

# **On-Going Projects and Initiatives in Webster, NY**

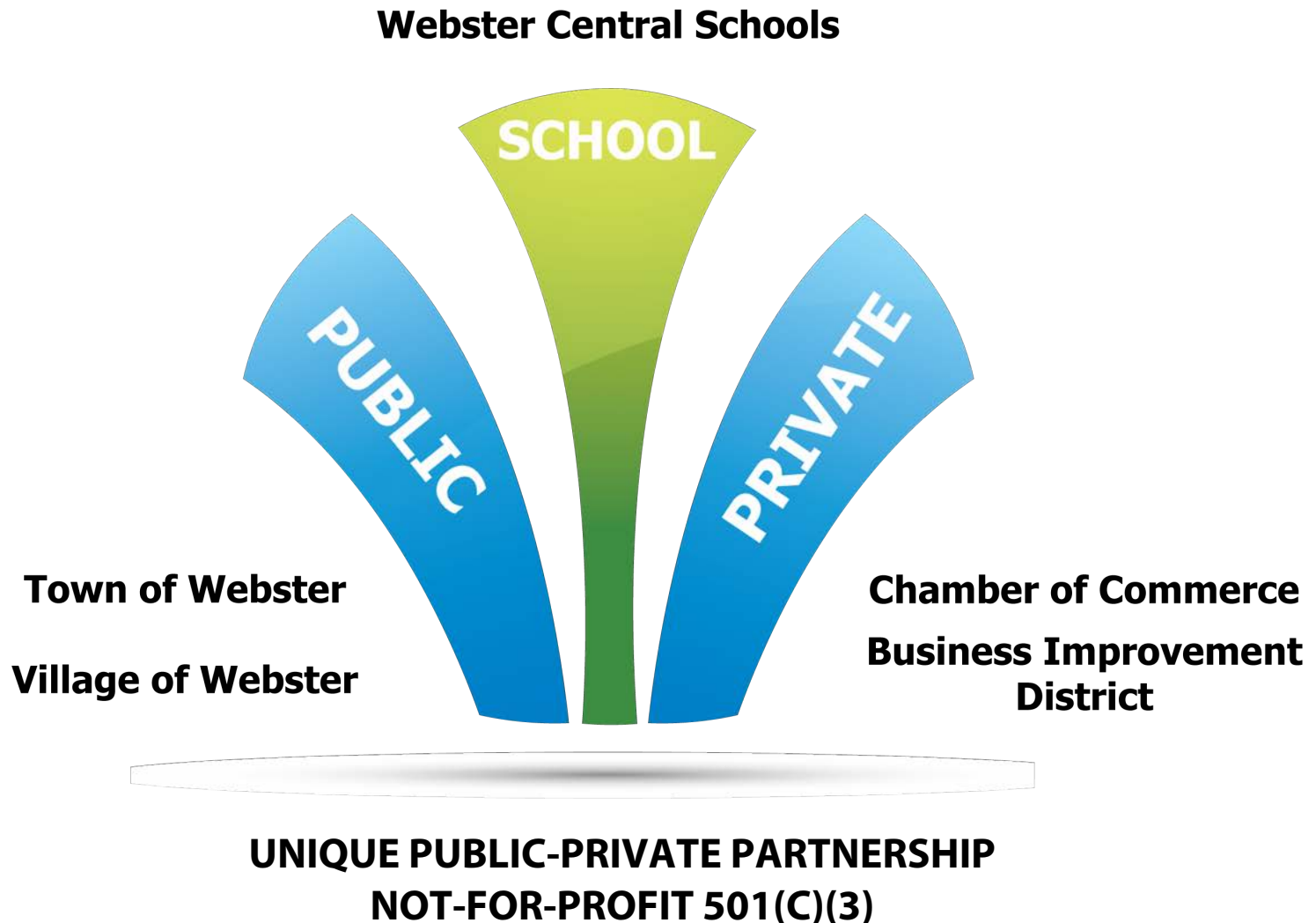
**May 31, 2024**



**By: Matt Chatfield**

**Executive Director**

**Webster Economic Development Alliance**



## Strategic Focus:

### *Resources, Relationships, Retention & Recruitment*

#### **Resources**

Provide strategic resources to support local economic and community development efforts.

#### **Relationships**

Create, maintain and leverage partnerships with local, regional and statewide economic development partners.

#### **Retention**

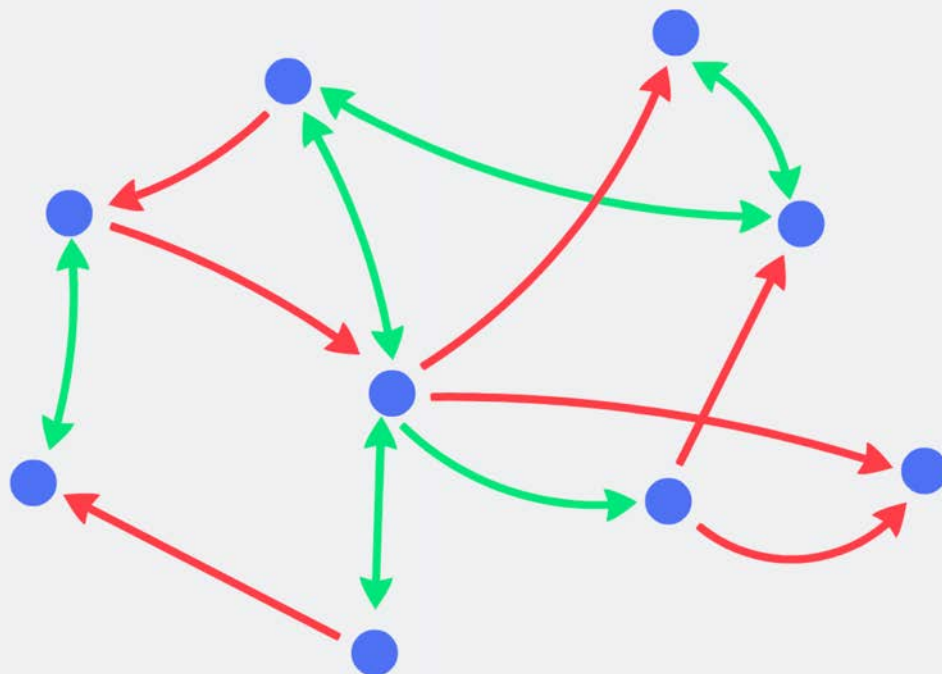
Enhance Chamber's activities to support existing business/property owners in the Webster community.

#### **Recruitment**

Increase awareness for and promote the benefits of investing, living, playing in Webster.

**UNIQUE PUBLIC-PRIVATE PARTNERSHIP  
NOT-FOR-PROFIT 501(C)(3)**

## Alliance as a connector



**UNIQUE PUBLIC-PRIVATE PARTNERSHIP  
NOT-FOR-PROFIT 501(C)(3)**



Total Funding Secured - 2014 to 2024

**\$15,187,769**

**\$18.87 for each \$1.00 Contributed to WEDA**

**Other Notable Projects**

Chilled Water Study - \$87,000

780 Salt Road - \$42,000

Flood Mitigation - \$475,950

Investment Strategy - \$50,000

**Sandbar Park  
Design & Construction**  
Secured - \$4.61m  
Total Project - \$11.89m

**Economic Access (Xerox)**  
Secured - \$2.34m  
Total Project - \$6.60m

**fairlife**  
Total Project - \$650m

**North Avenue**  
Secured - \$811,580  
Total Project - \$1.23m

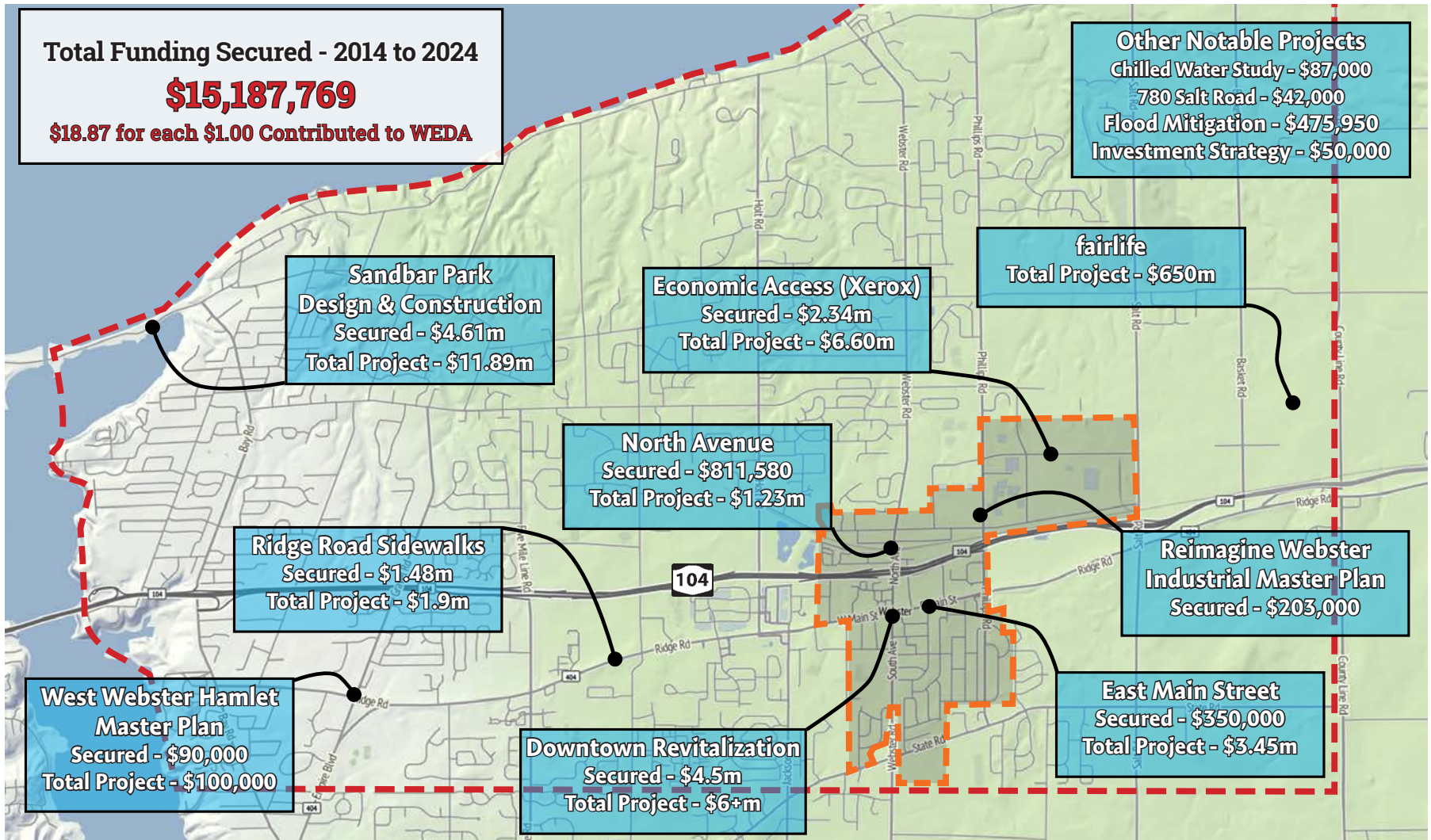
**Ridge Road Sidewalks**  
Secured - \$1.48m  
Total Project - \$1.9m

**Reimagine Webster  
Industrial Master Plan**  
Secured - \$203,000

**West Webster Hamlet  
Master Plan**  
Secured - \$90,000  
Total Project - \$100,000

**Downtown Revitalization**  
Secured - \$4.5m  
Total Project - \$6+m

**East Main Street**  
Secured - \$350,000  
Total Project - \$3.45m



**2014 to 2024 Total Funding Secured**

**\$15,187,769**

**\$18.87 for each \$1.00**

**Contributed to WEDA**

Webster, NY

Village of Webster







## FAIRLIFE SELECTS WEBSTER FOR \$650 MILLION PRODUCTION FACILITY

- \$650,000,000 Project
- 785,000 sf Facility on 110 Acres
- Up to 8 million pounds of raw milk *per day*
  - *Equivalent to milk from 70,000 cows*
  - Wastewater impact equivalent to 9,000 new homes
- 250 Direct On-Site Jobs, 1000+ Off-Site Jobs

# Fairlife Dairy Production Facility



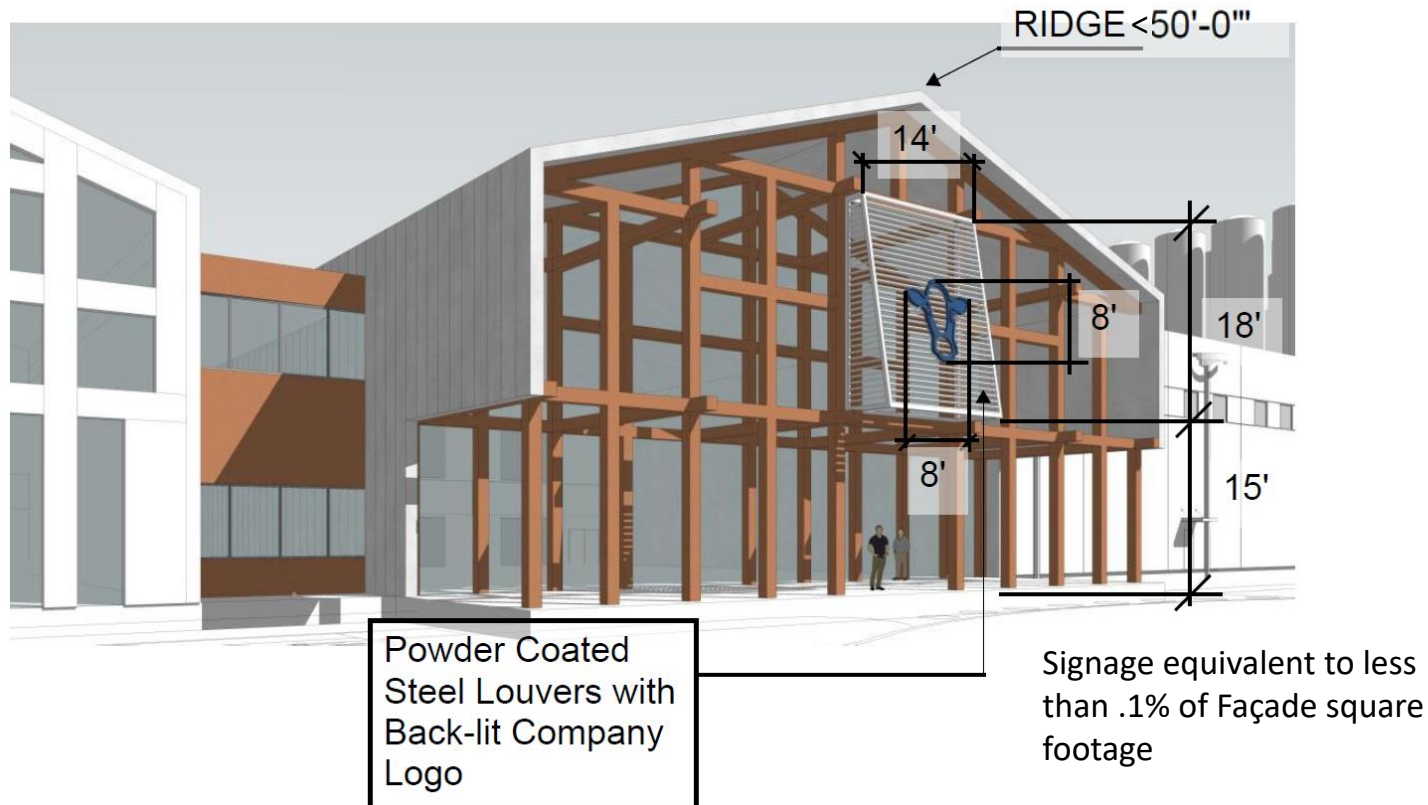
## Site Design *Facility Signage (front entrance)*



Classified - Confidential



## Site Design *Facility Signage (front entrance)*



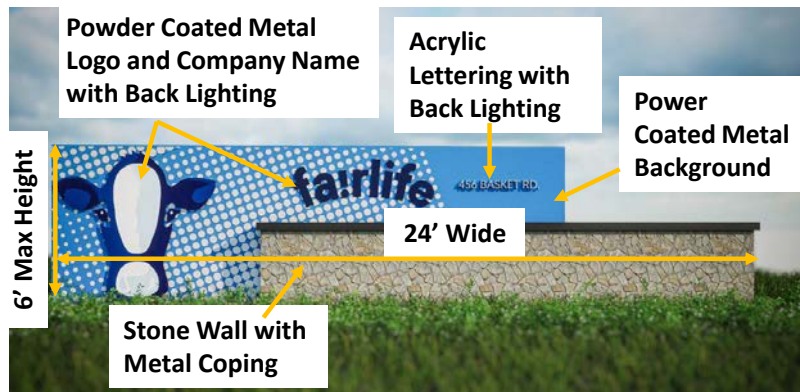
Classified - Confidential

## Site Design Facility Signage (auto entrance)

### View Traveling Northbound on Basket Road:



### Sign Characteristics:



*Reverse side to have the same design without any backlighting*



## Remaining Milestones

|                                     |          |
|-------------------------------------|----------|
| Milk processing installation begins | Sep 2024 |
| Packaging installation begins       | Feb 25   |
| Electricity turned on               | May 25   |
| Commissioning begins                | Aug 25   |
| Commercial production begins        | Oct 25   |



Webster, NY

**2021 Funding Secured**

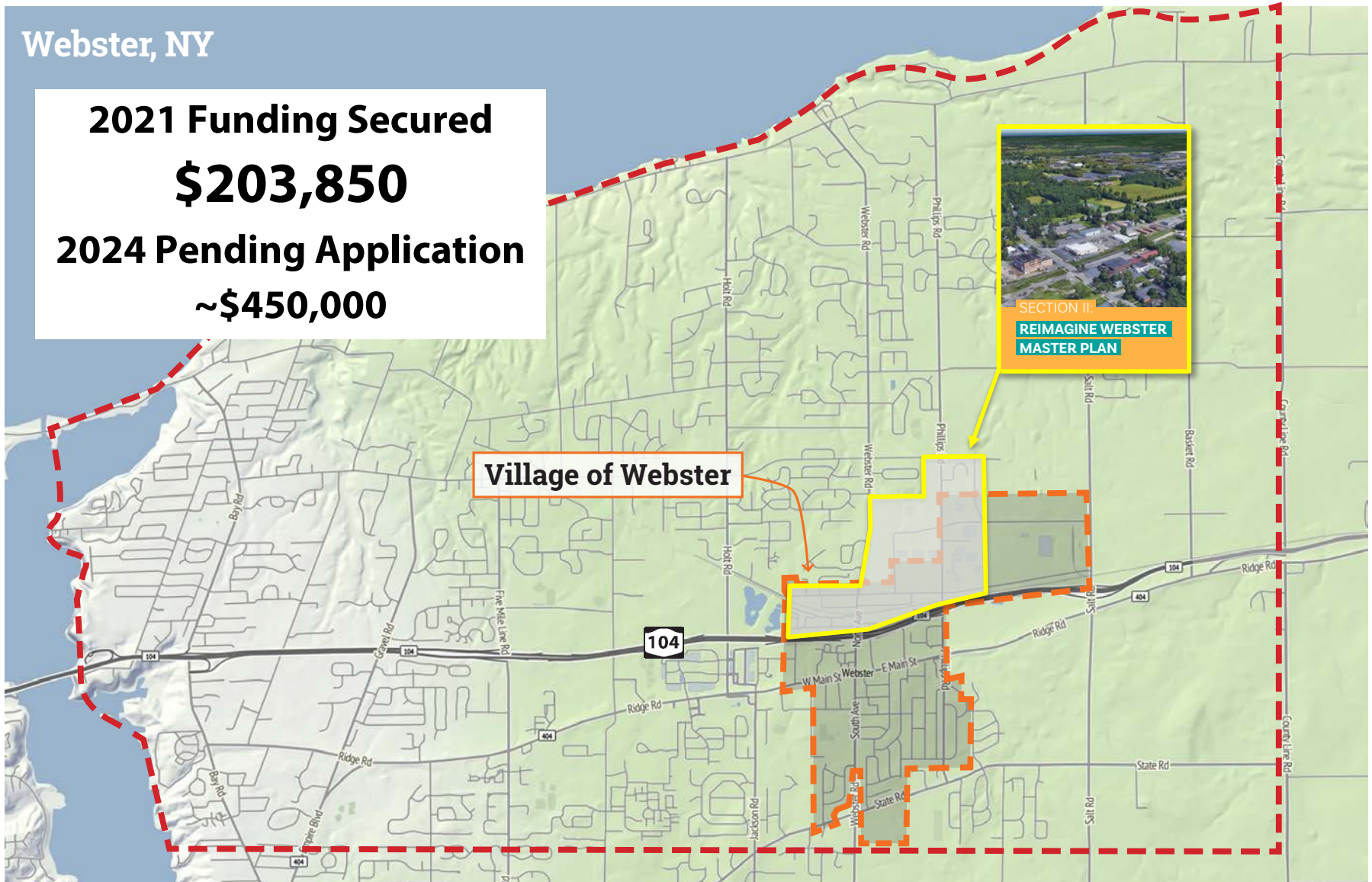
**\$203,850**

**2024 Pending Application**

**~\$450,000**

**Village of Webster**

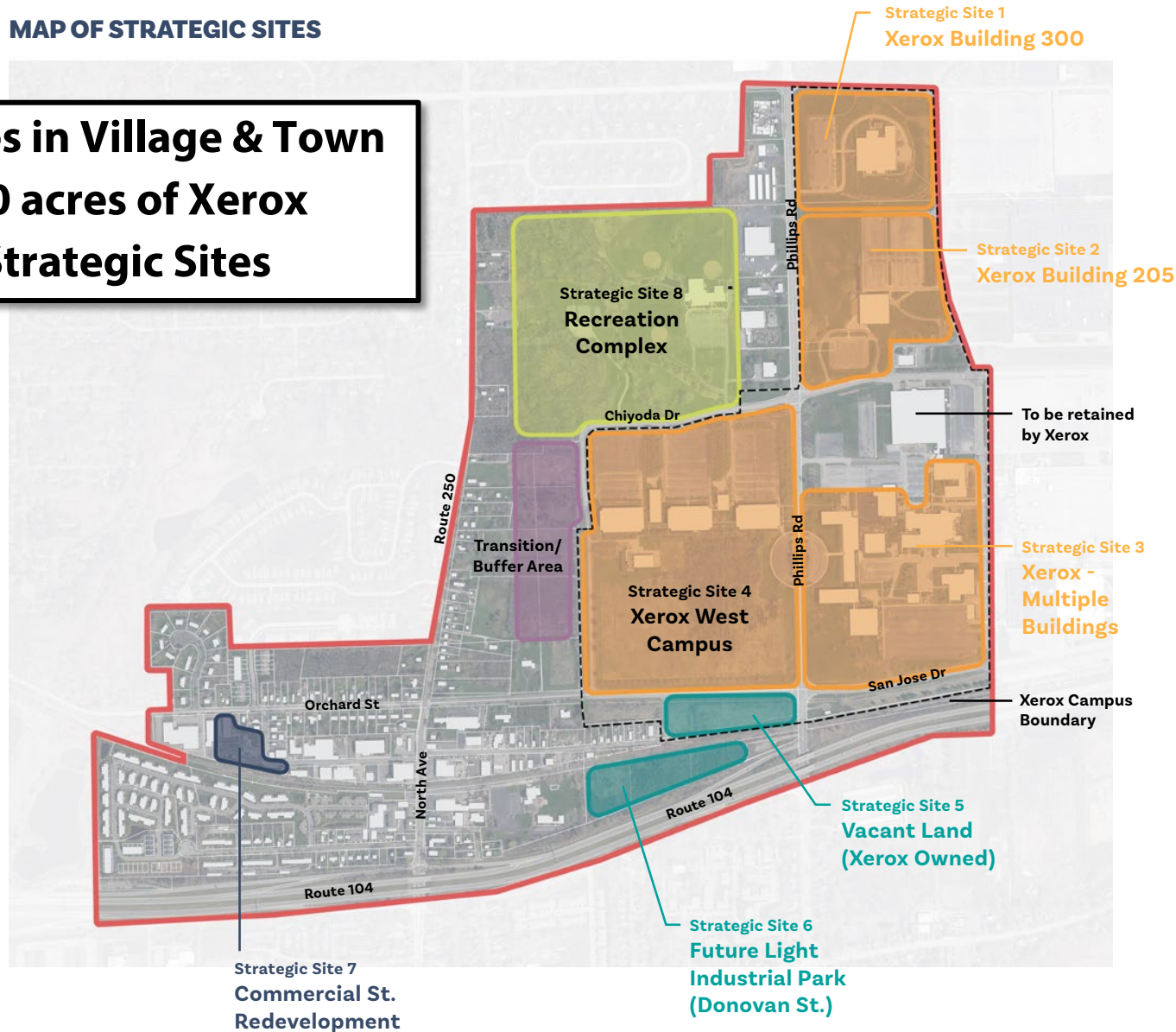
SECTION II:  
**REIMAGINE WEBSTER  
MASTER PLAN**





## MAP OF STRATEGIC SITES

**569 acres in Village & Town**  
**~230 acres of Xerox**  
**8 Strategic Sites**

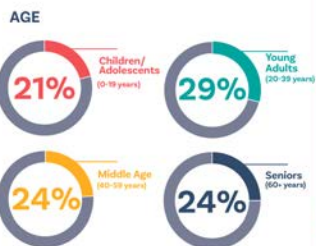


## WHO IS IN THE STUDY AREA?



### DEMOGRAPHICS

Understanding local and regional population trends, age characteristics, and other demographic factors is critical to developing recommendations for future redevelopment and revitalization. The recommendations in this Plan are informed by the socioeconomic analysis below and is tailored to the unique needs and vision of the Reimagine Webster Initiative. The data in this report were acquired from the U.S. Census Bureau, Census 2010, Census 2020, and 2019 American Community Census (ACS).



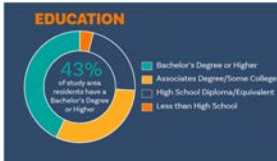
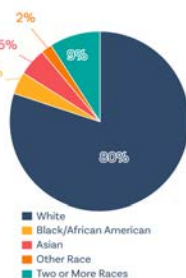
### AGE

The study area's median age in 2010 was one of the oldest of the comparative geographies at 41.1. Only Webster Town had a higher median age in 2010 at 42.9. The median age of the study area population is expected to increase only slightly over the next five years, which is in line with the surrounding region and state.

### RACE & ETHNICITY

The study area is anticipated to have a higher non-white population than the Town of Webster in 2027 (80% vs 86%), but this rate is the same or lower than the Village, County, and State. The change in racial composition between 2022 and 2027 for Study Area shows a decline in its White population and growth in the other racial categories.

### RACE & ETHNICITY



### HOUSEHOLD SIZE



### COMMUTING & MOBILITY



### HOUSEHOLD INCOME

The most common income bracket for the Study Area's households is \$50,000 - \$74,999 - accounting for 21% of all households. The study area had the highest percentage of incomes within this range as compared to the other geographies displayed on the chart at left. The median income for the Study Area in 2022 was \$62,342 - which was the lowest median income of the comparative geographies.

## MARKET ANALYSIS

### KEY FINDINGS FROM MARKET ANALYSIS

Economic and industry trends can influence the future of development in the Study Area. Due to the COVID-19 pandemic, the Study Area and surrounding neighborhoods have seen a fluctuation of data that influences economic trends.



#### POPULATION GROWTH

From 2010 to 2022, the Study Area population increased by around 418 people. This is a significant jump of around 55% from the existing population in 2010 of 767.

#### UNEMPLOYMENT

Webster's rate of job loss was slightly higher than Rochester (-3.6%) and almost double the loss realized by the State (-1.9%).

#### PROJECTED JOB GROWTH

Although total jobs have not yet returned to pre-pandemic levels, Webster is projected to grow by 2.3% from 2022 to 2027.

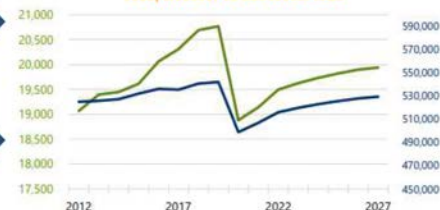
#### KEY SECTOR PERFORMANCE

Construction has shown significant growth in number of jobs and percentage growth. Health Care and Social Assistance has remained steady. Arts, Entertainment, and Recreation have added the most jobs, while Manufacturing and Retail Trade are expected to continue to lose jobs through 2027.

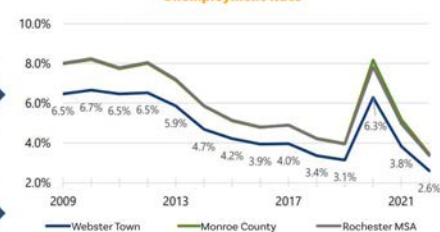
#### TOP OCCUPATIONS

The top three occupations that are expected to add the most jobs through 2027 are Food and Beverage Serving Worker, Home Health and Personal Care Aides, and Cooks and Food Preparation Workers.

#### Jobs, Webster vs Rochester MSA



#### Unemployment Rate



### TOP INDUSTRIES IN WEBSTER\*

\*AS OF 2022



1. MANUFACTURING



2. RETAIL TRADE



3. HEALTH CARE AND SOCIAL ASSISTANCE



4. ACCOMMODATION AND FOOD SERVICES





## Reimagine Webster BOA

### Master Plan Concept

#### Strategic Sites

Sites identified for targeted improvements.

##### Strategic Site 1

1A Light industrial development

##### Strategic Site 2

2A Light industrial development

##### Strategic Site 3

- 3A Incubator flex space
- 3B Two-story office space with public space
- 3C Shovel-ready future development space
- 3D Gateway feature

##### Strategic Site 4

- 4A Four-story mixed-use development with underground parking
- 4B Public plaza
- 4C Commercial development
- 4D Three-story residential apartments
- 4E Townhomes with rear alley garage access
- 4F Three-story mixed-use development
- 4G Central open space with public restrooms and plaza space for flexible programming

##### Strategic Site 5

- 5A Hojack History Center and Rail Park
- 5B Small-scale commercial development

##### Strategic Site 6

6A Light industrial park (under development)

##### Strategic Site 7

- 7A New mixed-use development
- 7B Rehabilitated existing ceramics building

##### Strategic Site 8

- 8A Re-aligned entry drive and new parking
- 8B Shelter with restrooms
- 8C Amphitheater
- 8D Pickleball courts

##### Transition Area

- TA Single-family homes and/or duplexes

#### Public Realm Improvements

Improvements to streetscapes, trails, and gateways.

##### 1 Chiyoda Drive Improvements

- Extension of Chiyoda Dr. west to Route 250
- Shared-use path
- Four-way intersection at Panama Road
- Three-way intersection at Route 250
- Street trees and corridor enhancements
- Re-route Chiyoda Trail north through woods

##### 2 Phillips Road Complete Streets Project

- Roadway re-configuration and re-paving
- Shared-use path between Klem Rd. and Hojack Trail
- Streetscape improvements

##### 3 Commercial Street Improvements

- Street trees
- Sidewalks and parking lane markings

##### 4 Donovan Street Improvements

- Dedicated pedestrian walkways with street trees
- Markings for shared travel lanes

##### 5 Route 250 Bike Lane

- Bike lane from Orchard St. to Chiyoda Dr. extension

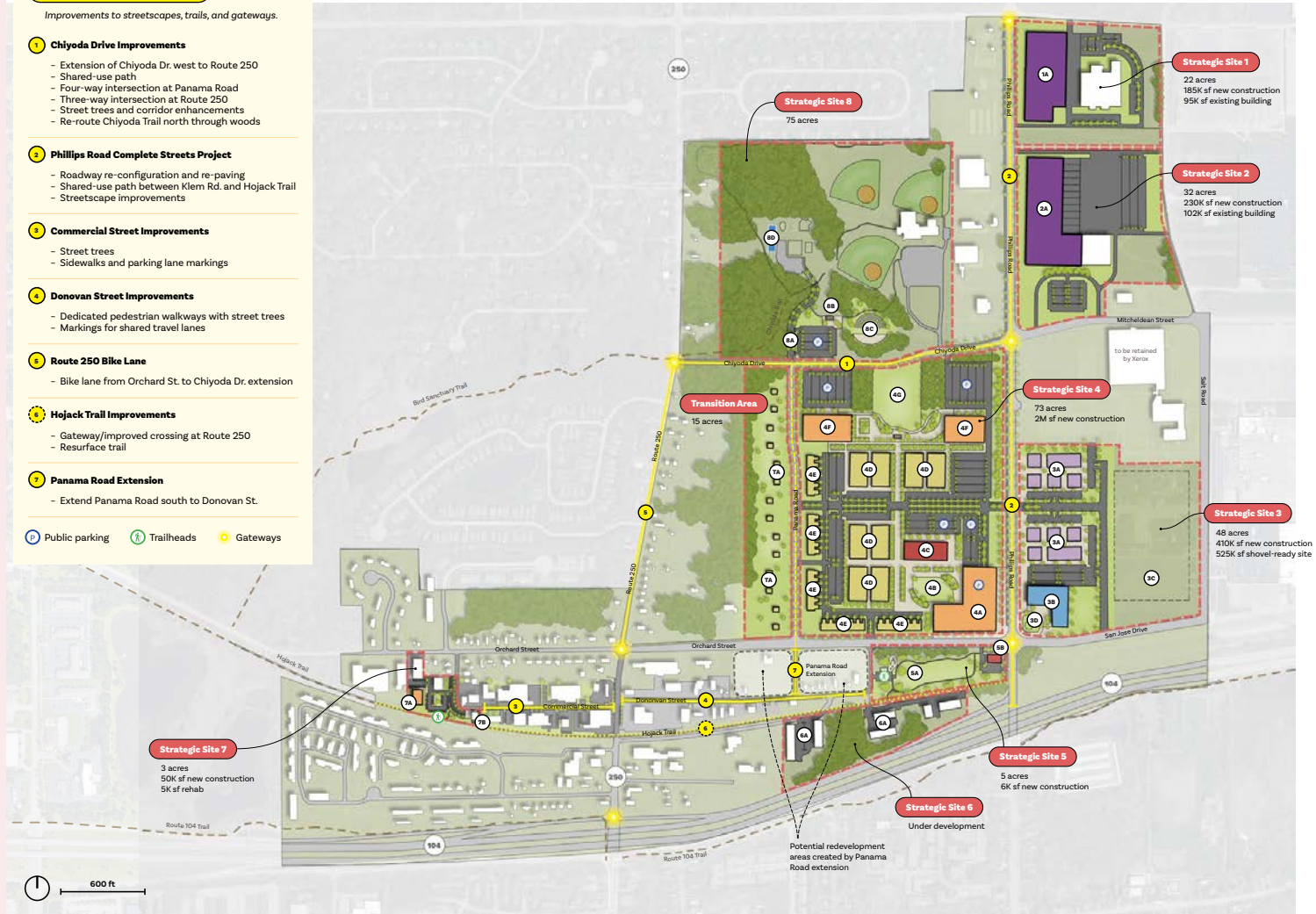
##### 6 Hojack Trail Improvements

- Gateway/Improved crossing at Route 250
- Resurface trail

##### 7 Panama Road Extension

- Extend Panama Road south to Donovan St.

P Public parking    T Trailheads    G Gateways



# Reimagine Webster Initiative



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.

## Redevelopment Vision

The redevelopment vision for Strategic Site 4 is to create a mixed-use activity center with a variety of residential living opportunities, supportive commercial and mixed-use development, and a signature open space that can build off of the activity of the Town Recreation Complex. A mixed use building is envisioned to anchor the northwest corner of the Phillips Road and Orchard Street intersection, supported by an internal pedestrian plaza. The majority of the site would capitalize on the strong residential demand in Webster, providing both townhomes and apartments for young professionals and seniors looking to downsize. The northern portion of the site is dedicated to a flexible green space, which is anticipated to host a variety of programming throughout the year, flanked by two supportive parking lots as well as some additional mixed use development to attract more visitors to the area.

### DEVELOPMENT SUMMARY:

- Proposed Residential (3-4 STY): ~950,000 S.F.
  - ~770 apartments, ~30 townhomes
- Proposed Mixed Use (3-4 STY): ~975,000 S.F.
- Proposed Commercial (1-2 STY): ~78,000 S.F.

## PROPOSED SITE PLAN



## RENDERING OF PROPOSED PEDESTRIAN PLAZA



The proposed pedestrian plaza near the southeast corner of the site would support small programming and recreation and leisure for residents and visitors.



## PUBLIC IMPROVEMENT PROJECTS

| Project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Phasing*                           | Potential Timeline | Estimated Cost     | Lead / Partners                                                   | Potential Funding                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--------------------|--------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>Chiyoda Drive Improvements</b> <ul style="list-style-type: none"> <li>Extension of Chiyoda Drive from its current western terminus at its intersection with Panama Road to Route 250.</li> <li>Installation of a shared use path facility between Route 250 and Phillips Road.</li> <li>Creation of four-way intersection at Panama Road and three-way intersection at Route 250.</li> <li>Planting street trees and general corridor enhancements.</li> <li>Reroute Chiyoda Trail to accommodate roadway extension.</li> </ul> | <b>Feasibility / Traffic Study</b> | <b>0-2 years</b>   | <b>\$30-\$100K</b> | <b>Lead:</b><br>Town of Webster<br><br><b>Partners:</b><br>NYSDOT | -Town of Webster<br>-Transportation Alternatives Program (TAP)<br>-U.S. DOT / HUD |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Preliminary Design</b>          | <b>1-3 years</b>   | <b>\$50-\$200K</b> |                                                                   |                                                                                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Final Design</b>                | <b>2-5 years</b>   | <b>\$50-\$100K</b> |                                                                   |                                                                                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Construction                       | 5-8 years          | TBD                |                                                                   |                                                                                   |
| <b>Phillips Road Complete Streets Project</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Preliminary / Final Design</b>  | <b>Ongoing</b>     | <b>\$425K</b>      |                                                                   |                                                                                   |



Webster, NY

**2024 Funding Secured**  
**\$4,500,000**

**Village of Webster**



The Village of Webster has been selected by New York State to receive **\$4.5 million** through the NY Forward community revitalization program!





## Veteran's Memorial Park Improvements





## Main Street Improvements





## Building Improvements



## Planning Process



### **Visioning**

Refine the community's future vision, establish priorities and gather input



### **Opportunities + Challenges**

Understand the community's unique characteristics and key opportunities



### **Project Development + Evaluation**

Identify, develop, and evaluate potential projects



### **Project Recommendations**

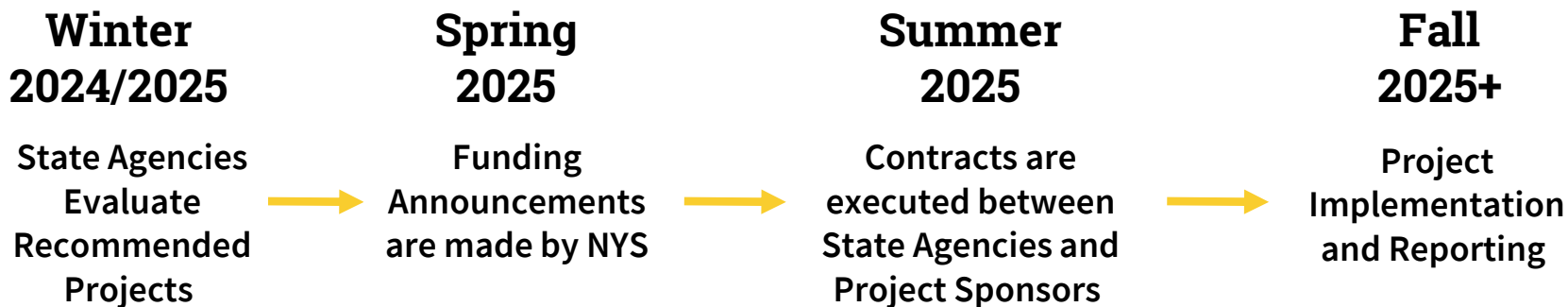
Recommend projects that align with the community's goals

**8-9 Month Timeframe (April – December 2024)**

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.



## What happens after the planning process ends?



- Announcements are typically made in the months following submission of SIPs
- Projects begin implementation as soon as possible

**1<sup>ST</sup> PUBLIC WORKSHOP:  
JUNE 5<sup>TH</sup> 6-8PM – JOIN US!!**

Webster, NY

**2019-2024 Funding Secured**

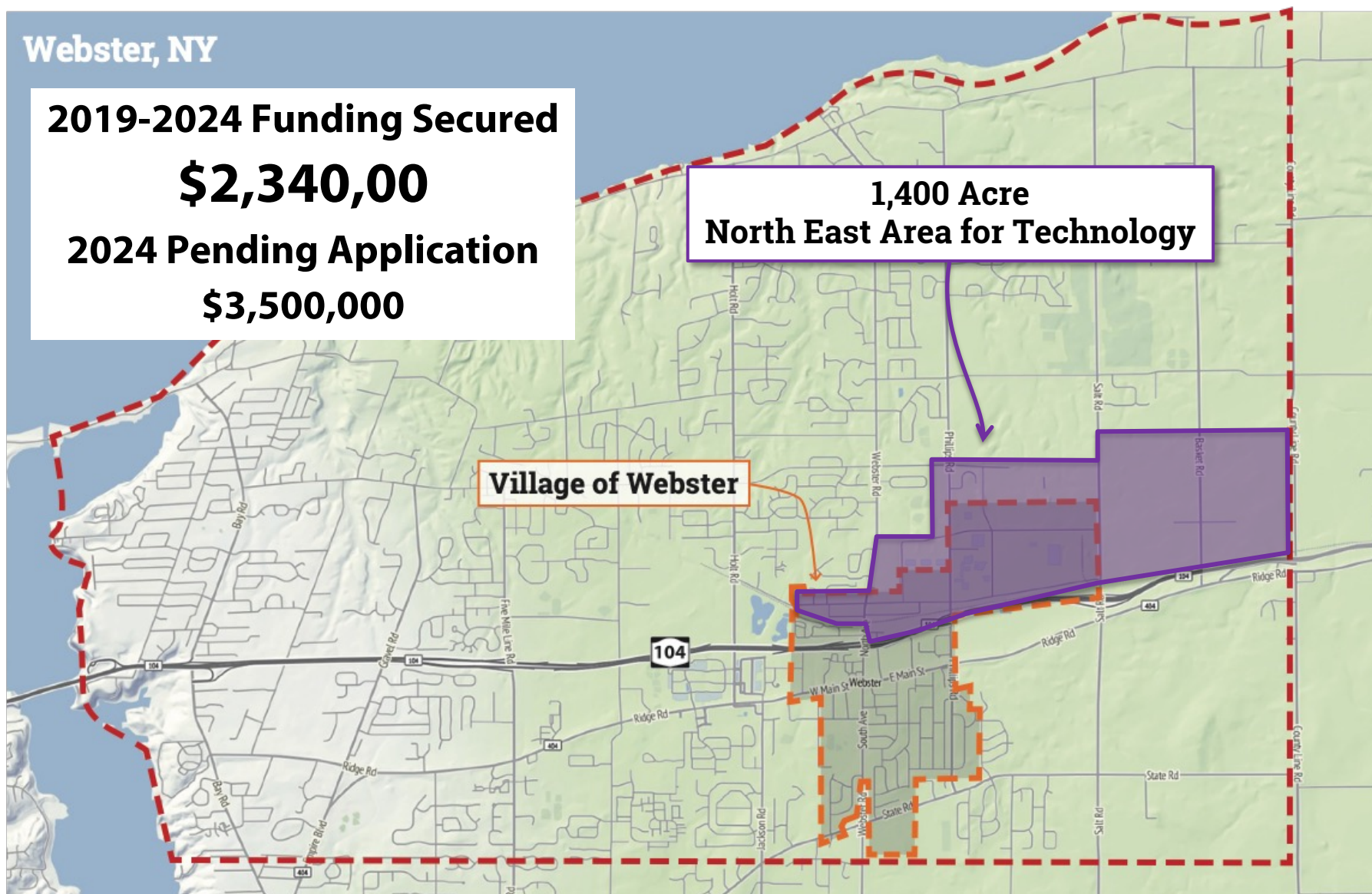
**\$2,340,00**

**2024 Pending Application**

**\$3,500,000**

**1,400 Acre  
North East Area for Technology**

**Village of Webster**





**7 Sites on 510 acres**  
**Infrastructure improvements**  
**Development Opportunities**





Webster, NY

**2022 Funding Secured**

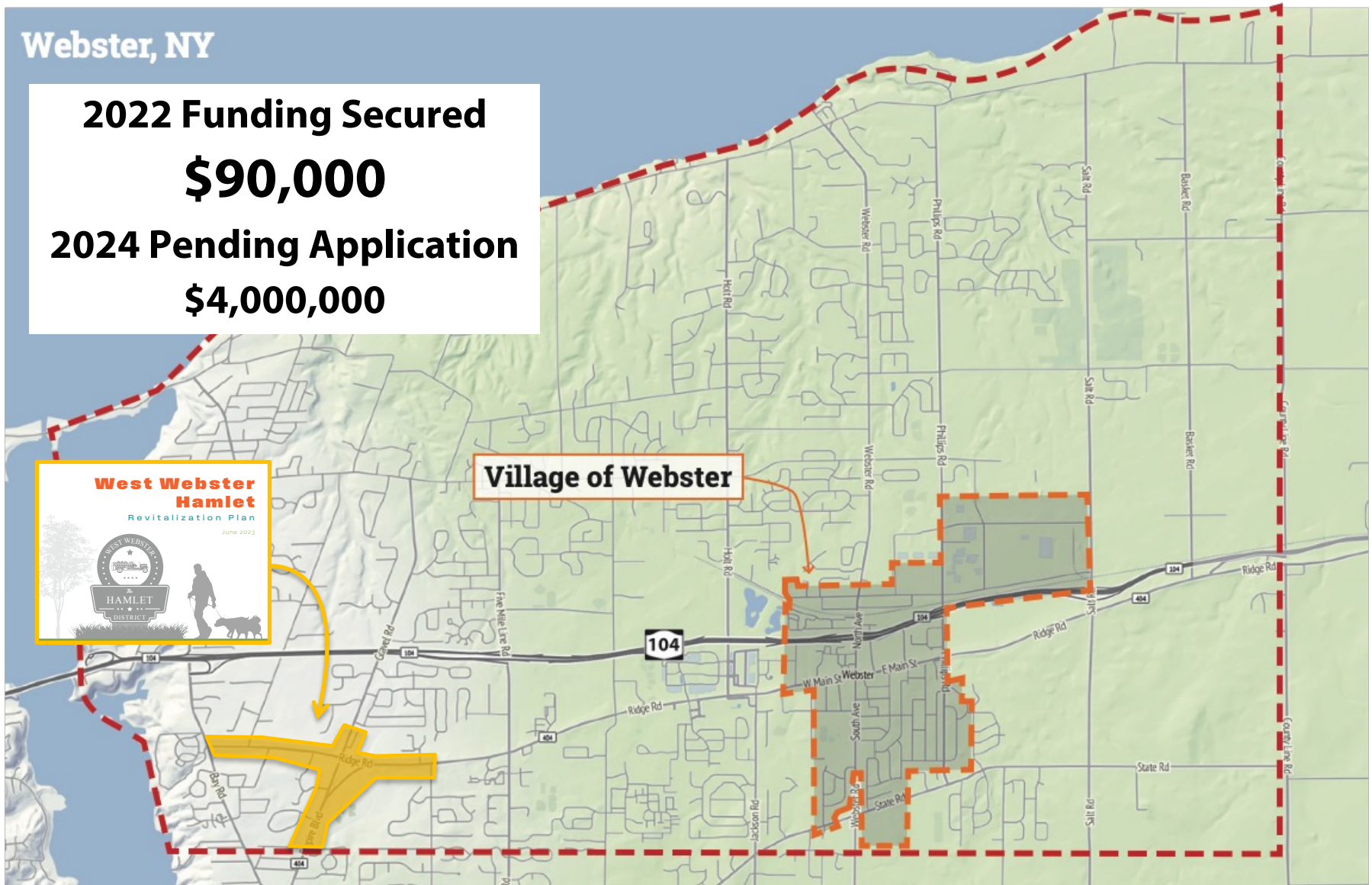
**\$90,000**

**2024 Pending Application**

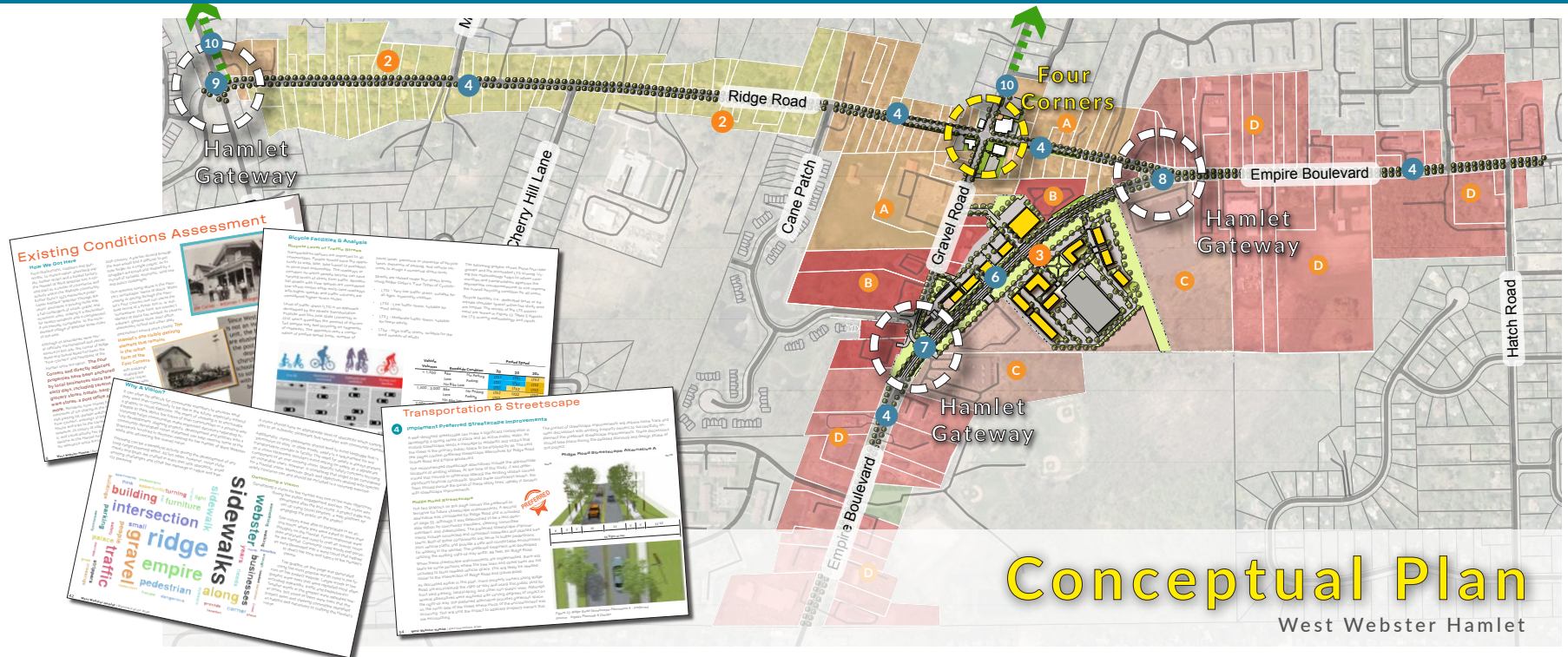
**\$4,000,000**



**Village of Webster**







## West Webster Hamlet Revitalization Plan

June 2023



NTS

Learn more at [www.webstereda.org](http://www.webstereda.org)

West Webster Hamlet Master Plan



# West Webster Hamlet Revitalization





Figure 20: West Webster Empire Boulevard North Graphics

Source: Ingalls Planning & Design



# West Webster Hamlet Revitalization



Webster, NY

**Sandbar Waterfront Park**

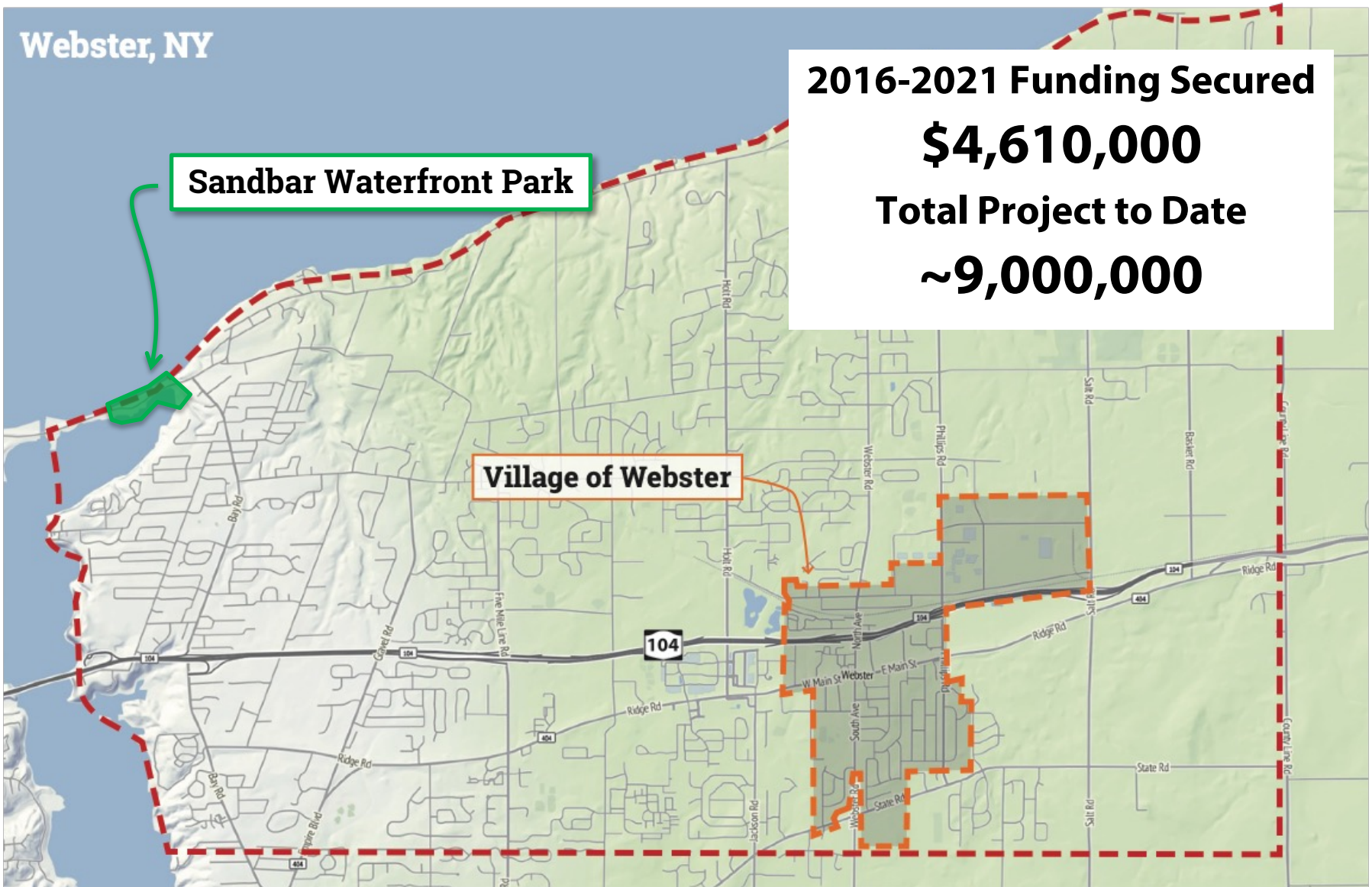
**Village of Webster**

**2016-2021 Funding Secured**

**\$4,610,000**

**Total Project to Date**

**~9,000,000**







July 30, 2021



## Sandbar Waterfront Park Phase 2 Environmental Education Area Anticipated \$2,125,000

### Sandbar Park Waterfront Revitalization - Environmental Education Area

Webster is undertaking the design and development of an Environmental Education Area at the Sandbar Park Irondequoit Bay waterfront, part of a larger \$11 million waterfront revitalization effort. The proposed CEED network site was generously donated by a local developer. This station is envisioned to be a hub for a series of diverse education and interpretive sites located across the upland and riparian zones at the extreme eastern tip of Irondequoit Bay. The proposed station concept includes boardwalks, piers and gathering spaces perched out over the water. The Town is currently planning the formation of a project Advisory Committee to help refine the educational and developmental programming. This site is intended to be suitable to support diverse uses for community exploration, class field trips, and potentially more refined research and experimentation. The public engagement and design process will explore unique and exciting instructional opportunities to engage residents and students in the discovery and study of the natural environment and Science, Technology, Engineering & Math (STEM).

Design Development Plans for the Sandbar Park Environmental Education Area



### Community, Environment & Education Network



Conceptual Renderings for the Sandbar Park Environmental Education Area





# What's on the Horizon?

- Continued preparation for Xerox redevelopment
- Village Downtown Revitalization
- West Webster Hamlet

THANK YOU!

