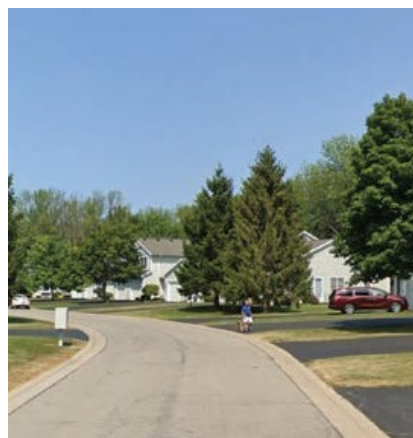
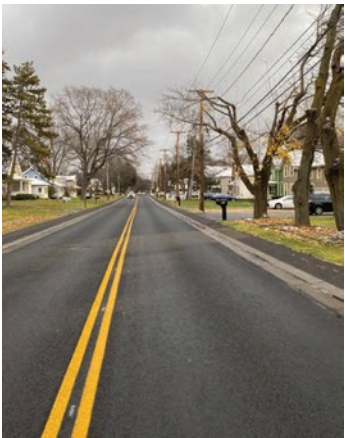


West Webster Hamlet Revitalization Plan



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

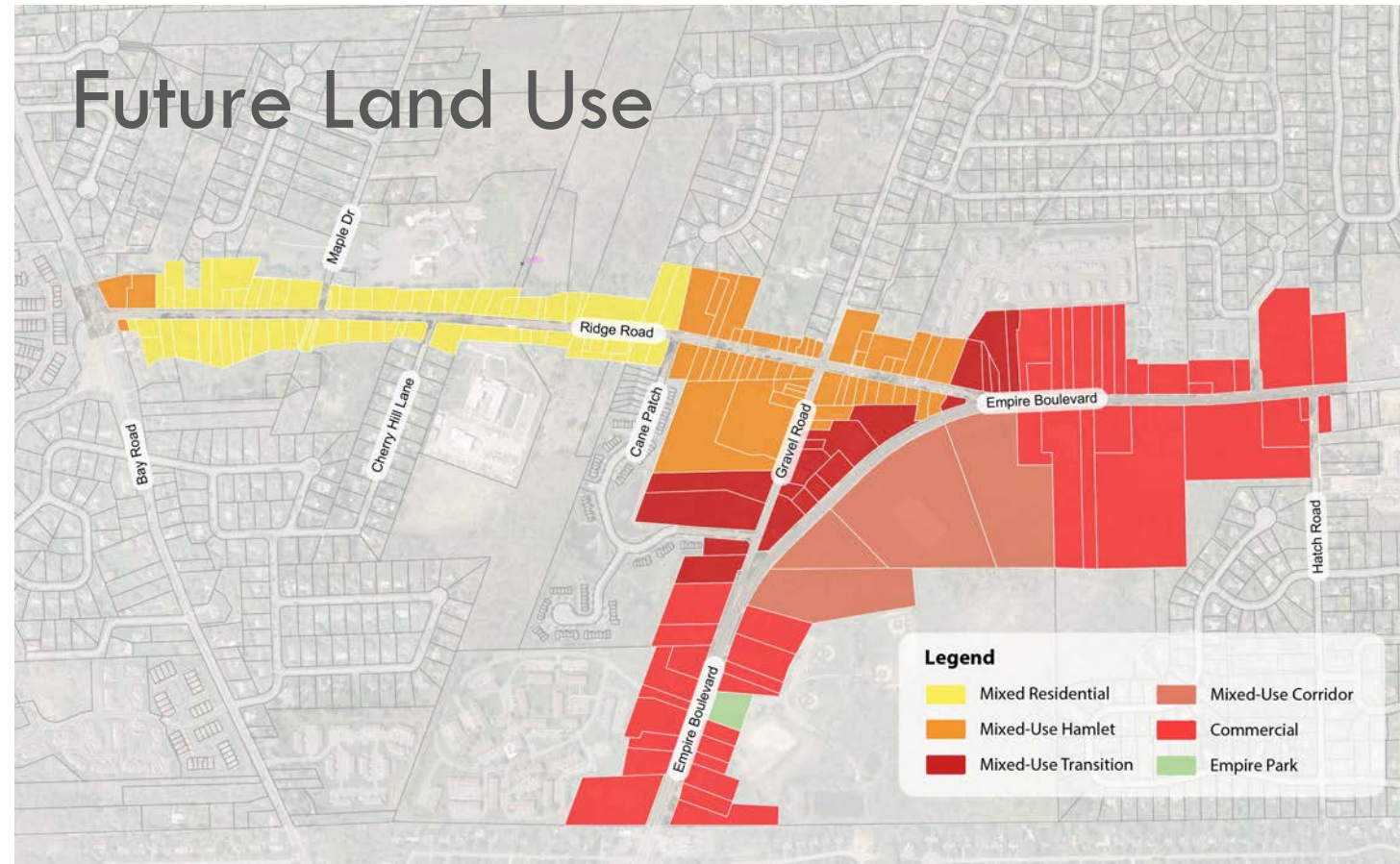
Transportation & Streetscape

- 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

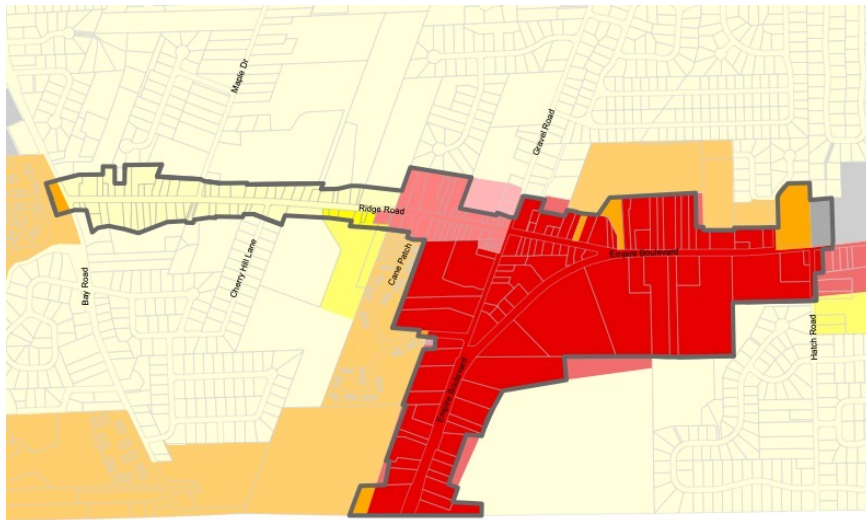
- Character areas/sub-districts, development standards, land uses, etc.
 - ▣ Four Corners
 - ▣ North Side of Empire
 - ▣ South Side of Empire









Land Use & Development

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

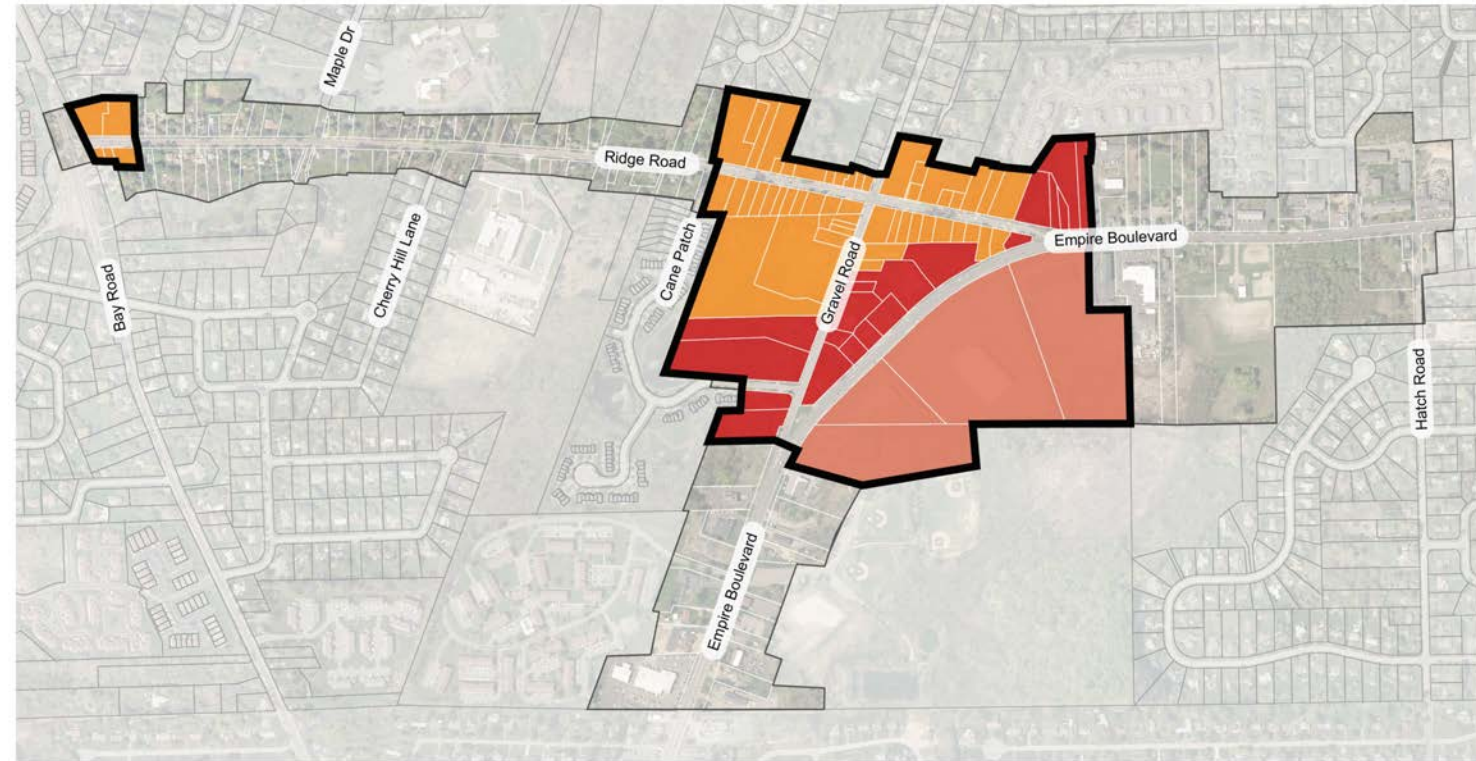
Existing Zoning



Legend

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

HAMLET MIXED-USE DISTRICT - PROPOSED BOUNDARY



Hamlet Mixed-use District

	Hamlet Core		Hamlet Transition		Hamlet Corridor
---	-------------	---	-------------------	---	-----------------

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

The Mixed Residential District is intended to permit and encourage a wider variety of residential options and types within the Hamlet of West Webster.

This district will permit existing single-unit homes, but will also allow for duplexes, triplexes and four-plexes to better provide for "missing middle" housing in Webster. These housing options would preferably be at a "house-scale" to better blend within the existing built environment and character of the Hamlet.



Single-unit



Duplex



Four-flex

Land Use & Development

Adopt Green Infrastructure Requirements and Practices

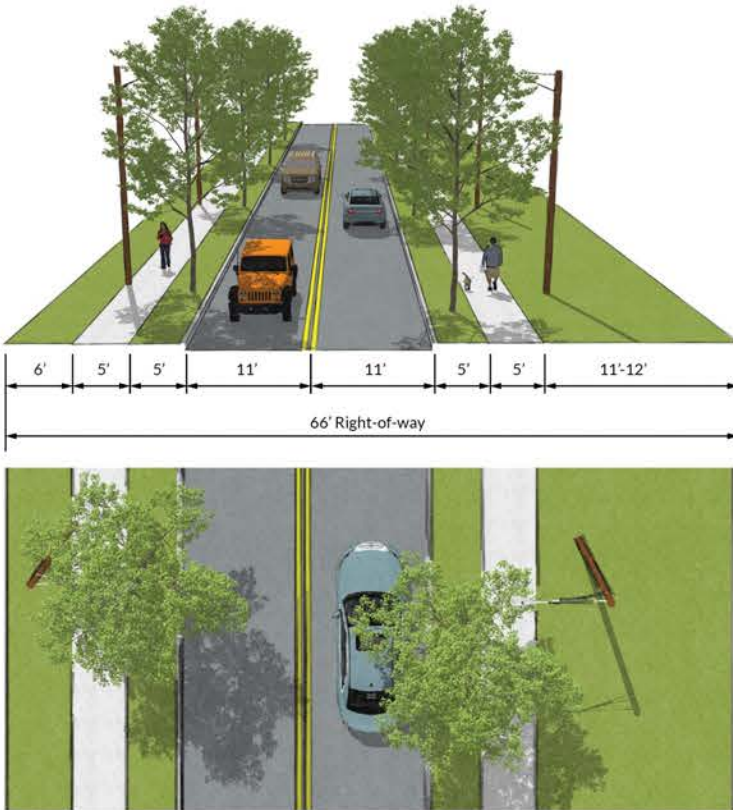
- Examples of a naturalized stormwater planter systems
- Target contiguous tree lawn areas



Transportation & Streetscape

Implement Preferred Streetscape Improvements

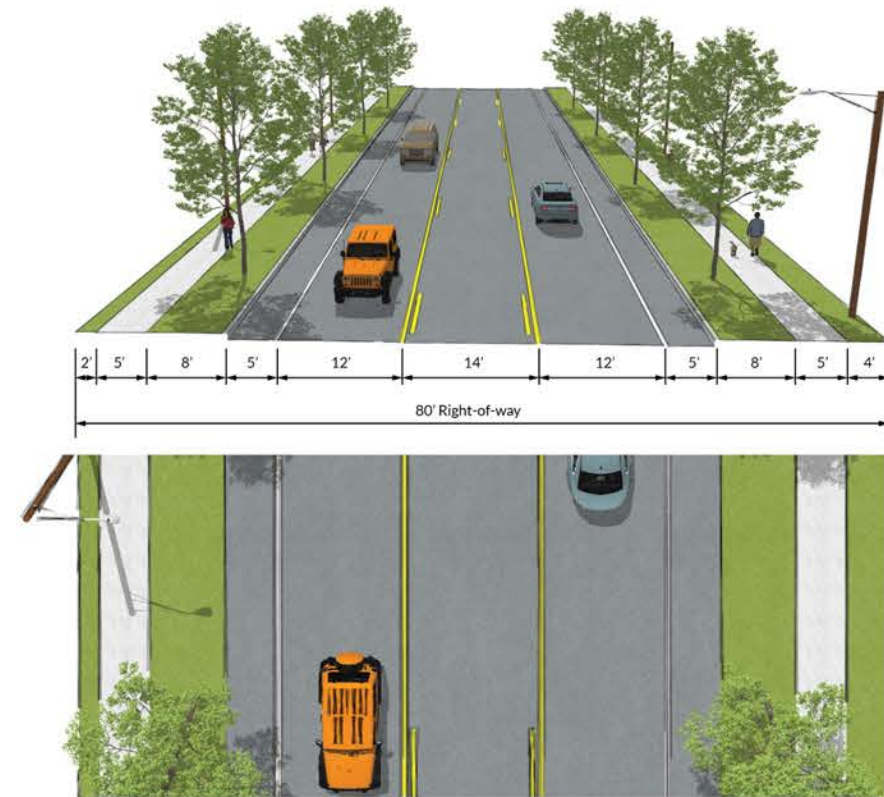
Ridge Road Preferred Cross-Section



Gravel Road Preferred Cross-Section



Empire Boulevard Preferred Cross-Section

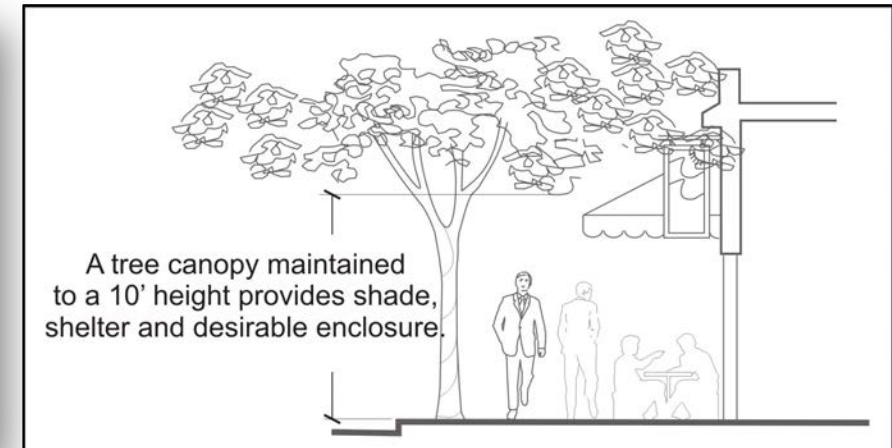


Transportation & Streetscape

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



BENEFITS OF ACCESS MANAGEMENT

- 1. Reduced conflict points for pedestrians and motorists.
- 2. Improved traffic operations at driveways.
- 3. Improved operations of through traffic along arterial.
- 4. Enhanced definition of driveway access.

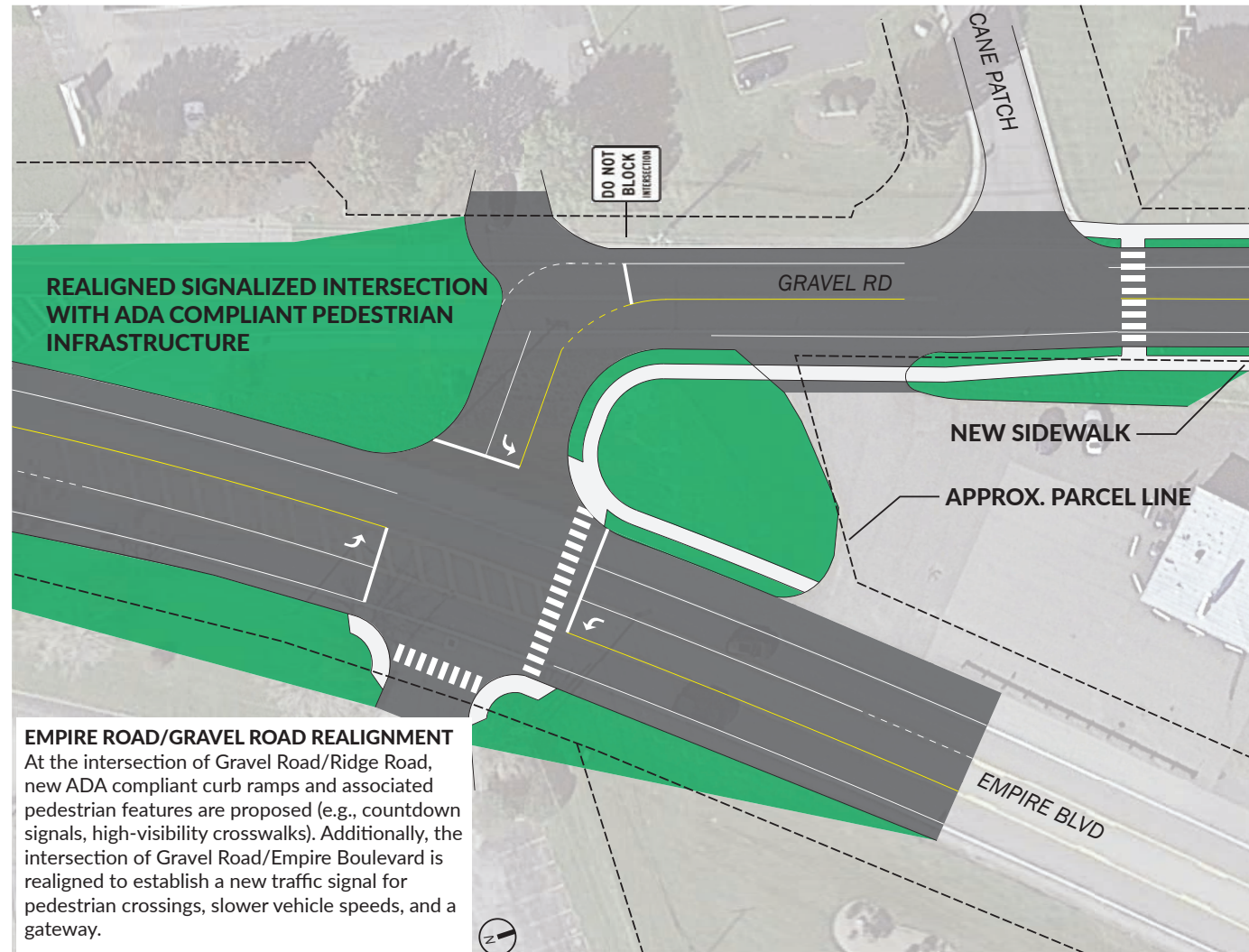
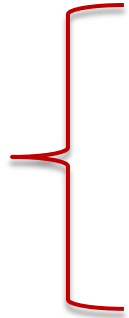
KEY

- Full Access
- Limited Access
- No Access
- ⬇ Access Control
- ↔ Proposed Cross Access
- ↔ Existing Cross Access

Note:
Arrows indicate the direction of travel for an entering or exiting vehicle. Limited access refers to driveways with movement restrictions (i.e., enter only, exit only, right-in/right-out).

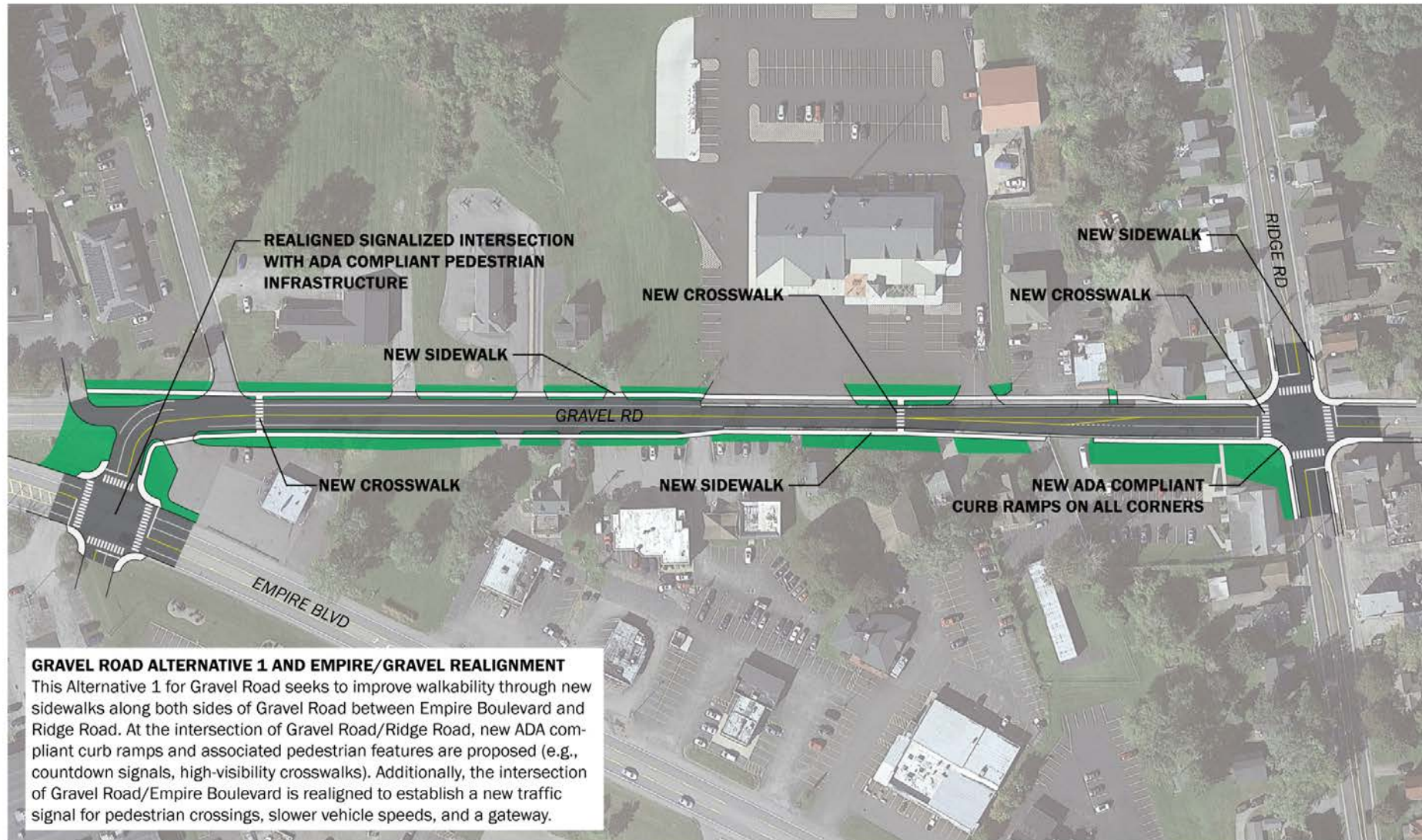
Transportation & Streetscape

Redesign the Intersection of Gravel Road and Empire Boulevard



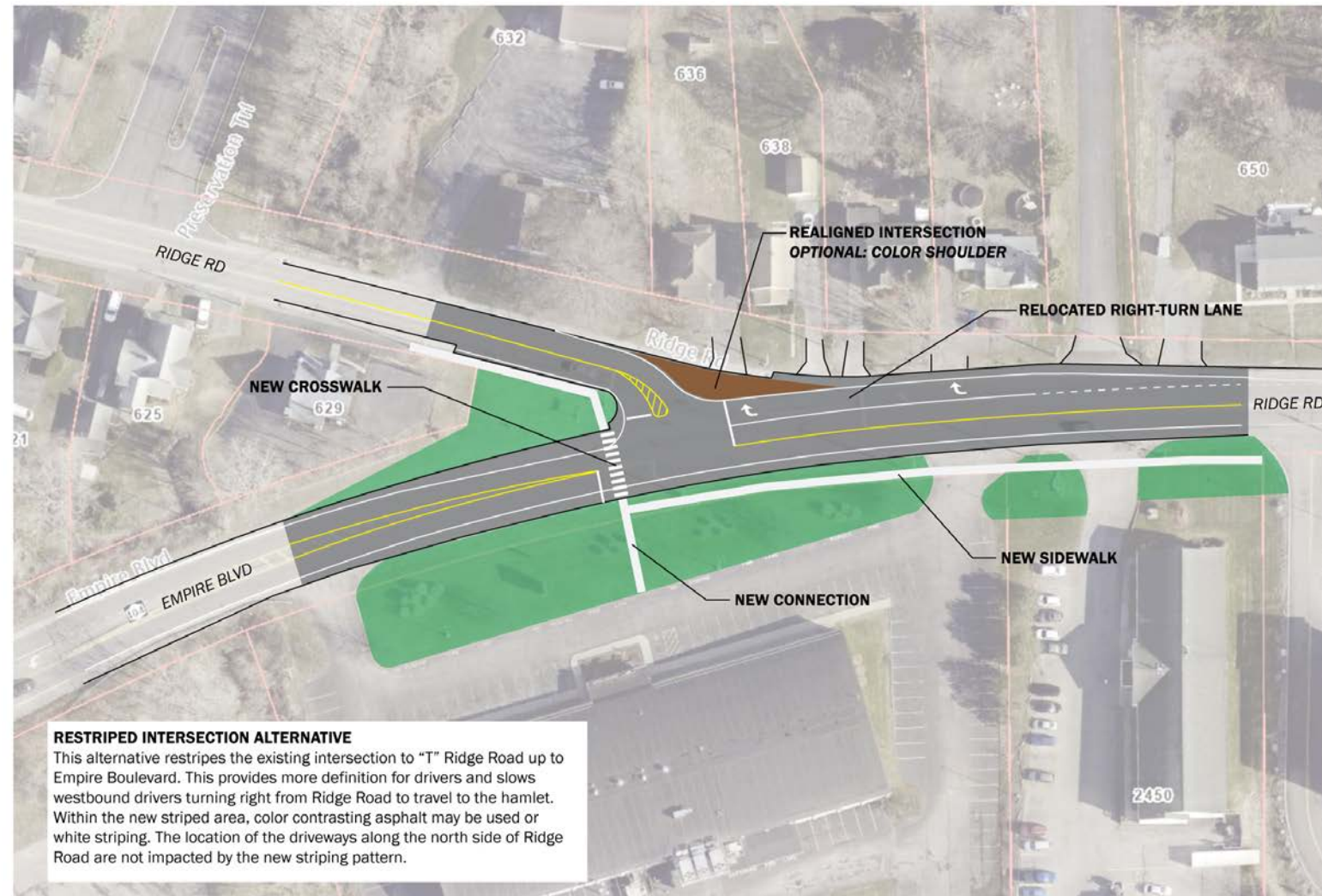
Transportation & Streetscape

Implement Roadway & Streetscape Improvement to Gravel Road



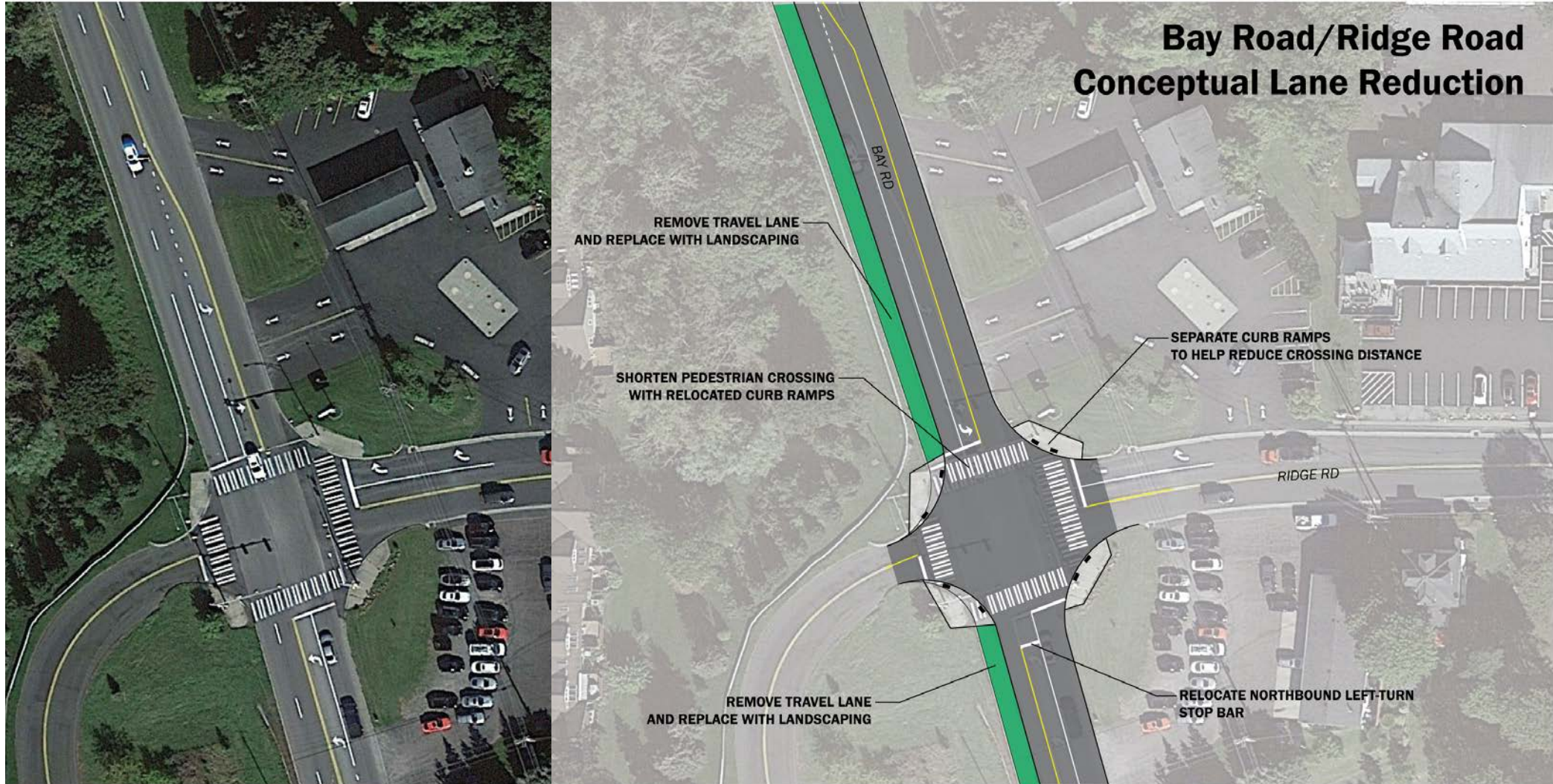
Transportation & Streetscape

Redesign the Intersection of Ridge Road and Empire Boulevard



Transportation & Streetscape

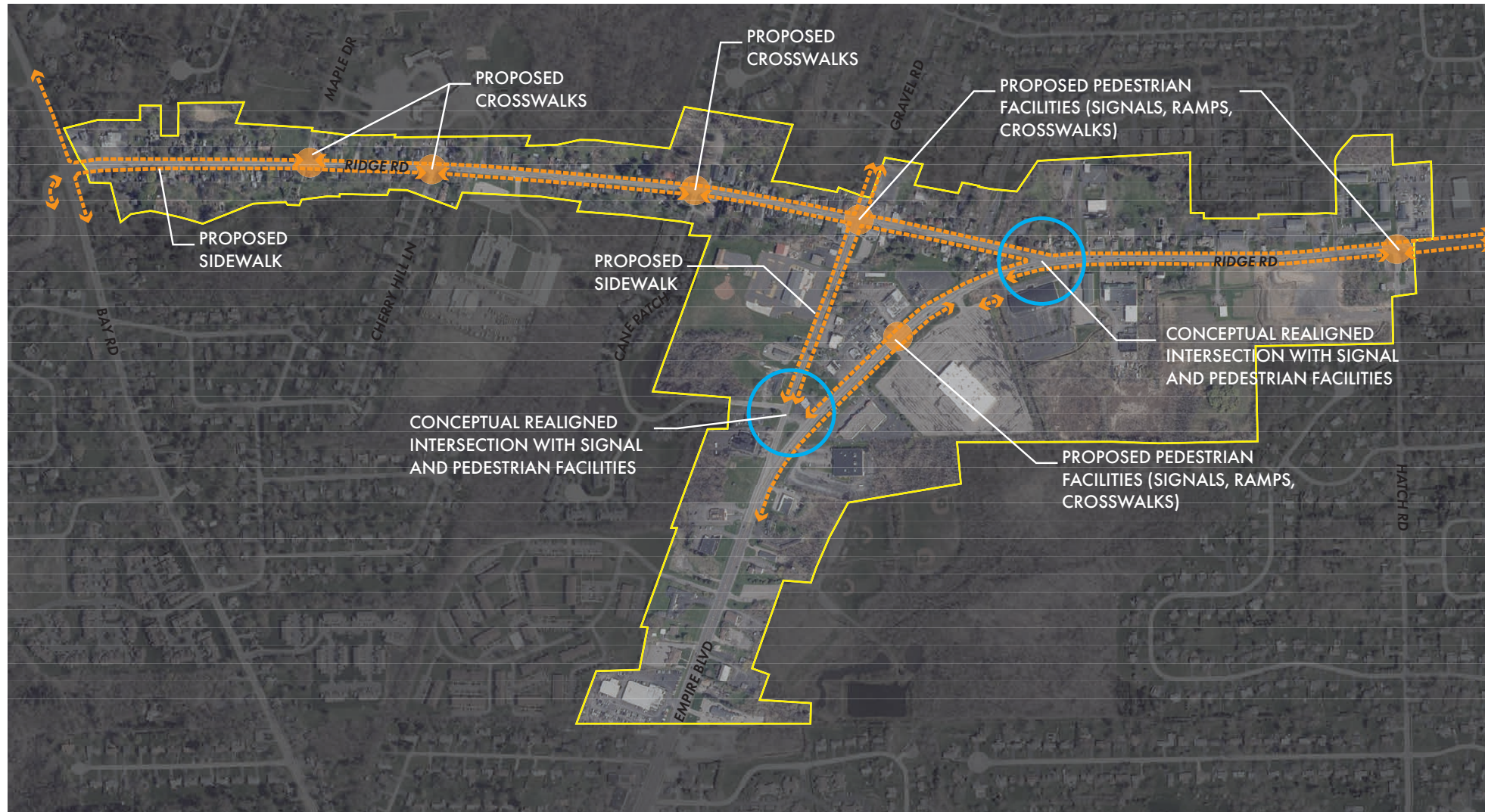
Reduce Lanes on Bay Road Near Intersection with Ridge Road







Transportation & Streetscape

Pursue Improvements to Pedestrian Facilities and Crossings

Includes ADA-Compliant Curb Ramps

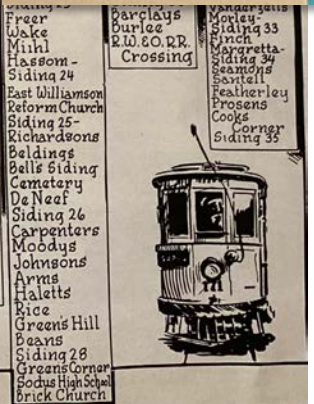
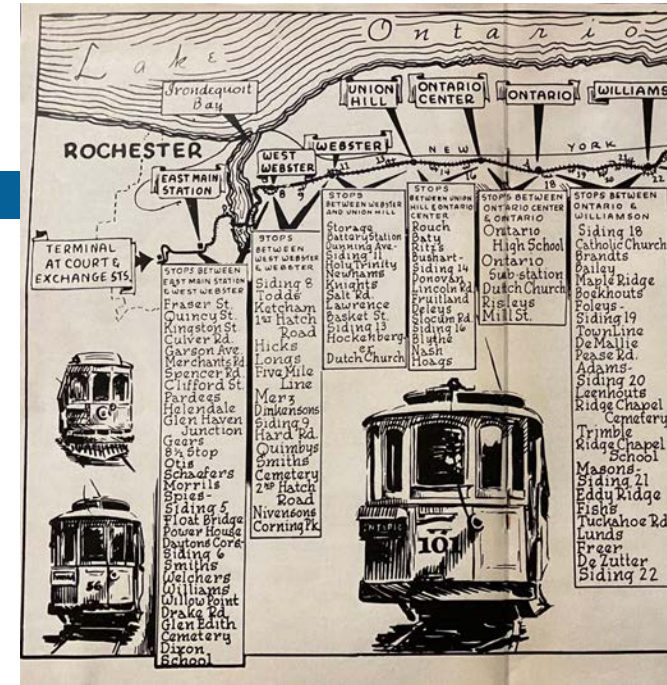


Legend

-  Study Area Boundary
-  Proposed Sidewalk
-  Proposed Crosswalks
-  Conceptual Realignment

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



1. **REFINE AND ADOPT HAMLET MIXED USE DISTRICT TO ALIGN WITH FUTURE LAND USE MAP**
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.

2. **DEVELOP A MIXED RESIDENTIAL DISTRICT TO ALIGN WITH HAMLET FUTURE LAND USE MAP**
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.

3. **ADOPT GREEN INFRASTRUCTURE REQUIREMENTS AND PRACTICES**
This recommendation could be part of a larger update to the Town's Zoning Code or could be developed by Town staff



4. **IMPLEMENT PREFERRED STREETScape IMPROVEMENTS**
This recommendation could be part of a larger update to the Town's Zoning Code or could be developed by Town staff

Phase 1

 - Gravel Road
 - Ridge Road
 - Segment 1: Cane Patch to Empire Boulevard
 - Segment 2: Cane Patch to Bay Road
 - Empire Boulevard

5. **INSTALL ADA-COMPLIANT CURB RAMPS AND MID-BLOCK CROSSINGS DURING STREETScape IMPROVEMENTS**
The Town should expect to take the lead on this project, but should also work closely and collaboratively with NYSDOT and MCDOT.

PAGE #	WHAT IS THE ESTIMATED COST?	WHAT FUNDING IS AVAILABLE?	WHO SHOULD BE INVOLVED?	WHAT IS THE DESIRED TIMELINE?
XX	<ul style="list-style-type: none"> The draft Hamlet District is included in the appendices. Town staff time is required. 	<ul style="list-style-type: none"> No funding needed unless part of a comprehensive zoning update. 	<ul style="list-style-type: none"> Town Staff, Planning Board, Zoning Board Adopted by the Town Board 	0-1 years
XX	<ul style="list-style-type: none"> \$10,000-\$15,000 A comprehensive update to the Town's Zoning Code would cost \$150,000-\$200,000 	<ul style="list-style-type: none"> General fund CFA - Smart Growth Grant for comprehensive zoning update 	<ul style="list-style-type: none"> Town Staff, Planning Board, Zoning Board Planning Consultant Adopted by the Town Board 	2-4 years
XX	<ul style="list-style-type: none"> Town Staff, Planning Board, A comprehensive update to the Town's Zoning Code would cost \$150,000-\$200,000 	<ul style="list-style-type: none"> General fund CFA - Smart Growth Grant for comprehensive update 	<ul style="list-style-type: none"> Town Staff, Planning Board, Zoning Board Consultant Adopted by the Town Board 	2-4 years
XX	<ul style="list-style-type: none"> \$XX-\$XX 	<ul style="list-style-type: none"> CMAQ CHIPS Highway Safety Improvement Program 	<ul style="list-style-type: none"> Town staff MCDOT Consultant 	1-3 year
	<ul style="list-style-type: none"> \$XX-\$XX 	<ul style="list-style-type: none"> Surface Transportation Block Grant 	<ul style="list-style-type: none"> Town staff Consultant Funding Agency 	1-3 years
	<ul style="list-style-type: none"> \$XX-\$XX 		<ul style="list-style-type: none"> Town staff NYSDOT Consultant 	3-5 years
	<ul style="list-style-type: none"> \$XX-\$XX 		<ul style="list-style-type: none"> Town staff NYSDOT Consultant 	5-10 years
XX	<ul style="list-style-type: none"> \$XX-\$XX 	<ul style="list-style-type: none"> CMAQ CDBG CHIPS Surface Transportation Block Grant TAP 	<ul style="list-style-type: none"> Town staff MCDOT NYSDOT 	1-3 years



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**
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Transportation & Streetscape

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- 11 **Pursue Trail Connections to Existing Route 104 Trail**

		PAGE #	WHAT IS THE ESTIMATED COST?	WHAT FUNDING IS AVAILABLE?	WHO SHOULD BE INVOLVED?	WHAT IS THE DESIRED TIMELINE?
6.	<p>IMPLEMENT ACCESS MANAGEMENT PRACTICES FOR EMPIRE BOULEVARD</p> <p>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.</p>	XX	<ul style="list-style-type: none"> Varies - part of redevelopment projects 	<ul style="list-style-type: none"> CFA - Smart Growth Grant for comprehensive zoning update 	<ul style="list-style-type: none"> Town staff NYSDOT Property owners 	<ul style="list-style-type: none"> 1+ years (on-going)
7.	<p>REDESIGN THE INTERSECTION OF GRAVEL ROAD AND EMPIRE BOULEVARD WITH PREFERRED TREATMENT</p> <p>This recommendation should be initiated by the Town with close collaboration with NYSDOT.</p>	XX	<ul style="list-style-type: none"> \$XX-\$XX 	<ul style="list-style-type: none"> CMAQ CDBG CHIPS Surface Transportation Block Grant TAP 	<ul style="list-style-type: none"> Town staff NYSDOT Property owners 	<ul style="list-style-type: none"> 5-10 years
8.	<p>REDESIGN THE INTERSECTION OF RIDGE ROAD AND EMPIRE BOULEVARD WITH PREFERRED TREATMENT</p> <p>This recommendation should be initiated by the Town with close collaboration with NYSDOT.</p>	XX	<ul style="list-style-type: none"> \$XX-\$XX 	<ul style="list-style-type: none"> CMAQ CDBG CHIPS Surface Transportation Block Grant TAP 	<ul style="list-style-type: none"> Town staff NYSDOT Property owners 	<ul style="list-style-type: none"> 5-10 years
9.	<p>PURSUE IMPROVEMENTS TO PEDESTRIAN FACILITIES AND CROSSINGS AT THE BAY ROAD INTERSECTION</p> <p>This recommendation should be initiated by the Town with close collaboration with MCDOT.</p>	XX	<ul style="list-style-type: none"> \$XX-\$XX 	<ul style="list-style-type: none"> CMAQ CDBG CHIPS Surface Transportation Block Grant TAP 	<ul style="list-style-type: none"> Town staff MCDOT 	<ul style="list-style-type: none"> 3-5 years
10.	<p>REDUCE LANES ON BAY ROAD NEAR INTERSECTION WITH RIDGE ROAD</p> <p>This recommendation should be initiated by the Town with close collaboration with MCSDOT.</p>	XX	<ul style="list-style-type: none"> \$XX-\$XX 	<ul style="list-style-type: none"> CMAQ CDBG CHIPS Surface Transportation Block Grant TAP 	<ul style="list-style-type: none"> Town staff MCDOT 	<ul style="list-style-type: none"> 3-5 years

		PAGE #	WHAT IS THE ESTIMATED COST?	WHAT FUNDING IS AVAILABLE?	WHO SHOULD BE INVOLVED?	WHAT IS THE DESIRED TIMELINE?
<p>11. PURSUE TRAIL CONNECTIONS TO EXISTING ROUTE 104 TRAIL</p> <p>This recommendation should be initiated by the Town but will require close coordination with MCDOT for improvements.</p>		XX	<ul style="list-style-type: none"> • \$XX-\$XX 	<ul style="list-style-type: none"> • CMAQ • CDBG • CHIPS • Surface Transportation Block Grant • TAP 	<ul style="list-style-type: none"> • Town staff • NYSDOT • MCDOT 	<ul style="list-style-type: none"> • 5+ years
<p>12. IMPLEMENT BRANDING STRATEGY BASED ON HAMLET / VINTAGE THEME</p> <p>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.</p>		XX	<ul style="list-style-type: none"> • \$25,000-\$35,000 	<ul style="list-style-type: none"> • CFA - Consolidated Funding Application 	<ul style="list-style-type: none"> • Town staff • NYSDOT • MCDOT • Local stakeholders, such as Fire Dept, Webster Museum and Historical Society etc. 	<ul style="list-style-type: none"> • 1+ years (on-going)
<p>13. EXPAND CODE ENFORCEMENT IN THE HAMLET</p> <p>This project must be initiated by the Town and should focus on enforcing the property maintenance, front yard parking, etc.</p>		XX	<ul style="list-style-type: none"> • Time for Town staff 	<ul style="list-style-type: none"> • Town of Webster 	<ul style="list-style-type: none"> • Town staff • Local property owners and stakeholders 	<ul style="list-style-type: none"> • 0+ years (on-going)
<p>14. ESTABLISH THE HAMLET AS A PRIORITY INVESTMENT ZONE</p> <p>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.</p>		XX	<ul style="list-style-type: none"> • \$10,000+ 	<ul style="list-style-type: none"> • CDBG • CFA - Consolidated Funding Application • Banks 	<ul style="list-style-type: none"> • Town staff • NYSDOT • MCDOT • Local property owners. 	<ul style="list-style-type: none"> • 1+ years (on-going)

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

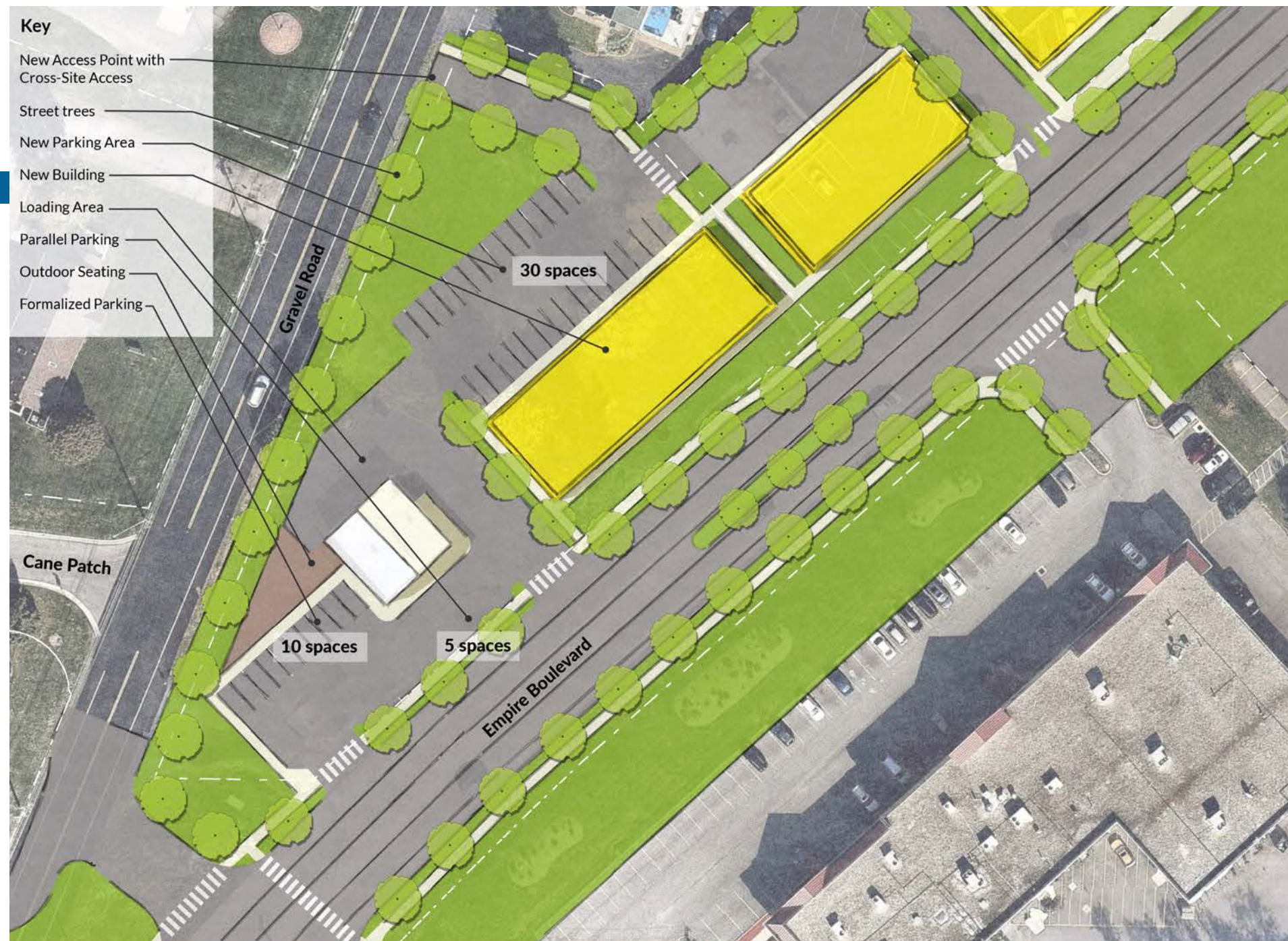
Abbott's Site Discussion

- 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



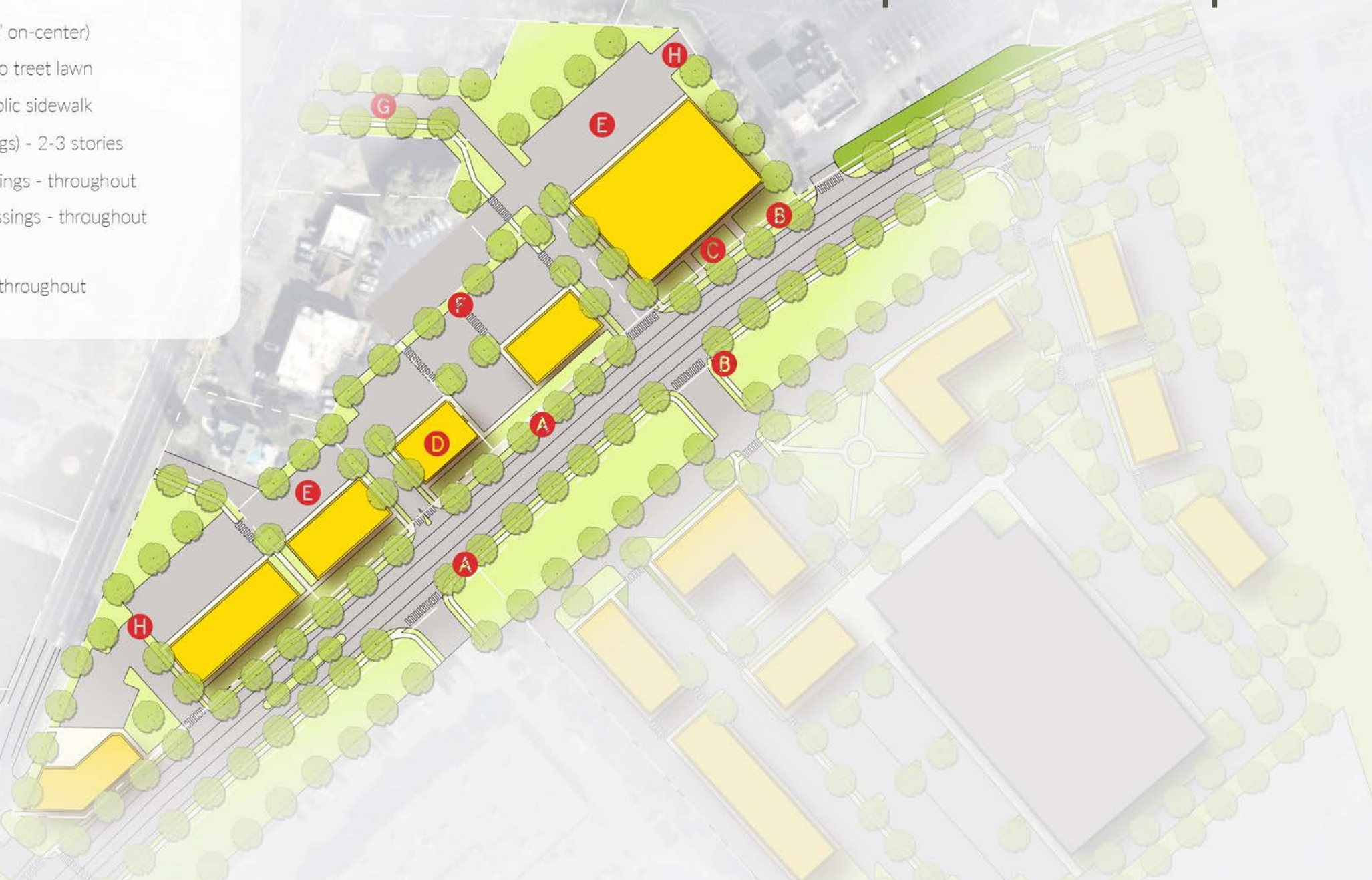
Focus Area #2 Development Concept



Focus Area #2 Development Concept

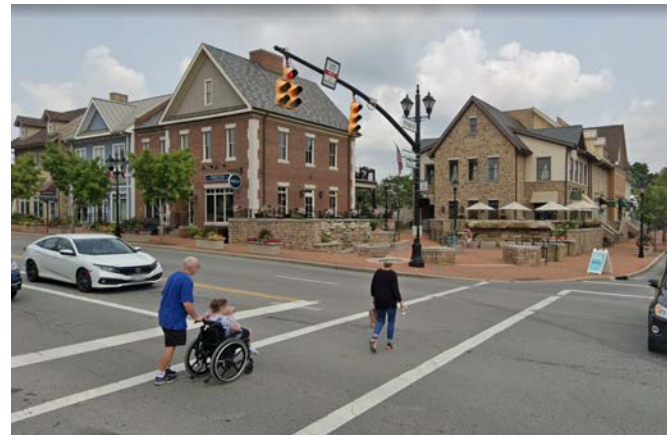
Key

- 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

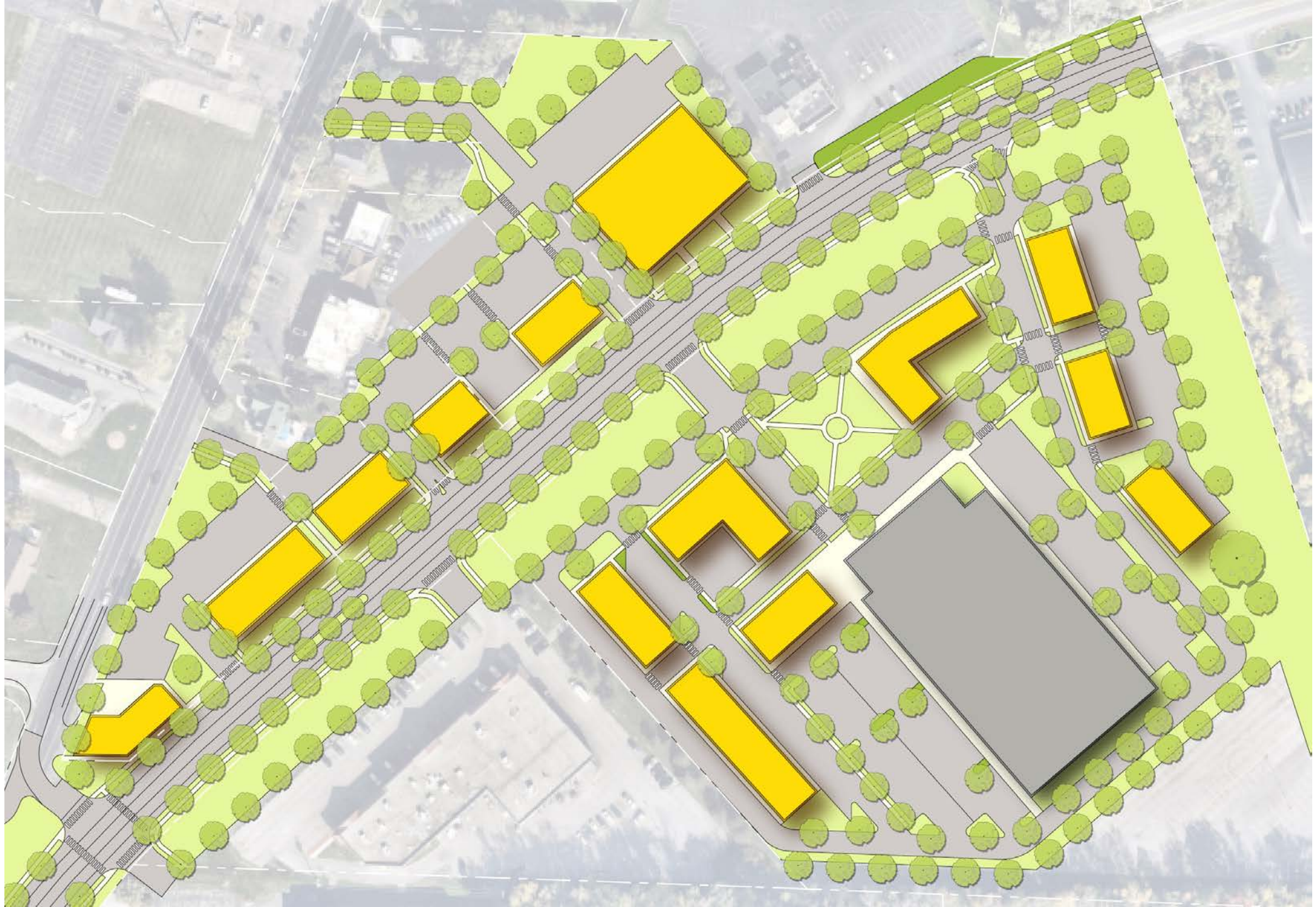


Focus Area #3 Development Concept



Focus Area #3 Development Concept





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