West Webster Hamlet

Revitalization Plan

June 2023

Plan Support by the Genesee Transportation Council (GTC)

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While the New York State Department of Transportation (NYSDOT) participated on the steering committee, this does not necessarily reflect the official views or policy of NYSDOT.

Many community members contributed significant time and effort to help develop the West Webster Hamlet Revitalization Plan. Their passion, commitment, enthusiasm, and hard work were greatly appreciated.

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Introduction & Boundary

The Town of Webster, in cooperation with the Webster Economic Development Alliance, pursued a revitalization plan to strengthen the identity of the West Webster Hamlet as a neighborhood center. This plan addressed two geographic areas including both the West Webster Hamlet and the adjacent Route 404/Empire Boulevard Corridor.

The primary objective of this plan was to identify strategies and recommendations to improve pedestrian safety and bolster economic opportunities in the Hamlet. Under the guidance of the project steering committee and the citizen advisory committee (CAC), the project team developed recommendations to:

- Expand pedestrian and bicycle facilities, particularly along Old Ridge Road;
- Improve pedestrian and vehicular safety along the Route 404 Corridor;
- Enhance intersection of Ridge Road and Bay Road including detailed recommended improvements for land use, development and design, and transportation; and
- Identify improvements to enhance pedestrian and bicycle access to adjacent neighborhoods, shopping destinations and adjacent recreational resources.

Project Guidance

The project team worked closely with a **Steering Committee**, which was the primary guiding force for the development of the plan. The steering committee included representation from the Genesee Transportation Council, New York State Department of Transportation, Monroe County Department of Transportation, Town of Webster Engineering, Community Development and Highway Departments, Webster Town Staff, and other key stakeholders.

A **Citizen Advisory Committee** (CAC) was also put together to provide important feedback and guidance during the planning process. The project team met with the CAC several times during development of the plan.

The project team also held multiple rounds of public engagement during the plan's development. These meetings were open to the general public and provided community members, residents, and business and property owners an avenue to provide valuable feedback. These meetings are further detailed later in this plan.

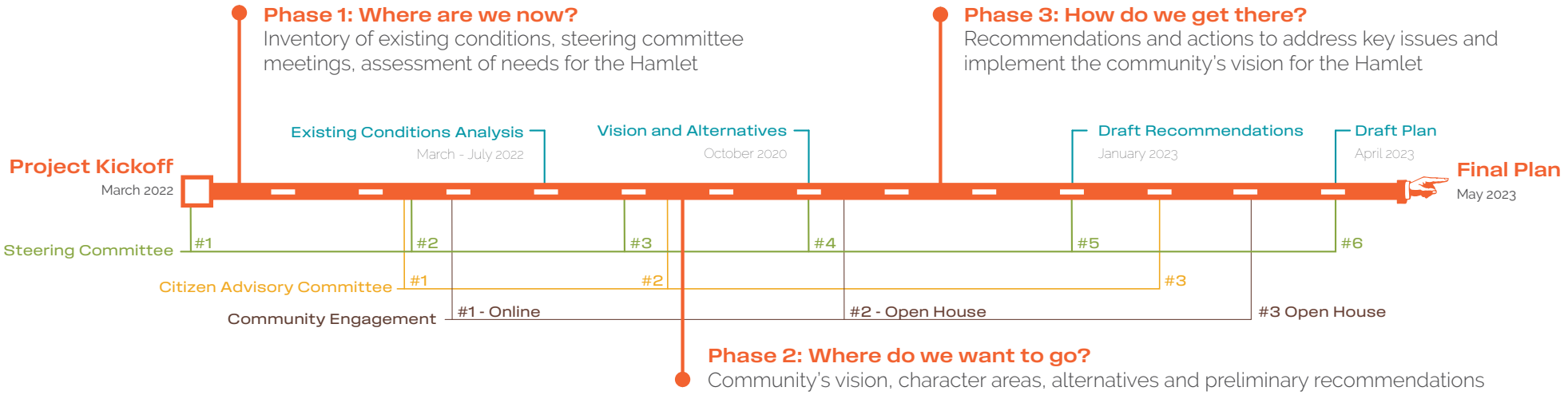


Figure 1: Hamlet Revitalization Boundary *Source: Ingalls Planning & Design*

Project Boundary

One of the first tasks for the project was to identify a project boundary. As depicted in the boundary map on above, properties with frontage along the study area roads were included. The Town and the Webster Economic Development Alliance identified a collection of streets that were to be included in the study ranging from local and residential streets, State roads and County roads. These streets include:

- NYS Route 404/Empire Boulevard;
- County Road 14/Gravel Road;
- Ridge Road/Old Ridge Road;
- Bay Road;
- Maple Drive;
- Cherry Hill Lane; and
- Cane Patch.

The four corners of Ridge Road and Gravel Road represent the heart of the Hamlet of West Webster and, as such, it is roughly the center of the project's study area.

NYS Route 404/Empire Boulevard

One of the significant challenges of this project lay in understanding and reconciling the relationship between the Gravel/Ridge Road area and Empire Boulevard. As shown on the map above, Empire Boulevard bends around Gravel and Ridge Road, carrying or diverting traffic around the Hamlet's center. This configuration has likely made it difficult for the Hamlet to develop economically. This study provides transportation and gateway recommendations that better engage Ridge Road and Gravel Road while improving safety along Empire Boulevard.

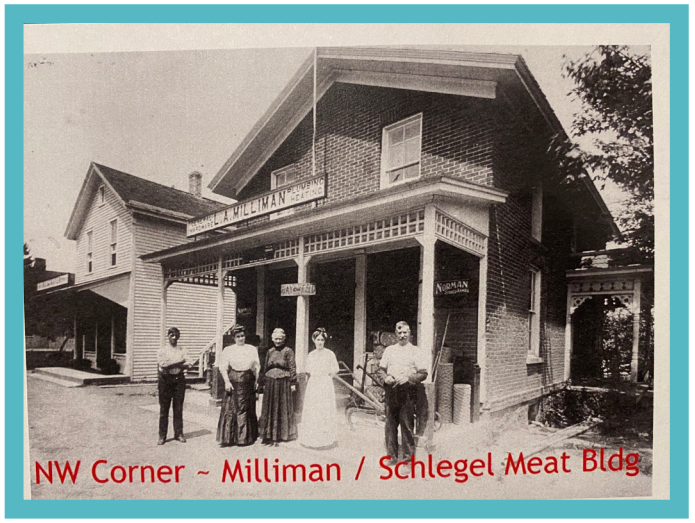
Existing Conditions Assessment

How We Got Here

From blacksmiths, cobblers and gunsmiths, to marine repair, plumbing supply, barber shops and a basket factory, the Hamlet of West Webster has a storied past as a center of commerce and activity within the Webster community. Esther Dunn's 1971 exhaustive publication entitled "Webster Through the Years" describes a thriving node with a full contingent of social, public and economic uses, making it a destination for nearby residents and a complement, if not friendly competitor, to the incorporated Village of Webster three miles to the east.

Although its boundaries were never officially memorialized and remain elusive to this day, the corner of Ridge Road and Gravel Road has been the "Four-Corners" and heartbeat of the Hamlet since the 1820s. **The Four Corners and directly adjacent properties have been anchored by local businesses since the early days, including taverns, grocery stores, hotels, hardware stores, a post office and more.** Residents have shared fond memories of ice skating at the old Fire Hall parking lot, parade watching at Four-Corners, evenings at the Heritage House and trips to the corner store. However, its history of robust economic and social activity has given way to decline as the Hamlet has struggled for relevance since the later part of the 20th Century. A person driving through the area would find it difficult to put their finger on a single culprit, as its struggles are broad and shaped by a myriad of societal, economic, land use and policy challenges.

One element rising above is the Hamlet's remarkable 'sense of place'. When visiting or driving through the Hamlet's Four Corners one can sense the brief arrival at a Place; this is, or was, 'somewhere'. Over time, the Hamlet's identity of place has eroded; its taverns, eateries, general store, post office, elementary school and other daily destinations having since closed. **The Hamlet's one visibly defining element that remains is the urban form of the Four Corners,** with buildings shaping the space Urban Planners refer to as the 'public realm'. Sustaining this form will be imperative to the settlement's resurgence and maintaining West Webster as a true destination in our community.



Since West Webster is not an incorporated unit, the boundaries are elusive. However, the post office, fire department, churches, and the schools have helped to solidify the area with their definite boundaries of operation.

Esther Dunn "*Webster...Through the Years*"

This writing was provided by Matt Chatfield, Executive Director of the Webster Economic Development Alliance and Webster resident.

14581

"We lived in West Webster and had the **14581** *Zip. We also went to the annual Turkey Raffle at the old fire station. Smoke filled rooms with free Limburger cheese sandwiches. My kids skated at the ice rink beside the fire station."*

- Sharon Pratt

"That was my Uncle Reuben's Barber and Sporting Goods shop. We got our ice skates there and would skate on the rink across the street that the firemen made. I will send this to my cousin Paul Statskey and he can add his thoughts and memories. He grew up over the barber shop and then went on to the Citadel. He just returned from several years in service and private flying instruction in Hong Kong and now lives in Walworth on LeRoy Island."

- Sandra Bungerz

"Here's a photo from 1883 showing the West Webster Band in front of the hotel that is now the Jade Palace. This is from my maternal grandmother who for a time lived down the street on Gravel Rd."

- Deb Oakley

This section of the plan developed from assessment and analysis of important data to better understand the existing conditions of the roadways, pedestrian and bicycle facilities, land use, and zoning in the Hamlet area.

The assessment also considered qualitative data including discussions with key stakeholders, various meetings with a Citizen Advisory Committee (CAC), and meetings with the project's steering committee.

Previous Plans & Studies

The following plans and studies were assessed to determine relevant strategies, goals, and/or recommendations for the West Webster Hamlet Revitalization Plan. These plans and studies helped to inform the development of later sections of the West Webster Hamlet Revitalization Plan.

Webster Comprehensive Plan (2008)

Webster's 2008 update to the Town's Comprehensive Plan included an inventory of existing conditions, future land use plan and policy recommendations for several significant areas and relevant topics to the Town. One of these groups of policy recommendations focused on the Route 404 Corridor.

A Future Land Use Plan was included in the update to the comprehensive plan. The plan also included a Future Land Use Map, which indicated three major future land uses to target in the West Webster Hamlet. These three included Commercial Use, Low Density Mixed Use and Multi Family/Medium Density Residential development. One small area in the Hamlet was designated as Townhouse Residential. This area contains undeveloped space adjacent to townhome development along Cane Patch. This area is also just east of the US Army Reserve site off Ridge Road.

Some of these future land uses are still both appropriate and desirable for the West Webster Hamlet. The Town and its community members have more recently expressed an interest in a flexible mixed use district with an emphasis on commercial/retail uses. Consideration should be given to establishing a Hamlet district that helps to better knit the Hamlet area together.

The 2008 Comprehensive Plan update identified Webster's 404/104 Corridor as an important roadway with varied destinations providing a multitude of shopping, entertainment, professional, residential and cultural opportunities. The 404/104 Corridor is the most significant roadway in the Hamlet of West Webster and while most of the recommended actions in the Comprehensive Plan target areas closer to the Village of Webster, there are several that informed this plan. The goals that are particularly relevant to the Hamlet read:

- Encourage the creation of a pedestrian friendly family-oriented entertainment district along Ridge Road between Old Ridge and Gravel roads. This district should include the entire "triangle" bordered by Old Ridge, Empire Blvd., and Gravel Road and should be linked to the Hamlet of West Webster.
- Promote and encourage a unique and specific identity for the West Webster hamlet. Incorporate this concept into the Master Plan/future planning studies.

Some of the relevant actions that were associated with the two Hamlet-related goals included:

- Identify a specific boundary for this area as part of a planning study of the area;
- Integrate this Hamlet with the Entertainment District;
- Use gateway features to mark the entrance into the Hamlet;
- Carry out general infrastructure improvements to the road in this area; and
- Form a special committee of residents to gather ideas and input on improvements in the Hamlet.

As part of the 2008 Comprehensive Plan, the document highlighted the corridors of Route 404 and Route 104 as a "ribbon of activity that ties the community together" as part of its vision statement. The corridor is to offer a mix of land uses which is safe and accessible for pedestrians and motorists. The plan highlighted 11 goals in which improving the pedestrian or bicycle experience was noted. Specifically, the following recommendations were noted in the plan:

- Implement phased plan for sidewalks along Ridge Road
- Improve pedestrian crossings at main intersections
- Widen, extend, resurface, and improve delineation of shoulders for bicycle travel
- Provide rider-friendly and safe public transportation stops

- At all locations, the streetscape should be made more pedestrian friendly and provide an enhanced motorist experience
- Develop safe and convenient pedestrian connections between developments
- Preserve/improve appearance of roadway through Vegetation Management Agreement with DOT
- Investigate enhanced access to Route 104 to decrease traffic congestion along Route 404

These actions were specifically considered and addressed during the development of this revitalization plan.

NYS Route 404 Study

The 1999 report, sponsored by the GTC, sought to:

- Identify present and future vehicular and pedestrian mobility problems along the corridor's four analysis segments;
- Recommend appropriate access management tools;
- Develop, evaluate, and recommend physical improvements;
- Recommend transit improvements; and
- Recommend changes to intersection traffic controls.

The study area was segmented into four distinct areas, two of which are relevant to this study. They include a stretch from Daytona Avenue to Gravel Road (Segment 3) and one from Gravel Road to Webster Village Line (Segment 4). The Route 404 corridor was identified as a regional "priority congestion corridor" in the 1996 Corridor Management System Plan. Noted recommendations within the West Webster Hamlet study include:

- Recommended cross section for Segment 3: four lanes with center turn lane (this has been implemented in recent years)
- Recommended cross section for Segment 4: two lanes with center turn lane
- Develop new access road from Gravel Road to the entrance/ exit of the Sony Theater - now the AMC Loews theater.

Pictured above is a conceptual new access road between Gravel Road and Empire Boulevard, taken from the Route 404 Corridor Study.

Existing Land use

Existing land use is broadly described below as it relates to the West Webster Hamlet Revitalization Plan. It was developed using the Monroe County property information file. The map shown in Figure 2 conveys the existing uses - at the parcel level - for land within the project boundary.

Land Use Patterns in the Hamlet

Most parcels inside the project boundary are single unit residential uses and are located west of Gravel Road.

The largest individual parcels, by acreage, are commercial land uses. Many are auto-dependent uses with large surface parking lots and few - if any - pedestrian or bicycle connections or facilities. These properties include a movie theater, bowling alley, and a lawn and garden store - all of which are on parcels greater than 10 acres. These properties do not currently engage the Hamlet area nor do they contribute to a walkable compact Hamlet environment.

Should the Town desire to cultivate and develop a compact Hamlet center, these parcels - while farther out from the Hamlet's four corners - should better engage pedestrians and bicyclists to better reflect a desired Hamlet atmosphere. Additionally, new development in these areas of the Hamlet, particularly along Empire Boulevard, should occur in a way that is compatible with a walkable and compact urban Hamlet.

Vacant and Underutilized Land

There are few West Webster properties that are identified as 'vacant' according to the land use codes contained in the property information file. Three of these vacant parcels, however, are located at the four corners of Gravel Road and Ridge Road.

The steering committee, citizen advisory committee, and community have all identified these properties at the four corners as important to the revitalization of the Hamlet. The two properties in question are both on the north side of Ridge Road at the four corners. One of these properties is the former Webster Furniture Strippers location. The Town posits that there may be remediation needed for redevelopment of this property due to the previous land use as a furniture stripper.

The second property is on the northeast corner of the intersection and is formerly a restaurant. This property would likely be simpler to redevelop, although it is also appears in need of some rehabilitation and repair.

Future economic development and outreach efforts to potential developers and business-owners should prioritize the rehabilitation and redevelopment of these two important properties.

Major Traffic Generators

Significant traffic generators are specific land uses that are known or thought to create or demand a high number of trips - whether vehicle trips, pedestrian trips, or bicycle trips. Land uses such as schools, shopping centers, recreational areas, hospital complexes, industrial centers, stadiums and parks are often considered to be major traffic generators.

The shopping and retail corridor - including the movie theater, bowling alley, and several restaurants - along Empire Boulevard could be considered the most significant traffic generators in the project area. Other minor traffic generators in the project area include Empire Park and Knucklehead Brewery.

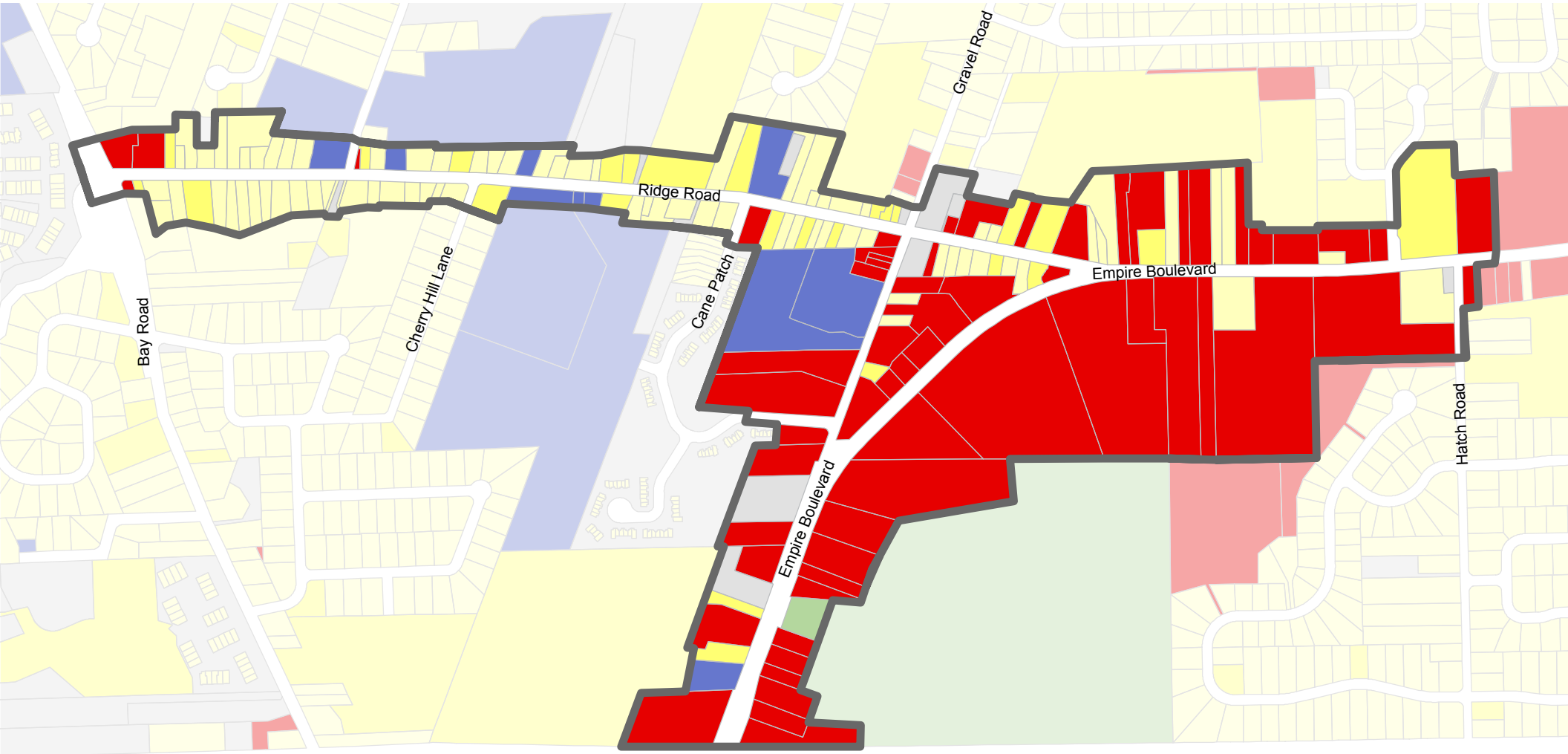


Figure 2: Existing Land Use
Source: Ingalls Planning & Design

Hamlet Zoning Districts

The map in Figure 3 shows the zoning districts that apply to the West Webster Hamlet area. There are six zoning districts within the project's boundary:

- R-3 - Single-Family District;
- LMR - Low-Medium Residential District;
- MHR - Medium-High Residential District;
- LC-1 - Neighborhood Commercial District;
- MC - Medium-Intensity Commercial District; and
- CO - Commercial Outdoor Storage.

Permitted and Prohibited Land Uses

The residential districts in the West Webster Hamlet almost exclusively permit single-unit housing. While the LMR and MHR Districts permit a wider variety of multi-unit residential options, most of the residential land within the project boundary falls under the R-3 zoning designation. The R-3 District is a traditional single-unit residential district that does not permit multi-unit residential types. There are several neighborhoods with two-unit and multi-unit housing in the MHR District that are immediately adjacent to the project boundary, including land containing townhomes along Cane Patch.

The two commercial districts within the project boundary differ in the type and intensity of permitted and existing commercial land uses. Commercial land within the MC includes land uses, such as the AMC movie theater, that tend to have larger lot requirements and higher off-street parking requirements.

The LC-1 District is intended to encourage low-intensity commercial, office, and retail uses on smaller existing lots and buildings. This aligns better with the existing built environment in and around the intersection of Gravel Road and Ridge Road.

The Town should consider establishing a Hamlet zoning district that permits and encourages a variety of mixed use development. Mixed use development could encompass a desired variety of residential, office and commercial uses.

Dimensional Regulations

Some of the districts within the project boundary have dimensional regulations that should be adjusted to better achieve the objectives of this plan. The analysis below will determine what - if any - adjustments could be made to the dimensional regulations associated with each zoning district in the Hamlet.

R-3 District

The R-3 District requires a minimum of 22,000 square feet for residential uses. This is combined with a maximum lot coverage of 20% and a front yard setback of 50 feet. These requirements may be excessive for some of the smaller lots and properties on either side of Ridge Road inside the project boundary. Roughly 50% of the properties that are within both the project boundary and the R-3 District can meet the minimum lot size requirement of 22,000 square feet. If the Town wishes to promote denser housing and development in the Hamlet area, however, these dimensional requirements will need to be adjusted to provide for subdivision of lots and additional housing along Ridge Road.

LMR and MHR Districts

Several parcels on the south side of Ridge Road near the center of the Hamlet fall under the LMR District. The LMR District permits two-unit and multi-unit residential development in addition to single-unit housing. The district requires smaller lot sizes and front yard setbacks than does the R-3 District. The existing dimensional regulations are appropriate for the existing land uses and lots. However, if dimensional requirements are adjusted for neighboring zoning districts, such as the R-3 District, the LMR District may need to be adjusted to align with adjacent properties and districts.

The MHR District also permits two-unit and multi-unit residential development. There are few parcels within the project boundary that fall under the MHR zoning district. However, the townhomes located along Cane Patch are within the MHR District and are just outside the project area. The Town has identified Cane Patch as an important residential street and neighborhood to the Hamlet, and connections to this residential area should be prioritized. As such, consideration for additional design standards or requirements for some multi-unit residential development should be considered to best connect and align to adjacent streets and neighborhoods in the Hamlet.

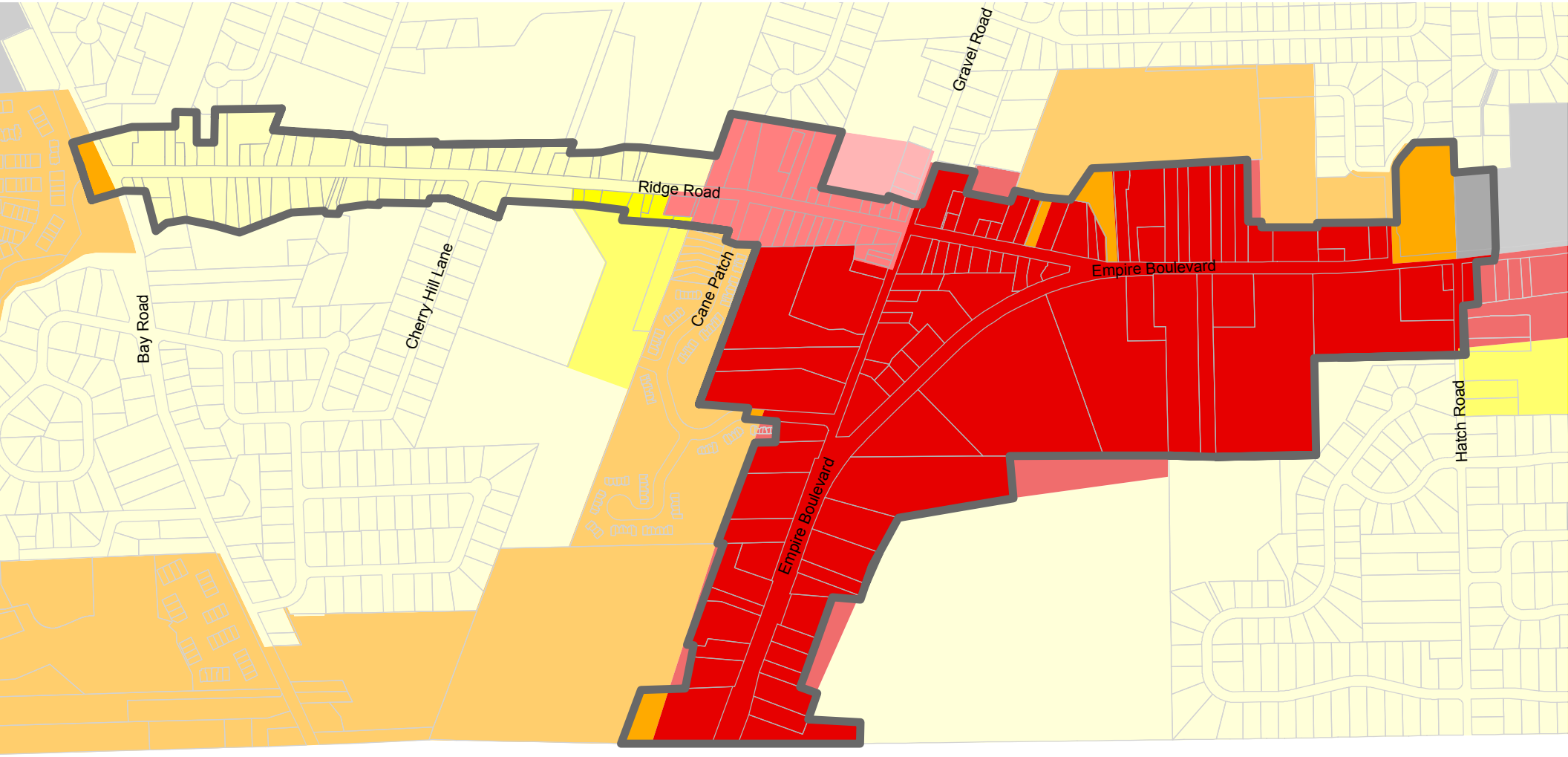


Figure 3: Existing Zoning
Source: Ingalls Planning & Design

LC-1 District

The purpose statement for this district indicates that low-intensity retail and professional office land uses are desirable. Most of the existing parcels that are inside the boundary and within the LC-1 District either meet or exceed 15,000 square feet, which is the minimum lot size requirement.

The minimum front yard setback for the LC-1 District is 10 feet, which is appropriate for encouraging development to locate closer to the street and sidewalk. Some of the existing buildings, however, have front yard setbacks that are 0 feet. This Town should consider a build-to-zone for this district that requires setbacks to be between 0-15 feet. Compact development in and around the four corners of Ridge Road and Gravel Road will help develop a strong street enclosure that calms traffic and cultivates a safe and comfortable environment for pedestrians.

However, currently the LC-1 District does not encompass all four corners of Ridge Road and Gravel Road. Some re-zoning may be necessary to better establish a Hamlet District. A Hamlet District would ideally include some existing requirements for the LC-1 District, while also paying greater attention to elements of building and site design. This could include establishing a build-to-zone, requiring buildings to face the street, requiring front entrances onto public sidewalk, requiring parking to locate in the rear of buildings, and other design considerations.

MC District

Less than 50% of the parcels that are inside the project boundary and in the MC District can meet the minimum lot area requirement of 45,000 square feet. Several of the existing commercial properties in the Hamlet are distinctly large including a movie theater, bowling alley and a lawn and garden store. While these land uses may need larger building and parking footprints, the minimum lot requirement could be prohibitive to many other potentially desirable land uses.

Moreover, if the Town desires to extend a Hamlet District west of Gravel Road, dimensional requirements in this area should contribute to a smooth transition from Empire Boulevard into a walkable and bikeable Hamlet area. This would be better accomplished through smaller lots, smaller buildings, and development that occurs closer to the street.

Off-Street Parking

Addressing parking requirements and regulations can be an effective ways for a municipality to encourage desirable development for neighborhoods and communities that are envisioned to be walkable, bikeable and compact. Many communities are removing minimum parking requirements entirely, leaving the decision to developers to determine the parking needs for each land use. West Webster's off-street parking requirements are both excessive and cumbersome. Some uses require parking to such a large degree that it removes the possibility for compact Hamlet development. Other parking requirements are both inconsistent and difficult to measure or implement.

Nonresidential Parking Requirements

Off-street parking requirements in the MC District are particularly excessive. This has led to several significant parking footprints for large commercial land uses in the district. The movie theater, for example, is a 13 acre property and the vast majority of the parcel is paved for parking. Some of the off-street parking requirements force developers to provide twice as much parking as they are

Excessive parking requirements in the MC District have led to significant surface parking lot footprints, such as the one pictured above for the movie theater along Empire Boulevard.

providing in gross floor area for a building or structure. For instance, a shopping center that is greater than 20,000 square feet would require 2 square feet of parking area for every 1 square feet of gross floor area. This would require a single parcel containing a shopping center to be paved at over 50% when accounting for drive aisles and ingress and egress.

Other commercial uses have various respective parking requirements. For some uses, the Town requires parking to be calculated and provided against the structure's gross floor area - ie 1 parking space for each 25 square feet of gross floor area for a fast-food restaurant. Other uses must calculate parking based on more arbitrary measures - ie 1.5 parking spaces for each bed for a hospital.

If the Town wishes to continue requiring minimum off-street parking, they should do so in a consistent manner. For example, rather than requiring parking to be calculated using arbitrary metrics such as number of beds in a hospital or the number of seats in an auditorium, parking should be calculated using the gross floor area of a structure or building. This could allow parking to be provided at a more standard rate and can provide developers more certainty.

The Town could, for example, broadly define and identify a retail shop that would encompass many retail land uses. Webster could further require 1 parking space for every 300 square feet of gross floor area for a retail shop. This would provide a more consistent parking calculation while also allowing the Town to prevent against excessive surface parking.

Residential Parking Requirements

There are fewer parking requirements for residential land uses, but some of them are excessive. The Town currently requires all single-family homes, two-family homes and townhouses to supply 3 parking spaces per dwelling unit. This could result in wider and longer residential driveways which further results in residential structures that are set farther back from the public right-of-way to accommodate the parking requirement. The Town should consider reducing all residential parking requirements for districts within the Hamlet area to better cultivate a compact Hamlet area.

Subdivision Regulations

A municipality's subdivision regulations can ensure that the division of private land occurs in a way that promotes orderly and intuitive development that aligns with the vision of the community. Subdivision regulations typically require developers to address the arrangement and dimensions of streets, stormwater management, pedestrian facilities, open space, and other considerations.

Most of the Town's general subdivision requirements will help Webster encourage appropriate subdivision in the Hamlet. These include encouraging 90-degree street connections and designing streets to discourage high-speed through traffic.

Some of these existing requirements found under § 296-21 in the Town code could be bolstered to better encourage desired development in the Hamlet area. There is one requirement regarding pedestrian rights-of-way which requires developers to provide sidewalk that is at least 10 feet in width.

This requirement, however, only applies to subdivision that includes ingress and egress to a public building or activity. In order to promote a walkable environment in West Webster the Town should consider requiring pedestrian facilities for any future subdivision that falls within the West Webster Hamlet.

Another general requirement of subdivision includes providing a minimum radius for dead-end streets or culs-de-sac. The Town should consider, instead, either prohibiting or discouraging both dead-end streets and culs-de-sac. Webster should specifically consider a requirement that all new streets should connect to existing streets at both ends.

Lastly, one of the existing subdivision regulations requires a minimum street right-of-way width of 60 feet. This dimensional requirement may not be excessive on its own, however, the Town should consider encouraging or requiring dedicated right-of-way width for sidewalk, bicycle facilities, and tree lawns.

Hamlet Figure Ground

Building footprints help reveal the general fabric of an area's built environment - and whether said environment is patterned more for motorists, pedestrians, bicyclists or a combination. Buildings in the West Webster Hamlet can be divided into distinct patterns or character areas. Buildings along Ridge Road and Gravel Road near the Hamlet's center are smaller and closer to the street, which contributes to a walkable urban Hamlet center. The buildings along Empire Boulevard, particularly between the intersections of Empire Boulevard and Gravel Road and Empire Boulevard and Ridge Road, are larger and set farther back. This contributes to a suburban corridor that is more amenable to vehicle travel than it is to pedestrian or bicycle travel.

The remainder of this section is broken down into character areas within the project boundary. Analysis for each character area focuses on the size and front setbacks for buildings. Additionally, these breakdowns examine the overall character created by the placement, size, and setbacks of these buildings.

Empire Boulevard

The building footprints shown in Figure 4 that are along Empire Boulevard show a built environment with significant front setbacks and little density. Many of the existing buildings along Empire Boulevard are large and more conducive to an auto-dependent suburban environment. This is more true for properties on the eastern side of Empire Boulevard, including the movie theater, auto parts shop, medical office, and bowling alley.

Buildings on the west side of Empire Boulevard between the corridors intersections with Gravel Road and Ridge Road are medium-sized buildings, although those buildings still have significant parking footprints. Additionally, most of these buildings also have large setbacks.

Both sides of this stretch along Empire Boulevard are more reminiscent of an auto-dependent suburban corridor and are not currently compatible with the remainder of the Hamlet. If the Town wishes to establish a compact Hamlet area that includes this stretch along Empire Boulevard, then certain design standards and practices should be pursued and codified to require a built environment that fits that mold.

Hamlet Center

Building footprints along Ridge and Gravel Roads tell a slightly different story than those along Empire Boulevard. These buildings - for the most part - are smaller, have lesser setbacks and are clustered more closely together. These conditions are more amenable to both pedestrians and bicyclists and could contribute to a walkable Hamlet setting.

Gravel Road - South of Ridge Road

The building footprints along Gravel Road between Ridge Road and Empire Boulevard are less consistent than footprints elsewhere along either Gravel or Ridge Road. Buildings along this stretch of Gravel Road are a mix of small and medium-sized buildings excluding the large West Webster Fire Department building.

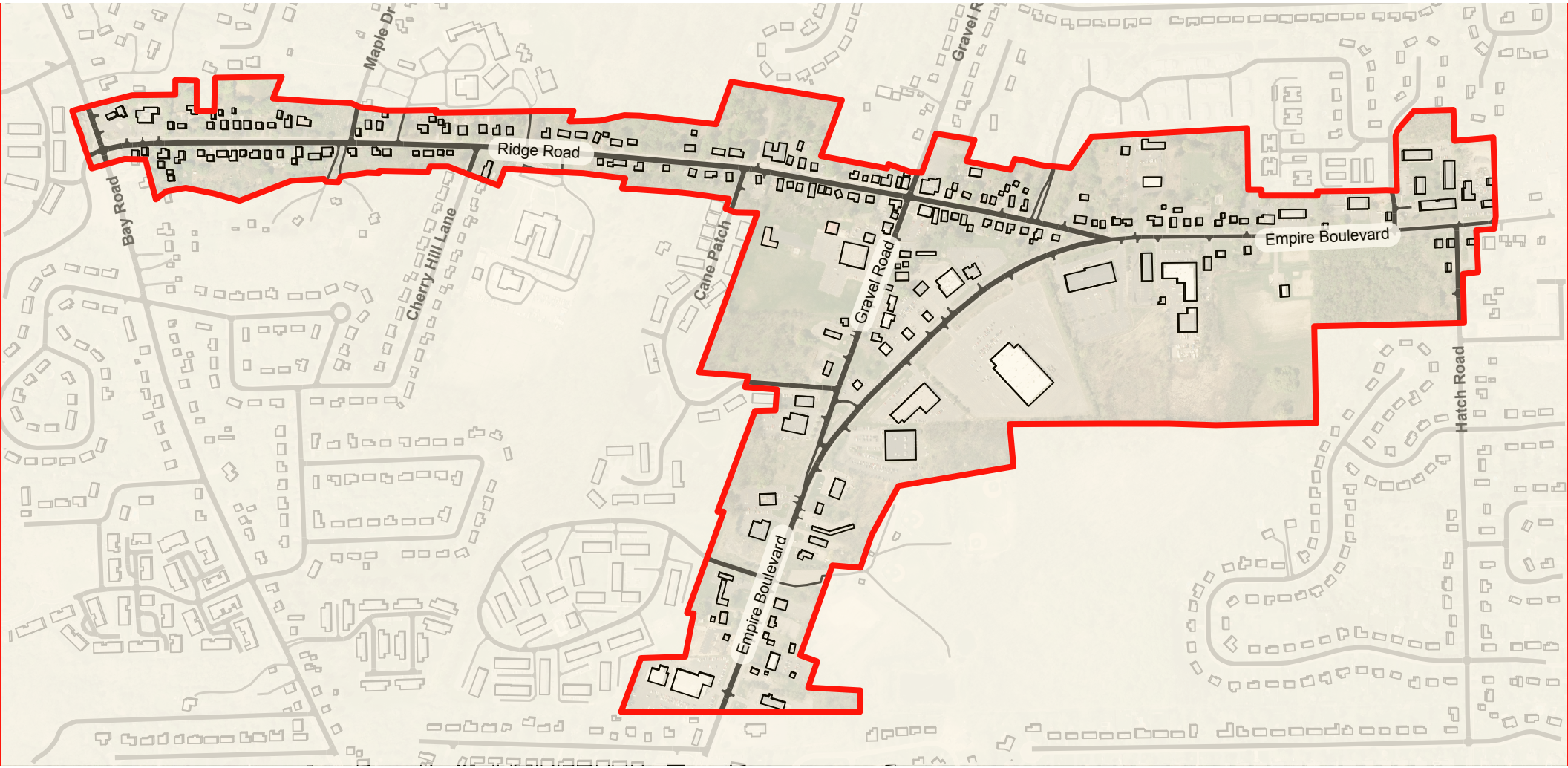
Building setbacks in this area are inconsistent as well. This creates an unrealized building pattern and character that is not compatible with the pattern nearer the Hamlet's center at the intersection of Gravel Road and Ridge Road.

Bay Road Intersection

Bay Road represents an important gateway into the West Webster Hamlet. The existing building footprints at the intersection of Bay Road and Ridge Road include large setbacks - particularly the setbacks from Ridge Road. The buildings themselves are also smaller and auto-dependent businesses, an auto repair shop and a gas station. These small buildings with large setbacks create an uninviting pedestrian gateway into the Hamlet. Webster should consider design standards that would apply to a Hamlet District and ensure that this extends to include properties at the intersection of Bay Road and Ridge Road.

Approximate Building Setbacks in West Webster

Street and/or Area in Hamlet	Front Setback Range
Empire Boulevard - West Side	45-75 feet
Empire Boulevard - East Side	100-300 feet
Four Corners at Ridge/Gravel Roads	0-25 feet
Ridge Road between Bay/Empire	20-30 feet
Gravel Road South of Four Corners - West Side	60-90 feet
Gravel Road South of Four Corners - East Side	55-80 feet



Building Setbacks

The table below shows the range of building setbacks for Ridge Road, Gravel Road, and Empire Boulevard for properties inside the project boundary. Building setbacks along Ridge Road tends to be lesser and more appropriate for a compact urban Hamlet than those along Empire Boulevard and parts of Gravel Road.

Figure 4: Building Footprints
Source: Ingalls Planning & Design

Vehicle Transportation Analysis

The information utilized for the transportation component of this study was obtained from a variety of available sources including the Genesee Transportation Council (GTC), the New York State Department of Transportation (NYSDOT), and the Monroe County Department of Transportation (MCDOT). Additional data were collected in the field, such as turning movement counts, sight distance, roadway cross section, and vehicle speeds.

Within the study area, the primary roadways are Ridge Road, Empire Boulevard, and Gravel Road. Other roadways included in the study are also Hatch Road and Bay Road. These highway segments provide local and regional access to destinations and other highway networks. There is a varying mix of land uses making up a unique context along each roadway. For example, Ridge Road is primarily lined with residential homes while Empire Boulevard functions as a commercial corridor.

Figure 1 on page 7 illustrates the general study area and transportation network as depicted in the study's RFP.

Roadways

Roadway conditions are generally good for both the travel lanes and shoulders with no significant signs of degradation. Travel lanes are generally 11-12' wide. Figure 5 shows the travel way conditions.

Along Ridge Road, there is a paved area behind the gutter on both sides of the road. Steering Committee members have said that this is used by pedestrians and bicyclists. During a walking assessment of the area, bicycle pavement markings were observed at a location west of Gravel Road. The strip is not an approved bicycle facility nor a typical sidewalk facility. The grade gently slopes toward the gutter, proving to be a challenge to those on their bicycles.

Figure 5: Travel Way Conditions
Source: Passero Associates

Legend

Study Area Boundary

Intersections

Within the study area, there are five major intersections as identified by the Steering Committee and the consultant team. Of the five total intersections assessed, three are signalized. For the most part, all roadways are one travel lane in each direction, aside from auxiliary turn lanes at select intersections. Empire Boulevard south of Gravel Road consists of two travel lanes in each direction with a center turn lane. Between Gravel Road and Ridge Road, there is one travel lane in each direction with a center turn lane. Existing intersection geometry is shown at the intersections on Figure 6 on page 23.

Intersection Conditions

How one experiences an intersection can be viewed through two lenses: one as a motorist and one as an active transportation user (pedestrian, bicyclist or other wheeled user, and transit). In regard to the latter cohort, intersection conditions are measured in terms sidewalk presence, curb ramps, pedestrian crossing signals, lighting, and overall compliance with the Americans with Disabilities Act (ADA).

It is important that pedestrian-related facilities be provided in areas that experience frequent pedestrian traffic (e.g., sidewalks, street furniture, lighting, crosswalks, and curb ramps). Pedestrian facilities can encourage a more active lifestyle leading to improved health, lower transportation related costs, and reduced roadway congestion. Focusing investments on pedestrian improvements can improve safety for children and adults alike. Taking from Gil Penalosa, a worldwide adviser on creating vibrant and healthy communities, "if everything we do in our cities is great for an 8 year old and an 80 year old, then it will be great for all people (www.880cities.org)."

This evaluation focuses on the primary study intersections. A transportation network cannot truly be complete unless it consists of a well-connected and inclusive system of amenities for all users, regardless of age or ability.

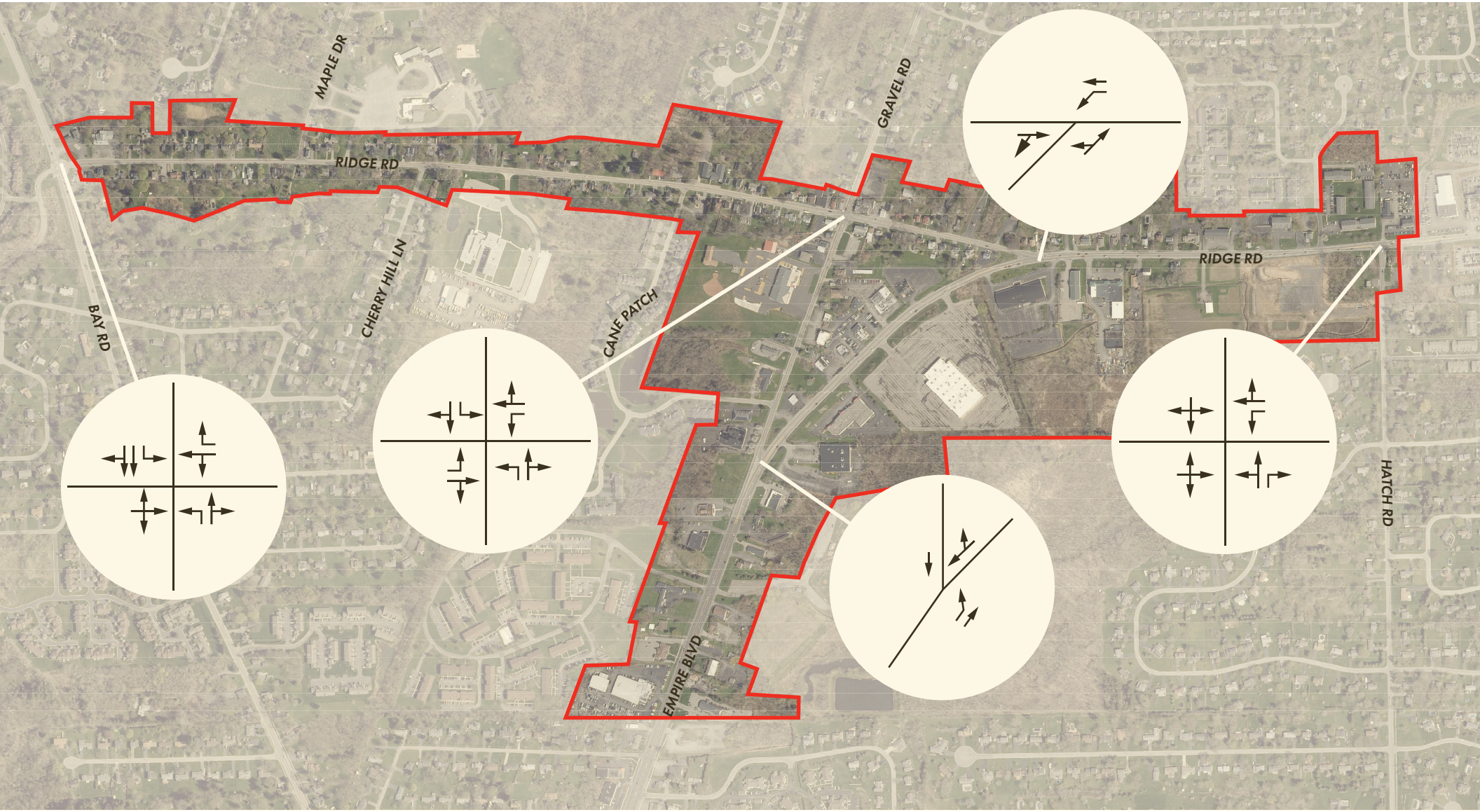


Figure 6: Intersection Geometry
Source: Passero Associates

Daily Traffic Volumes

Daily traffic volumes along the study corridors was obtained from the NYSDOT based upon the most recent available data. Figure 7 below shows the average daily traffic (ADT) volumes and years for which the data was collected.

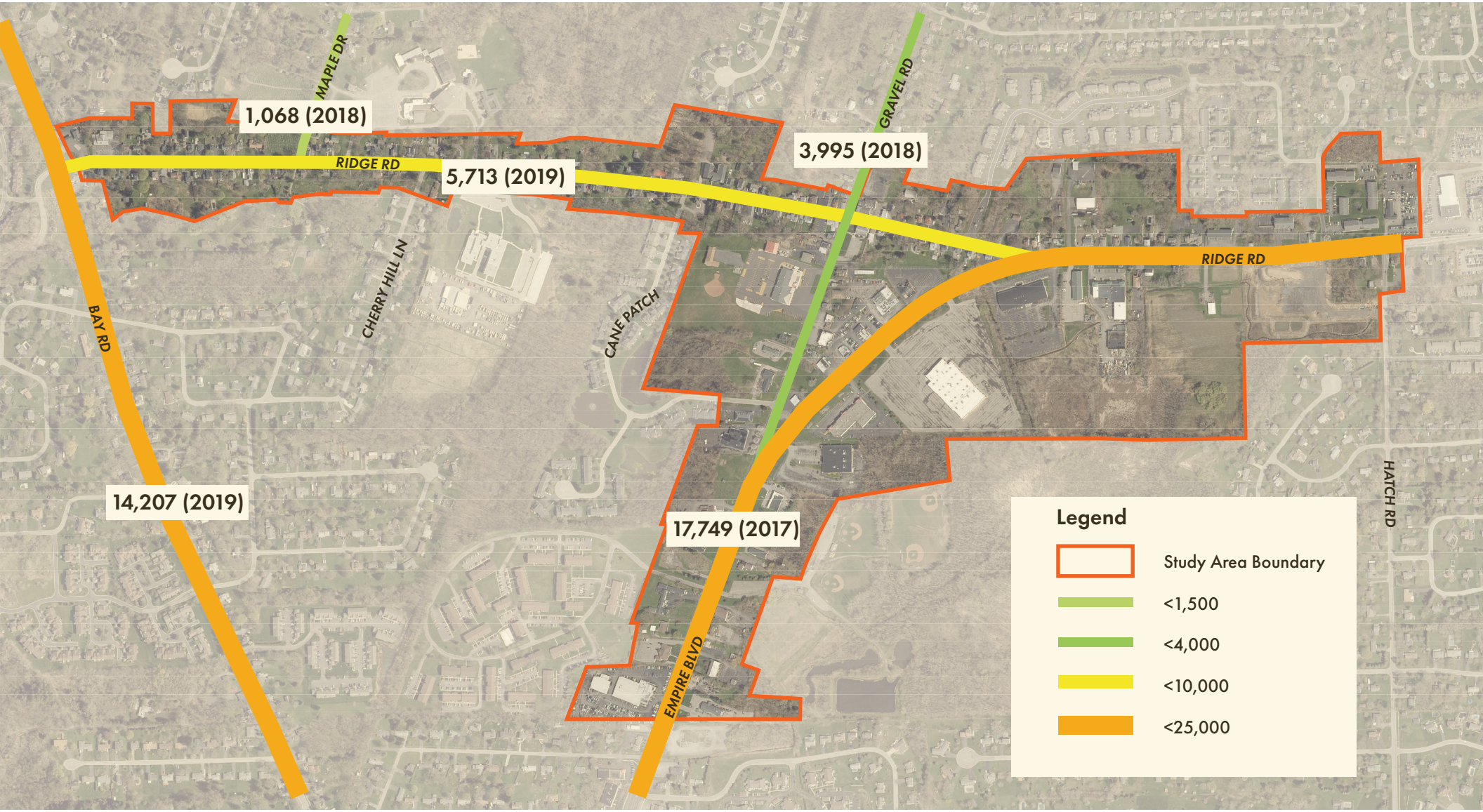


Figure 7: Average Daily Traffic
Source: Passero Associates

Vehicle Speeds

Posted speed limits vary from 35 mph within the hamlet to 45 mph along Empire Boulevard between Ridge Road and the Town of Webster/ Town of Penfield. To get a better understanding of actual vehicle speeds, data was collected in the field. Figure 8 below illustrates the posted and actual vehicle speeds along Ridge Road within the hamlet.

Figure 8: Vehicle Speeds
Source: Passero Associates

Existing Intersection Operations

Weekday evening vehicular turning movement counts were collected via video data collection at Ridge Road/Bay Road, Ridge Road/Gravel Road, Ridge Road/Empire Boulevard, Empire Boulevard Hatch Road and Empire Boulevard/Gravel Road on March 22, 2022, and April 7, 2022 from 4:00-6:00 PM. Generally, the peak hour was 4:30-5:30 PM. Figure 9 on page 26 illustrates the 2022 existing traffic volumes. Throughout the corridors, heavy vehicle traffic constituted less than 3-4% of total vehicle traffic.

Data was collected to assess the quality of traffic flow for the existing PM peak hour conditions. Capacity analysis is a technique used for determining a measure of effectiveness for a section of roadway and/or intersection based on the number of vehicles during a specific time period. The measure of effectiveness used for the capacity analysis is referred to as a Level of Service (LOS). Levels of Service are calculated to provide an indication of the amount of delay that a motorist experiences while traveling along a roadway or through an intersection. Since the most amount of delay to motorists usually occurs at intersections, capacity analysis typically focuses on intersections, as opposed to highway segments.

Six Levels of Service are defined for analysis purposes. They are assigned letter designations, from "A" to "F", with LOS "A" representing operating conditions with little to no delay. LOS"F" is the least desirable operating condition where longer delays are experienced by motorists.

The standard procedure for capacity analysis of signalized and unsignalized intersections is outlined in the Highway Capacity Manual (HCM) 6th Edition (2016) published by the Transportation Research Board (TRB). Traffic analysis software, SYNCHRO 11, which is based on procedures and methodologies contained in the HCM, was used to analyze operating conditions at study area intersections. The procedure yields a LOS based on the HCM 6th Edition as an indicator of how well intersections operate. The traffic analysis models are calibrated based on existing operating conditions documented in the field.

Existing operating conditions during the peak study period are evaluated to determine a basis for comparison with the projected future no-build conditions.

All intersection movements generally operate at an acceptable LOS "C" or better. The exception is the westbound left movement at Ridge Road/Bay Road, which operates at LOS "D". However, this is a borderline condition as the threshold between LOS "C" and "D" is 35.0 seconds of delay per vehicle for signalized intersections. Table 2 depicts the results of the capacity analysis for existing and future no-build conditions.

INTERSECTION	SIGNALIZED/ UNSIGNALIZED	CROSSWALKS	ADA COMPLIANT CURB RAMPS	PEDESTRIAN SIGNAL	PEDESTRIAN BUTTON	PEDESTRIAN COUNTDOWN TIMERS	LIGHTING	SIDEWALKS
Ridge Road/Hatch Road	S	○	○	○	○	○	◍	○
Ridge Road/Empire Boulevard	S	○	○	○	○	○	◍	○
Ridge Road/Gravel Road	S	○	◍	○	○	○	◍	○
Ridge Road/Maple Drive	U	○	○	○	○	○	○	○
Ridge Road/Bay Road	S	●	●	●	●	●	●	○
Empire Boulevard/Gravel Road	U	○	○	○	○	○	○	○

Key
- ○ No feature present
- ◍ Feature present on some corners/approaches
- ● Feature present on all corners/approaches

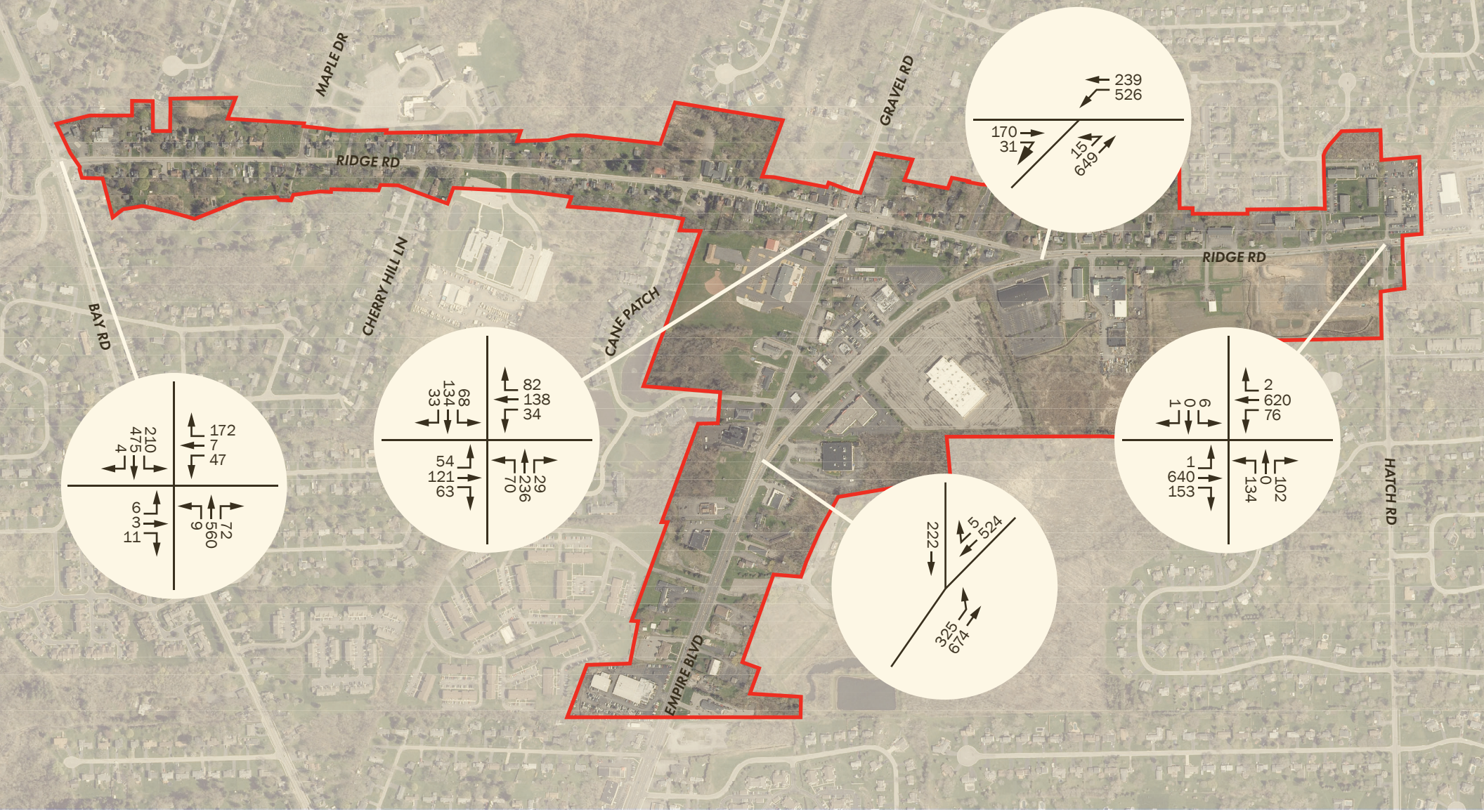
Table 1: Intersection Features and Amenities
Source: Passero Associates

Future No-Build Conditions

To account for normal increases in area-wide growth, a traffic volume growth rate of 1.0% per year was applied to the 2022 existing volumes based upon historical traffic volume data in the study area using NYSDOT and MCDOT datasets. A 10-year traffic forecast was used for future traffic analyses. Figure 10 on page 29 illustrates the 2032 future no-build traffic volumes.

INTERSECTION	2022 EXISTING CONDITIONS (PM PEAK HOUR)		2032 ETC CONDITIONS (PM PEAK HOUR)	
	LOS	DELAY	LOS	DELAY
1. BAY ROAD/RIDGE ROAD/GLEN EDITH DRIVE				
EB - Glen Edith Drive	C	22.3	C	21.8
WB left/thru - Ridge Road	D	36.6	D	38.8
WB right - Ridge Road	B	11.3	B	11.3
NB left - Bay Road	B	10.1	B	11.3
NB thru/right - Bay Road	B	18.4	C	22.5
SB left - Bay Road	A	6.7	A	9.4
SB thru/right - Bay Road	A	3.3	A	3.4
Overall LOS	**B**	**12.1**	**B**	**14.2**
Volume-to-Capacity (v/c) Ratio		**0.70**		**0.76**
2. RIDGE ROAD/GRAVEL ROAD				
EB left - Ridge Road	B	11.6	B	12.0
EB thru/right - Ridge Road	B	12.2	B	12.8
WB left - Ridge Road	B	11.1	B	11.5
WB thru/right - Ridge Road	A	9.9	B	10.7
NB left - Gravel Road	B	12.5	B	13.0
NB thru/right - Gravel Road	B	15.3	B	16.2
SB left - Gravel Road	B	13.2	B	14.3
SB thru/right - Gravel Road	B	13.2	B	13.7
Overall LOS	**B**	**12.7**	**B**	**13.4**
Volume-to-Capacity (v/c) Ratio		**0.51**		**0.55**
3. RIDGE ROAD/EMPIRE BOULEVARD				
EB - Empire Boulevard	B	10.1	B	12.1
WB thru - Empire Boulevard	A	8.2	A	9.3
WB right - Empire Boulevard	A	0.2	A	0.2
SE - Ridge Road	C	28.2	C	28.9
Overall LOS	**B**	**10.3**	**B**	**11.5**
Volume-to-Capacity (v/c) Ratio		**0.59**		**0.67**
4. RIDGE ROAD/HATCH ROAD				
EB - Ridge Road	B	13.4	B	16.9
WB left - Ridge Road	A	7.9	A	9.3
WB thru/right - Ridge Road	A	9.5	B	11.4
NB left/thru - Hatch Road	C	21.9	C	22.0
NB right - Hatch Road	A	5.6	A	5.3
SB - Commercial Driveway	A	0.2	A	0.1
Overall LOS	**B**	**11.9**	**B**	**14.2**
Volume-to-Capacity (v/c) Ratio		**0.68**		**0.76**

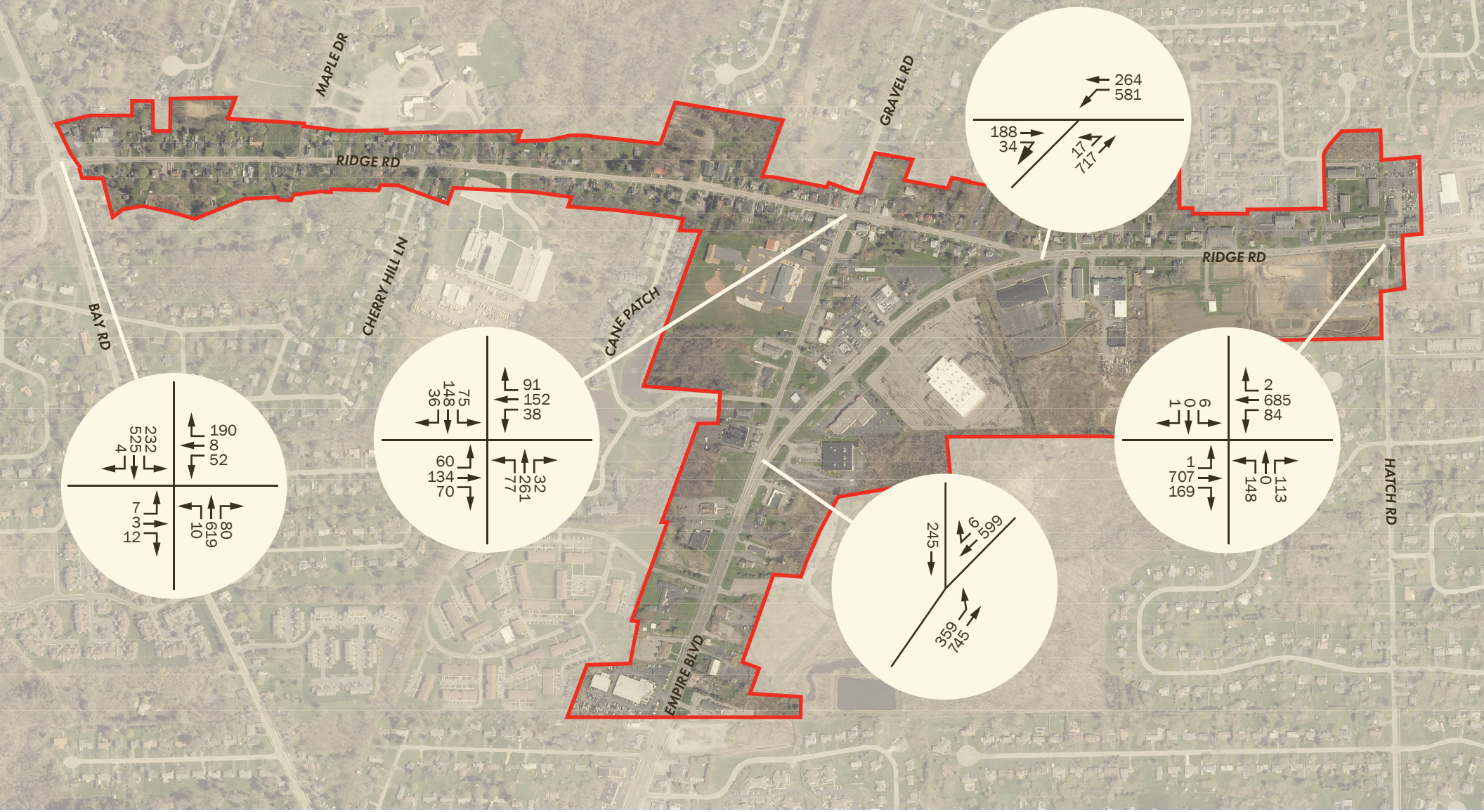
Table 2: Existing and Future Intersection Operations
Source: Passero Associates



Legend

Study Area Boundary

Figure 9: 2022 Traffic Volumes
Source: Passero Associates



Legend

Study Area Boundary

Figure 10: 2032 Traffic Volumes
Source: Passero Associates

Driveway Spacing and Access Management

In general, the number of access points to a single property from an adjacent roadway should be minimized to a single point, where reasonable, without adversely impacting safety, mobility, and access between the property and said roadway. Shared driveways are encouraged between adjacent properties to reduce conflict points, increase driveway spacing between other properties, and improve the efficiency of the roadway network.

The existing driveway spacing was evaluated along Empire Boulevard, as shown in Figure 11 on page 31. The total length within the study area is approximately 5,544 feet. Under existing conditions, the average existing driveway spacing is 142 feet along the west/north side of Empire Boulevard (39 connections) and 231 feet along the east/south side of Empire Boulevard (24 connections).

Sight Distance Evaluation

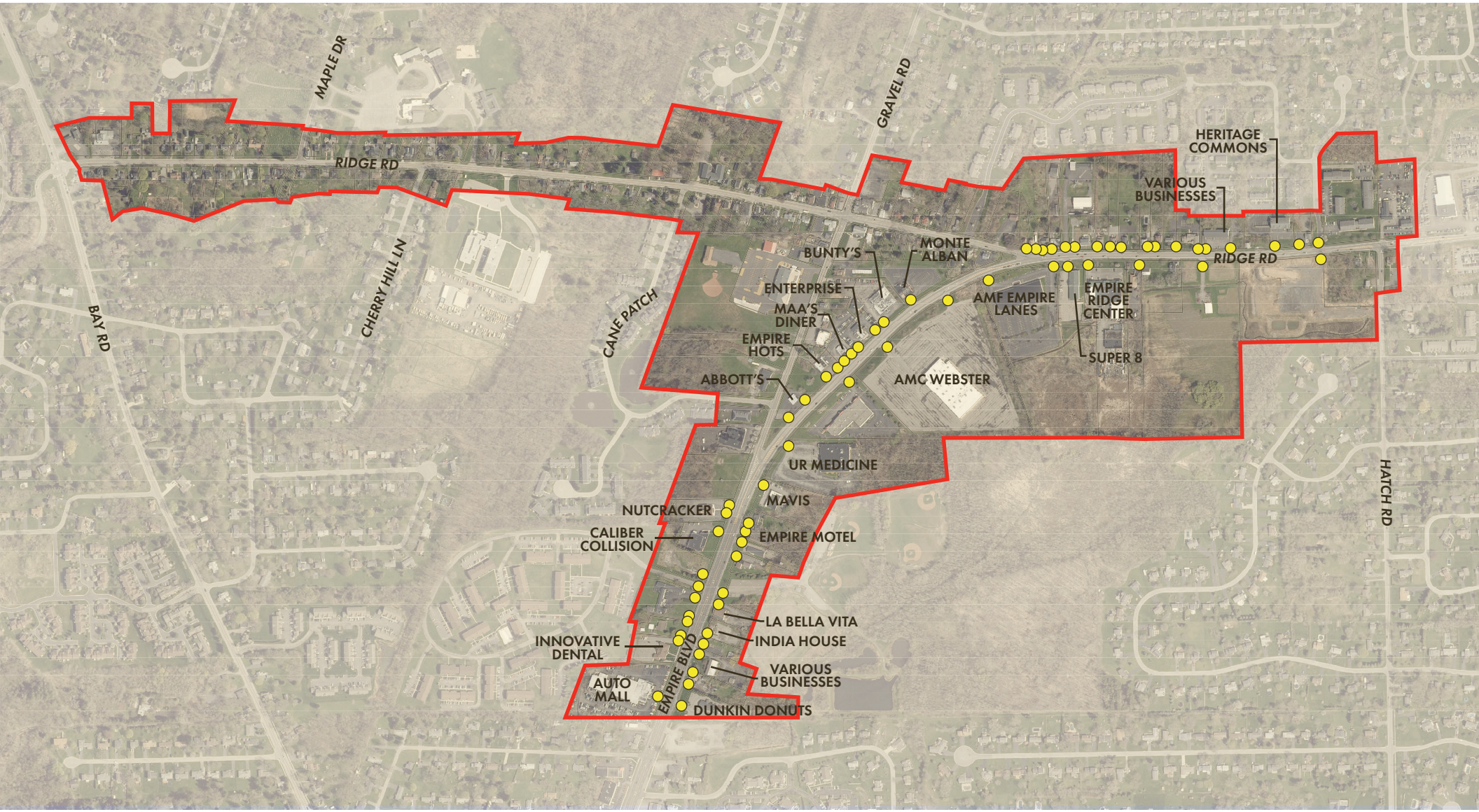
Sight distance was investigated at the intersections of Ridge Road/Empire Boulevard and Empire Boulevard/Gravel Road. Sight distance is provided at intersections to allow drivers to perceive the presence of potentially conflicting vehicles. This should occur in sufficient time for a motorist to stop or adjust their speed, as appropriate, to avoid a collision at the intersection.

A Policy on Geometric Design of Highways and Streets published by the American Association of State Highway and Transportation Officials (AASHTO, 2011) was used as a reference to establish the required Stopping Sight Distance (SSD) and desirable Intersection Sight Distance (ISD).

Required SSD and desirable ISD are based on the design speed for a given section of roadway; generally, the design speed is the posted speed plus 5 mph. In this case, the posted speed limit along Empire Boulevard between the intersections is 45 mph. Thus, a design speed of 50 mph was used. Table 3 depicts the results at both intersections.

Intersection	Posted Speed	Design Speed	Required SSD	Desirable ISD	Available Sight Distance to the:	
					Left	Right
Empire Boulevard/ Ridge Road	45	50	425'	555'	SSD: >425' ISD: >555'	SSD: >425' ISD: >555'
Empire Boulevard/ Gravel Road	45	50	425'	555'	SSD: >425' ISD: >555'	SSD: >425' ISD: >555'

Table 3: Sight Distance Evaluation
Source: Passero Associates



Legend

Study Area Boundary

Driveway Location

Number of Driveways (east, south side): 24

Number of Driveways (west, north side): 39

Figure 11: Number and Location of Driveways
Source: Passero Associates

Corridor Crash Investigation

Providing safe routes of travel for pedestrians, bicycles, and vehicles is a responsibility and priority for all communities.

The following crash evaluation is based on data obtained from the GTC via the Accident Location Information System (ALIS) provided by the NYSDOT.

Crash reports were investigated to assess the safety history within the study area and at the major intersections. The crashes included in the current review collectively covered a five-year period from 2015 through 2019. This time frame was subdivided by context and crash type:

Crashes are classified as either reportable or non-reportable. A reportable crash is one that involves either a death, personal injury, or property damage exceeding $1,000. All other events are considered non-reportable. They are classified as non-reportable, injury, property damage, and property damage and injury. Crash rates were computed for the study intersections and compared with NYSDOT and MCDOT average crash rates for similar intersections, as summarized in Table 4. Intersection crash rates are listed as crashes per million entering vehicles.

Figure 12 illustrates locations of vehicle crash events over the five-year period. Common collision types were rear end, overtaking, and right angle. Of the 204 crashes, 48 had an injury and one included a fatality in 2018.

As described in the intersection crash table, Ridge Road/Empire Boulevard and Ridge Road/Hatch Road had intersection crash rates higher than the statewide average. The frequency of rear end crashes can be indicative of signalized intersections along heavily traveled roadways, such as Empire Boulevard.

Not shown on the map were three pedestrian incidents. One occurred at Empire Boulevard/Gravel Road, one at Ridge Road/Cane Patch, and one just east of Bay Road. Additionally, three bicycle-related incidents occurred on Ridge Road between Webster Manor Drive and the Auto Mall.

Intersection	Jurisdiction	Ped	Bike	Misc.	Multi.	Total	Common Intersection Collision Types	Actual Crash Rate	MCDOT/ NYSDOT Average Crash Rate
Ridge Road/Bay Road	MCDOT	0	0	1	17	18	Rear end, left-turn	0.59	1.11
Ridge Road/Gravel Road	MCDOT	0	0	1	15	16	Right angle, left-turn, rear end	0.78	1.07
Ridge Road/Empire Bouelvard	NYSDOT	0	0	6	21	27	Rear end, overtaking, head on	0.86	0.17
Ridge Road/Hatch Road	NYSDOT	0	0	4	21	25	Rear end, right angle	0.75	0.26

Key
Ped = Pedestrian-related crash
Bike = Bicycle-related crash
Misc. = Events refer to single-vehicle crashes with something other than a pedestrian or bicyclist (deer, utility pole, sign post, etc.)
Multi. = Multiple vehicle crash

Table 4: Summary of Intersection Crashes
Source: Passero Associates

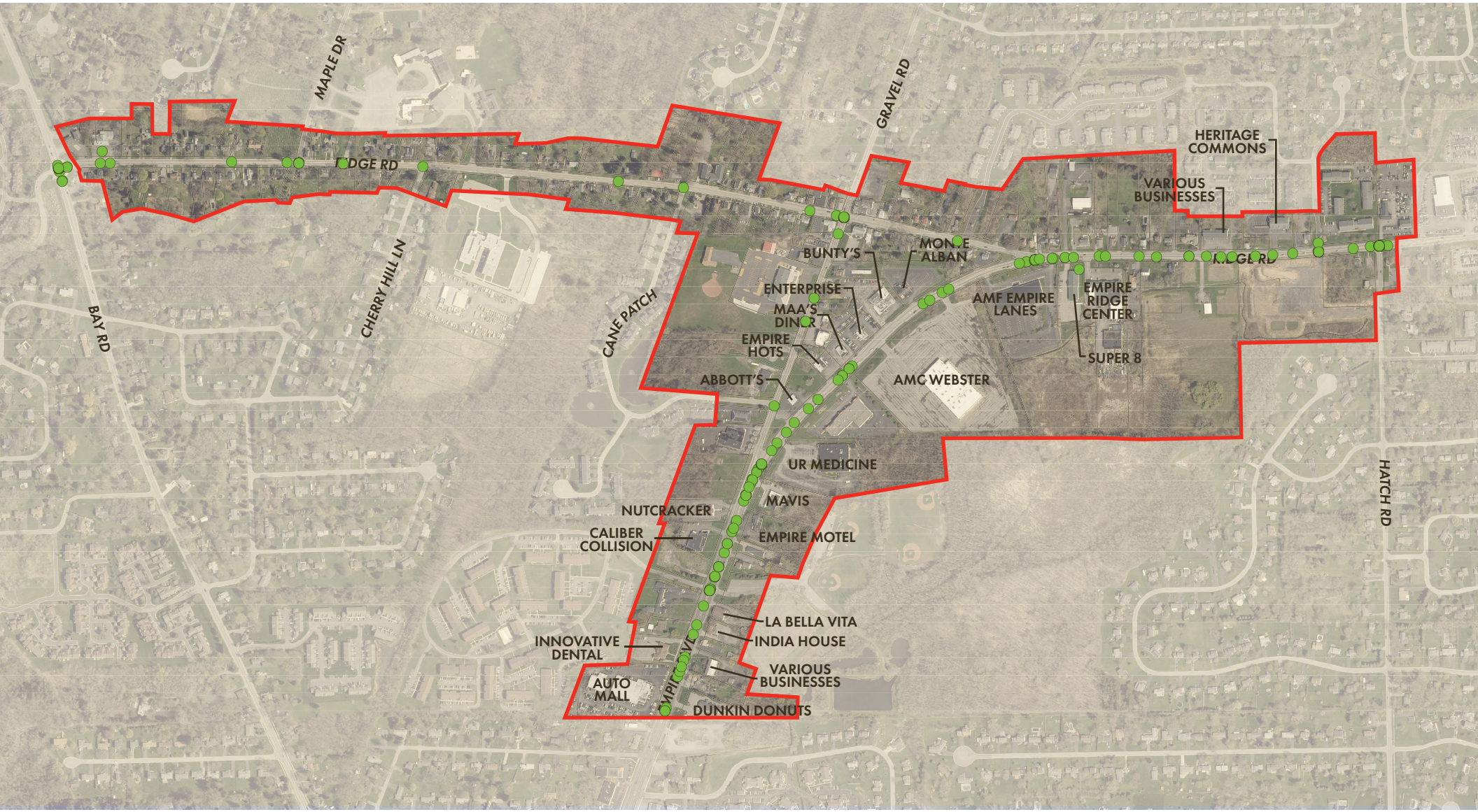


Figure 12: Vehicle Crash Locations
Source: Passero Associates

Bicycle Facilities & Analysis

Bicycle Level of Traffic Stress

Transportation options are important to all communities. People should have the opportunity to walk, bike, take transit (if available), or drive their automobile. The roadways or corridors on which people bicycle can have varying levels of stress from traffic. Residential streets with slow speeds are considered low-stress routes while multi-lane roadways with higher speeds and traffic volumes are considered higher-stress routes.

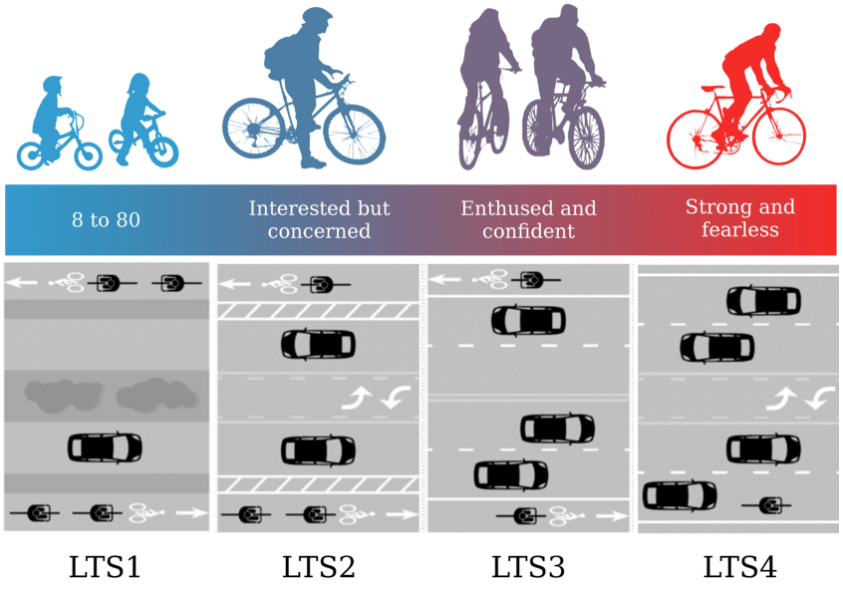
Level of traffic stress (LTS) is an approach developed by the Mineta Transportation Institute and San Jose State University in 2012 which quantifies the amount of discomfort people may feel bicycling on segments of roadways. The approach uses a combination of posted speed limits, number of travel lanes, presence or character of bicycle lanes, presence of parking, and vehicle volumes to assign a numerical stress level.

Streets are ranked under four stress levels using Roger Geller's "Four Types of Cyclists":

- LTS1 - Very low traffic stress, suitable for all ages, especially children
- LTS2 - Low traffic stress, suitable for most adults
- LTS3 - Moderate traffic stress, suitable for fewer adults
- LTS4 - High traffic stress, suitable for the least number of adults

The following graphic shows these four rider groups and the associated LTS scoring. Using this methodology helps to inform communities and transportation agencies the appropriate countermeasures to use improve the overall bicycling condition for all users.

Bicycle facilities (i.e., dedicated lanes or adequate shoulder space) within the study area are limited. The results of the LTS assessment are shown in Figure 13. Table 5 depicts the LTS scoring methodology and inputs.



Vehicle Volumes	Roadside Condition		Posted Speed 20	25	30+
< 1,500	Bike Lane	No Parking	LTS1	LTS1	LTS2
		Parking	LTS1	LTS1	LTS3
	No Bike Lane		LTS1	LTS2	LTS3
1,500 - 3,000	Bike Lane	No Parking	LTS2	LTS2	LTS2
		Parking	LTS2	LTS2	LTS3
	No Bike Lane		LTS2	LTS2	LTS3
3,000 - 6,000	Bike Lane	No Parking	LTS2	LTS2	LTS2
		Parking	LTS2	LTS2	LTS3
	No Bike Lane		LTS3	LTS3	LTS4
> 6,000	Bike Lane	No Parking	LTS3	LTS3	LTS4
		Parking	LTS3	LTS4	LTS4
	No Bike Lane		LTS3	LTS4	LTS4

Table 5: LTS Scoring and Methodology
Source: Passero Associates

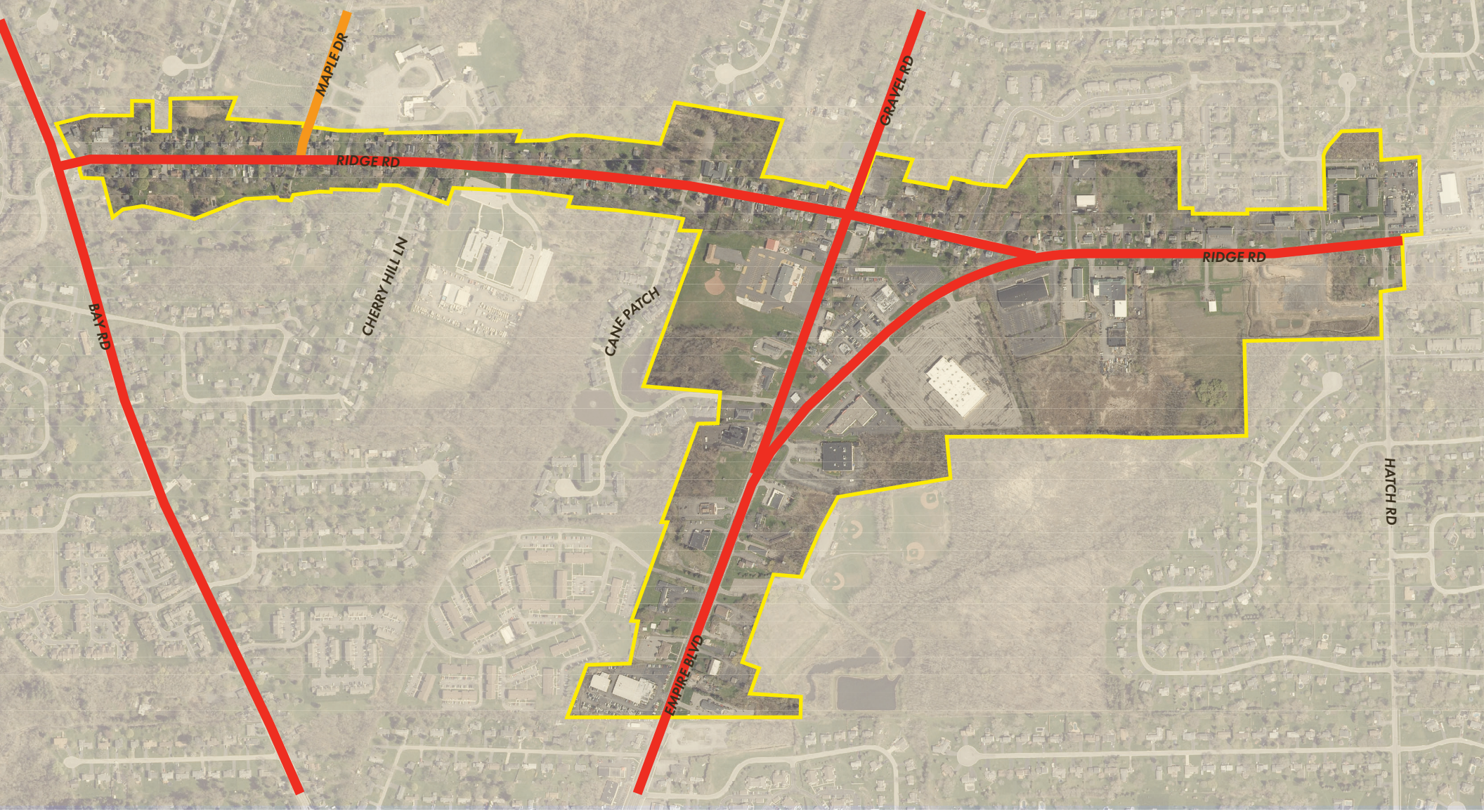


Figure 13: Bicycle Level of Traffic Stress
Source: Passero Associates

Pedestrian Facilities

The quality of the pedestrian experience is equally, if not more, important than a quantitative pedestrian-level-of-service (PLOS). This is especially true for denser environments like the Hamlet of West Webster. People are less likely to use pedestrian facilities when they look and feel uninviting or if they are perceived to be unsafe.

Figure 14 on page 37 shows two distinct walksheds that extend from the four corners at the intersection of Gravel Road and Ridge Road. The smaller walkshed is a 1/4 mile buffer from this point. A 1/4 mile walk is generally accepted as walkable at roughly 5 minutes. The second and larger walkshed is a 1/2 mile buffer and is walkable at roughly 10 minutes. As the figure shows, a person could start at the four corners and walk 10 minutes in any direction to cover the majority of the land within the project boundary. Despite this, there are few existing and formalized pedestrian facilities.

The analysis on this page is organized by the three major corridors where pedestrian facilities are most needed. The presence or absence of pedestrian facilities and amenities including sidewalk, crosswalks, street trees, and street buffers were considered and assessed for each of these corridors. Street trees and tree lawns were analyzed as a whole for the three corridors.

Ridge Road

Ridge Road and Old Ridge Road in the Hamlet are currently bereft of most pedestrian facilities. There are four pedestrian crosswalks at the intersection of Ridge Road and Gravel Road with respective pedestrian curb cuts. There are also crosswalks at the intersection of Bay Road and Ridge Road. These crossings would better serve pedestrians if they were given a high-visibility treatment - e.g. a ladder or continental crosswalk rather than a standard striping treatment.

Additionally, there is a paved pedestrian path that is 3-4' wide. This facility is - for the most part - present on both sides of Ridge Road between Bay Road and Empire Boulevard. While this is better than no sidewalk, the existing facility is not wide enough to provide ADA-accessibility for disabled users. Moreover, the facility is paved with asphalt, which is not a standard material for a pedestrian walkway. This facility has also been striped for bicycle use in the past as well, further confusing potential pedestrians and bicyclists.

The Town should consider affixing a standard concrete sidewalk that is at least 5 feet in width and is consistent on both sides of Ridge Road between Bay Road and Empire Boulevard. Future improvements would require the removal of existing storm gutter along the edge of the road.

Gravel Road

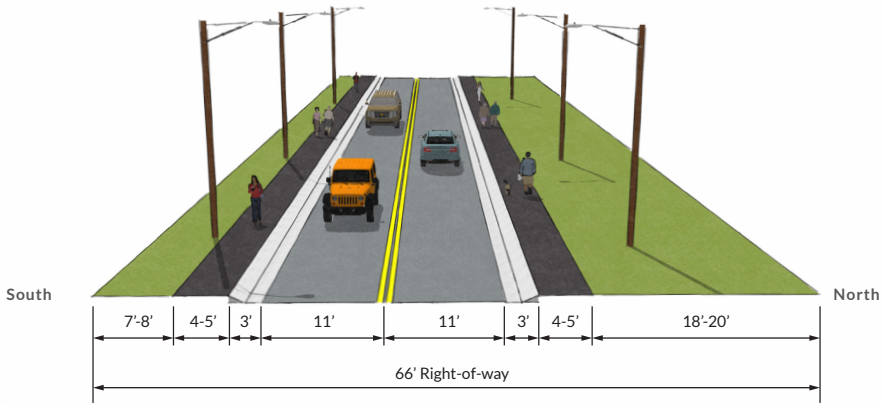
Similar to Ridge Road, Gravel Road has few pedestrian facilities. There are pedestrian crosswalks at the intersection of Ridge Road and Gravel Road. There is no existing sidewalk along Gravel Road. The Town should consider affixing a standard concrete sidewalk that is at least 5 feet in width and is consistent on both sides of Gravel Road between Ridge Road and Empire Boulevard. Future improvements would require the removal of existing storm gutter along the edge of the road.

Empire Boulevard

There are no existing pedestrian facilities along Empire Boulevard inside the project boundary. The Town should consider installing a standard concrete sidewalk along Empire Boulevard. This sidewalk should at least be between Gravel Road and Ridge Road/Old Ridge Road. Additionally, crosswalks should be considered to access the east side of Empire Boulevard.

Street Trees and Tree Lawns

There are currently no street trees along either Ridge Road, Gravel Road, or Empire Boulevard. The graphic below, however, shows the generous existing right-of-way along Ridge Road that could accommodate a tree lawn and street trees.



Empire Boulevard has a significant right-of-way width and many stretches along the corridor include grassy areas that could be retrofitted as street-buffered tree lawns. These should be considered during future pedestrian and streetscape improvements along Empire Boulevard.

Street trees and tree lawns provide shade and protection from vehicle traffic. They should be considered needed pedestrian facilities alongside connected sidewalk and crosswalks.

◀ *The graphic on the opposite page (p. 34) shows the existing right-of-way (ROW) for Ridge Road. This existing ROW includes 10 feet of unused space on the north side of the street and 15-16' of unused space on the south side of the street. This space could be used to accommodate new pedestrian facilities, including sidewalk, tree lawns, and street trees.*

Legend

- 0.25 Mile Buffer - 5 Minute Walkshed
- 0.50 Mile Buffer - 10 Minute Walkshed

Figure 14: Pedestrian Walksheds
Source: Ingalls Planning & Design

Significant Issues and Opportunities

The map in Figure 15 to the right shows geographic locations for the most significant issues and opportunities that were identified during the planning process. The data used to develop this sub-section was qualitative and based on meetings and discussions, the project steering committee, the Citizen Advisory Committee (CAC), and the project team.

Issues to Address

Some of the most cited issues inside the project boundary were located near or at the three intersections that serve as gateways into the Hamlet. The two intersections with Empire Boulevard were often mentioned for areas of high speeds, potential crashes and conflicts, and needed improvements for bicyclists and/or pedestrians. These two intersections may require significant physical transpor-tation improvements to calm speeds and provide a clearer and safer gateway into the heart of the Hamlet.

The intersection of Bay Road and Ridge Road was also identified as one needing improvements, particularly for pedestrians. The existing intersection does have pedestrian crossings, however, these exist without connecting sidewalk. This includes Ridge Road, which does not have formalized sidewalk connecting to the intersection's crossings. The crossings themselves could also benefit from higher-visibility treatments to better es-tablish a gateway into the Hamlet and safer conditions for pedestrians.

The most cited issue or challenge in the Hamlet area is a lack of sufficient or connected pedestrian facilities. There are few stretches of existing concrete sidewalk in the Hamlet area. Much of the existing pedestrian network is comprised of a strip of asphalt along Ridge Road that is about 4 feet in width. This particular facility has also been striped as a bicycle facility in the past, which adds confusion to a facility that is already an atypical pedestrian facility. Gravel and Ridge Road were the two corridors most often cited for issues with pedestrian facilities, but community and steering committee members also indicated a need for sidewalk along Empire Boulevard in light of a recent pedestrian fatality.

Several other issues were discussed in various meetings, including both property maintenance and a lack of obvious parking in the Hamlet. There are a few properties in disrepair in the Hamlet and improving both code enforcement and the Town's property maintenance could provide solutions to blighted Hamlet properties.

Parking is a common issue in most communities - whether due to a lack of parking or a lack of obvious or intuitive parking regulations. In West Webster, the parking concern is closer to Knucklehead Brewing and Bay Road. Drivers often park within the right-of-way (ROW) near this location, which presents difficulties to nearby residents and property owners. Providing on-street parking along Ridge Road in the Hamlet could give some needed parking relief without sacrificing important and limited land for a surface parking lot.

Opportunities to Capitalize On

Several opportunities were also discussed during early meetings with the project steering committee and CAC. One opportunity that was emphasized by the steering committee early on was the need for street trees in the Hamlet area. A street tree program for the entire length of Ridge Road/ Empire Boulevard was also identified as a goal in the Town's 2008 comprehensive plan. Street trees would be particularly helpful traffic-calming devices that would contribute to a comfortable enclosure for pedestrians along Old Ridge Road in the Hamlet.

The most prioritized vacant properties in the Hamlet are at two of the four corners of Ridge Road and Gravel Road. The Town has taken several steps to pursue redevelopment for both of these properties. For the purpose of this plan, the project team considered future land use and zoning changes that would lead to desirable redevelopment - when redevelopment occurs. Other design and streetscape improvements were also considered that would help to improve existing travel conditions for all users and improve the quality-of-life for residents in adjacent neighborhoods. These improvements will not spur redevelopment on their own, but they make help create a more desirable location for future businesses.

One other significant opportunity that was identified in early stages of the planning process focused on the need for new public or community space. There are a few existing public facilities and parks including the fire department and Empire Park. However, a dedicated community gathering space or facility should be considered during future efforts to improve and revitalize the Hamlet.

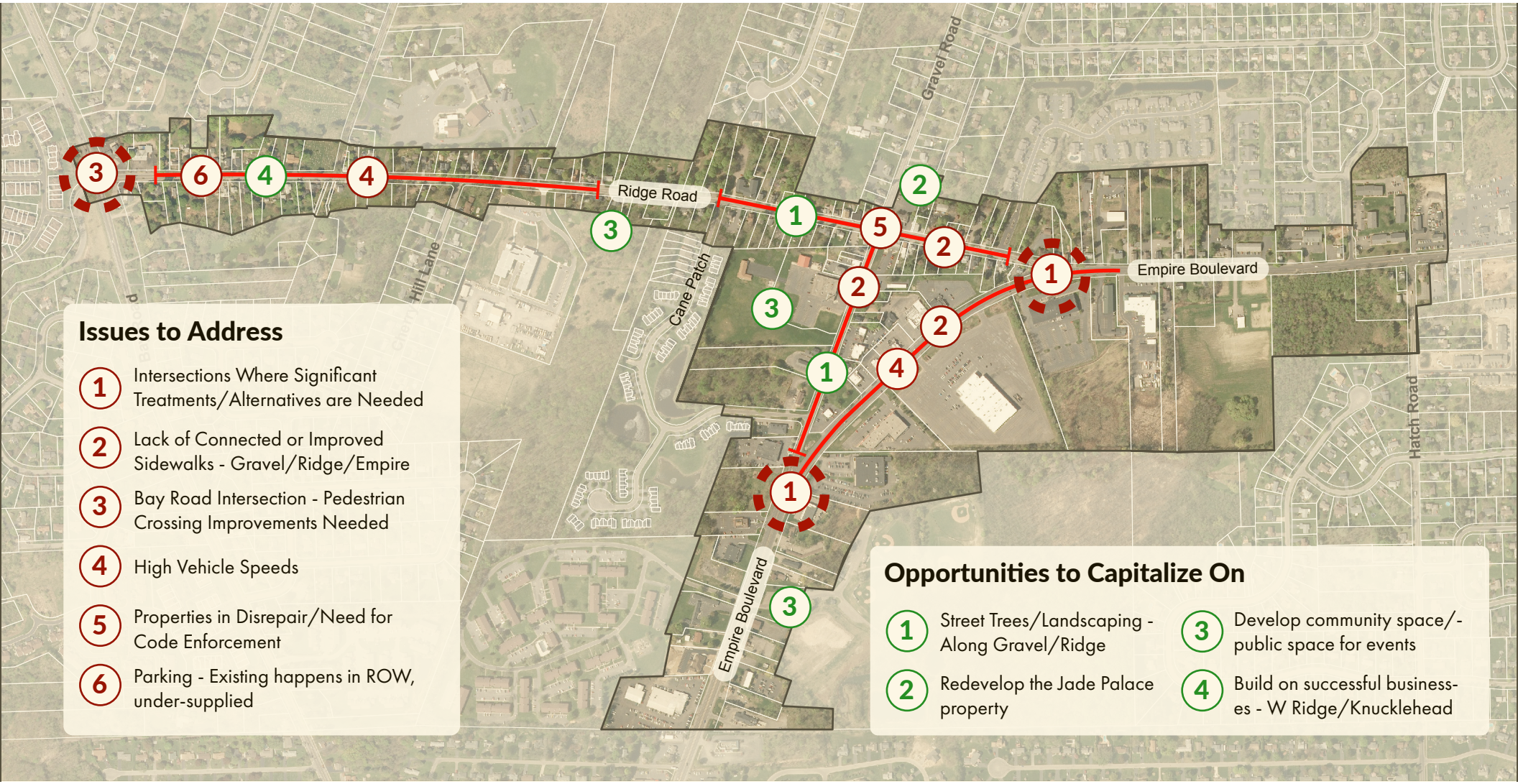


Figure 15: Issues & Opportunities
Source: Ingalls Planning & Design

Public Engagement & Hamlet Vision

The project team sought input and feedback from the Webster community throughout the planning process, which included three rounds of engagement. Key issues and opportunities were identified early on. The Hamlet's vision was developed and crafted based on community input in round 2 and feedback on recommendations was provided in round 3.

First Round - Online

Online engagement is becoming an effective tool in getting community members to participate in the planning process. It is especially useful in identifying key issues, opportunities and assets early in the process. The first round of public engagement took place in May of 2022 using an online engagement platform called Social Pinpoint. A project website was developed that contained project background information, a community forum for engaged discussion between community members, and a collaborative map soliciting geographically-specific input regarding important Hamlet issues, opportunities, assets and theme ideas. The first round of engagement resulted in more than 100 comments by more than 1,600 unique visitors to the site.

Second Round - Open House

The second round of public engagement included an in-person community open house to receive feedback and thoughts on project alternatives, theme ideas, future land uses and possible development scenarios. The open house took place in October of 2022.

More than **70 people attended** the public open house to weigh in on draft materials and alternatives for transportation improvements, streetscape components, future land use, development scenarios and possible Hamlet themes. Feedback from this open house helped the project team solidify project alternatives that are detailed later in this plan.

The figures above are from the first round of engagement, which was online using the Social Pinpoint platform.

Figure 16: Social Pinpoint Collaborative Map *Source: Ingalls Planning & Design*

Third Round - Open House

Based on feedback from round 2 and discussions with the Steering Committee draft recommendations were presented at a community open house in March 2023. More than **40 people attended** the event.

Why A Vision?

It can often be difficult for community members to envision what they want their community to be like in the future, especially without a graphic or visual depiction. The intent of visioning is to encourage people to think about the future of their communities in a positive way. Visioning helps communities make important decisions regarding future development. Aligning projects, development and policies with a community-developed vision statement can help remove some of the guesswork involved in decision-making for the Hamlet of West Webster while also advancing the overall vision.

Visioning can be a beneficial activity during the development of any long-range planning effort. All too often, however, vision statements and goals are crafted in ways that lack specificity, avoid existing challenges and cloak the message in vague and treacly phrasing.

A vision should have an appropriate level of specificity which contributes to an authentic statement that resonates with community members.

Additionally, vision statements should tend to avoid language that is 'permission-to-play.' In other words, safety is a requirement for any transportation corridor or facility. The need for safety is always present, so a vision statement shouldn't avoid relying on safety as a significant component of an over-arching vision. Specific safety concerns focusing on vulnerable users, however, is something that ought to be considered for a Hamlet vision. Moreover, goals and objectives dealing with specific safety concerns can and should be included in a visioning exercise.

Developing a Vision

Developing a vision for the Hamlet was one of the main objectives during the public engagement process. The vision was developed after the first round. A project page was set up using Social Pinpoint, a web platform for engaging the public on the project.

Site visitors were able to participate in an active forum where they were asked to share their thoughts on the Hamlet. Forum responses were then analyzed and used to craft an overall vision for the Hamlet. Commonly used words and phrases were generated into a word cloud that helped to direct the tone and topics of the Hamlet's theme.

The graphic on this page was generated using the most popular words used in the forum on the project website. Larger words in the graphic were ones that were repeated most often including sidewalks, traffic and pedestrian(s). Smaller words in the graphic were repeated fewer times, but some of them were ones that the project team and steering committee identified as helpful and necessary to crafting the Hamlet's vision.


THEMES & IDEAS

Our Vision

The vision statement below includes language and ideas that came directly from community members, key stakeholders, and steering committee members. The objective is to convey a balanced vision that is both far-reaching and realistic. The project team and steering committee determined the need for an over-arching vision statement and several accompanying tenets that will more specifically help West Webster achieve said vision. This will help ensure that the most pressing challenges and opportunities can be prioritized and addressed.

"West Webster is a compact and walkable Hamlet. The Hamlet celebrates its storied history while providing a modern blend of successful small businesses, parks and green space and a variety of homes. Walking and biking feel comfortable and safe in the Hamlet. The gateways into the Hamlet help bring identity and a sense of arrival into West Webster."

Tenets for the Hamlet Vision

The vision's tenets were developed to address very specific issues and opportunities that have been identified and considered throughout the process of this plan. These tenets concern various topics and are written as active statements that aim to inspire guidance in future decision-making for the Hamlet. While the vision provides an over-arching direction to the Hamlet, these tenets will more specifically help Webster achieve this vision.

1. We Will...enhance and maintain important gateways into the Hamlet.

Much of the discussion during this study focused on improving and enhancing the existing gateways into the Hamlet. The three gateways that were identified are the intersection of Bay Road and Old Ridge Road; the intersection of Empire Boulevard and Gravel Road; and the intersection of Empire Boulevard and Old Ridge Road. These are the three gateways that the Town should prioritize for improvements. Improving the gateways could range from physically improving the intersections to installing thematic signage and public art pieces to contribute to a sense of place for the Hamlet.

2. We will...provide sidewalk and trail connections that are safe, comfort able, and intuitive to all users.

During the development of this study, there was significant discussion with and feedback from community members on the need to improve and expand public pedestrian facilities. The Town should pursue and emphasize projects that will improve pedestrian facilities including sidewalks, crosswalks, trails and walking paths, and others.

3. We Will...require building and site design that contribute to a walkable and bikeable environment.

In addition to improving sidewalks and other pedestrian facilities, the Hamlet's built environment should also contribute to a walkable and bikeable environment for West Webster. The current built environment in the Hamlet includes development that is mostly auto-dependent and suburban in nature with the exception of the Hamlet's core area near the four corners of Gravel Road and Old Ridge Road. The Town should encourage development in the Hamlet that orients to the street and engages the pedestrian realm.

4. We Will...encourage mixed-use development that allows more flexibility in the Hamlet area.

Mixed-use development should be encouraged throughout the Hamlet, but particularly in the Hamlet's core near the four corners of Gravel Road and Old Ridge Road. Mixed-use development coupled with design and development guidelines, will contribute to a walkable and compact Hamlet environment.

5. We Will...acknowledge and promote the Hamlet's rich history.

The Hamlet has a rich history of transportation, entertainment and motion pictures. The history of West Webster should be considered for future projects including public art and signage.

Alternatives & Recommendations

Future Land Use for the Hamlet

One of the goals of this study was to build community consensus on future land use and development in the West Webster Hamlet. Future land use categories began to emerge during discussions at early meetings with both the project steering committee and the citizen advisory committee (CAC).

Additionally, the first round of community engagement utilized the project website to determine where significant issues and opportunities were within the Hamlet area. This helped to inform development of the future land use map.

The descriptions below were developed to reflect all this feedback and establish a guide for land use and development in the Hamlet. These descriptions and the associated map on the opposite page were further used to develop the projects in this section beginning on page 48.

Mixed Residential

Housing in the Hamlet should include a mix of housing types of up to four housing units. This area should provide flexibility that targets missing middle housing without compromising the existing scale of residential development along Ridge Road in the Hamlet.

Mixed-Use Hamlet

This designation includes vertical mixed-use buildings with two to three stories that promote active ground floors with commercial or retail uses. There should be a strong emphasis on design that requires buildings to locate near the street with a high level of first floor transparency, main entrances oriented to the street, and pedestrian connections to the public sidewalk. Development standards should be employed to ensure that redevelopment is properly scaled to fit within a walkable Hamlet district.

Mixed-Use Transition

Land in this area should include a mix of uses with development standards to create a transition from larger commercial properties along Empire Boulevard to smaller Hamlet-scaled mixed-use development at the four corners of Gravel Road and Old Ridge Road. Development standards should include a high level of landscaping, especially in the front yards between buildings and Empire Boulevard.

Mixed-Use Corridor

The land in the Mixed-use Corridor contains the largest parcels in the Hamlet area. In the event of future redevelopment or redevelopment, these properties should include a mix of residential, commercial, and/or office uses. Development in this area should contribute to a walkable Hamlet with shared parking and a unified pedestrian circulation system that connects to the public realm.

Commercial (Walkable Suburban)

Located at the outer edges of the Hamlet, these areas contain a variety of commercial, office, and some residential uses. Development and redevelopment should prioritize commercial and retail uses fronting Empire Boulevard with parking located to the side or rear. Front setbacks should be generous as to accommodate landscaping and sidewalks. Sidewalks should be included that link building entrances to the public sidewalk.

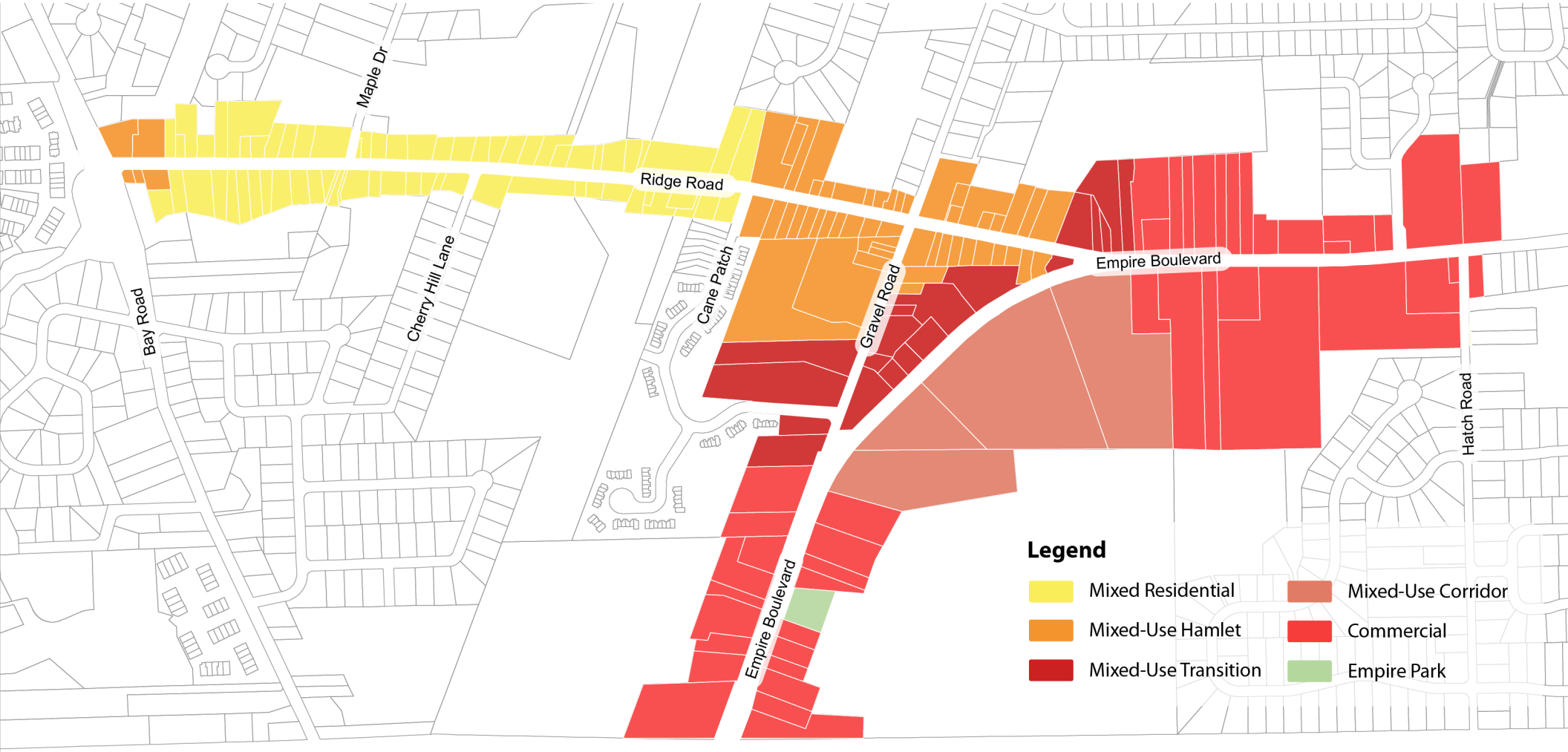


Figure 17: Future Land Use
Source: Ingalls Planning & Design

Land Use & Development

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

The Hamlet mixed-use District is intended to enhance the economic vitality and the walkability of the West Webster Hamlet. This shall be accomplished through development that engages the public realm, creates pedestrian-friendly streets, and includes a combination of vertical and horizontal mixing of retail, service, office, and residential uses.

The district is organized into three character areas or "precincts" which emerged during the planning process and future land use discussions. These areas - shown on the map below - are the Core Precinct, Transition Precinct and Corridor Precinct.

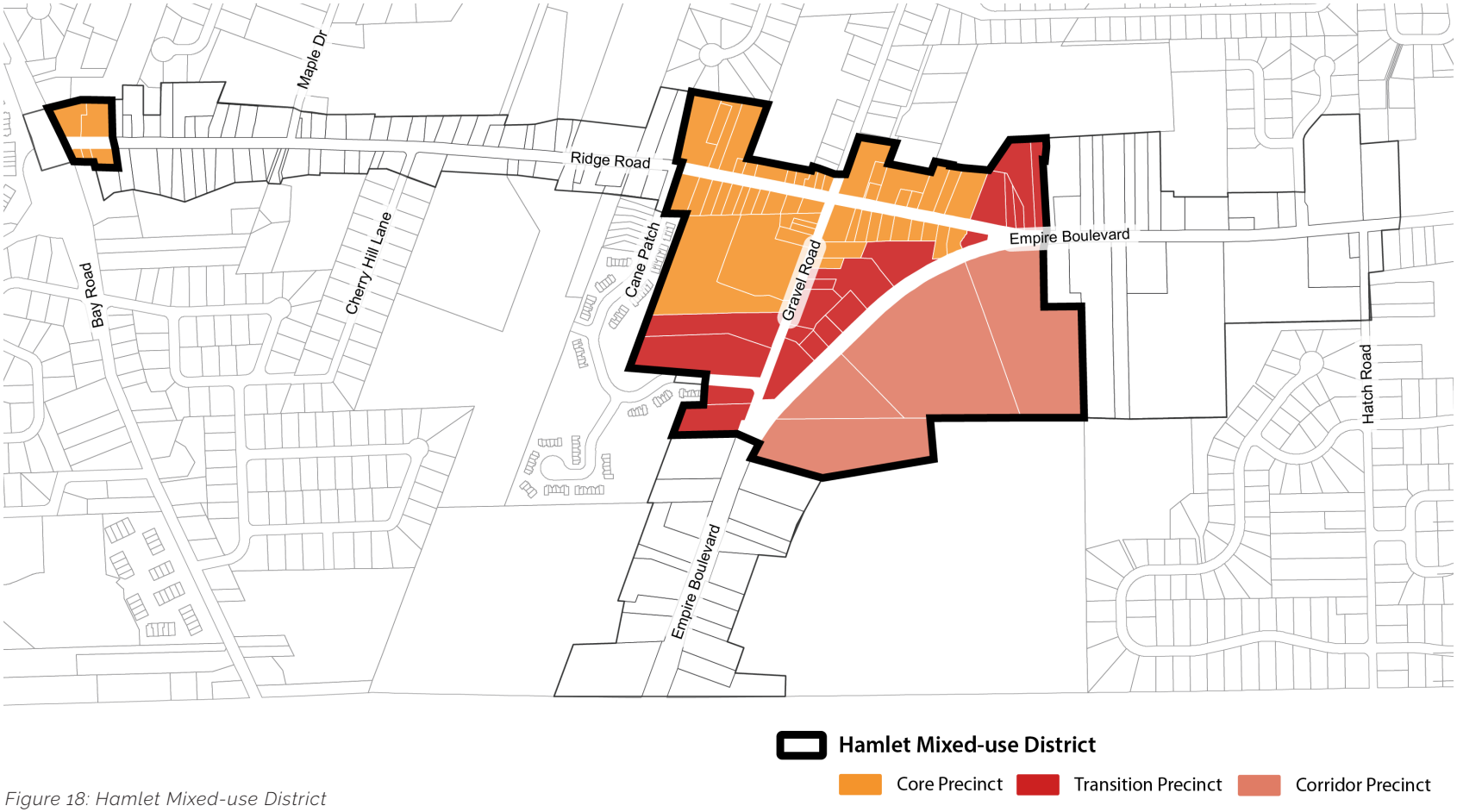


Figure 18: Hamlet Mixed-use District
Source: Ingalls Planning & Design

Core Precinct

It is the intent of the Hamlet Core to include a combination of vertical and horizontal mixed-use buildings with up 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. Buildings along Main Street should have architectural details and features that are reflective and/or compatible with early twentieth century Hamlet buildings.

Future redevelopment in this area should include new buildings or the re-use of existing buildings and structures. Any redevelopment scenario should be augmented by streetscape improvements including sidewalks and street trees.

The graphic at the top of the page shows a plan-view map of the four corners of Ridge Road and Gravel Road. This shows a possible redevelopment scenario with a new mixed-use building on the northwest corner, high-visibility crosswalks, street trees, newly defined parking areas and other improvements.

The graphic at the bottom of this page shows a street level view of potential redevelopment of the four corners. The rehabilitation / repurpose of the former "furniture stripper" location is shown and is more reminiscent of a historic Hamlet building. This development is bolstered by a redefined and redesigned streetscape.

Figure 19: West Webster Four Corners Graphics
Source: Ingalls Planning & Design

Transition Precinct

The Hamlet Transition precinct 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 should 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. As shown in the graphic to the right, long-term redevelopment should include buildings closer to the pedestrian realm with parking to the rear or to the side of buildings. Sidewalks and street trees should be included throughout.

As depicted in the graphic above, short-term, incremental redevelopment in this area could focus on better defining off-street parking and providing safe and comfortable outdoor seating separate from vehicle traffic and parking. The site for Abbott's Frozen Custard (white building in the graphic above) currently lacks definition for circulation, accessibility and parking for all travel modes.

The graphic to the bottom right shows a bird's eye view of potential short-term redevelopment that would better engage the pedestrian realm and define both parking and outdoor seating for Hamlet visitors. The new building shown adjacent to the Abbott's building (white building) would be located in the currently vacant land between Abbott's and the neighboring property to the north.

Figure 20: West Webster Empire Boulevard North Graphics
Source: Ingalls Planning & Design

Corridor Precinct

The land in the Hamlet Corridor contains the largest parcels in the Hamlet Mixed-use District. Land in this precinct 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.

Future redevelopment of this area - particularly around the AMC movie theater - should occur in a way that establishes interior connections for pedestrians with cross-site access to parking areas for motorists.

The graphic to the right shows a potential long-term redevelopment scenario for land along the southern side of Empire Boulevard around the AMC movie theater. In addition to interior pedestrian connections and sidewalks, this scenario could include several residential and mixed-use buildings around the existing movie theater building. Street trees and landscaping should be prioritized throughout any redevelopment of this site. An access road could also be considered to provide easy and intuitive cross-site access. Lastly, a development of this magnitude would benefit from a signalized intersection at Empire Boulevard that orients to an access point on the north side of the street. An intersection here would provide consolidated access to both sides of Empire Boulevard but it would also include safe access and crossings for pedestrians.

Figure 21: West Webster Empire Boulevard South
Source: Ingalls Planning & Design

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

The Mixed Residential District is intended to permit and encourage a wider variety of residential options and types within the Hamlet of West Webster. During the development of the future land use map, there were several discussions regarding housing in the Hamlet with the project steering committee, stakeholders, and community members.

These discussions informed the future land use designations, including a mixed residential area along Old Ridge Road in the Hamlet's core. This was further detailed on page 46.

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.

The map to the right shows the proposed outline for the Mixed-Residential District in the Hamlet. This aligns with future land use analysis that was conducted during this study and contains existing house-scale residential development along Old Ridge Road.

This Mixed-Residential District could also be applied to other areas of the Town where the character and desire for a mixture of residential uses and housing types is present. This would likely require and align with Town-wide future land use analysis that would occur during an update to the Town's comprehensive plan.

3 Adopt Green Infrastructure Requirements and Practices

West Webster should consider ways to integrate best stormwater management practices into streetscape and parking lot design. Doing so can reduce the damaging effects of runoff on creeks and streams and can also add character and aesthetic benefits to the street. Disconnecting or diverting some flow from storm sewers and directing runoff to natural systems such as landscaped areas, bio-swales, and rain gardens reduces water velocity and cleans stormwater runoff. Natural stormwater systems also permit reduced pipe size for storm sewers. Consideration should be given to including green infrastructure requirements within the Town's stormwater management practices.

- Bio-swales are depressed areas adjacent to impervious surfaces that are sloped on either side, contain vegetation or riprap that maximize the amount of time water spends over permeable surfaces before entering the storm sewer system. This allows water to naturally infiltrate the ground. Bio-swales also clean stormwater by removing pollutants.
- Pervious paving allows water to infiltrate the pavement surface, reducing rapid runoff into streams and storm sewer systems. Pervious paving surfaces include interlocking pavers, porous asphalt, porous concrete and grid pavers.
- Rain gardens are depressions that contain plants adapted to wet conditions, are designed to slow, capture and absorb rainwater.

Pictured above are examples of naturalized stormwater planter systems that collect stormwater runoff.

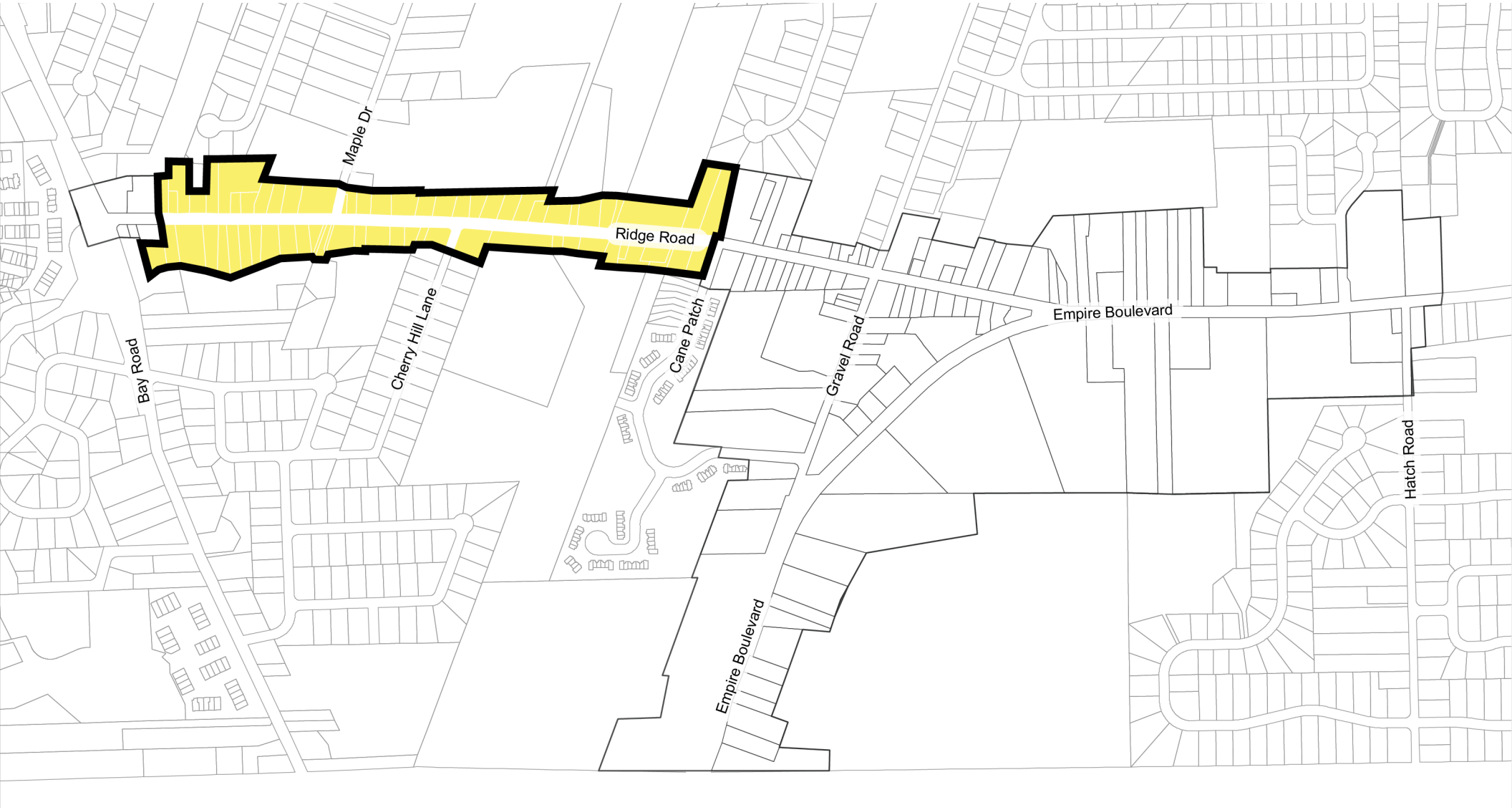


Figure 22: Hamlet Mixed Residential District
Source: Ingalls Planning & Design

Transportation & Streetscape

4 Implement Preferred Streetscape Improvements

A well-designed streetscape can make a significant contribution in developing a strong sense of place and an active public realm. An inviting streetscape sends a message to residents and visitors that the street is the primary public space to be enjoyed by all. The next few pages contain preferred streetscape alternatives for Ridge Road, Gravel Road and Empire Boulevard.

The recommended streetscape alternatives include the approximate locations of existing utilities. At the time of this study, it was determined that moving or otherwise altering the existing utilities carried significant financial constraints. Should these constraints lessen, the Town should pursue the burial of these utility lines, ideally in tandem with streetscape improvements.

Ridge Road Streetscape

The two graphics on this page convey the preferred alternative for future streetscape improvements. A second alternative was considered for Ridge Road and is included on page 55, although it was determined to be a less desirable option by community members, steering committee members, and stakeholders. The preferred streetscape improvements include connected and consistent sidewalks and planted tree lawns. Both of these components will serve to buffer pedestrians from vehicle traffic and provide a safe and comfortable environment for walking in the Hamlet. The preferred treatment was developed utilizing the existing right-of-way width, 66 feet, for Ridge Road.

When these streetscape improvements are implemented, there will likely be some portions where the tree lawn and street trees are not included to favor needed vehicle space. This will likely be needed closer to the intersection of Ridge Road and Gravel Road.

As discussed earlier in this plan, many property owners along Ridge Road are encroaching the right-of-way and using this public land for front yard parking, landscaping, and other non-public uses. Although several alternatives were explored with varying degrees of impact on the right-of-way, the preferred alternative provides generous space on the north side of the street where much of the encroachment was occurring. This will limit the impact to adjacent property owners that are encroaching.

The pursuit of streetscape improvements will require some frank and open discussions with existing property owners to successfully implement the preferred streetscape improvements. These discussions should take place during the detailed planning and design phase of this project.

Ridge Road Streetscape Alternative A

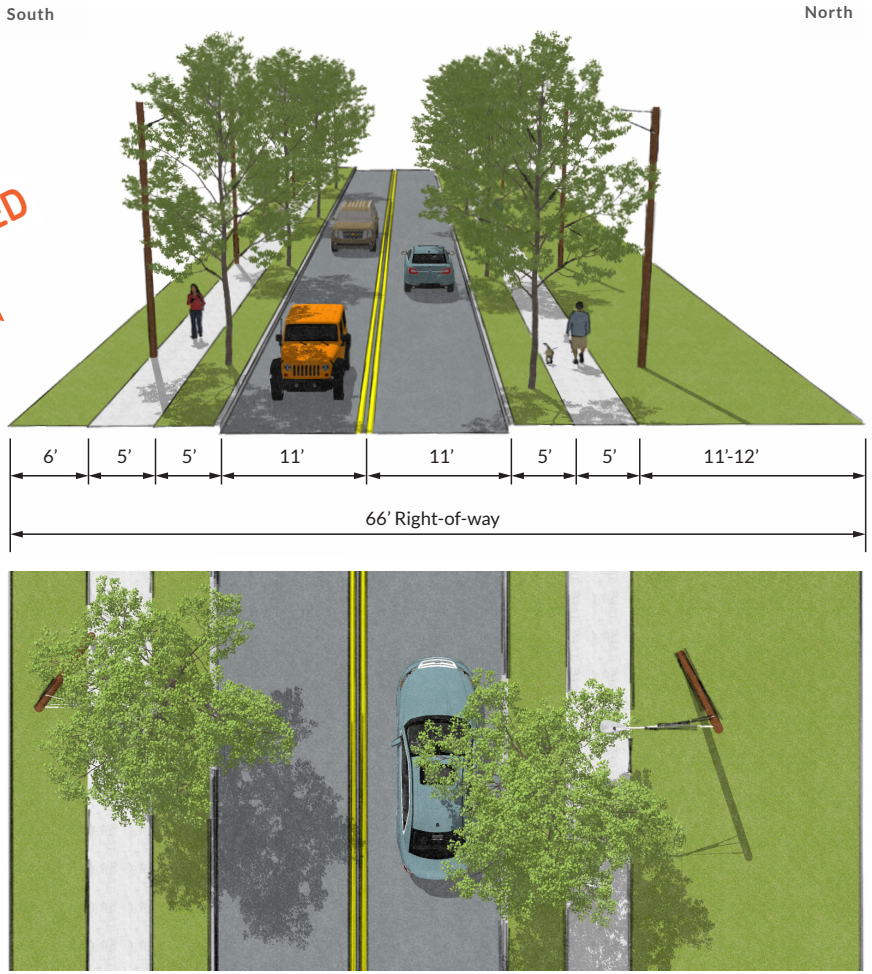


Figure 23: Ridge Road Streetscape Alternative A - Preferred
Source: Ingalls Planning & Design

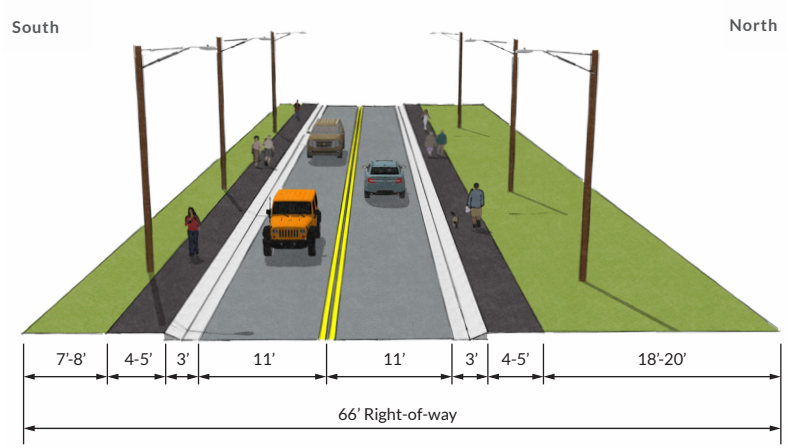


Figure 24: Ridge Road Existing Streetscape
Source: Ingalls Planning & Design

Existing Streetscape - Ridge Road

Existing pedestrian conditions on Ridge Road are lacking, as detailed in the first section of this study. The lack of street trees and tree lawns and the undesirable materials make for uncomfortable pedestrian conditions.

Additionally, the existing walkway is not a concrete sidewalk but is paved with materials that are not conducive to nor comfortable for pedestrian travel.

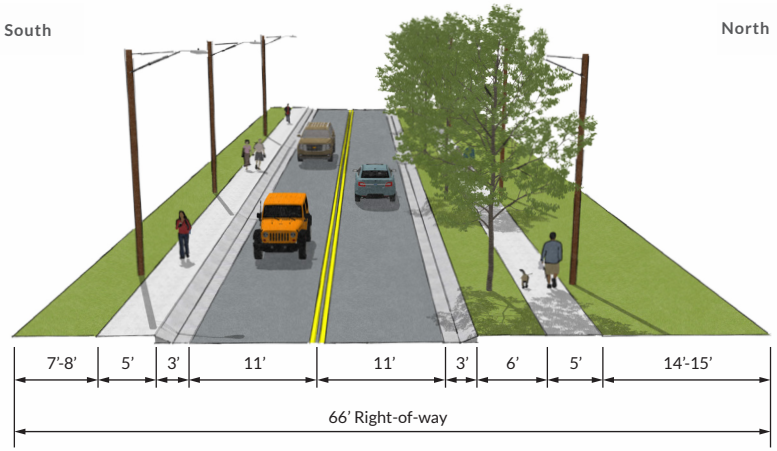


Figure 25: Ridge Road Streetscape Alternative B
Source: Ingalls Planning & Design

Ridge Road Streetscape Alternative B

In addition to the preferred streetscape alternative, a second alternative was considered, which is shown above.

This alternative is a simpler design, but the south side of the street lacks a planted tree lawn and neither side of the street includes curbing in favor of retaining existing storm gutters. This alternative does not include street trees on the south side of the street. Ideally, both sides of the street would include street trees as an added buffer to pedestrians.

Intersection Improvements at Ridge Road and Gravel Road

Improvements to the intersection of Ridge Road and Gravel Road also be included as a phase of streetscape improvements to Ridge Road. The improvements should include an upgraded traffic signal, pedestrian signals with countdown timers and high-visibility crosswalks.

Gravel Road Streetscape

Addressing pedestrian improvements within the streetscape on Gravel Road will help create safe and comfortable pedestrian connections throughout the Hamlet, making it easier to walk from adjacent neighborhoods to West Webster businesses and shops.

The two graphics on this page convey the preferred alternative for future streetscape improvements. A second alternative was considered for Gravel Road and is included on page 57. This alternative was determined to be a less desirable option by community members, steering committee members, and stakeholders.

The preferred streetscape improvements include connected and consistent sidewalks and planted tree lawns. Both of these components will serve to buffer pedestrians from vehicle traffic and provide a safe and comfortable environment for walking in the Hamlet.

The preferred treatment was developed utilizing the existing right-of-way width, 50 feet, for Ridge Road. When these streetscape improvements are implemented, there will likely be some portions where the tree lawn and street trees are not included to favor needed vehicle space. This will likely be needed closer to the intersection of Ridge Road and Gravel Road. Additionally, there may be specific stretches along Gravel where the sidewalk will need to be designed and constructed around the existing utility poles. This will be dependent on the proximity of the existing poles to the planned sidewalk.

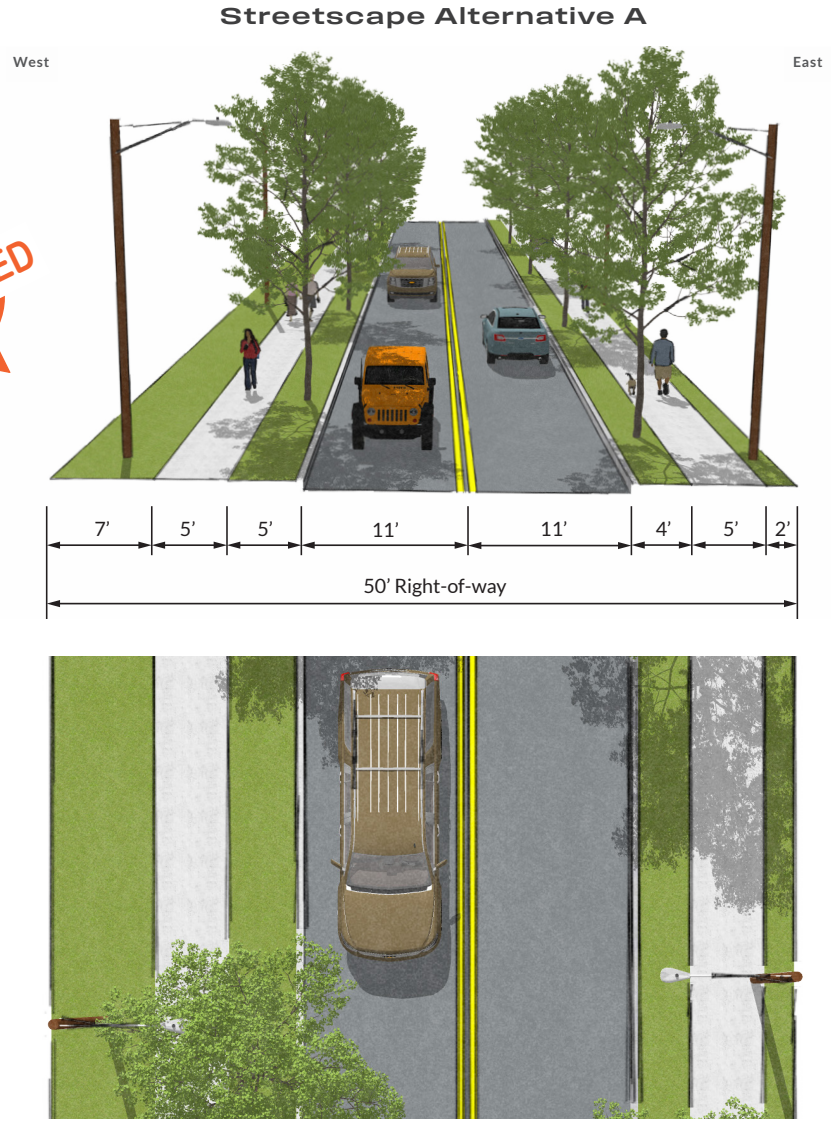


Figure 26: Gravel Road Streetscape Alternative A - Preferred
Source: Ingalls Planning & Design

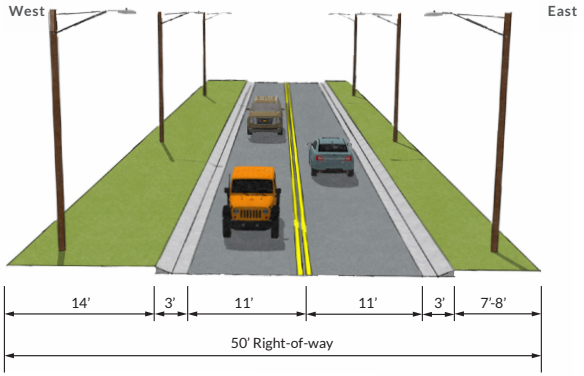


Figure 27: Gravel Road Existing Streetscape
Source: Ingalls Planning & Design

Existing Streetscape - Gravel Road

Existing pedestrian conditions on Gravel Road are lacking, as detailed in the first section of this study. There are currently no connected sidewalks along Gravel Road in the Hamlet. The lack of sidewalks, tree lawns and street trees make for difficult and uncomfortable conditions for pedestrians.

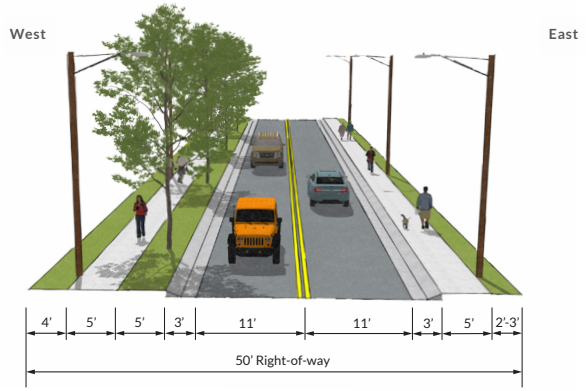


Figure 28: Gravel Road Streetscape Alternative B
Source: Ingalls Planning & Design

Gravel Road Streetscape Alternative B

In addition to the preferred streetscape alternative, a second alternative was considered, which is shown above.

This alternative is a simpler design, but the east side of the street lacks a planted tree lawn and both sides of the street do not include curbing in favor of retaining existing storm gutters. This alternative also does not include street trees on the east side of the street. Ideally, both sides of the street would include street trees as an added buffer to pedestrians.

Empire Boulevard Streetscape

The two graphics on this page convey the preferred alternative for future streetscape improvements on Empire Boulevard. The first graphic shows a similar perspective to the existing cross-section while the second graphic shows a plan-view perspective of the preferred alternative from above.

The preferred streetscape improvements include connected and consistent sidewalks and generous planted tree lawns. Both of these components will serve to buffer pedestrians from vehicle traffic and provide a safe and comfortable environment for walking in the Hamlet. The existing shoulders were also reduced in this alternative to afford more space to the pedestrian realm and slightly narrow the roadway for vehicle space. A slightly narrowed roadway combined with street trees will help to calm traffic, further increasing safety for pedestrians. The preferred treatment was developed utilizing the existing right-of-way width, 80 feet, for Empire Boulevard. The significant existing right-of-way could lead to future configurations that also include dedicated space for bicyclists. The shoulder space that is shown in the graphics to the right could be retrofitted to add bike lanes in a future configuration.

A second alternative was considered and is included on page 59, although it was determined to be a less desirable option by community members, steering committee members, and stakeholders.

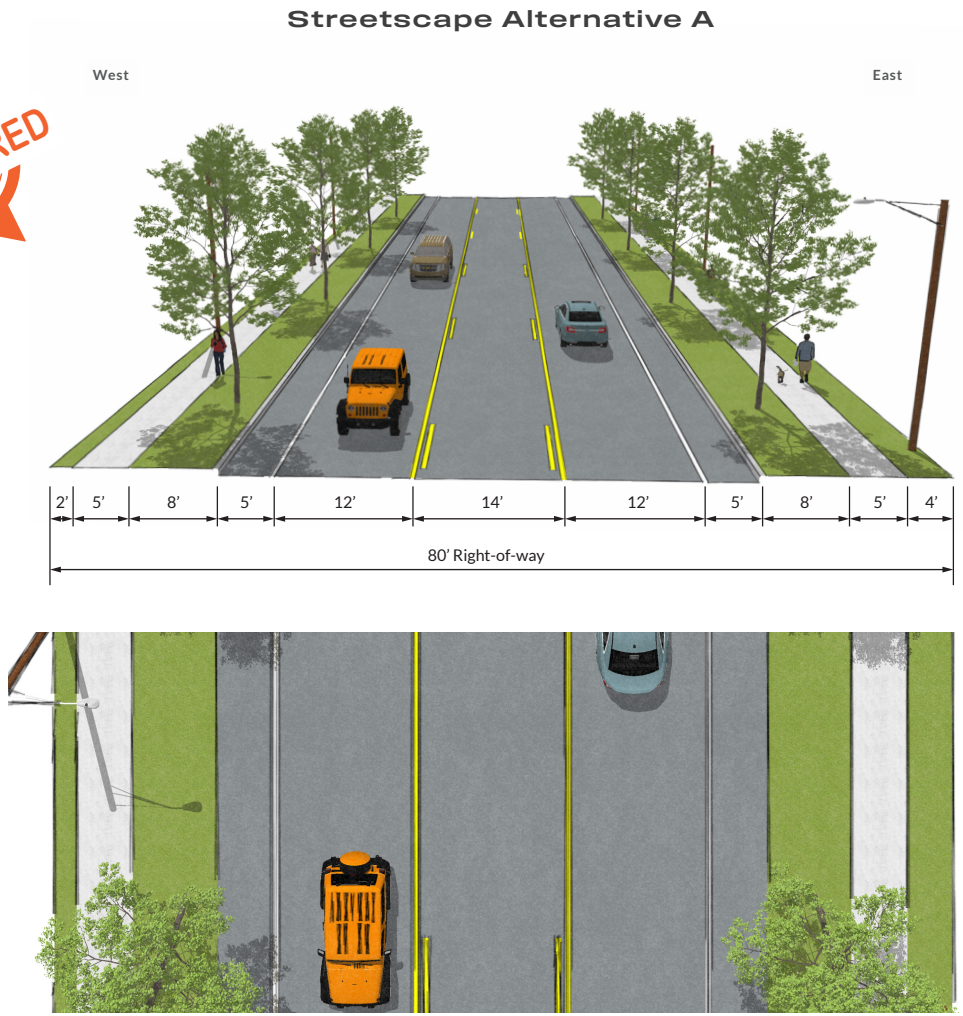


Figure 29: Empire Boulevard Streetscape Alternative A - Preferred
Source: Ingalls Planning & Design

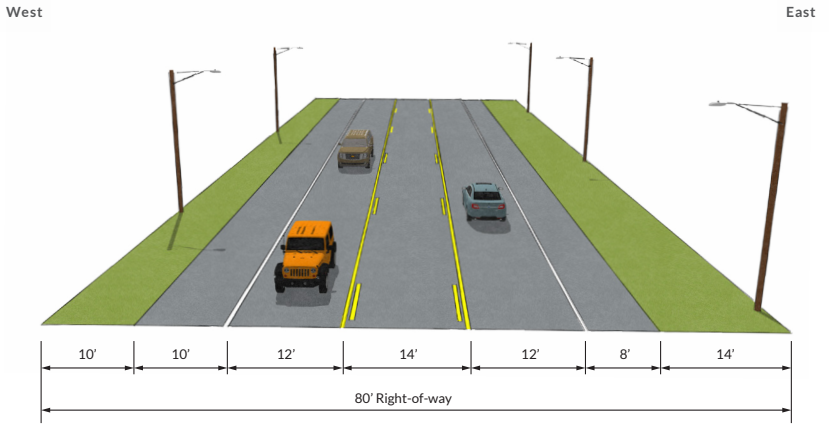


Figure 30: Empire Boulevard Existing Streetscape
Source: Ingalls Planning & Design

Existing Streetscape - Empire Boulevard

Similar to both Ridge Road and Gravel Road, the existing pedestrian conditions on Empire Boulevard are sub-par, as detailed in the first section of this study. Like Gravel Road, Empire Boulevard has neither existing sidewalks nor street trees.

The lack of street trees and tree lawns and the undesirable materi-als make for uncomfortable pedestrian conditions. This corridor has plenty of existing right-of-way to provide both sidewalks and street trees.

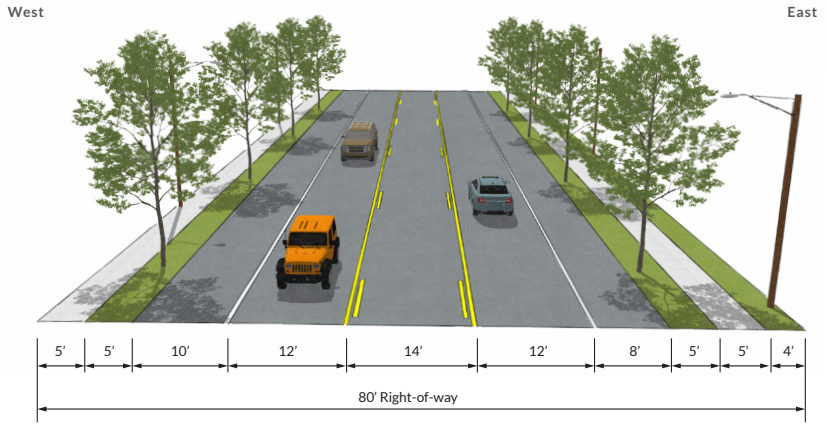


Figure 31: Empire Boulevard Streetscape Alternative B
Source: Ingalls Planning & Design

Empire Boulevard Streetscape Alternative B

In addition to the preferred streetscape alternative, a second alternative was considered, which is shown above.

This alternative is a slightly simpler design with no curbing and the retention of the existing paved space for shoulders and vehicle travel lanes. This alternative still includes enough space for street trees and consistent sidewalks. However, this alternative does not utilize the right-of-way as much as the preferred alternative in terms of wider tree lawns and narrowed vehicle space.

A Phased Approach to Streetscape Improvements

While the preferred streetscape alternatives for all 3 roadways are included as a single recommendation, it is anticipated that the Town will pursue improvements in a phased approach. This phased approach will allow the Town to prioritize funding for streetscape improvements in an efficient way without forcing the Town to pursue a total lump sum for all three roadways in a single project.

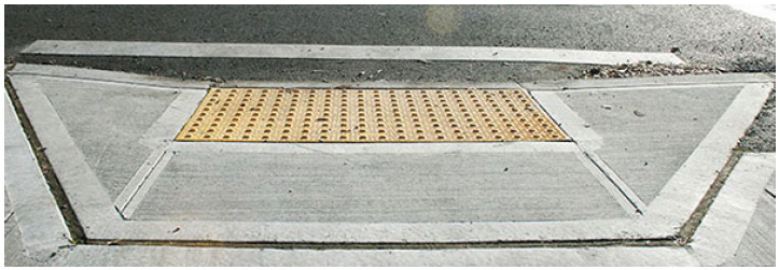
Phase 1 of this recommendation includes all of Gravel Road and Ridge Road from Cane Patch east to Empire Boulevard. The remainder of Ridge Road (from Cane Patch west to Bay Road) and all of Empire Boulevard will be considered in subsequent phases.

5 Install ADA-Compliant Curb Ramps and Mid-Block Crossings

The importance of adequate pedestrian facilities for both walking along side roadways and crossing them cannot be understated. Pedestrians, wheeled users, and young children wishing to ride their bikes on sidewalks should have safe, convenient, and predictable crossings when traveling along their journey.

Pedestrian Crosswalks

Marked crosswalks highlight where drivers can expect a pedestrian to cross. They can be composed of different materials and designs with varying degrees of visibility. Crosswalks can be enhanced with signage, in-road pedestrian yield signs, Rectangular Rapid Flashing Beacons, and curb extensions. Where appropriate, pedestrian refuge islands may be considered as part of the streetscape recommendations along Empire Boulevard.



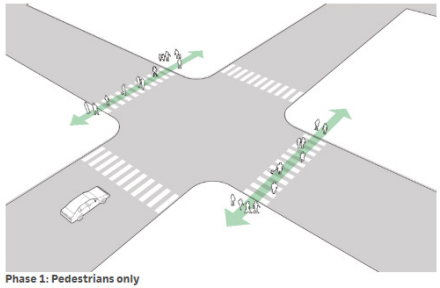
Pedestrian Signals at Signalized Intersections

Pedestrians should be provided with adequate infrastructure at traffic signals to assist their crossings. Currently, three intersections within the study area are equipped with traffic signals: Ridge Road/Bay Road, Ridge Road/Gravel Road, and Ridge Road/Empire Boulevard. Ridge Road/Bay Road has pedestrian signals and crosswalks, whereas the other two signals do not.

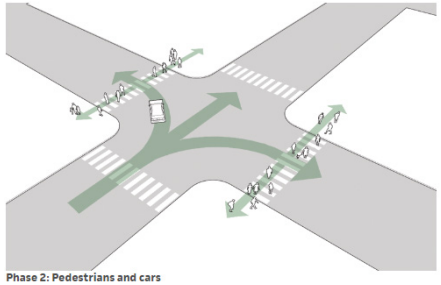
Pedestrian signals, notably those with countdown indication, provide information related to when to cross and the amount of time remaining to cross a street. They can be automatic or operated by the pedestrian through an Accessible Pedestrian Signal (APS). For intersections where pedestrians with sight challenges, they can also be equipped with audible queues. These will say things, such as "WAIT" when a pedestrian button is pressed, "WALK" when the walk signal is shown, and audible beeps to indicate how long someone has to cross.

Additionally, traffic signals can be timed to allow for pedestrians to begin walking in the sidewalk before the green traffic signal is given to drivers to enhance their visibility and give more time to cross. This is called a leading pedestrian interval (LPI).

An LPI is a timing modification that gives pedestrians a three to six second head start to start crossing. "LPIs have been reported to reduce pedestrian-vehicle crashes by as much as 13% at intersections according to the FHWA."



Phase 1: Pedestrians only
Pedestrians are given a minimum 3–7 second head start entering the intersection.



Phase 2: Pedestrians and cars
Through and turning traffic are given the green light. Turning traffic yields to pedestrians already in the crosswalk.

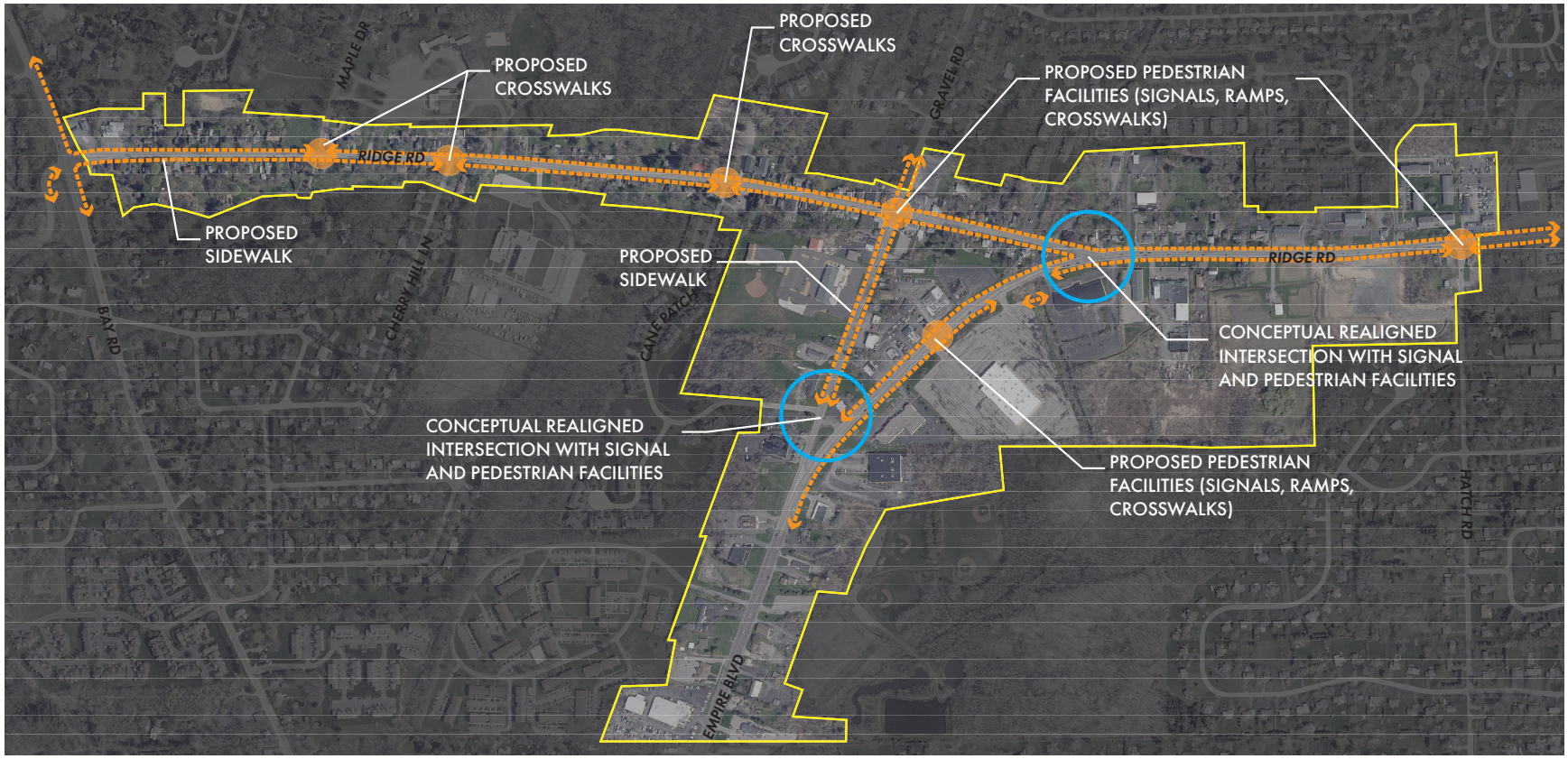


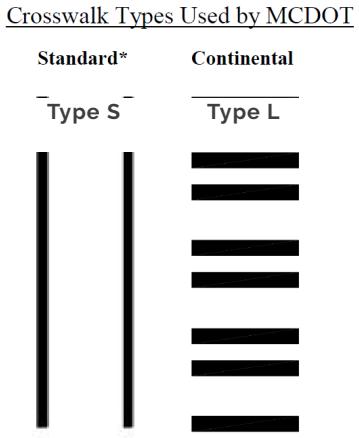
Figure 32: Conceptual Sidewalk and Crossing Plan; Source: Passero Associates

Sidewalk Conditions and Presence

New or redeveloped sidewalks should be a minimum of 5' in width and be well-maintained free of heaving and cracks. Should these imperfections arise, they should be corrected quickly. In areas with pedestrian generators, enhanced comfort facilities should consist of benches, trash receptacles, and pedestrian-scaled lighting. Figure 32 shows the proposed sidewalk, crosswalk, and other related pedestrian facilities within the study area.

Street trees provide shade and offer traffic calming benefits. All curb ramps should be ADA compliant, featuring tactile warning pads, and should be at all marked and unmarked pedestrian crossings.

The following graphic shows the crosswalk types used by MCDOT. Generally, the continental style is higher visibility and is used at intersections, such as Ridge Road/Bay Road. At mid-block locations, a combination of the standard and continental style is recommended.

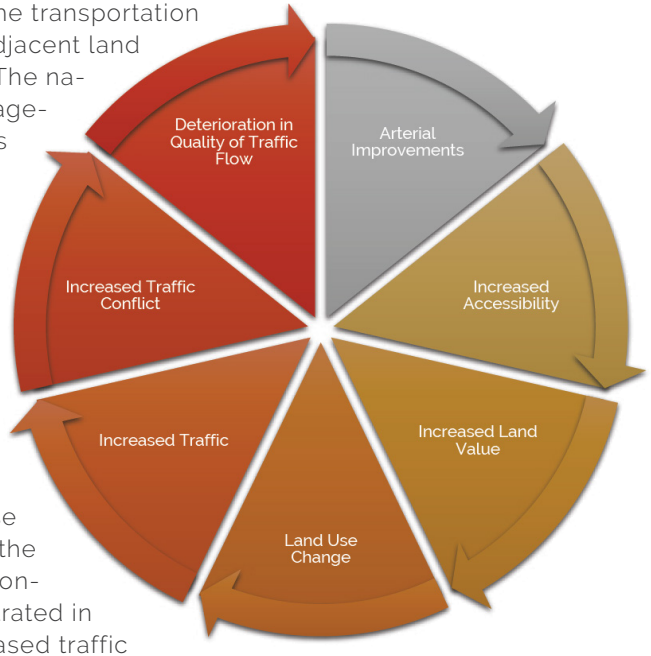


Type S crosswalks are also applicable when a textured crossing is installed

6 Implement Access Management Practices for Empire Boulevard

The principal goal of the Empire Boulevard access management effort is to develop a plan that the Town of Webster and NYSDOT can implement to make the corridor a safer and more efficient transportation facility for all users in the future. This plan shall respect the character of the area while preserving the quality of life for residents, merchants, and visitors. According to studies conducted by the National Highway Institute, "An effective access management program can reduce crashes as much as 50 percent, increase roadway capacity by 23 to 45 percent, and reduce travel time and delay as much as 40 to 60 percent."

In order to achieve this goal, it is important to understand the connection between the transportation network and the adjacent land use that it serves. The national Access Management Manual refers to this relationship as the Transportation – Land Use Cycle.



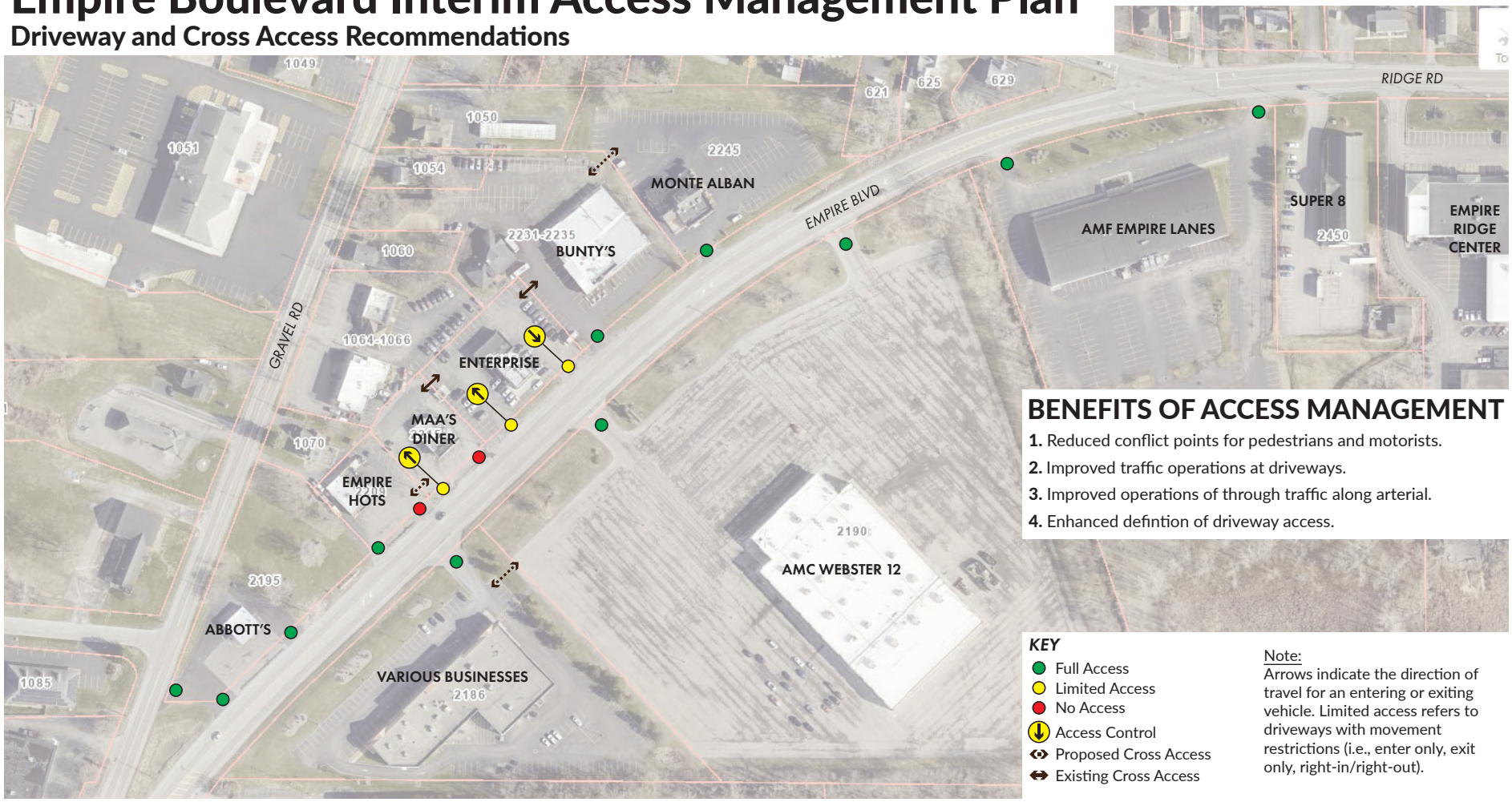
Access management strategies delay or even halt this cycle by maintaining a balance between the Land Use change stage and the Increased Traffic Conflict stage. As illustrated in the diagram, increased traffic generation is a direct result of Land Use change. Local municipalities have in place official planning documents such as Comprehensive Plans, Master Plans, Zoning Ordinances, and Subdivision Regulations that govern how and where land should (or should not) be developed. To effectively manage the transportation and land use cycle, both NYSDOT and the local agencies must address both the transportation system and the adjacent land development.

The intent of the Access Management Plan (the "Plan") is to provide NYSDOT, and the local Officials and Planning Boards, a framework for assisting with decision-making regarding access, circulation, and safety for future development along the corridor. Specific objectives include:

- Minimize number of access locations and reduce conflict points
- Increase access spacing
- Provide greater accessibility and connections for all users
- Manage intersection control
- Provide language in local codes that supports implementation of access
- Management techniques and strategies along the corridor
- Accommodate pedestrians and bicyclists through safer facilities and reduced conflict points
- Support economic growth and viability

Empire Boulevard Interim Access Management Plan

Driveway and Cross Access Recommendations



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 defintion 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).

Figure 33: Access Management Plan for Empire Boulevard
Source: Passero Associates

Steps to Implement Access Management

Implementing the Plan involves several aspects:

- Official Map: The official map for Empire Boulevard illustrates the locations of new access roads, access points, and driveway modifications.
- Access Management Local Law: Though not prepared as part of this study, a local law can assist the Town with regards to application reviews for building permits, zoning permits, subdivision reviews, site plan reviews, and special permits. A local law can be prepared with the assistance from the Town of Webster.
- Integration with the Development Review Process: Any review of site plans and other project permits should incorporate the Plan's guidance and official map.

It should be noted that much of the Empire Boulevard corridor is developed, and therefore in the future as redevelopment occurs, retrofit strategies that eliminate multiple driveways to the same property; combines adjacent driveways into one shared driveway are required. Local Planning Board members and Town staff are encouraged to pursue training and educational opportunities to effectively integrate access management principles in development projects.

Given that implementing access management principles into development and redevelopment projects can take time, as well as sites with features that make compliance with access management standards difficult, a waiver process is required. The Plan recommends that the Town's Planning Board be given the ability to grant waivers. A waiver should be granted when 1) all reasonable alternatives that would make the project compliant to the Plan have been evaluated and determined to be infeasible, 2) there are no adverse safety impacts and no significant adverse traffic impacts, and 3) provisions are developed making the waiver temporary so that compliance can be obtained in the future.

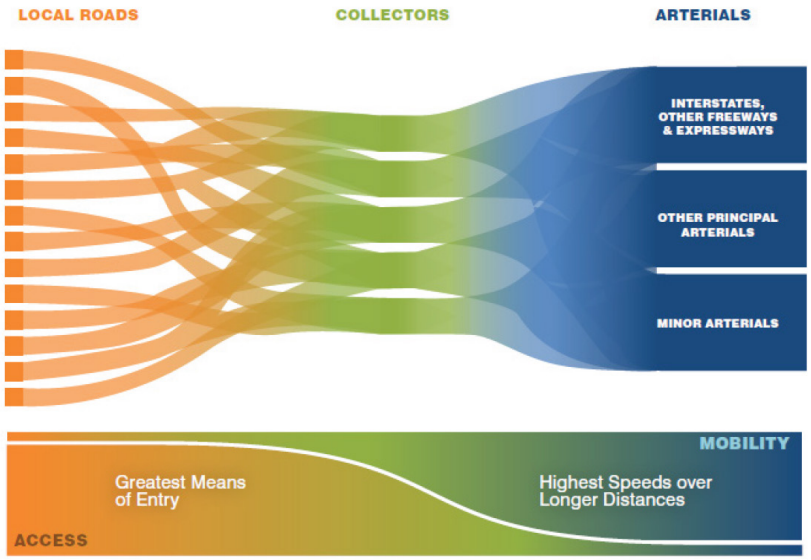
The Plan should adhere to the Official Map; however, it is recognized that detailed site investigations during site plan applications may dictate minor deviation from the Map. There should be flexibility from the Planning Board to adjust the Map, within reason, based upon the nature of the development or redevelopment proposed.

In order to advance and implement access management on a consistent, corridor-wide basis, such components that should be addressed are:

- Functional classification and functional areas of intersections
- Shared access, frontage roads, rear access roads
- Driveway spacing, consolidation, and alignment
- Corner clearances
- Pedestrian, bicycle, and parking considerations

Functional Classification

Roadways serve two primary needs: access and mobility. Functional classification of roadways seeks to group roadways into classes based upon the needs they serve. On the one end of the spectrum freeways and arterials limit the number of access points to an adjacent land use. While on the other end, local streets provide the greatest access to properties. Along freeways, the number of friction points (points where vehicles intersect with one another, such as decelerating from the roadway or vehicles entering the roadway) are fewer than local access roadways with a greater number of driveways.

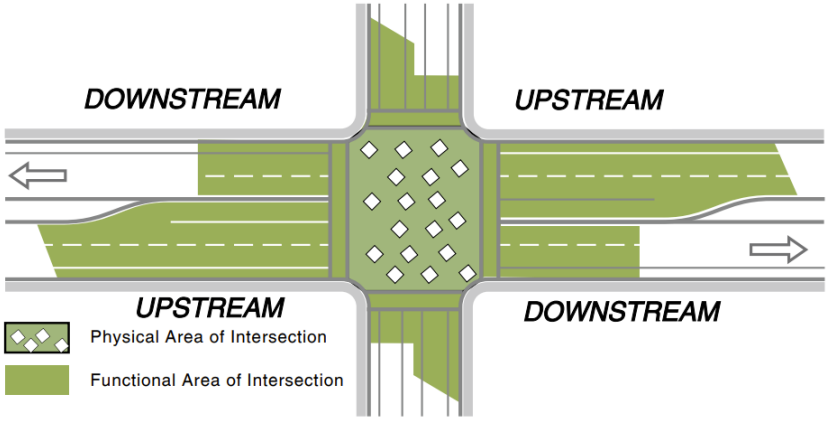


FHWA

Further, classification is also subdivided into urban and rural settings. Urban and rural settings each have their own set of contextual challenges. In the case of Webster, the functional classification of the area roadways is urban. Urban settings can be characterized by higher-density development patterns, higher traffic volumes along adjacent roadways, smaller property frontages, and mixed speed intersecting roadways.

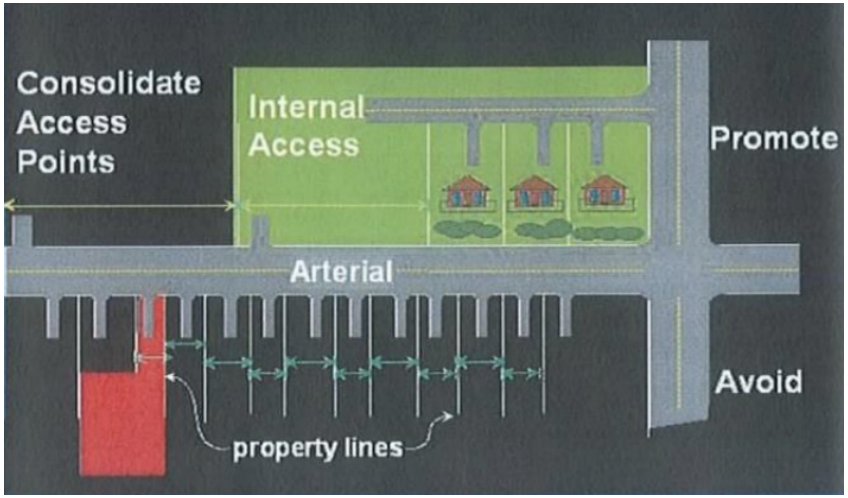
Functional Area of Intersection

The areas upstream and downstream of an intersection are known as the functional areas of an intersection. The functional area is influenced by several factors: distance traveled during perception-reaction time, deceleration distance, and the amount of queuing at an intersection. In general, all efforts should be made to discourage property access within the functional area. If access must be located within the area, the local agency or jurisdiction overseeing the roadway may required limited access (e.g., right-in/ right-out only versus full access). Functional areas can also be protected through corner clearances, driveway spacing, and intersection spacing requirements.



Shared Access, Frontage Roads, Rear Access Roads

The Plan shows shared access, frontage roads, and rear access roads. These access and circulation features are recommended for new and redevelopment of parcels within the study area. Direct connections to the local, County, and State roadway system are allowed, but must meet the requirements for number of driveways servicing a site, driveway spacing, and driveway locations. Again, interconnections to adjacent properties not yet developed shall be encouraged through formalized easements or conditional approval.



Driveway Spacing

In general, the number of access points to a single property from an adjacent roadway should be minimized to a single point, where reasonable, without adversely impacting safety, mobility, and access between the property and said roadway. A single access point is recommended, to the extent practicable, but may be increased if justified, and without adversely impacting traffic operations and safety.

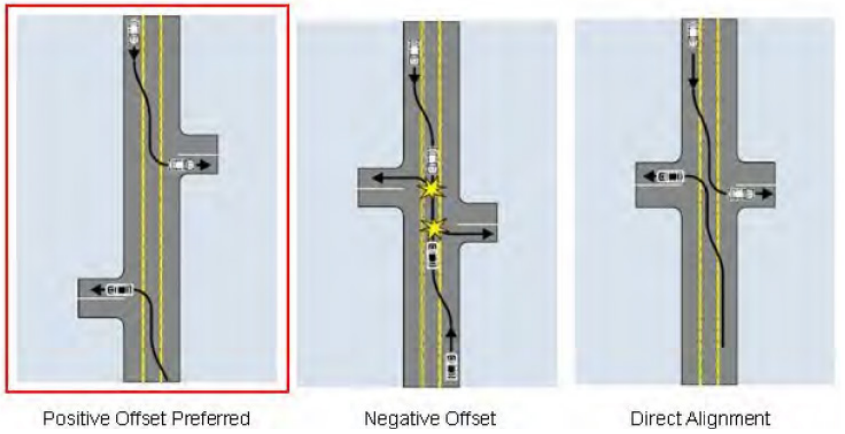
Shared driveways are encouraged between adjacent properties to reduce conflict points, increase driveway spacing between other properties, and improve the efficiency of the roadway network. As illustrated on Figure 33 on page 63, there are a number of driveways recommended for consolidation, closure, or modified access to improve the safety and efficiency of Empire Boulevard through reduced conflict points and greater internal circulation between sites. Under a more robust future development scheme, even greater access modifications are recommended as property development/redevelopment occurs.

According to the GTC's access management topic on driveway spacing, the spacing of driveways "should reflect a balance between traffic and engineering conditions and needs; local development objectives; and existing land use characteristics (such as lot sizes, land use type, and frontage requirements)." Desirable access spacing is based upon functional classification of prevailing roadways and posted speeds. As speed limits rise, access spacing should also increase. Desired connection spacing is as follows based upon the posted speed limit and functional classification of the roadway:

- Posted Speed 35 mph - 245 feet
- Posted Speed 40 mph - 440 feet
- Posted Speed +45 mph - 660 feet

The desired access driveway spacing for Empire Boulevard is approximately 440-660 feet from the closest edge of the pavement of one connection to the next closest edge of pavement of the next connection based upon its classification as an arterial roadway and 40-45 mph posted speed limit. Additional driveways are discouraged while driveway consolidation, shared access, and cross-access agreements are encouraged.

Critical to ensuring the safe application of desired driveway spacing, it is important that it does not create incorrect offset left-turn conditions. Access driveways should be aligned directly across from each other on opposite sides of the road. If an offset is necessary (e.g., improve gap conditions for drivers exiting driveways), adequate separation is recommended that considers vehicle turning maneuvers and vehicle queuing between access points, and desirable access spacing.

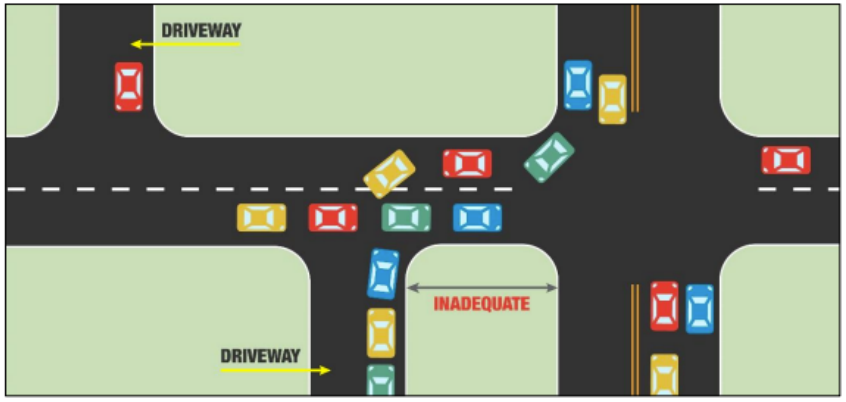


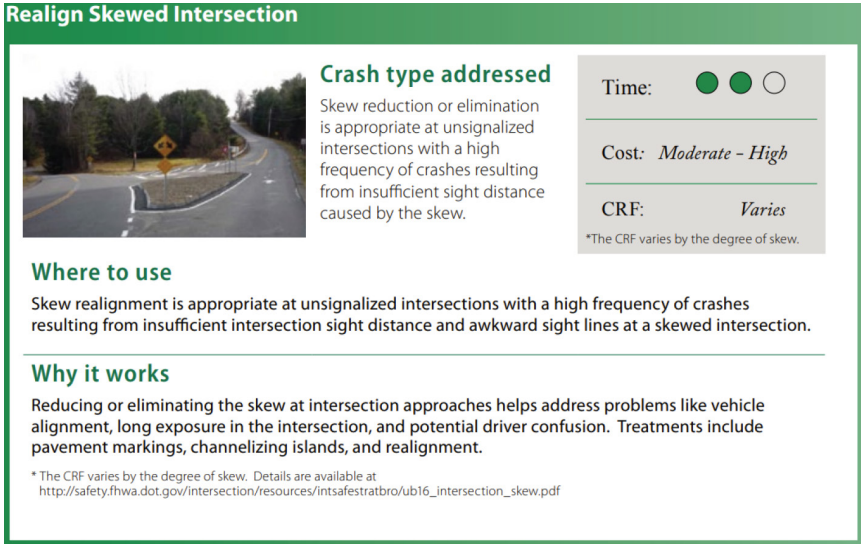
Corner Clearance

The minimum distance from the proposed driveway of a property to the tangency of the radius curvature of the intersection street should be at least 125 feet. If site conditions do not allow for this, an access driveway shall not be less than 50 feet from the point of tangency. New driveways shall avoid being located within the functional area of the intersection. If such a condition cannot be avoided, all attempts should be made to encourage cross-access with an adjacent property. At signalized intersections, the minimum distance needed may extend beyond 125 feet to ensure impacts to traffic signal operations and queues are reduced.

Pedestrian, Bicycle and Parking Considerations

In areas with frequent pedestrian activity and crossings, adequate crossing facilities should be present to avoid pedestrian crossing at locations where drivers may not expect them. Facilities should generally be located along desire lines or adjacent to common pedestrian generators. However, this does not mean that crosswalks should be installed freely along a corridor. Engineering judgment is required to ensure that crossing facilities are safely installed at locations that consider intersection location and driveway spacing among others. Frequent driveway openings are discouraged to reduce the potential conflict points for pedestrians and bicyclists.





7 Redesign the Intersection of Gravel Road and Empire Boulevard

The realignment of intersection approaches, either at unsignalized or signalized intersections, can improve visibility and safety. Typically, skewed intersections are the cause of right-angle, read-end, head-on, pedestrian, and bicyclist crash types. Skewed intersections can make it difficult for drivers on the minor road to adequately see approaching traffic. These intersections can be conducive to higher vehicle speeds, excessive intersection conflicts, and poor operational performance.

The intersection of Gravel Road and Empire Boulevard is realigned to create a gateway and reduce travel speeds on Gravel Road approaching Empire Boulevard. Additionally, a new signal could be installed if warrants are met which would include the installation of high visibility crosswalks and countdown timers. Implementing this recommendation seeks to provide new pedestrian accommodations, slow northbound drivers turning left onto Gravel Road from Empire Boulevard, and slow drivers exiting Gravel Road.

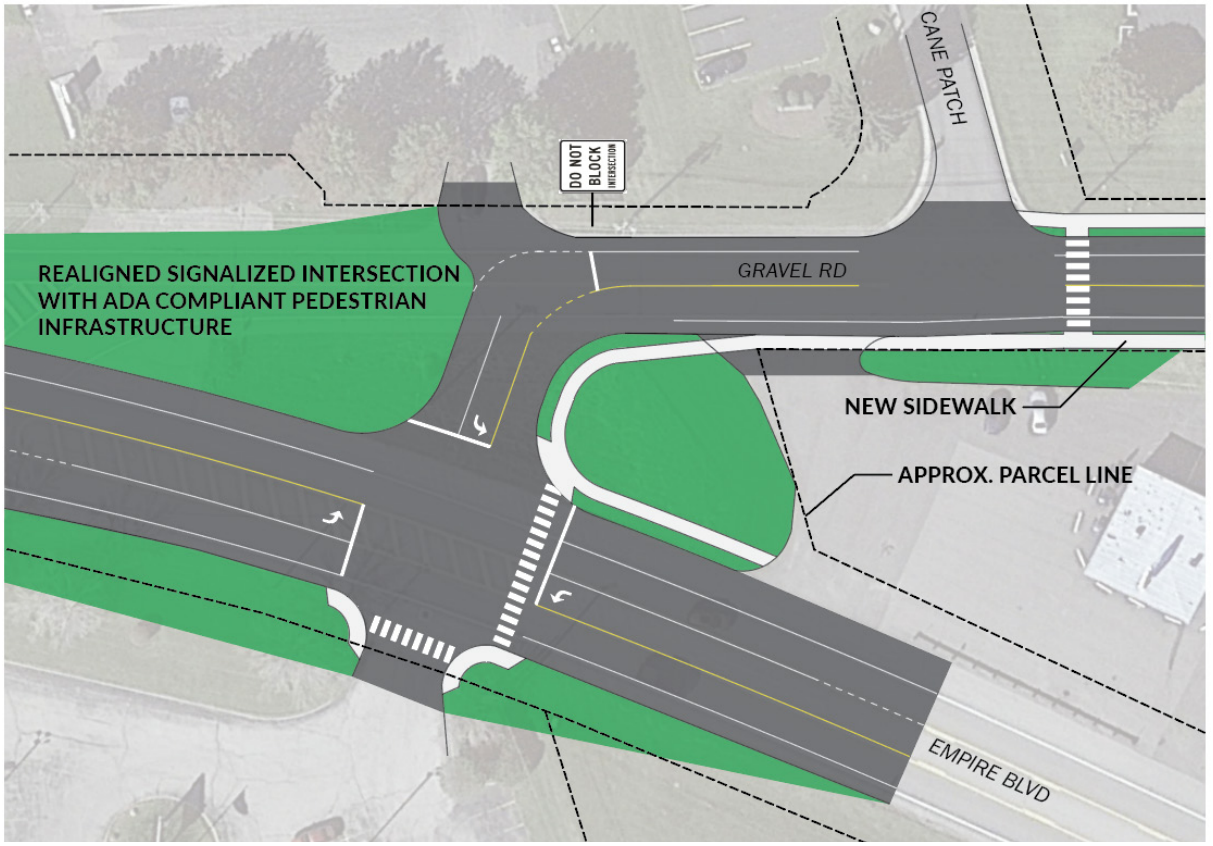


Figure 34: Gravel Road/Empire Boulevard Redesign
Source: Passero Associates

This study considered a roundabout alternative to achieve many of the stated enhancement goals. Roundabouts are a highly supported intersection control as they can reduce crash frequency, crash severity, and slow vehicle speeds. In this case, a roundabout was dismissed from consideration due to several factors: size of roundabout needed to accommodate traffic volumes and its impacts on adjacent property lines; number of approaches to the intersection and feasibility to properly tie them into the roundabout; and grades along Gravel Road. The advancement of this recommendation should consist of further engineering study and coordination with emergency services to determine its complete feasibility.

8 Redesign the Intersection of Ridge Road and Empire Boulevard

This alternative provides minor realignment of the existing intersection to "T" Ridge Road up to Empire Boulevard. This provides more definition for drivers and slows westbound drivers turning right from Ridge Road to travel to the hamlet. The driveways along the north side of Ridge Road will need to be lengthened to match up with the curb line. The signal will be replaced with mast arms and outlined with new pedestrian-oriented equipment (e.g., push-buttons, countdown signals).

Implementing this recommendation seeks to provide new pedestrian accommodations, slow westbound drivers turning right onto Ridge Road from Empire Boulevard and provide better visibility for drivers exiting Ridge Road.

This study considered a more robust physical alternative to achieve the stated enhancement goals. This alternative, shown to the right, proposed physically realigning the intersection to create a new four-way intersection into the bowling alley. The existing easterly driveway is converted to a right-out only driveway and the westerly driveway is removed. New sidewalks and landscaping are established. This alternative was dismissed from preliminary recommendation due to several factors: its impacts on adjacent property lines and need for a potential land swap and the redesign of access to a private property. The advancement of this recommendation should consist of further engineering study and coordination with emergency services to determine its complete feasibility.

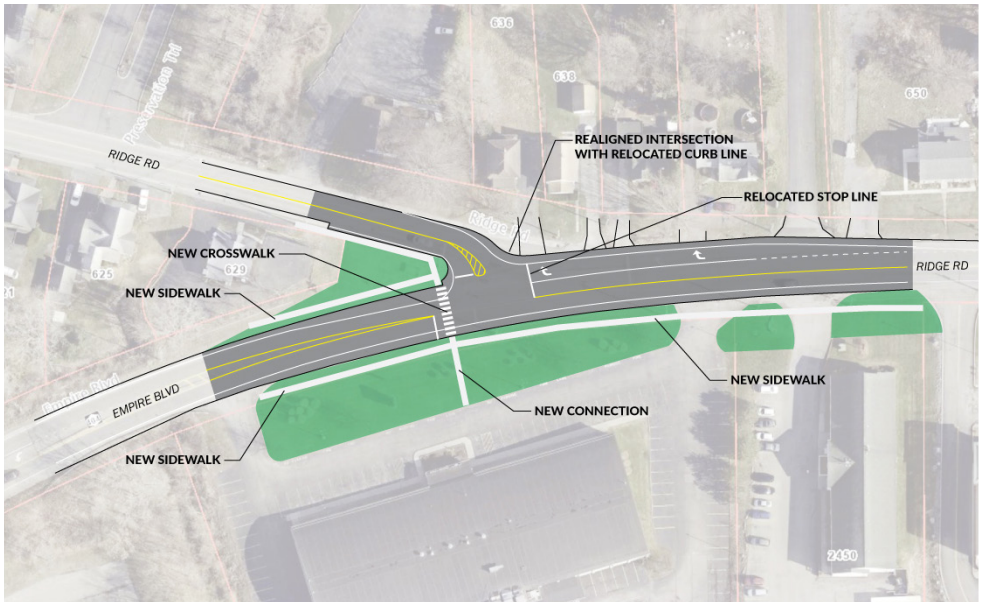


Figure 35: Ridge Road/Empire Boulevard Redesign
Source: Passero Associates

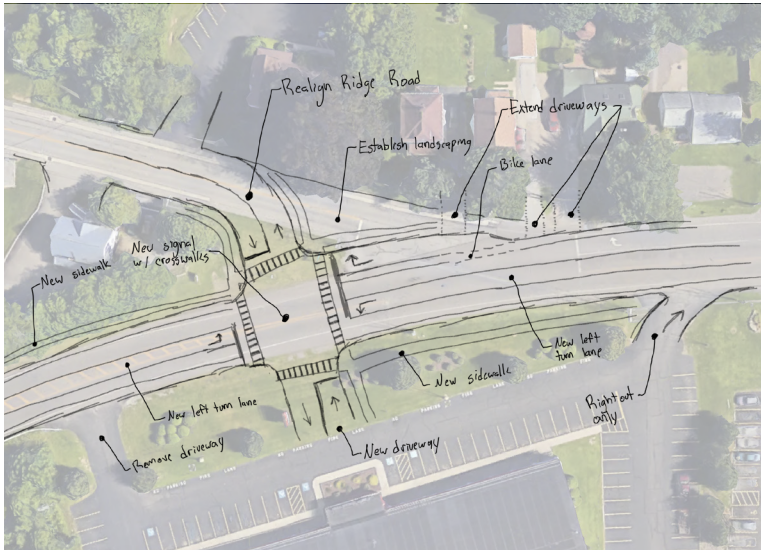


Figure 36: Ridge Rd/Empire Blvd Alternative
Source: Passero Associates

9 Pursue Pedestrian Improvements and Reduce Lanes on Bay Road Near the Intersection with Ridge Road

The public indicated to the consultant team that they desire enhanced connections between the hamlet and the Route 104 Trail via Bay Road. Currently, Bay Road consists of two travel lanes in each direction and carries approximately 16,557 vehicles per day. There are no sidewalks and no bike connections between Ridge Road and the northern parts of the Town. There is no change in projected level of service between 2023 ETC conditions and this proposed layout

This plan recommends reducing the number of travel lanes from four to two with a center two-way left-turn lane (TWLTL). Monroe County DOT has designated Bay Road a lane reduction candidate.

This improvement seeks to enhance the pedestrian experience for those crossing Bay Road and Ridge Road. Additionally, this concept provides new space for bicyclists to ride along Bay Road via the implementation of a road diet. A road diet can be described as "removing travel lanes from a roadway and utilizing the space for other uses and travel modes (FHWA)." Benefits include:

- Allows for new or wider shoulder space for cyclists and/or wider pedestrian area.
- Can reduce vehicle speeds and provides room for exclusive left-turn lanes.
- Can reduce frequency and severity of collisions.
- Can reduce traffic volumes.
- Can reduce crossing width and exposure for pedestrians.
- Can lead to a higher quality of life through pedestrian and bicycle improvements.

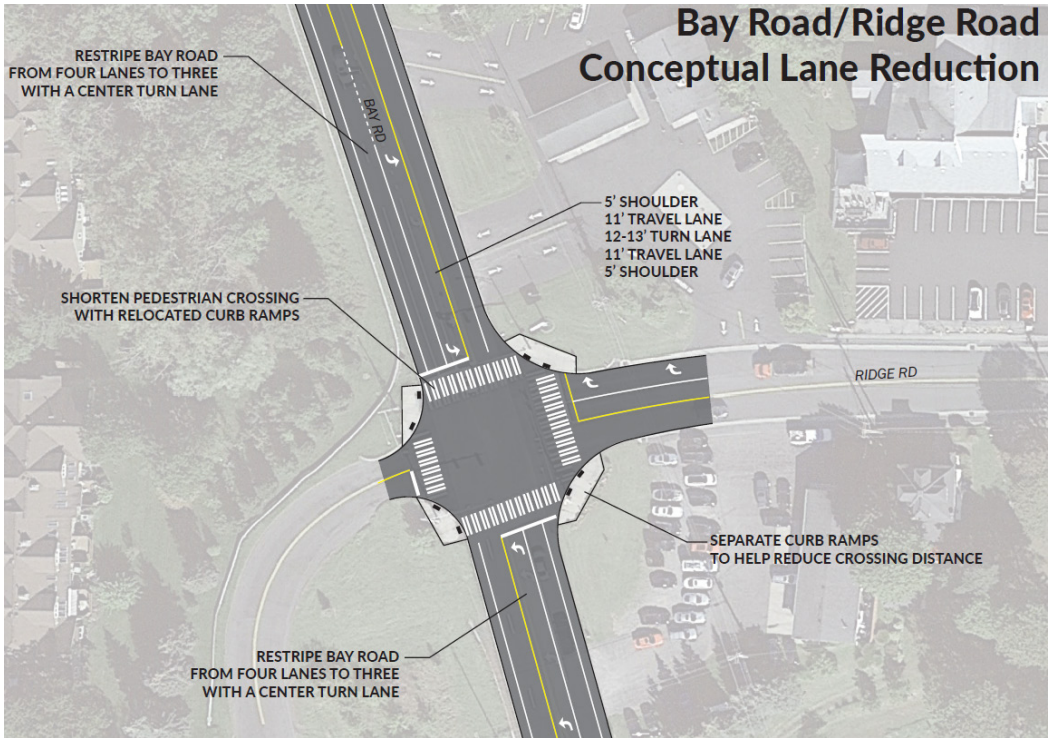


Figure 37: Bay Road/Ridge Road Conceptual Lane Reduction
Source: Passero Associates

10 Pursue Trail Connections to Existing Route 104 Trail

Throughout the planning process and various forms of feedback, it has become clear to the project team that pedestrian connections to areas outside of the Hamlet should be improved. This also extends to bicycle connections as well.

While some of these areas lay outside the project and Hamlet boundary, they are still important to helping West Webster establish safe and efficient pedestrian and bicycle facilities.

One way to improve connectivity to and from the Hamlet is to tap into existing facilities, including the Route 104 Trail to the north of West Webster. Two possible connections to the trail that could be improved and/or developed are Bay Road and Gravel Road. These are both indicated on the Conceptual Plan included on page 72-73 of this section.

Connecting to Gravel Road would require pedestrian facilities including consistent sidewalks that extend north from the intersection of Gravel Road and Ridge Road to the Route 104 Trail connection which is positioned on the west side of Gravel Road just south of the Route 104 overpass.

The possible connection along Bay Road could be carried out alongside improvements to pedestrian facilities such as connected sidewalks mentioned in Recommendation #9 on the previous page. Including space for bicyclists should also be carried out at the same time as other physical improvements to Bay Road included in Recommendation #9. New pedestrian and bike facilities should extend north from the intersection of Bay Road and Ridge Road to the Route 104 Trail connection which is positioned on the east side of Bay Road between Bayside Drive and Route 104.

Trails are an important source of active recreation and transportation in our communities. Pursuing better connections to existing trails such as the Route 104 Trail will help West Webster provide better connectivity within and around the Hamlet. The trail shown above is the Brickyard Trail in the Town of Brighton, a newer trail established in 2015 with a main entrance off Elmwood Avenue.

Source: Town of Brighton NY website

West Webster Conceptual Plan

Why a Conceptual Plan?

The conceptual plan on the opposite page is included as a quick-reference guide to the recommendations and character areas within the Hamlet. During the planning process, it became apparent that areas in the Hamlet have unique challenges and context. As a result, it is easy to get focused on specific recommendations and lose site of the big picture and how one recommendations works in concert with others. The purpose of this conceptual plan is to quickly illustrate the long-term vision for the Hamlet with all the recommendations available in one view without all the detail contained in the complete plan document.

The conceptual plan lists all the geographically-specific recommendations in a legend and includes locations for each of these projects on the map. This provides the Town with an intuitive graphic to help advance projects and keep priority recommendations at top-of-mind for implementation. This graphic could also be used in grant applications during pursuit of funding.

Gateways

Cultivating a "sense of place" is important for any community, particularly a denser and walkable community. Part of developing a sense of place is paying close attention to the gateways into the community.

In West Webster's case, the project team determined that the three gateways shown on the conceptual plan were the most significant and should be enhanced to signal to incoming travelers that they are arriving. Creating this sense of arrival will rely on successful transportation and streetscape improvements. Additionally, installing unique signage that reflects a Hamlet theme will help communicate that sense of arrival.

Four Corners

The Hamlet's four corners was perhaps the most commented-upon area during development of this plan. The four corners include properties at and near the intersection of Gravel Road and Ridge Road. Some of these individual properties are in various stages of disrepair and disinvestment.

The Town has taken strides to pursue resources and funding for strategic reinvestment for these properties including both the former furniture stripper location on the northwest corner and the former Jade Palace restaurant on the northeast corner.

Future redevelopment and improvements to properties at the four corners should complement identified streetscape improvements. Any site modifications and redevelopment would also ideally occur after the implementation of the Hamlet Mixed-Use District which is further detailed on pages 48-51 of this plan.

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 Pedestrian Improvements and Reduce Lanes on Bay Road Near the Intersection with Ridge Road**
10. **Pursue Trail Connections to Existing Route 104 Trail**

Figure 38: West Webster Conceptual Plan
Source: Ingalls Planning & Design

Hamlet-Wide Recommendations

11 Implement the Hamlet Theme Through Various Treatments and Methods

How and When was the Theme Determined?

Deciding on a theme for the Hamlet was an important priority that was evident early in the planning process. The project team had initial discussions with the project steering committee and Town stakeholders to identify potential theme options that included:

- Trolley/Transportation
- Motion Pictures/Film History
- Entertainment District
- **Vintage**

After these options were identified, they were brought to the public for feedback and selection at a community open house in October of 2022 - which was attended by more than 75 community members!

Community members reacted positively to all options, but the 'Vintage' theme was the option that was selected most often by those in attendance.

How Did the Design Develop?

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 the following page will have different applications. Some are scaled more for motorists while others are scaled for pedestrians. They are divided into three categories including gateway treatments, vehicle-scaled treatments and pedestrian-scaled treatments to better show the desired scale for these different treatments.

Gateway Treatments

The gateway treatments shown below should be utilized for important gateways into the Hamlet such as the intersection of Bay Road and Ridge Road, the intersection of Ridge Road and Empire Boulevard and the intersection of Gravel Road and Empire Boulevard. These gateways are identified on the conceptual plan on page 73.

These treatments should be placed in planted or landscaped areas where they can be seen by motorists and pedestrians entering the Hamlet area. Gateway treatments can also be paired with or compatible with additional public art installations.

Gateway Treatments

Vehicle-Scaled Treatments

The vehicle-scaled treatments shown below should be applied to roadways and conditions aimed for visibility to motorists. This will be most applicable along Empire Boulevard in West Webster.

These treatments should be applied within tree lawns along roadways, adjacent to both pedestrian and vehicle space.

Vehicle-Scaled Treatments

Pedestrian-Scaled Treatments

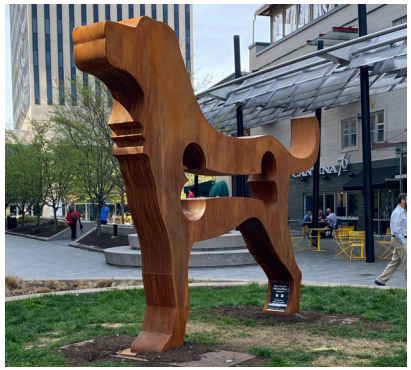
The pedestrian-scaled treatments shown below should be applied to roadways and conditions aimed for visibility to pedestrians. This will be most applicable along Ridge Road, Gravel Road and Empire Boulevard in the Hamlet.

These treatments should be applied along pedestrian facilities including all sidewalks. Consideration should also be given to wayfinding signage as well, including directional guidance for significant or popular destinations.

Pedestrian-Scaled Treatments

12 Pursue Public Art Installations That are Reminiscent of the Hamlet Theme

Public art includes sculpture, mosaics, wall art, and other two- and three-dimensional installations designed for and placed within the public realm. Public art adds an important element to a community's streetscape. Providing functional streetscape components such as sidewalks are important, but public art gives visual appeal and interest to the streetscape, making the walk more enjoyable and interactive. Any public art installations should complement a well-designed and functional pedestrian realm and streetscape.



The Hamlet should consider coordinating efforts with the Town to identify and engage potential local artists to begin soliciting ideas for public art installations in the Hamlet.

Below are some initial guidelines for public art in West Webster:

- Any public art installations should be reminiscent of the 'Vintage' Hamlet theme.
- Placement should maintain good sight lines for pedestrians and motorists.
- Locations should not compromise the intended use of specific public spaces.
- A plinth, pedestal, or other means to designate art locations should be considered. This will help define the dimensional limitations of the display area.
- Identify maintenance needs, safety considerations, and replacement costs in the design process and before installations.
- Public art proposals should be reviewed and approved by a public art committee and the Town Board.
- Art forms may include landscaping, fencing, brickwork, glasswork, gates, fences, lighting, painting (murals), sculpture, seating, lettering, signage, water, use of color, artifacts, etc.
- Placement should be site-sensitive and encourage public view and/or interaction.
- Permanent public art should use durable materials that will maintain their appearance and integrity over time.
- Art selections should recognize diverse types of art and individual preferences, and create varied environment.
- Functional features in the street environment, such as sound abatement, retaining walls, and utility boxes can provide opportunities for public art.
- When possible, public art displayed along corridors in the Hamlet - including Empire Boulevard, Ridge Road and Gravel Road - should exhibit the talent and diversity of local artists.
- When possible, placement of public art should not restrict vehicle sight distance.

13 Expand and Improve Town Code Enforcement in the Hamlet

Certain areas in the Hamlet have been abusing a relaxed approach to property maintenance. The Town has taken recent steps to better enforce the State's uniform code for property maintenance and has professed a desire to bolster their property maintenance regulations even further.

However, some existing properties, particularly some near the four corners of Ridge Road and Gravel Road, have left vehicles parked and junk stored outside and visible from the public realm. Expanding property maintenance and enforcement of the uniform code will help to ensure a more appealing environment in the Hamlet.

In November 2022, Webster's Department of Community Development held a meeting that included some recommendations to improve property maintenance in the Town. One recommendation was to incorporate the NYS Uniform Code into the Town's Zoning to more clearly provide a process to abide by the State's property maintenance code. Additionally, the Town identified a possible recommendation to develop a local property maintenance chapter within the Town's code.

These recommendations from the November 2022 meeting should provide a basis for improving code enforcement and property maintenance in the Hamlet and are a good starting point to help determine the best ways to improve some of these existing West Webster properties.

14 Establish the Hamlet as a Priority Investment Zone

The Town should collaborate with others to establish the Hamlet as a priority investment zone within Webster. This investment zone would require a proactive approach to soliciting new businesses and redevelopment in the Hamlet.

Strategies for this effort could include:

- Pursuing local assistance with grantwriting
- Building relationships with local banks and lenders for low interest loans
- Establishing a facade improvement program
- Developing relationships with Town, County, and non-profit organizations including the Monroe County IDA, Town staff and Town Boards, the Webster Economic Development Alliance, etc.

Implementation

Section Organization

The implementation section identifies two prioritized recommendations that should be pursued first. The prioritized projects are #1 and #4, both of which are identified as such in the matrix below. The remainder of this implementation matrix details cost estimates, potential funding sources, involved parties for all recommendations and possible project timelines for each recommendation.

Land Use & Development

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 carried out by the Town of Webster, private developers or a combination thereof. Costs for this recommendation will depend on selected green infrastructure treatments. Depending on the selected treatments, a timeline for implementing green infrastructure could correlate to streetscape improvements.

	Page #	What is the Estimated Cost?	What Funding Is Available?	Who Should be Involved?	What is the Desired Timeline?
	48	• The draft Hamlet District is included in the appendices. Town staff time is required	• No funding needed unless part of a comprehensive zoning update.	• Town Staff, Planning Board, Zoning Board • Adopted by the Town Board	• 0-1 years
	52	• $10,000-$15,000 • A comprehensive update to the Town's Zoning Code would cost $150,000-$200,000	• Town of Webster General Fund • CFA - Smart Growth Grant for comprehensive zoning update	• Town Staff, Planning Board, Zoning Board • Planning Consultant • Adopted by the Town Board	• 2-4 years
	52	• Varies - part of redevelopment projects and streetscape projects	• Town of Webster General Fund • Private development	• Town Staff • Planning Board	• 1+ years

Transportation & Streetscape

4. Implement Preferred Streetscape Improvements

PRIORITY Project

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

This should include traffic signal upgrades at intersection of Gravel Road and Ridge Road).

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.

6. Implement Access Management Practices for Empire Boulevard

Town staff should work with the NYSDOT on implementing access management along Empire Boulevard. This recommendation could be pursued alongside an update to the Town's Zoning Code. Regardless, this will necessitate engagement and communication with property owners and implemented as redevelopment occurs.

	Page #	What is the Estimated Cost?	What Funding Is Available?	Who Should be Involved?	What is the Desired Timeline?
	54	• $1,300,000	• RAISE • CMAQ • CHIPS • Highway Safety Improvement Program • Surface Transportation Block Grant	• Town staff • MCDOT • Consultant	• 3-5 years

		• $5,300,000
		  • $2,000,000
		  • $400,000 for signal upgrades
		  • $3,300,000
				• Town staff
				• Consultant
				• Funding Agency
					• 1-3 years
					• 3-5 years

		• $1,600,000		• Town staff • NYSDOT • Consultant	• 5-10 years
	60	• $1,200-$1,800 per curb ramp	• CMAQ • CDBG • CHIPS • Surface Transportation Block Grant • TAP	• Town staff • MCDOT • NYSDOT • Consultant	• 1-3 years
	62	• Cost would consist of Town Board staff hours and public engagement	• CFA - Smart Growth Grant for comprehensive zoning update	• Town staff • NYSDOT • Property owners	• 1+ years (on-going)

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.

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.

9. Pursue Pedestrian Improvements and Reduce Lanes on Bay Road Near the Intersection with Ridge Road

This recommendation could be carried out by the Town of Webster, private developers or a combination thereof. Costs for this recommendation will depend on selected green infrastructure treatments. Depending on the selected treatments, a timeline for implementing green infrastructure could correlate to streetscape improvements. This could also be a strong candidate for a future study with the Genesee Transportation Council.

10. Pursue Trail Connections to Existing Route 104 Trail

This recommendation should be initiated by the Town but will require close coordination with MCDOT for improvements along Bay Road and Gravel Road. This project should be a feasibility study to consider possible trail connections, whether on-street or off-street, that cater to both pedestrians and bicyclists.

	Page #	What is the Estimated Cost?	What Funding Is Available?	Who Should be Involved?	What is the Desired Timeline?
	68	• $650,000-$750,000 including the new traffic signal • New Signal: $250,000-$300,000	• CMAQ • CDBG • CHIPS • Surface Transportation Block Grant • TAP	• Town staff • NYSDOT • Property owners	• 5-10 years
	69	• $475,000-$600,000	• CMAQ • CDBG • CHIPS • Surface Transportation Block Grant • TAP	• Town staff • NYSDOT • Property owners	• 5-10 years
	70	• Road Diet: $95,000-$105,000 • Sidewalks: $400,000-$550,000 • LPI: $0-$3,000 depending on signal controllers • High-visibility Crosswalks: $2,000-$3,000	• CMAQ • CDBG • CHIPS • Surface Transportation Block Grant • TAP	• Town staff • MCDOT	• 3-5 years
	71	• $40,000+	• GTC • Town of Webster General Fund	• Town staff • NYSDOT • MCDOT • Friends of Webster Trails	• 5+ years

Hamlet-Wide

11. Implement Branding Strategy Based on Hamlet / Vintage Theme

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.

12. Pursue Public Art Installations That are Reminiscent of the Hamlet Theme

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. Some key locations should be pre-determined including the Four Corners and other pedestrian-heavy areas.

13. Expand and Improve Town Code Enforcement in the Hamlet

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

This recommendation could be carried out by the Town of Webster, private developers or a combination thereof. Costs for this recommendation will depend on selected green infrastructure treatments. Depending on the selected treatments, a timeline for implementing green infrastructure could correlate to streetscape improvements.

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
- TAP: Transportation Alternatives Program (formerly TEP: Transportation Enhancement Program)

	Page #	What is the Estimated Cost?	What Funding Is Available?	Who Should be Involved?	What is the Desired Timeline?
	74	• $25,000-$50,000	• CFA - Consolidated Funding Application	• Town staff • NYSDOT • MCDOT • Local stakeholders	• 1+ years (on-going)
	76	• $10,000+	• CFA - Consolidated Funding Application	• Town staff • NYSDOT • MCDOT • Local stakeholders	• 1+ years (on-going)
	77	• Time for Town staff	• Town of Webster General fund	• Town Staff, Planning Board, Zoning Board	• 2-4 years
	77	• TBD	• CDBG • CFA - Consolidated Funding Application • Banks	• Town staff • NYSDOT • MCDOT • Local property owners.	• 1+ years (on-going)