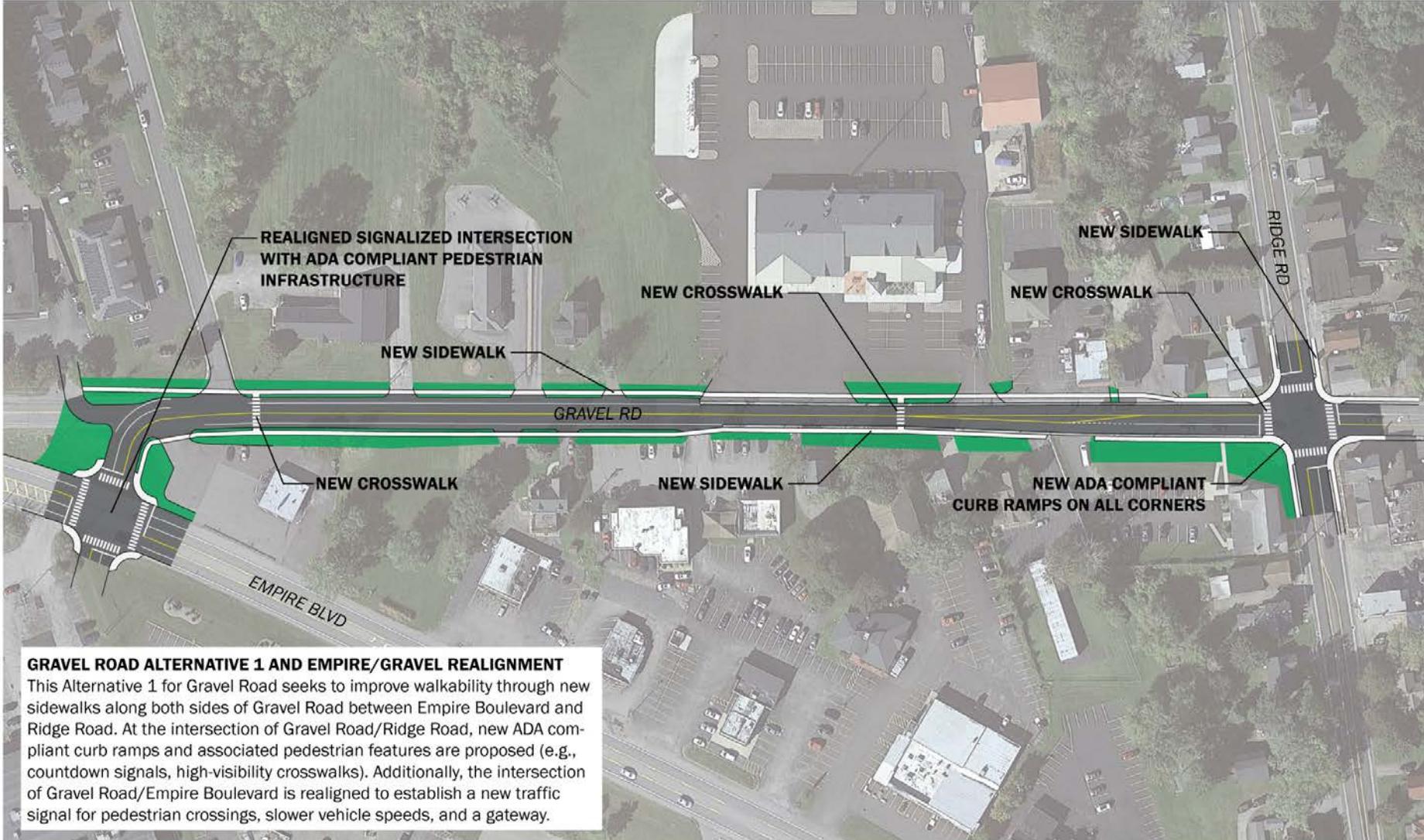
# Transportation & Streetscape

## Redesign the Intersection of Gravel Road and Empire Boulevard



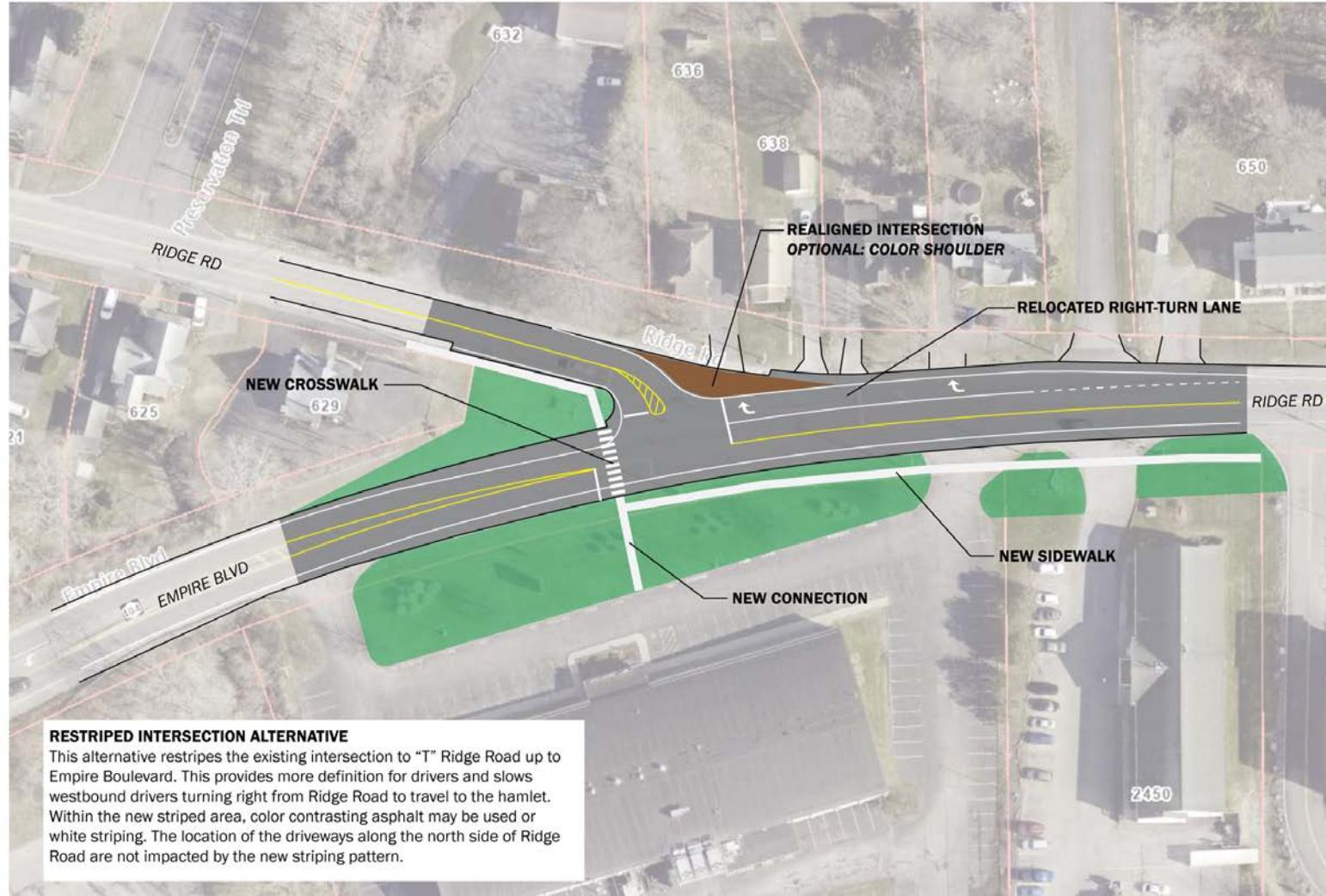
# Transportation & Streetscape

## Implement Roadway & Streetscape Improvement to Gravel Road



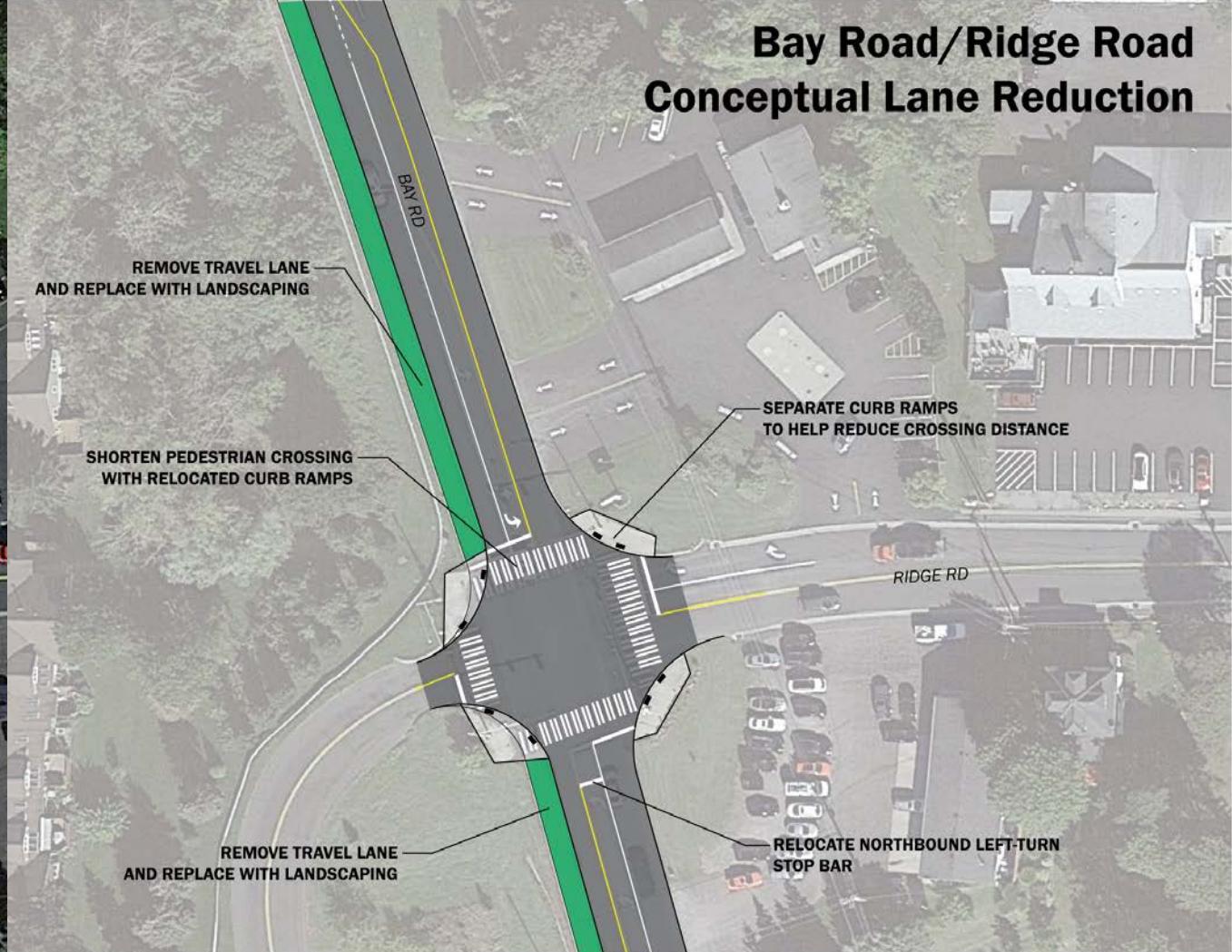
# Transportation & Streetscape

## Redesign the Intersection of Ridge Road and Empire Boulevard



# Transportation & Streetscape

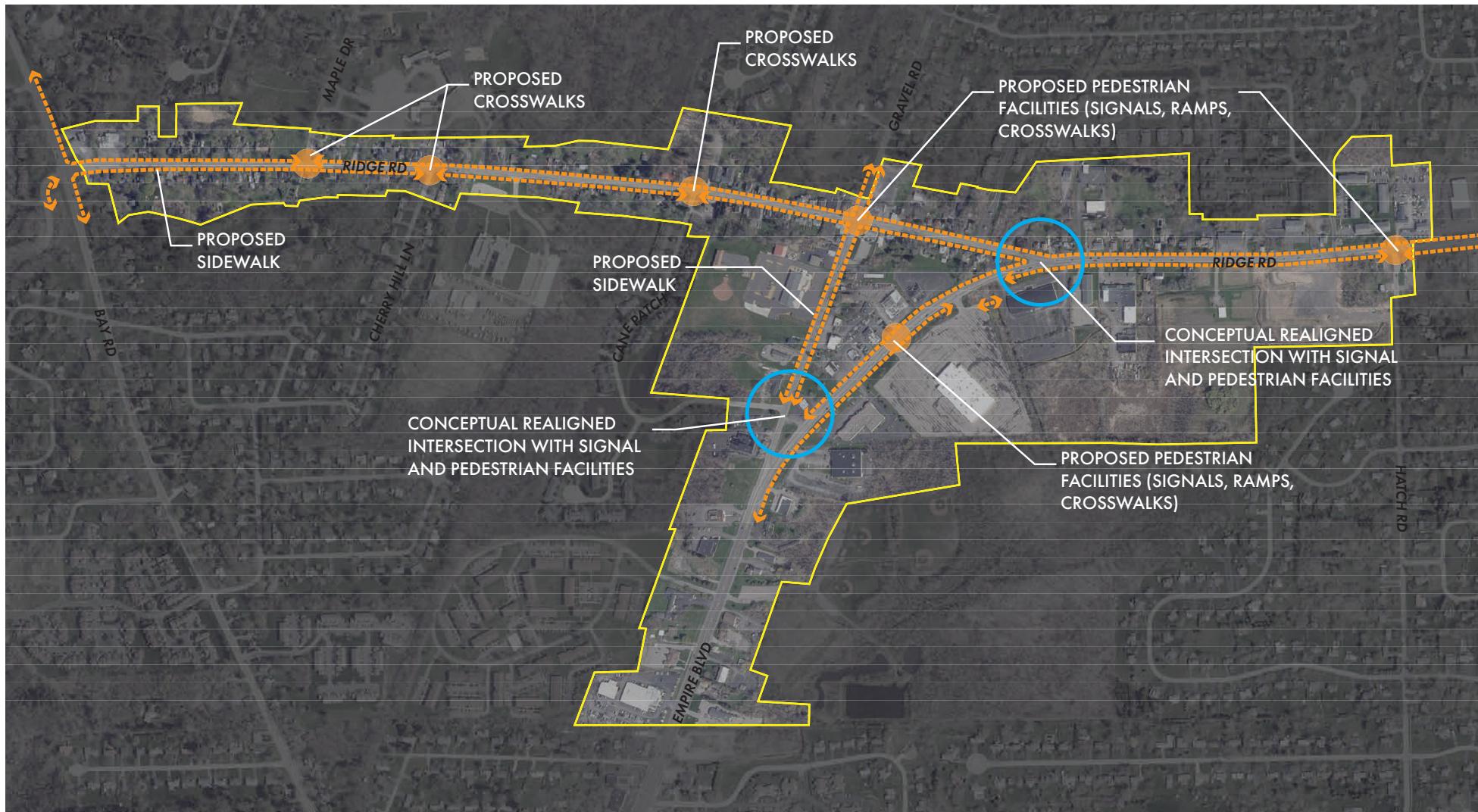
## Reduce Lanes on Bay Road Near Intersection with Ridge Road



# Transportation & Streetscape

## Pursue Improvements to Pedestrian Facilities and Crossings

Includes ADA-Compliant Curb Ramps

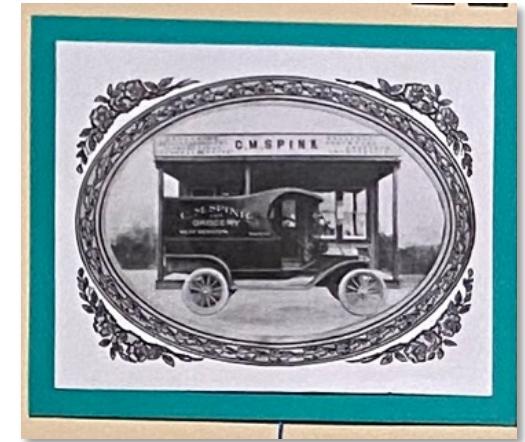
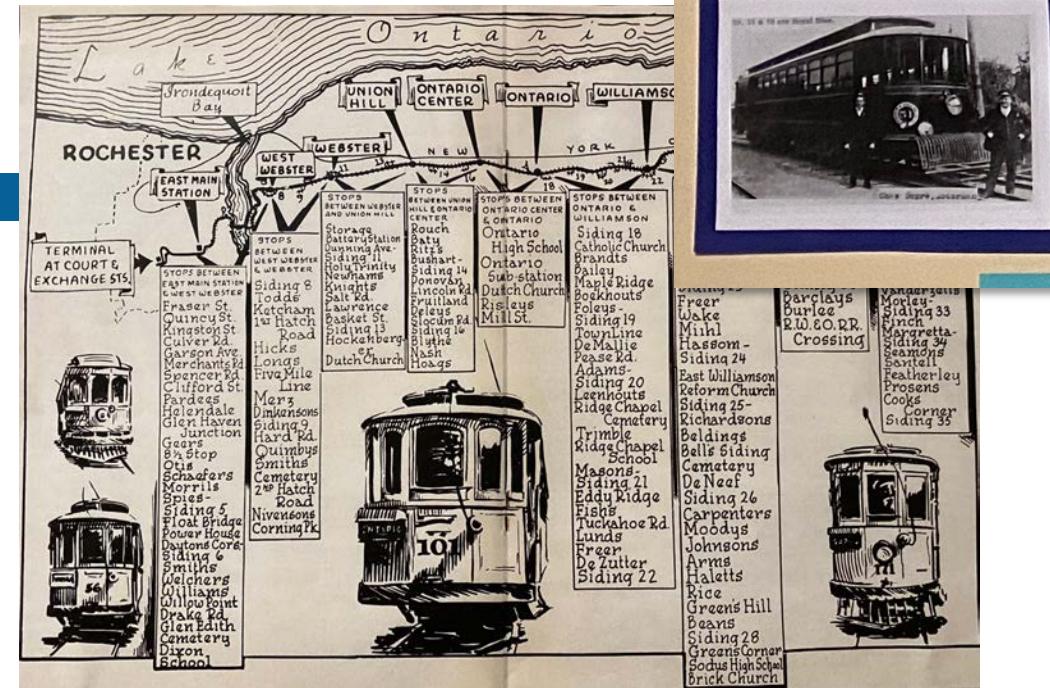
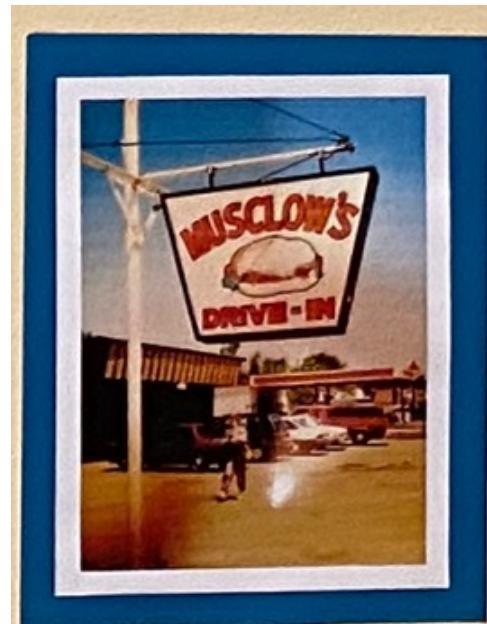


### Legend

- Study Area Boundary:** Yellow line
- Proposed Sidewalk:** Dashed orange line with arrows
- Proposed Crosswalks:** Orange circle
- Conceptual Realignment:** Blue circle

# Theme- Inspiration

- Vintage
  - Trolley
  - The Ice House
  - Retro signage
  - Etc.



# Hamlet Wide

## Implement Branding Strategy Based on the Hamlet Vintage Theme

### GATEWAYS AND WAYFINDING

#### How did the shown design come about?

Once the project steering committee acknowledged that the 'Vintage' theme was the most selected theme option, several ideas for a theme design were explored.

The theme package to the right includes a historic fire truck to reflect a historic 'vintage' theme and, while this is a relevant image to consider in theme treatments, consideration should also be given to the possibility of including historic buildings and structures.

Each theme treatment on this page will have different applications. Some are scaled more for motorists while others are scaled for pedestrians.

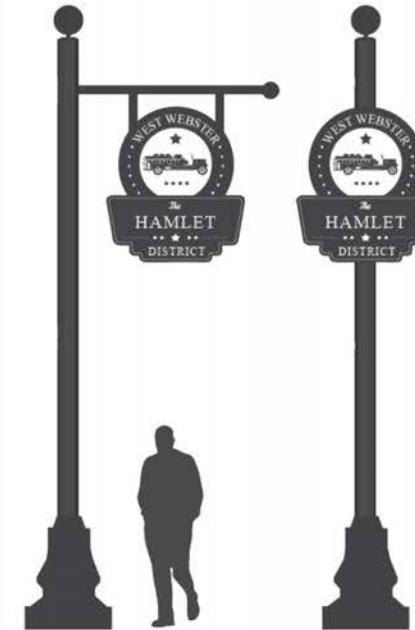
#### Gateway Treatment

- Important Gateway Locations such as the intersection of Bay Road and Ridge Road
- Should be placed in planted or landscaped areas where they can be seen by motorists and pedestrians entering the Hamlet area
- These gateway treatments can also be paired with or compatible with additional public art installations



#### Vehicle-Scaled Treatment

- Applicable along roadways in tree lawns and adjacent to sidewalks



#### Pedestrian-Scaled Treatment

- Applicable along pedestrian facilities including all sidewalks
- Should include wayfinding signage as well, indicating directional guidance for important destinations



# Hamlet Wide Code Enforcement & Priority Zone

- Expand Code Enforcement in the Hamlet
- Establish the Hamlet as a Priority Investment Zone



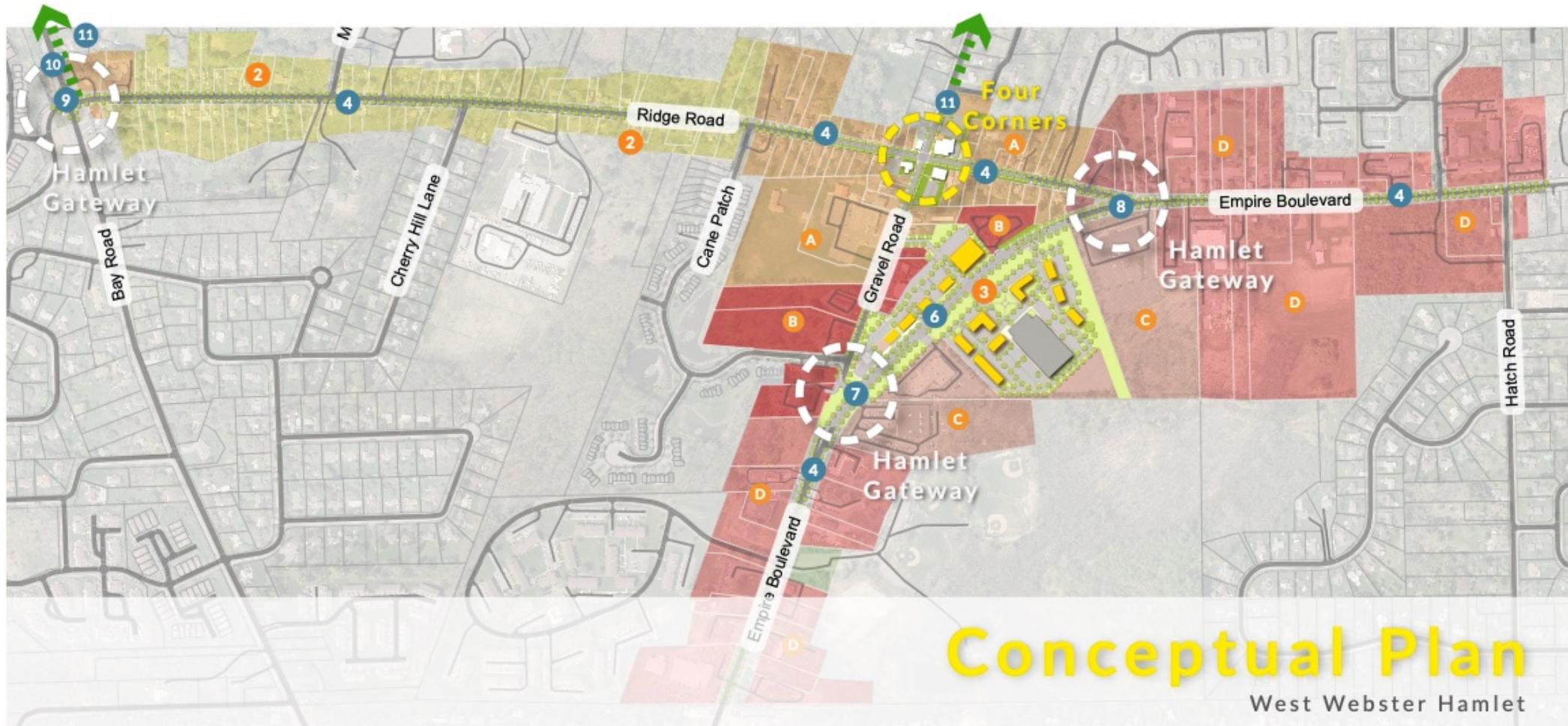
# Implementation

## IMPLEMENTATION MATRIX

		PAGE #	WHAT IS THE ESTIMATED COST?	WHAT FUNDING IS AVAILABLE?	WHO SHOULD BE INVOLVED?	WHAT IS THE DESIRED TIMELINE?
1.	REFINE AND ADOPT HAMLET MIXED USE DISTRICT TO ALIGN WITH FUTURE LAND USE MAP	XX	<ul style="list-style-type: none"> <li>The draft Hamlet District is included in the appendices. Town staff time is required.</li> </ul>	<ul style="list-style-type: none"> <li>No funding needed unless part of a comprehensive zoning update.</li> </ul>	<ul style="list-style-type: none"> <li>Town Staff, Planning Board, Zoning Board</li> <li>Adopted by the Town Board</li> </ul>	0-1 years
	 <p>This recommendation should be led by Town staff with assistance from the Planning Board as needed. Town staff should refine the draft district and coordinate with the Town Board as a zoning amendment. This could also be part of a larger update to the Town's Zoning Code.</p>					
2.	DEVELOP A MIXED RESIDENTIAL DISTRICT TO ALIGN WITH HAMLET FUTURE LAND USE MAP	XX	<ul style="list-style-type: none"> <li>\$10,000-\$15,000</li> <li>A comprehensive update to the Town's Zoning Code would cost \$150,000-\$200,000</li> </ul>	<ul style="list-style-type: none"> <li>General fund</li> <li>CFA - Smart Growth Grant for comprehensive zoning update</li> </ul>	<ul style="list-style-type: none"> <li>Town Staff, Planning Board, Zoning Board</li> <li>Planning Consultant</li> <li>Adopted by the Town Board</li> </ul>	2-4 years
	<p>This recommendation could be part of a larger update to the Town's Zoning Code. Regardless, this will necessitate engagement and communication with the community.</p>					
3.	ADOPT GREEN INFRASTRUCTURE REQUIREMENTS AND PRACTICES	XX	<ul style="list-style-type: none"> <li>Town Staff, Planning Board,</li> <li>A comprehensive update to the Town's Zoning Code would cost \$150,000-\$200,000</li> </ul>	<ul style="list-style-type: none"> <li>General fund</li> <li>CFA - Smart Growth Grant for comprehensive update</li> </ul>	<ul style="list-style-type: none"> <li>Town Staff, Planning Board, Zoning Board</li> <li>Consultant</li> <li>Adopted by the Town Board</li> </ul>	2-4 years
	<p>This recommendation could be part of a larger update to the Town's Zoning Code or could be developed by Town staff</p>					
4.	IMPLEMENT PREFERRED STREETSCAPE IMPROVEMENTS	XX	<ul style="list-style-type: none"> <li>\$XX-\$XX</li> </ul>	<ul style="list-style-type: none"> <li>CMAQ</li> <li>CHIPS</li> <li>Highway Safety Improvement Program</li> <li>Surface Transportation Block Grant</li> </ul>	<ul style="list-style-type: none"> <li>Town staff</li> <li>MCDOT</li> <li>Consultant</li> </ul>	1-3 year
	 <p>Gravel Road</p>					
	<p>Ridge Road</p> <p>Segment 1: Cane Patch to Empire Boulevard</p> <p>Segment 2: Cane Patch to Bay Road</p>		<ul style="list-style-type: none"> <li>\$XX-\$XX</li> <li>\$XX-\$XX</li> <li>\$XX-\$XX</li> </ul>	<ul style="list-style-type: none"> <li>Surface Transportation Block Grant</li> </ul>	<ul style="list-style-type: none"> <li>Town staff</li> <li>Consultant</li> <li>Funding Agency</li> </ul>	<ul style="list-style-type: none"> <li>1-3 years</li> <li>3-5 years</li> </ul>
	<p>Empire Boulevard</p>		<ul style="list-style-type: none"> <li>\$XX-\$XX</li> </ul>		<ul style="list-style-type: none"> <li>Town staff</li> <li>NYSDOT</li> <li>Consultant</li> </ul>	5-10 years
5.	INSTALL ADA-COMPLIANT CURB RAMPS AND MID-BLOCK CROSSINGS DURING STREETSCAPE IMPROVEMENTS	XX	<ul style="list-style-type: none"> <li>\$XX-\$XX</li> </ul>	<ul style="list-style-type: none"> <li>CMAQ</li> <li>CDBG</li> <li>CHIPS</li> <li>Surface Transportation Block Grant</li> <li>TAP</li> </ul>	<ul style="list-style-type: none"> <li>Town staff</li> <li>MCDOT</li> <li>NYSDOT</li> </ul>	1-3 years
	<p>The Town should expect to take the lead on this project, but should also work closely and collaboratively with NYSDOT and MCDOT.</p>					



Phase 1



## Land Use & Development

- Refine and Adopt Hamlet Mixed Use District
  - Mixed-Use Hamlet
  - Mixed-Use Transition
  - Mixed-Use Corridor
  - Commercial
- Develop a Mixed Residential District
- Adopt Green Infrastructure Requirements and Practices

## Transportation & Streetscape

- Implement Preferred Streetscape Improvements
- Install ADA-Compliant Curb Ramps and Mid-Block Crossings
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- Redesign the Intersection of Gravel Road and Empire Boulevard
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- Reduce Lanes on Bay Road Near Intersection with Ridge Road

		PAGE #	WHAT IS THE ESTIMATED COST?	WHAT FUNDING IS AVAILABLE?	WHO SHOULD BE INVOLVED?	WHAT IS THE DESIRED TIMELINE?
6.	IMPLEMENT ACCESS MANAGEMENT PRACTICES FOR EMPIRE BOULEVARD  Town staff should work with the NYSDOT on implementing access management along Empire Boulevard. This recommendation should be part of an update to the Town's Zoning Code. Regardless, this will necessitate engagement and communication with property owners and implemented as redevelopment occurs.	XX	<ul style="list-style-type: none"> <li>Varies - part of redevelopment projects</li> </ul>	<ul style="list-style-type: none"> <li>CFA - Smart Growth Grant for comprehensive zoning update</li> </ul>	<ul style="list-style-type: none"> <li>Town staff</li> <li>NYSDOT</li> <li>Property owners</li> </ul>	<ul style="list-style-type: none"> <li>1+ years (ongoing)</li> </ul>
7.	REDESIGN THE INTERSECTION OF GRAVEL ROAD AND EMPIRE BOULEVARD WITH PREFERRED TREATMENT  This recommendation should be initiated by the Town with close collaboration with NYSDOT.	XX	<ul style="list-style-type: none"> <li>\$XX-\$XX</li> </ul>	<ul style="list-style-type: none"> <li>CMAQ</li> <li>CDBG</li> <li>CHIPS</li> <li>Surface Transportation Block Grant</li> <li>TAP</li> </ul>	<ul style="list-style-type: none"> <li>Town staff</li> <li>NYSDOT</li> <li>Property owners</li> </ul>	<ul style="list-style-type: none"> <li>5-10 years</li> </ul>
8.	REDESIGN THE INTERSECTION OF RIDGE ROAD AND EMPIRE BOULEVARD WITH PREFERRED TREATMENT  This recommendation should be initiated by the Town with close collaboration with NYSDOT.	XX	<ul style="list-style-type: none"> <li>\$XX-\$XX</li> </ul>	<ul style="list-style-type: none"> <li>CMAQ</li> <li>CDBG</li> <li>CHIPS</li> <li>Surface Transportation Block Grant</li> <li>TAP</li> </ul>	<ul style="list-style-type: none"> <li>Town staff</li> <li>NYSDOT</li> <li>Property owners</li> </ul>	<ul style="list-style-type: none"> <li>5-10 years</li> </ul>
9.	PURSUE IMPROVEMENTS TO PEDESTRIAN FACILITIES AND CROSSINGS AT THE BAY ROAD INTERSECTION  This recommendation should be initiated by the Town with close collaboration with MCDOT.	XX	<ul style="list-style-type: none"> <li>\$XX-\$XX</li> </ul>	<ul style="list-style-type: none"> <li>CMAQ</li> <li>CDBG</li> <li>CHIPS</li> <li>Surface Transportation Block Grant</li> <li>TAP</li> </ul>	<ul style="list-style-type: none"> <li>Town staff</li> <li>MCDOT</li> </ul>	<ul style="list-style-type: none"> <li>3-5 years</li> </ul>
10.	REDUCE LANES ON BAY ROAD NEAR INTERSECTION WITH RIDGE ROAD  This recommendation should be initiated by the Town with close collaboration with MCSDOT.	XX	<ul style="list-style-type: none"> <li>\$XX-\$XX</li> </ul>	<ul style="list-style-type: none"> <li>CMAQ</li> <li>CDBG</li> <li>CHIPS</li> <li>Surface Transportation Block Grant</li> <li>TAP</li> </ul>	<ul style="list-style-type: none"> <li>Town staff</li> <li>MCDOT</li> </ul>	<ul style="list-style-type: none"> <li>3-5 years</li> </ul>

		PAGE #	WHAT IS THE ESTIMATED COST?	WHAT FUNDING IS AVAILABLE?	WHO SHOULD BE INVOLVED?	WHAT IS THE DESIRED TIMELINE?
11.	PURSUE TRAIL CONNECTIONS TO EXISTING ROUTE 104 TRAIL	XX	• \$XX-\$XX	• CMAQ • CDBG • CHIPS • Surface Transportation Block Grant • TAP	• Town staff • NYSDOT • MCDOT	• 5+ years
	This recommendation should be initiated by the Town but will require close coordination with MCDOT for improvements.					
12.	IMPLEMENT BRANDING STRATEGY BASED ON HAMLET / VINTAGE THEME	XX	• \$25,000-\$35,000	• CFA - Consolidated Funding Application	• Town staff • NYSDOT • MCDOT • Local stakeholders, such as Fire Dept., Webster Museum and Historical Society etc.	• 1+ years (on-going)
	This project must be initiated by the Town with coordination with NYSDOT and MCDOT when proposed work is within the right-of-way is required. Collaboration with local stakeholders should also take place in the planning and design phase.					
13.	EXPAND CODE ENFORCEMENT IN THE HAMLET	XX	• Time for Town staff	• Town of Webster	• Town staff • Local property owners and stakeholders	• 0+ years (on-going)
	This project must be initiated by the Town and should focus on enforcing the property maintenance, front yard parking, etc.					
14.	ESTABLISH THE HAMLET AS A PRIORITY INVESTMENT ZONE	XX	• \$10,000+	• CDBG • CFA - Consolidated Funding Application • Banks	• Town staff • NYSDOT • MCDOT • Local property owners.	• 1+ years (on-going)
	This project must be initiated by the Town but could include other partners such as Monroe County and funding organizations such as local banks and State grant agencies.					

## ACRONYMS

- RAISE: Rebuilding American Infrastructure with Sustainability and Equity
- CDBG: Community Development Block Grants
- CFA: Consolidated Funding Application
- CHIPS: Consolidated Local Street and Highway Improvement Program
- CMAQ: Congestion Mitigation and Air Quality Improvement Program
- MCDOT: Monroe County Department of Transportation
- NYS DOT: New York State Department of Transportation

# Abbott's Site Discussion

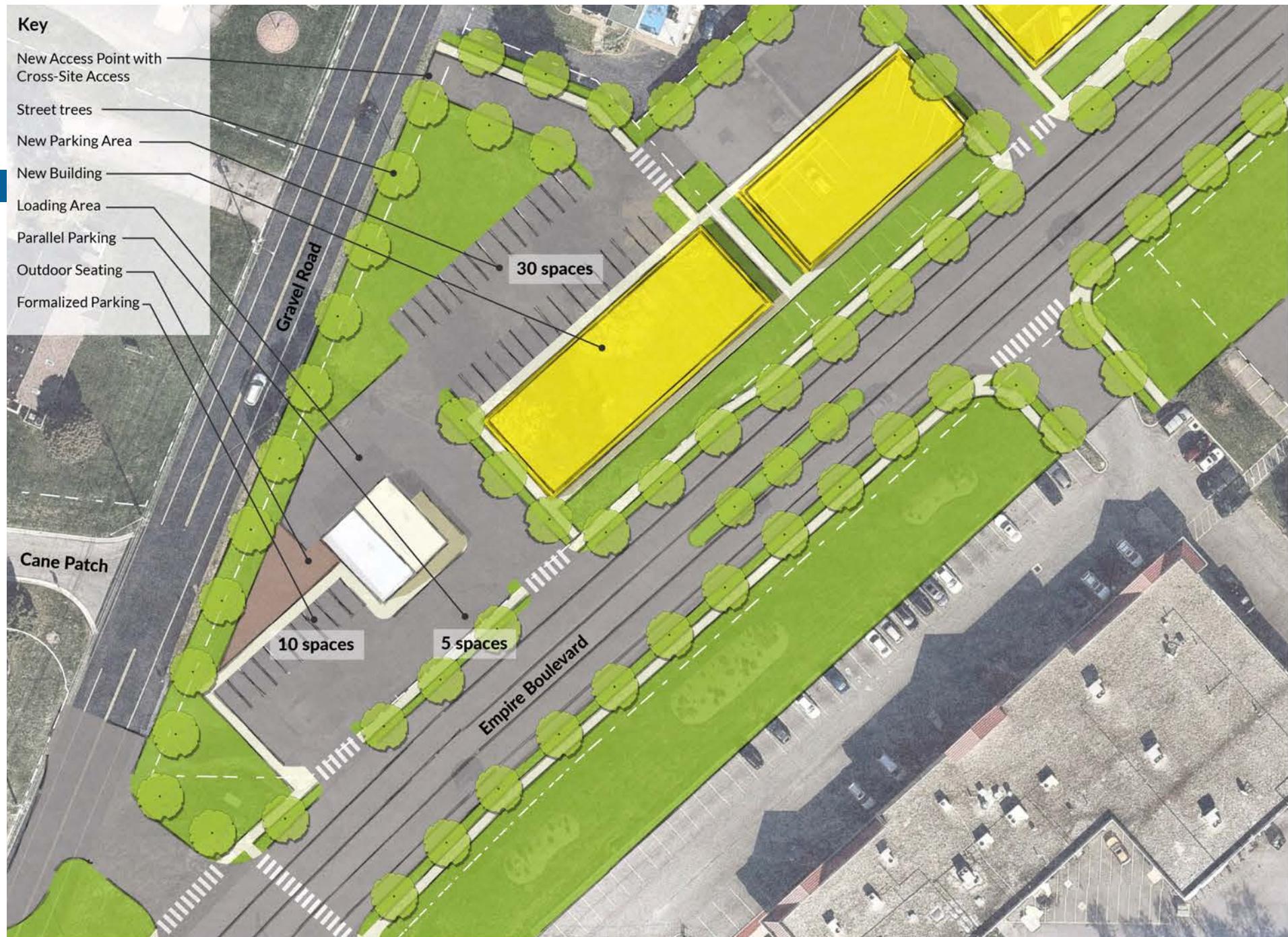
# Abbott's Site Discussion

- Abbott's reached out with concerns on Empire/Gravel alternatives
- Matt developed sketch
  - Formalized parking
  - New access
  - Outdoor seating
- Combined Matt's sketch with the redevelopment framework



# Site Sketch

- Use existing parcel
- Integrate with redevelopment
- Retain access on Empire
- Cross-site access still encouraged



# Focus Area #2 Development Alternatives

## □ Objectives:

- Transition between sub-urban and urban environments
- Improved pedestrian connectivity to Empire Blvd. and the Hamlet core

## □ Alternatives Shown

- Reduced access points
- Shared parking with cross-site access
- Mixed-use and commercial redevelopment
- Connected sidewalks and front entrances
- Tree lawn and street trees



## Focus Area #2 Development Concept



# Focus Area #2 Development Concept

## Key

- A** Tree lawn and street trees (40' on-center)
- B** Concrete sidewalks adjacent to tree lawn
- C** Pedestrian connections to public sidewalk
- D** Mixed-use buildings (6 buildings) - 2-3 stories
- E** Parking at rear or side of buildings - throughout
- F** Connected sidewalks and crossings - throughout
- G** Access to Gravel Road
- H** Cross-access between sites - throughout



# Focus Area #3 Development Alternatives

- **Objectives**
  - Calm traffic/reduce speeds
  - Improve safety and comfort for pedestrians
  - Eventual redevelopment of AMC Site – mixed use and multi-unit residential
  
- **Alternatives Shown**
  - Reduced access points / access management
  - Shared parking
  - Redevelopment (mixed-use)
    - Assumptions – e.g. AMC, AMF stay / go
    - Commercial, multi-unit housing, office
    - Integrate the public and private realms
    - Accommodate all modes



## Focus Area #3 Development Concept

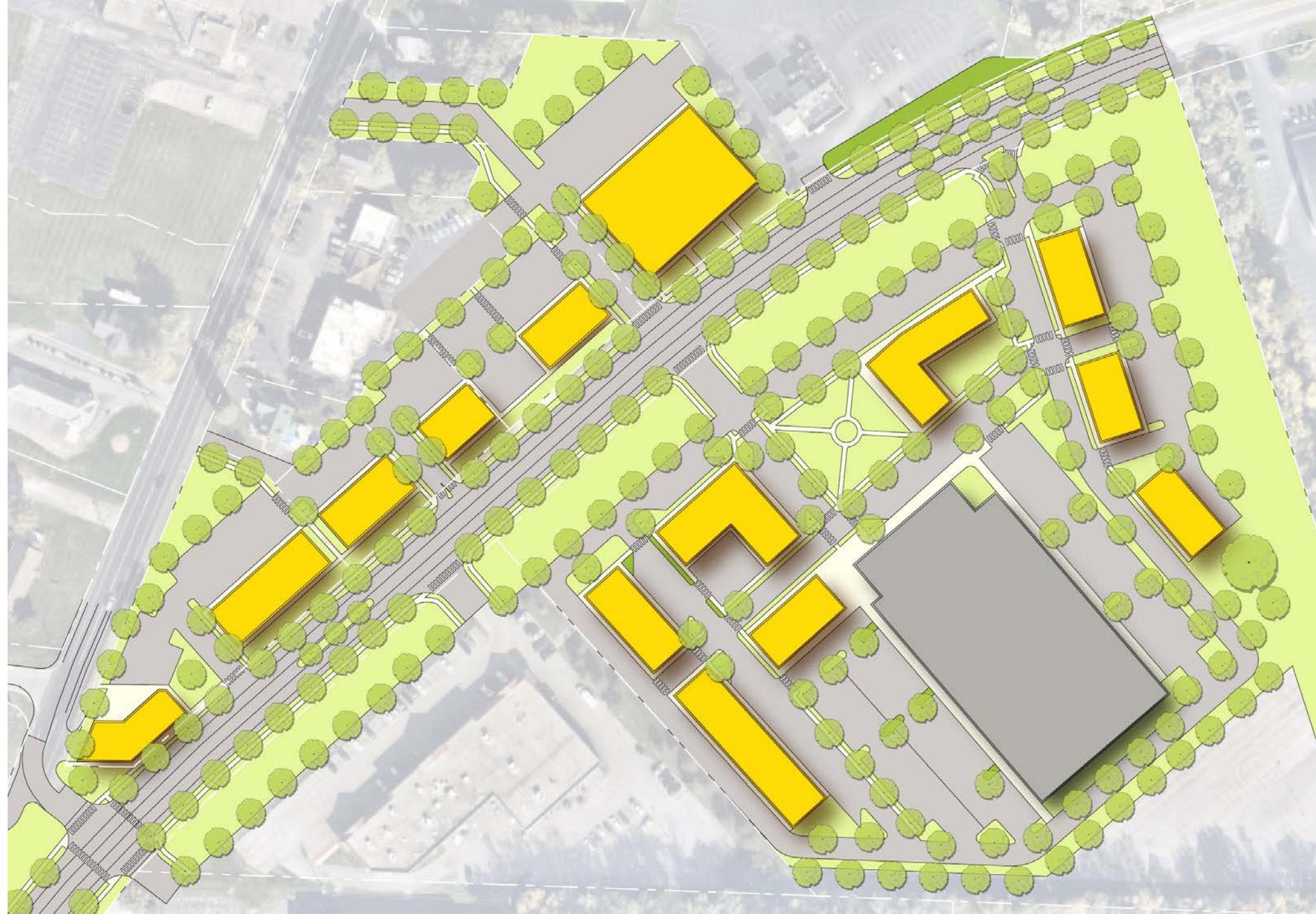


# Focus Area #3 Development Concept



## Key

- A** Tree lawn and street trees (40' on-center)
- B** Concrete sidewalks adjacent to tree lawn
- C** Public square
- D** Mixed-use building - 2-3 stories
- E** Residential building - 2-4 stories
- F** Parking in rear of buildings
- G** Angled parking on some streets
- H** Connected sidewalks and crossings
- I** Existing AMC building
- J** Tree islands
- K** Access road



# Next Steps

- Final Draft Plan Completed: May 31, 2023
- Presentation to the Town Board: June 22, 2023
- Plan acceptance / adoption: Summer 2023
- Consider Zoning Changes: Fall 2023
- Apply for Transportation Grants: Fall 2023
- Implementation of recommendations: 2023 & beyond