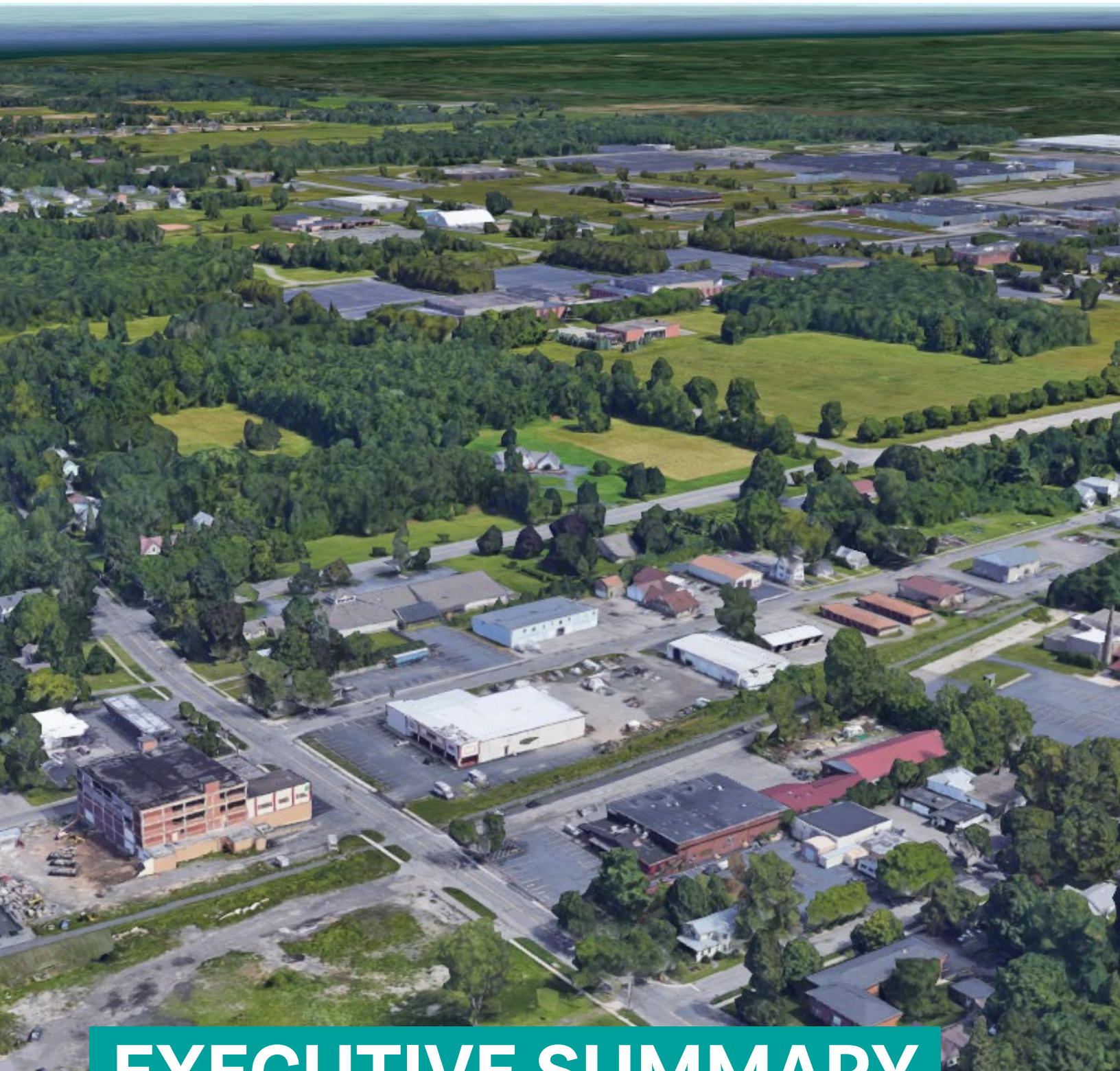
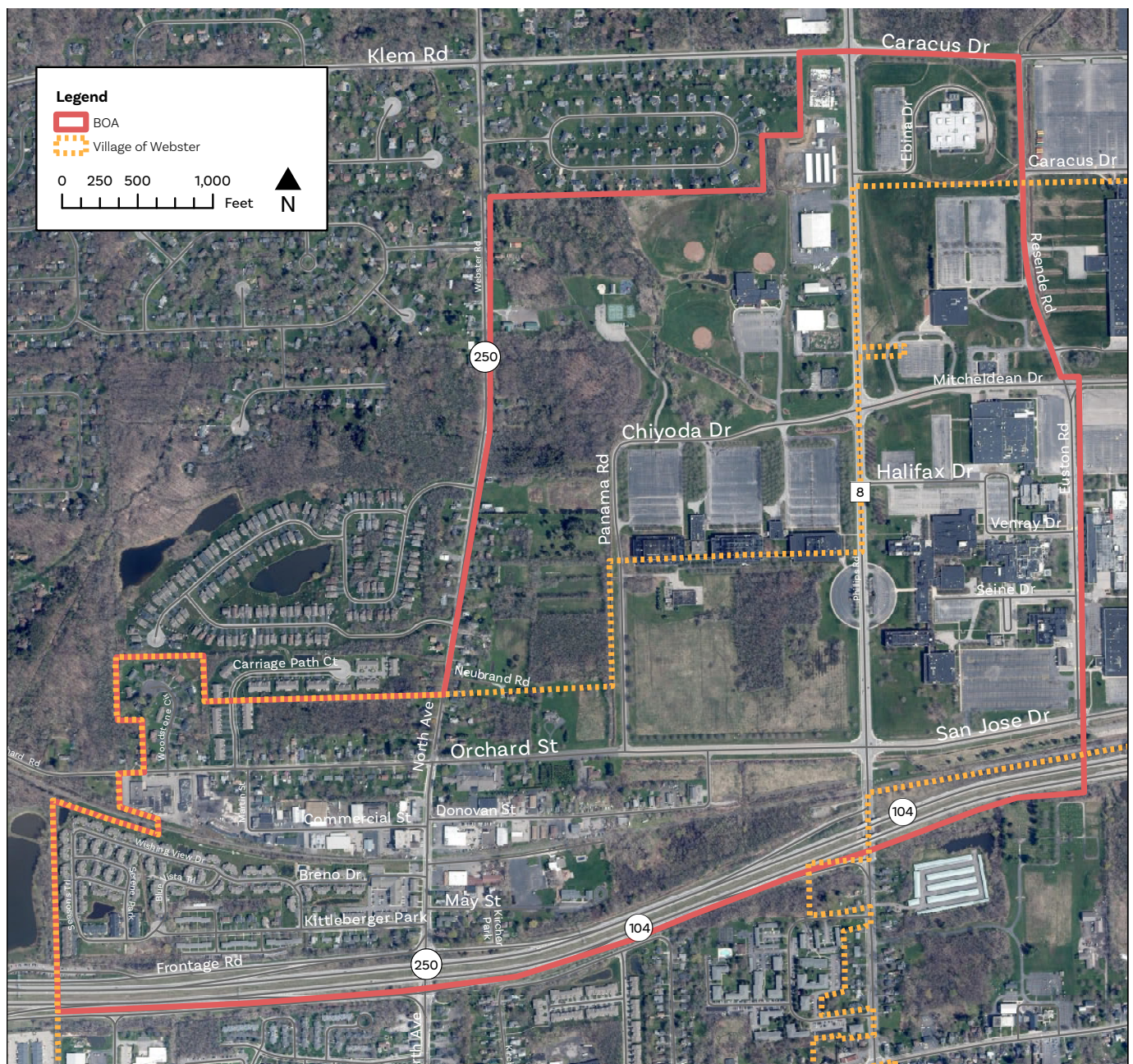




EXECUTIVE SUMMARY

Project Overview

The Village of Webster, located in Monroe County, was selected for funding to develop a revitalization strategy through the New York State Brownfield Opportunities Area Program (BOA). This strategy is intended to increase economic development efforts and enhance quality of life and expand recreational opportunities within the Study Area. The strategies and recommendations in this plan will be utilized by local officials and key stakeholders to lead redevelopment efforts within the Study Area. The Reimagine Webster Study Area is approximately 569 acres in size, and is primarily within the Village, but also portions of the Town, as shown below.



Community Participation

Overview

Throughout the planning process, a variety of engagement strategies were employed to gather input from community members. This input helped establish a strong vision for the future of the Study Area. The vision statement to the right is a concise declaration of what the Town, Village, and the community envisions for the future of the BOA Study Area.

Enlisting Partners

At the onset of the planning process, the Village identified a Steering Committee comprised of community, business, and resident representatives. The role of the Committee was to gather input, review project deliverables and guide the planning process. The Steering Committee met at project milestones over the course of the planning process. Various public engagement also occurred throughout the entire planning process including:

- Stakeholder interviews;
- Public meetings; and
- Pop-ups at local events and venues, including the Webster Summer Celebration Event and Community Arts Day.

OUR VISION

Webster aspires to build upon the historic legacy of the North End as a hub for industry and innovation, while reimagining the north end as a new community center for the Village – leveraging opportunities within the Xerox Campus to create a unique live-work-play destination. New investment will be supported by an abundance of community amenities, expanding existing recreation and trail connections to create a seamless and continuous network of open space and an attractive public realm that attracts new business and residents. High quality and diverse housing options will anchor the vitality of the north end, bolstered by supportive mixed-use development.

OUR GOALS



Facilitate the Reimagining Of the Xerox Campus



Promote Multi-Modal Connectivity



Support Increased Residential Living Options



Enhance the Character and Identity of the North End

Inventory + Analysis

Community + Regional Setting

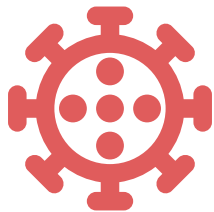
The Study Area is within the Town / Village of Webster, located in the northeast corner of Monroe County. The Town is bordered to the west and north by water -- Irondequoit Bay and Lake Ontario, respectively. Historically an agricultural community, Webster has seen significant suburbanization over the past several decades, and is a desirable community in the Greater Rochester Area for families and individuals to live. The Village of Webster is the historic commercial and civic hub of the Town, and its Main Street has a traditional, walkable downtown character. The Study Area is mainly located within the northern area of the Village, outside of the Village center. The character of the Study Area ranges from historical industrial development to residential areas, with a significant portion of the Study Area encompassing part of the Xerox Campus as well.

Topic	Key Findings
Population Trends	The Study Area and Village have seen significant recent population growth. From 2010-2022 the Study Area's population grew by 54.5% which significantly outpaced the Village (15.0%), Town (6.0%), County (1.4%), and State (4.0%).
Age Distribution	The Study Area and the Village of Webster have a higher concentration of young adults, with 29% of residents of the Study Area in the 20-39 age cohort.
Race + Ethnicity	The Study Area and Village have less racial diversity than the surrounding region but are expected to trend towards greater diversity in the future.
Education	The Study Area population has high college educational attainment, with 73.3% of the population having either an associate or bachelor's degree or higher.
Household Income	63% of households within the Study Area have an annual income of \$50,000 or greater, with 21% making between \$50,000 - \$75,000.
Household Size	The average household size went from 2.51 in 2010 to 2.04 in 2022. The shrinking household size is a trend that is present locally and regionally.
Labor Force	The Town of Webster is experiencing the tightest labor market it has seen in recent history with the largest total employment (22,442) and the lowest unemployment rate (2.7%).

Topic	Key Findings
Commuting + Mobility	Relatively few local jobs are filled by workers that also live in the Village. The City of Rochester is the primary work destination for Village residents, followed by the Town of Webster. Most workers commuting into the Village come from the Town of Webster, followed by the City of Rochester.
Existing Land Use	46% of the land area within the Study Area is designated as industrial uses. There is also a significant concentration of residential uses as well as recreation and entertainment facilities, as well as approximately 45 acres of vacant land with potential for redevelopment or new investment.
Existing Zoning	Approximately 70% of the Study Area by land area is zoned either General Industrial (G-I) in the Village, or Industrial (I-N) in the Town of Webster. The majority of the remaining 30% of the Study Area land area is mostly within a residential district, with a small area zoned as Neighborhood Business (NB) along the southern edge of the Study Area.
Land Ownership	Of the 569 acres within the Study Area, approximately 523 acres are in private ownership. The largest landowner is the Xerox Corporation.
Parks, Trails, + Open Space	The Study Area is home to a wide variety of parks, trails, and recreational facilities, all of which contribute to the community's character and healthy and active lifestyles for residents and employees.
Historic Resources	The Study Area has been an industrial hub of the Town since the development of the railroad through the Study Area in the late 19th century. The legacy of this development persists within the Study Area, which contributes to its historic character.
Transportation	The Study Area is currently a vehicular-oriented environment, largely due to existing land uses, providing excellent access to both urban hubs and rural destinations. While the existing trail network provides some bicyclist and pedestrian connectivity, additional alternative transportation options and facilities would help to promote the Study Area as a more walkable, inviting area to spend time in.
Infrastructure + Utilities	The Study Area is well serviced by public utilities to support future development. Past and future investments in public infrastructure in the Village and Study Area are critical to maintaining a high quality of life for existing residents and providing the capacity to attract future residents and businesses to the area.
Natural Resources	There are limited environmental constraints that would restrict development in the Study Area. There is a limited delineation of flood hazard areas, wetlands, and sensitive wildlife populations within the Study Area. The land area is relatively flat, and public water is readily available and of good quality.

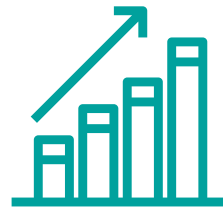
Market Analysis

EMPLOYMENT ANALYSIS KEY FINDINGS



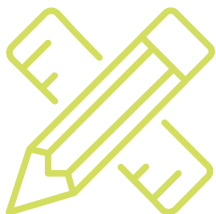
RECENT 4% JOB LOSS

This loss is due to the impacts of the pandemic.



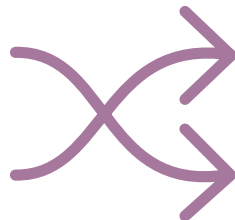
ANTICIPATED JOB GROWTH

Jobs are estimated to rebound in the Town, growing 5% in five years.



THE TOP INDUSTRY IN THE TOWN IS MANUFACTURING

Followed by retail and health and social services.



MIXED PERFORMANCE BY SECTOR

The construction industry is showing significant growth, yet manufacturing experienced decline.



GROWTH IN SERVICE INDUSTRIES

The six occupations that are expected to add the most jobs through 2027 are in Food Services and Health Services sectors.

OPPORTUNITIES BY SECTOR

Use	Market Potential	Description
Residential	Very High	• Opportunity for a variety of housing types including apartments, single-family homes, townhouses/condos, senior housing, and affordable housing options. • Market potential for up to 1,035 units (733 market rate) over the next 5 years.
Industrial	Moderate to High	• Strong market demand in the Rochester region poses opportunities for Webster and the Study Area to tap into. • Space for tech and advanced manufacturing sectors are a promising market opportunity, as well as general flex space suitable for a variety of users.
Retail and Entertainment	Moderate	• Strong consumer spending potential but limited gaps and locational competitive disadvantage. • Some potential for restaurants, gas stations, and retail/entertainment options if integrated with a mixed-use development.
Commercial Office	Limited	• Limited office development potential overall. • Potential medical office opportunity as a specific niche sector. • Some limited professional office space as an “ancillary” use may have potential from demand from those in local spaces of lower quality. • Co-working space is another niche office opportunity related to growth in remote working but would likely require co-location with attractive amenities.
Hospitality	Limited	• Current hotel market conditions are not favorable for new hotel/lodging development in the Study Area without a new demand driver.



Summer Celebration - June 10, 2023



Master Planning Exercise with the Committee



Community Arts Day



Webster Chamber of Commerce Eat, Drink, & Connect Event

Reimagine Webster Master Plan

The map below depicts the Area-Wide Plan that was envisioned for the Reimagine Webster Study Area, based on various input from Town and Village staff, stakeholders, and the public.

Note: A larger master plan can be found on page 17.



Development Opportunities (See page ix)

- A** Light Industrial Corridor
- B** Industrial Campus Development
- C** West Campus Town Center Development
- D** Commercial Street Development at Phillips Rd/Orchard Street
- E** Commercial Street Redevelopment
- F** Town Recreation Complex Enhancements

Public Realm Improvements (See page x)

- 1** Chiyoda Drive Improvements
- 2** Phillips Road Complete Streets Project
- 3** Commercial Street Corridor Enhancements
- 4** Donovan Street Improvements
- 5** Route 250 Bike Lane
- 6** Hojack Trail Improvements
- 7** Panama Road Extension

Strategic Sites (See page xi)

- 1** Xerox Building 300
- 2** Xerox Building 205
- 3** Xerox - Multiple Buildings on Phillips Rd
- 4** Xerox West Campus
- 5** Vacant Land at 800 Phillips Rd
- 6** Future Light Industrial Park
- 7** Commercial Street Property
- 8** Town Recreation Complex

Recommendations

DEVELOPMENT OPPORTUNITIES

Project		Potential Funding
A	Light Industrial Corridor Adaptive reuse of existing Xerox Buildings 300 and 205 with potential to add approximately 400,000 sf of new light industrial flex/office space.	- Private Investment - Town of Webster - Village of Webster - ESD
B	Industrial Campus Development Demolition of existing buildings and development of 100,000-300,000 sf of small scale flex / incubator space and approximately 150,000 sf of office space. In addition, clear and create a shovel-ready site for future development on the east side of the site.	- Private Investment - Town of Webster - Village of Webster - ESD
C	West Campus Town Center Development Demolition of existing buildings, and development of a mixed use campus, including approximately 1M sf of multi-family residential development with supportive mixed uses. Potentially to include destination entertainment, sports, and wellness components. Retain a portion of the existing surface parking lots at the north end of the site, and create a large gathering space for flexible programming, in addition to a smaller public square anchored off of the mixed use development on the southeast corner of the site.	- WEDA - Private Investment - Town of Webster - Village of Webster - ESD - NY Forward
D	Commercial Street Development at Phillips Road and Orchard Street Develop a small-scale (< 10,000 sf) commercial use at the corner of Phillips Road and Orchard Street.	Private Investment
E	Commercial Street Redevelopment Reconfiguration of existing parking lot at the corner of Commercial Street and Martin Street including the development of a three story mixed use building, redevelopment of the existing Ceramics building, and creation of a public trailhead and trail connection.	- Private Investment - NY Forward
F	Town Recreation Complex Enhancements Various improvements to the Webster Recreation Complex, including the development of an outdoor amphitheater for community events, additional parking, a covered pavilion and restroom facility, and additional pickleball courts.	Town of Webster

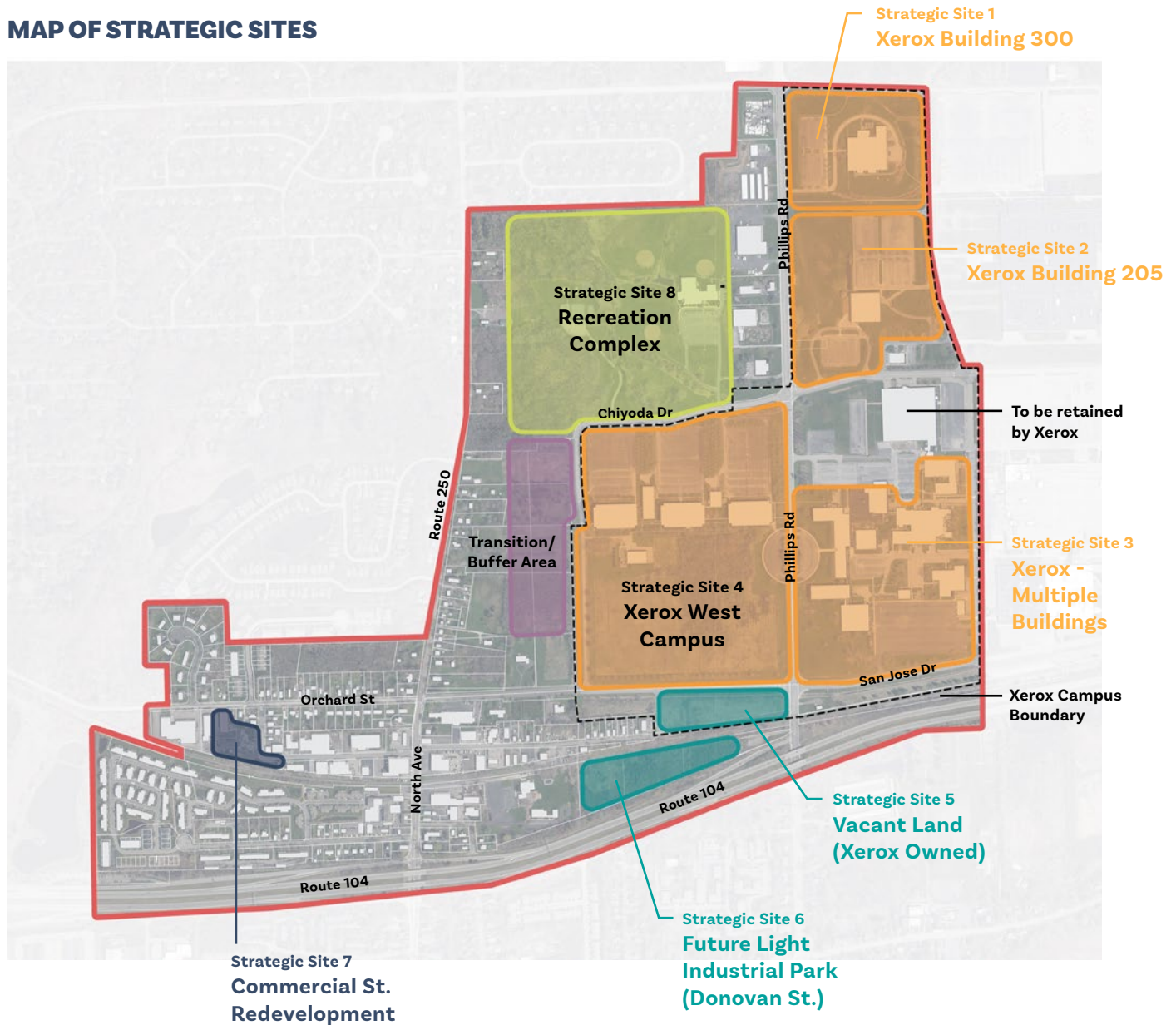
PUBLIC IMPROVEMENT PROJECTS

	Project	Potential Funding
1	Chiyoda Drive Improvements • Extension of Chiyoda Drive from its current western terminus at its intersection with Panama Road to Route 250. • Installation of a shared use path facility between Route 250 & Phillips Rd. • Creation of four-way intersection at Panama Road and three-way intersection at Route 250. • Planting street trees and general corridor enhancements. • Reroute Chiyoda Trail to accommodate roadway extension	• Town of Webster • Transportation Alternatives Program (TAP)
2	Phillips Road Complete Streets Project • Roadway reconfiguration and re-paving (<i>ongoing project led by Monroe County DOT</i>). • Installation of a shared use path facility between Klem Road and the Hojack Trail. • Various complete streets enhancements such as pedestrian-scaled lighting, street trees, benches, high-visibility crosswalks, curb extensions, integration of green infrastructure, etc.	• Monroe County DOT
3	Commercial Street Corridor Enhancements • Introduce street trees at strategic locations. • Distinguish pedestrian path from vehicular zones with sidewalks or pavement parking variations.	• Village of Webster
4	Donovan Street Improvements • Create dedicated pedestrian walkways buffered from vehicular travel lanes with a planted tree lawn. • Provide pavement width and install markings for vehicular and bicycle shared travel lanes.	• Village of Webster
5	Route 250 Bike Lane • Continue the existing bike lane along the west side of Route 250 / North Avenue from Orchard Street north towards the Chiyoda Drive extension.	• Monroe County DOT • Town of Webster • TAP
6	Hojack Trail Improvements • Create a gateway/improved crossing at Route 250. • Resurface the trail from Route 250 to Phillips Road. • Create the Hojack History Center and Rail Park at Orchard/Donovan Street intersection.	• Recreational Trails Program (RTP) • Village of Webster • Town of Webster
7	Panama Road Extension • Extend Panama Road south where it currently intersects with Orchard Street, creating a new connection with Donovan Street.	• Village of Webster • TAP

Strategic Sites

Eight Strategic Sites have been identified for their potential for future investment. The strategic sites were identified based on a technical analysis as well as through conversations with key stakeholders in the Study Area. The strategic sites are envisioned for specific targeted investment, as summarized on the following page.

MAP OF STRATEGIC SITES





	Strategic Site	Size	Ownership	Current Use	Former Use	Potential Contamination
1	Xerox Building 300 1410 Ebina Drive	22 acres	Xerox	Data Center / Offices	Vacant	Groundwater and soil contamination
2	Xerox Building 205 Mitcheldean Drive	32 acres	Xerox	Vacant	Office space, classrooms	Ground water contamination (corrective action complete)
3	Xerox - Multiple Buildings Euston Road	45 acres	Xerox	Office, chemical mix rooms, machine shops, non-profit organization	Labs, cafeteria, office, facilities buildings, farmland (prior to 1956)	Groundwater and soil contamination
4	Xerox West Campus 800 Phillips Road	73 acres	Xerox	Mostly vacant	Distribution, labs, offices	Groundwater and soil contamination
5	Vacant Land 800 Phillips Road	5 acres	Xerox	Vacant	Vacant	None
6	Future Light Industrial Park Donovan Street	9 acres	Barry Barone	Under Development	Vacant	NYSDEC Spill Site nearby, single spill closed
7	Commercial Street Property 150 Orchard Street	2.5 acres	Platinum Property Development, LLC	Mixed Use Commercial	Auction center, train shed, various other uses	There are no NYSDEC listings associated with this property. The property adjacent to the east is listed as active NYSDEC spill #2201675, located at 156 Orchard Street.
8	Recreation Complex Chiyoda Drive	75 acres	Town of Webster	Town Recreation Complex	Town Recreation Complex	None



A central gathering space for flexible programming opportunities is proposed at the north end of the West Complex (Strategic Site 4) on the south side of Chiyoda Drive.



A mixed use building is proposed to anchor the West Complex (Strategic Site 4) at the northwest corner of Phillips Road and Orchard Street.



A formalized trailhead and parking area for the Hojack History Center and Rail Park is envisioned at the southeast corner of Orchard Street and Donovan Street.



Proposed improvements at 150 Orchard Street (Strategic Site 7) include a reconfigured parking area, a new mixed-use building, and adaptive reuse of 150 Orchard Street.