

**NY Forward Application, September 2022**  
Finger Lakes Regional Economic Development Council  
Village of Webster, New York  
Monroe County

# Our Vision to Revitalize Main Street



Contact:

Matt Chatfield, Executive Director  
Webster Economic Development Alliance  
[matt.chatfield@WebsterEDA.org](mailto:matt.chatfield@WebsterEDA.org)



Learn more at [WebsterForward.com](http://WebsterForward.com)



Business Improvement District  
Village of Webster, New York

# Transformative Opportunities

## Creating an Authentic Sense of Place

Webster's NY Forward revitalization program will enhance and expand opportunities for residents to enjoy the benefits of small-town living in a large metropolitan area. Residents will appreciate the renewed energy of downtown. Visitors will discover that Webster is brimming with fun and memorable experiences.

Investors will realize that our community's high quality of life is good for their employees and their bottom line.

Webster's downtown will provide an **authentic sense of place that is distinct within the region**. Yet, this is not a tourism strategy; it is a **quality of life strategy**. Webster will enhance its focus on the characteristics that differentiate it from the crowd, including a walkable village core and a high-quality public realm. The same aspects that make Webster a great place to visit will also make it a great place to live, and, by extension, raise a family or start a business.

The Village of Webster has formulated the following series of investment programs and recommended projects to facilitate a robust and focused set of actions that will leverage NY Forward funds with substantial private investment.

### 1. Transformational Investments

- Public Realm Projects (5)
- Building Rehabilitation Projects (2)
- Potential Projects (3)

### 2. Small Project Grant Program

- Proposed Projects (5)
- Potential Projects (2)

### 3. Revolving Micro-Loan Fund

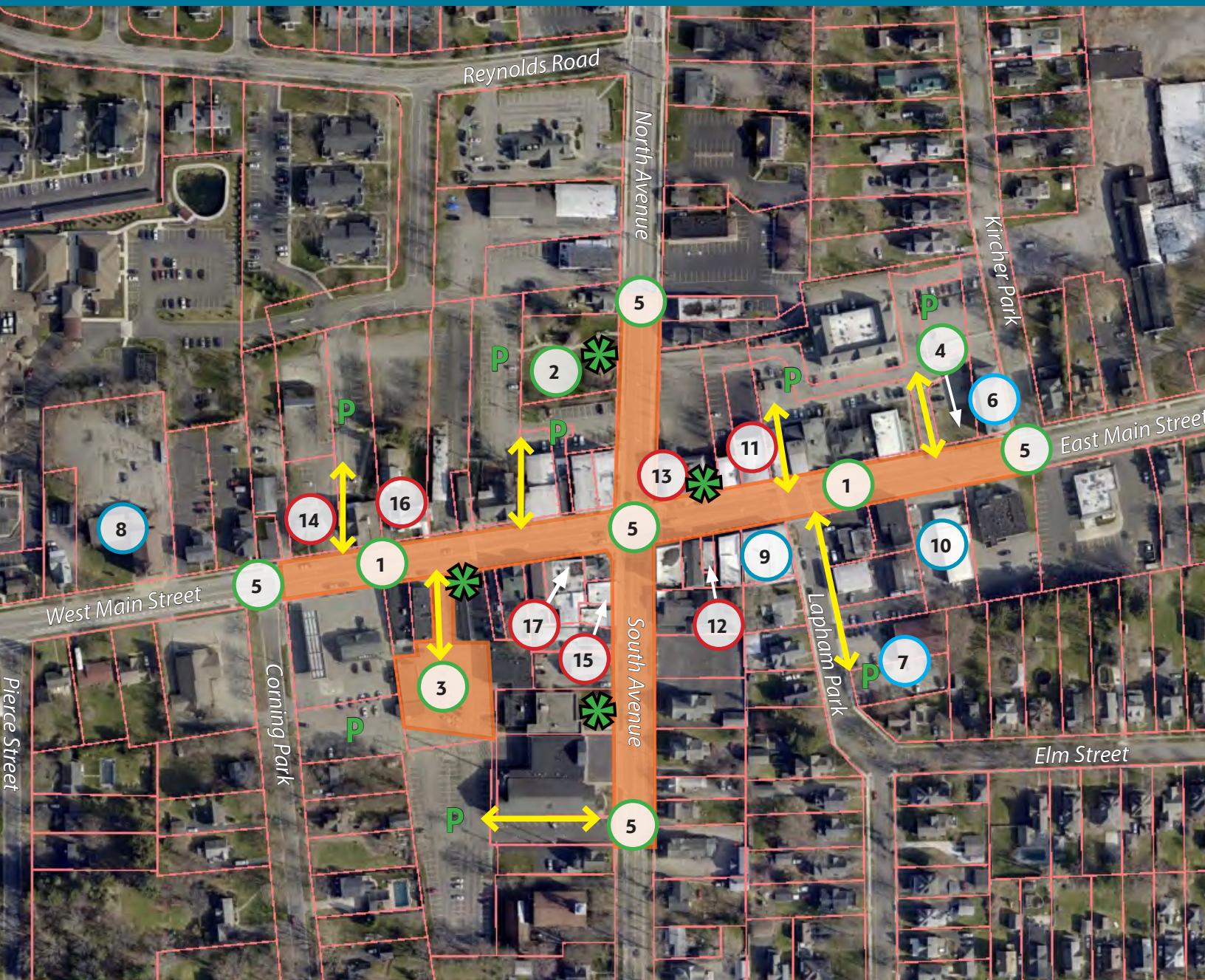
### 4. Marketing & Branding Program

## Community Investment Strategies

The community spoke, and we listened. The following strategies flow from the Downtown Vision, and represent the revitalization priorities of residents, business owners, youth and local leadership. Local leaders will analyze proposed projects against these strategies to ensure funding is applied to those projects that further the Vision for Downtown.

- A. Improve convenience, functionality and walkability for residents and visitors.
- B. Provide a uniform and appealing community experience.
- C. Provide venues and events that attract visitors from throughout the community.
- D. Make the Village a vibrant place to live and work for all members of the community.
- E. Promote a sustainable development, energy efficiency and the reduction of greenhouse gas generation.

# Village of Webster - NY Forward Application



## Public Realm Projects

1. Streetscape Enhancements
2. Veteran's Memorial Park
3. Village Market Square
4. East Main Street Performance Space
5. Gateways, Wayfinding & Public Art

## Building Rehabilitation Projects

6. Harmony House Rehabilitation
7. Webster Museum Event Hall
8. 75 West Main Street (*potential*)
9. 15-21 East Main Street (*potential*)
10. 45 East Main Street (*potential*)

## Small Project Grants

11. 16-20 East Main Street
12. 9 East Main Street
13. 4 East Main Street
14. 47 West Main Street
15. 7 South Avenue
16. 33 West Main Street (*potential*)
17. 12 West Main Street (*potential*)

## Streetscape Enhancements

- Public Art Installations:** Green asterisk icon.
- Streetscape & Lighting Enhancements:** Orange square icon.
- Wayfinding Enhancements:** Yellow double-headed arrow icon.
- Public Parking:** Green circle with a 'P' icon.

# Transformational Investments

The Master Plan (left) lists ten transformational projects identified as potentially catalytic investments that collectively would not be possible absent NY Forward funding assistance due to their complexity, level of risk, or lack of financial resources available to the project sponsors. Each project will be described further in the narrative below.

## Public Realm Projects

### 1. Streetscape Enhancements

The Village is proposing streetscape investments along limited portions of Main Street, North Avenue and South Avenue, to improve the perception of downtown and enhance the visitor experience. The project includes modest paving, crosswalk, seating, and landscaping improvements along West and East Main Street from Corning Park to Kircher Park. Substantial lighting improvements are proposed in these areas to include new poles, fixtures and festival-style overhead lighting strung from pole to pole. Unique vertical tower elements are also proposed at Four Corners.

Additional utility infrastructure will be installed to support concerts and festivals when the roadway is periodically closed to vehicular traffic and the right-of-way is temporarily recaptured as a flexible public space. The Village is proposing to maintain the majority of improvements between the existing curb line and the building face, with curb modifications limited to crosswalks to shorten the crossing distance and improve pedestrian safety. The streetscape enhancements will also extend along North Avenue to Veteran's Memorial Park, and south to the public parking entrance at the Fire Hall. The focus on short segments will heighten the sense of arrival into the Core of the Downtown at Four Corners.

**Anticipated Total Project Cost - \$1,000,000 to 2,000,000**



The streetscape on Genesee Street in Skaneateles, New York provides some aspirational guidance for Main Street in Webster.



Trade Street in historic Greer, South Carolina is well-known for its iconic overhead lighting. A similar treatment is proposed for Main Street in Webster to enhance the quality of the space for events.

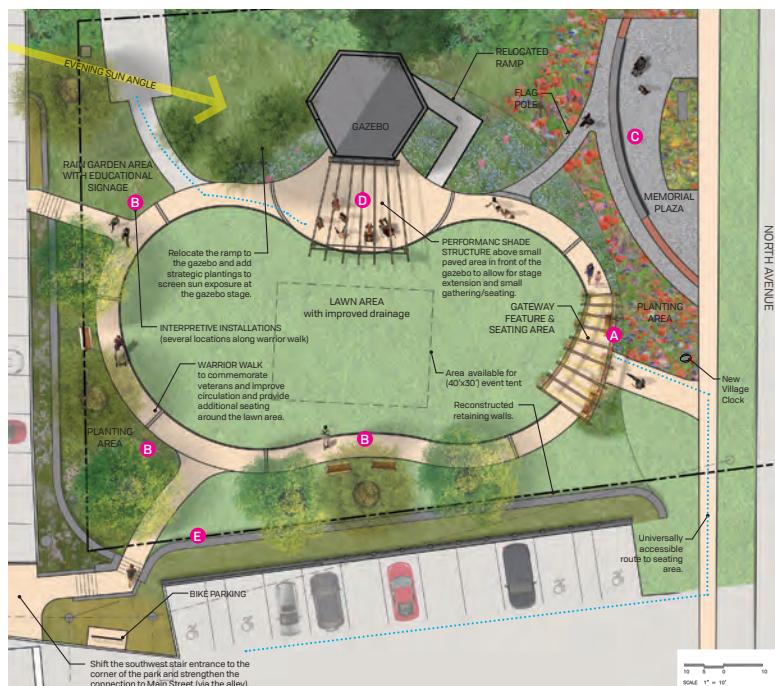
# Transformative Opportunities

## 2. Veteran's Memorial Park Improvements

Primary improvements to Veteran's Memorial Park (VMP) would focus on enhancing the site's ability to support large gatherings of residents, visitors and veterans. The Village BID organizes and coordinates several events throughout the year staged in VMP, including movies in the park, concerts in the park, music festivals, wine tastings, food trucks and more, often with several hundred people in attendance. Changes will include accessibility, comfort and convenience, and infrastructure improvements to enhance visitor experience. The Village is proposing to enhance/replace the existing Gazebo as the Village's signature performance structure with a larger stage area. The current configuration is insufficient for the needs of larger bands or theater performances. The final design for this element will be determined through outreach to the BID, local performers and the local Veteran community.

The proposed changes to the park also include and expansion and improvement of the existing Veteran's Memorial. The proposed design also envisions interpretive elements to help tell the story of local veterans and their families. The changes will provide a more respectful, contemplative site for visitation by local families, and will further celebrate the sacrifices made locally in support of our Nation's engagements throughout the world. Local veteran's groups have been consulted during the initial planning stages and have voiced general support for improvements to the park. Expanded outreach to the veteran community will continue during final design.

**Anticipated Total Project Cost - \$750,000 to \$1,000,000**



**A GATEWAY FEATURE**

Incorporating a gateway element to enhance the park entry and strengthen identity.

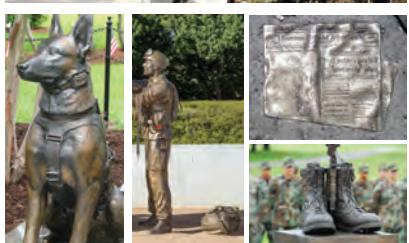
The entry feature will announce the entrance to the park and can be an opportunity for a seating area with movable seating or swinging benches. Incorporating lighting can further strengthen the park's identity in the evening.



**B WARRIOR WALK**

A series of interpretive and sculptural elements installed throughout the park will compliment the existing park and village character.

The artwork could be thematically tied to the Veterans Memorial, strengthening a sense of community ownership and pride. The sculptures would provide an opportunity to tell a story about our veterans.



### C VETERANS MEMORIAL PLAZA

Shifting the plaza to North Avenue and adding a significant planting bed will better define and separate the park programs (active vs passive). Memorials throughout the park can be relocated and incorporated into the plaza.



# Transformative Opportunities

### 3. Village Market Square

The current Village Hall entry drive and parking lot is the single largest public space in the Village yet is designed for and utilized exclusively by cars. The goal of this project is to expand the flexible use of this space to accommodate cars/parking and DPW use during the weekdays, yet to also permit the programmatic use by the public during evening/weekend events; such as Farmers' Market, Jazz Fest, Family Game Night, etc. The most noticeable change will be a redesign of the entry driveway to support flexible use for events, seating, dining and outdoor public gatherings. This may include conversion to one-way traffic to provide additional space for a new public plaza connected to the open area in front of Village Hall.



The project will provide electrical infrastructure and enhanced lighting in the front portion of the parking lot between the Fire Hall and Main Street to support events and vendors, with the goal of becoming a venue for the local Farmers' Market.

A signature Gateway entry treatment at Main Street may potentially include a commissioned piece of public art. New festival-style overhead lighting of the proposed Plaza will support a more intimate scale for BID events and potentially a communal outdoor dining space for use by local restaurants.

**Anticipated Total Project Cost - \$500,000 to \$1,000,000**



San Antonio's Market Square provides a similar vibe to that which is envisioned for Webster's Village Market Square.



Frenchman Art Square in New Orleans is representative of the Village's vision for a flexible public space for Market Square.

# Transformative Opportunities

## 4. East Main Street Performance Space

The Village is proposing to form a public/private partnership to develop a small stage/bandshell/performance venue with the private owner of this vacant lot. The utilization of this empty lot on East Main Street for small gatherings/events will further activate the public realm at the eastern gateway to Downtown. The preliminary vision for this space includes a semi-permanent performance venue that could be programmed in tandem with the Harmony House for indoor/outdoor events.

Final design of this space is to be determined, yet could include amphitheater-style seating, or a covered pavilion structure of a similar design aesthetic to the gateway pavilion at Route 104/North Avenue (pictured at right). This space should allow for impromptu use by residents, teens and the BID, to include ample power, seating, durable surfaces, and lighting.

**Anticipated Total Project Cost - \$250,000 to \$400,000**

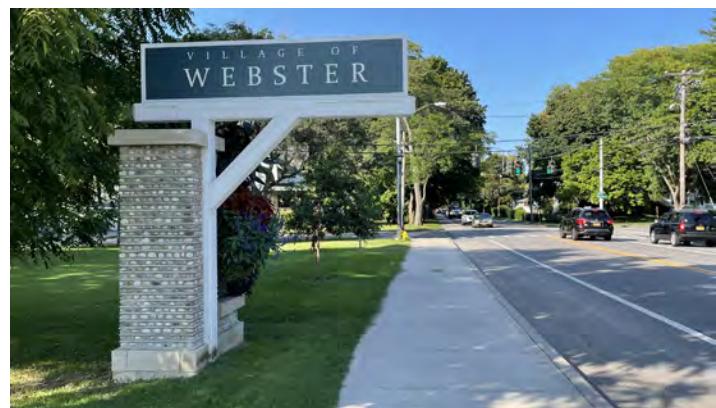


## 5. Gateways, Wayfinding & Public Art

The Village is proposing to install physical structures or elements that note a sense of arrival to downtown at the Main Street intersections at Corning Park, North/South Avenue, and Kircher Park. The western Gateway of the Village at Barrett Drive will receive a similar historically appropriate treatment as new existing cobblestone North Avenue Gateway near Orchard Street (pictured at right).

Enhanced wayfinding signage directing visitors to local destinations and parking locations is also proposed, along with up to three commissioned public art pieces to be placed at Veteran's Memorial Park, Village Hall, and in front of the Village Community Meeting Room on South Avenue.

**Anticipated Total Project Cost - \$300,000 to \$500,000**



## Proposed Building Rehabilitation Projects

### 6. Harmony House Rehabilitation

The Harmony House currently anchors the eastern gateway to downtown, yet remains an underutilized asset within the community. This rehabilitation project will create a destination within the community for flexible use by improving the experience, comfort and services available for gatherings of up to 100-150 people. The Harmony House is also a potential location for a Teen-Safe space within the Village. The 12,000 square foot structure has three stories of available space, some of which could be designed for safe, yet unstructured 'hang-out' space for teens. Universal Access Improvements, including elevator and accessible bathrooms are priority improvements, as is a new HVAC system to retire old boiler system, along with insulation/air sealing to improve energy efficiency and comfort. Façade improvements and a lower-level kitchen modernization are also proposed.

**Anticipated Total Project Cost - \$500,000 to \$750,000**



Teen Central at the Boston City Library's main branch offers an example of a Teen free space to hang out in a safe environment.

### 7. Webster Museum Event Hall

The Webster Museum & Historical Society is proposing to construct a 28'x40' two-story addition to the south side of the museum building as a connected, yet stand-alone space. Designed as a gathering space to be used by both the museum and organizations in the village for a variety of events such as lectures, demonstrations, meetings, and exhibitions, it could also be offered as an additional site for such civic purposes as food or vaccine distribution or voting. The second floor would be used as storage for the museum's extensive local and regional art collection which could also be exhibited in this new space.

**Anticipated Total Project Cost - \$450,000 to \$600,000**



The 4,300 sf Webster Museum building is located just 300 feet from Main Street on Lapham Park, and is surrounded by public parking. Wayfinding enhancements are also proposed to improve visibility for Main Street patrons.

# Potentially Transformative Opportunities

## 8. 75 West Main Street - Old Church Mall

The 2015 Community Investment Strategy identified this structure as a signature redevelopment project to anchor revitalization efforts in the downtown core and act as a catalyst for spin-off investment activity. This property has near landmark status within the community yet is plagued by the need for massive investment. The primary structure has been condemned by the Village for structural deficiencies. The building sits on one of the largest lots within the Village Main Street corridor. With potential renovations costs likely to exceed \$100 per square foot for the 10,400 sf building, the total project could range between \$2-3 million inclusive of acquisition and site development costs. Based on current market rates, this level of investment is unsustainable absent subsidies or public involvement.

**Anticipated Total Project Cost - \$2-\$3 million**



## 9. 15-21 East Main Street

This 8,000sf building consists of 4 commercial units on the ground floor and 7 residential units on the 2nd floor, and suffers from long-term disinvestment.. The highly visible location of this building lends itself to reinvestment commensurate with its surroundings.

**Anticipated Total Project Cost - \$500,000 to \$750,000**



## 10. 45 East Main Street - Finns Garage

This property and business are currently For Sale. One potential buyer has expressed an interest in converting this property to mixed use with the new construction of residential apartments above and ground floor commercial space. The historical automotive service use of the property brings environmental challenges that substantially increase redevelopment costs, bolstering the need for public assistance.

**Anticipated Total Project Cost - \$1.5 to \$2.0 million**



## Proposed Small Project Grant Program

The Village of Webster is proposing to establish a Small Project Grant Program for eligible private and not-for-profit applicants to encourage and incentivize capital investment that furthers the Vision, Strategies and Objectives for Main Street Revitalization. The Program will be facilitated by the Webster Economic Development Alliance on behalf of the Village of Webster, and will award funds to projects that address the five Community Investment Strategies previously identified.

A particular emphasis of the Village's Main Street Revitalization Strategy is the activation of outdoor spaces for programmed and impromptu use by the public.

The Small Project Grant Program will prioritize projects that focus on façade, public space and universal accessibility improvements. Projects that score high in these areas will be awarded bonus funding for energy efficiency improvements, including building envelope and HVAC systems.

The Small Project Grant Program will award the lesser of \$50,000, or 75% of the project cost for eligible expenses. The Village is seeking to capitalize this locally-administered matching grant program with \$500,000 from the NY Forward Program.

The following section highlights proposed and potential Small Project Grant investments.

### **11. 16-20 East Main Street - Former Music Store**

The property includes a vacant 3,000sf ground floor commercial space and three 2nd floor residential apartments. Owner intends to update the residential apartments to meet market demand. Owner also plans to invest in the interior of the ground floor commercial space, potentially converting back to two separate storefronts.

**Anticipated Total Project Cost - < \$250,000**



### **12. 9 East Main Street - Foley Insurance**

Owner intends to rehabilitate vacant/undeveloped second floor space to facilitate expansion of the business and the hiring of additional staff. Necessary accessibility improvements to facilitate activation of 2nd floor include required foundation support additional structural loading. Universal accessibility improvements to the first-floor entry and roof-top solar are also proposed.

**Anticipated Total Project Cost - < \$250,000**



# Small Project Grant Program

## 13. 4 East Main Street - Smith Insurance

High profile location at Four Corners. Owner proposes Façade improvements, including LED lighting, along North Avenue and East Main Street. Lower-level interior renovations of antiquated/vacant space will support the addition of 15-20 new employees. Rooftop Solar is proposed, along with a pocket park on East Main Street to include public art and landscaping.

Anticipated Total Project Cost - < \$250,000



## 14. 47 West Main Street - Koopman CPAs

Interior renovations & modernization to permit relocation and expansion of accounting firm, to include universal access, energy efficiency and façade improvements. Project may include a small Main Street office space for BID/WEDA for these organizations to have a public presence.

Anticipated Total Project Cost - < \$250,000



## 15. 4 South Avenue - Burke's Grill

Interior renovations & modernization of a long vacant storefront adjacent to the Four Corners intersection. The 1,000sf storefront (left-hand side) has not been occupied for over 25 years, yet occupies one of the most visible locations in the Village.

Anticipated Total Project Cost - < \$200,000



## 16. 31-33 West Main Street (potential)

The Village desires to see this long-vacant stately Victorian located across from Village Hall reactivated.



## 17. 12 West Main Street (potential)

The unique art-deco facade of this mixed-use building (pictured at right) is the only storefront of its kind in the Village, and appears to be deteriorating.

# Summary of Projects

## Project Summary Table

ID	Name	Type	Sponsor	Public or Private?	Timeline	Total Cost	Potential Funding Sources
1	Main Street Streetscape	Public Realm	Village	Public	24 months	\$1-\$2 million	NY Forward, FHWA (TA), Local
2	Veteran's Memorial Park	Public Realm	Village	Public	12-24 months	\$750,000 to \$1 million	NY Forward, NY EPF (Parks), Local
3	Village Market Square	Public Realm	Village	Public	12-24 months	\$500,000 to \$1 million	NY Forward, CFA, Local
4	East Main Street Performance Space	Public Realm	Village/ Owner	Public/ Private	12-24 months	\$250,000 to \$400,000	NY Forward, CFA, Local, Private
5	Gateways, Wayfinding & Public Art	Public Realm	Village	Public	0-24 months	\$300,000 to \$500,000	NY Forward, CFA, Local, Private
6	Harmony House Rehabilitation	Building Rehab	Owner	Non-Profit	24 months	\$500,000 to \$750,000	NY Forward, NY Restore, Historic Tax Credits
7	Webster Museum Event Hall	Building Rehab	Museum	Non-Profit	24 months	\$450,000 to \$600,000	NY Forward, CFA, Local, Private
8	75 West Main Street ( <i>potential</i> )	Building Rehab	Owner	Private	unknown	\$2-\$3 million	NY Forward, NY Restore, Private
9	15-21 East Main Street ( <i>potential</i> )	Building Rehab	Owner	Private	unknown	\$500,000 to \$750,000	NY Forward, Private
10	45 East Main Street ( <i>potential</i> )	Building Rehab	Owner	Private	unknown	\$1.5-\$2 million	NY Forward, NY Restore, Private
11	16-20 East Main Street	Small Project	Owner	Private	0-12 months	< \$250,000	NY Forward, Private
12	9 East Main Street	Small Project	Owner	Private	0-12 months	< \$250,000	NY Forward, Private
13	4 East Main Street	Small Project	Owner	Private	0-12 months	< \$250,000	NY Forward, Private
14	47 West Main Street	Small Project	Owner	Private	0-12 months	< \$250,000	NY Forward, Private
15	7 South Avenue	Small Project	Owner	Private	0-12 months	< \$200,000	NY Forward, Private
16	33 West Main Street ( <i>potential</i> )	Small Project	Owner	Private	unknown	< \$200,000	NY Forward, Private
17	12 West Main Street ( <i>potential</i> )	Small Project	Owner	Private	unknown	< \$200,000	NY Forward, Private

# Program Support & Administrative Capacity

## Additional Revitalization Program Support

### Revolving MicroLoan Program

The Village of Webster is proposing to enhance the capitalization of an existing Micro Loan Program facilitated by the Village of Webster Business Improvement District. The BID Micro Loan Program currently has a capitalization of \$5,000 and provides interest-free, 12-month loans up to \$2,000 for business-related tangible real property improvements, such as signage, lighting and fencing, with a minimum useful life of 5 years or greater. The enhanced program is proposing to provide low-interest loans ranging from \$1,000 to \$10,000 to be fully amortized over 12-24 months, with the interest rate set by the then-in-effect Federal Funds Rate to cover Webster BID administration costs.

**The Village of Webster is requesting \$100,000 in capital for the expanded Micro Loan Program.**

### Marketing and Branding Assistance

The local business community has long sought for a refreshed and consistent brand identity for the Village of Webster, to include unified signage and gateway elements. Village leaders are requesting \$100,000 in NY Forward funding for marketing and branding assistance within the NY Forward downtown revitalization area. This funding will include signage and wayfinding investments that build upon the brand and visual identity established during the Village's recently completed Federal Transportation Enhancements Project.

## Administrative Capacity

The Village of Webster and the Webster Economic Development Alliance have jointly managed several successful federal and/or state funded projects, including a \$1.35m federally-funded streetscape project along North Avenue, and a recently completed \$350,000 ESD Restore NY project within the NY Forward boundary. The Webster Economic Development Alliance is a local development corporation created and funded by the Village and Town of Webster, the Webster School District, the Village Business Improvement District, and the Webster Chamber of Commerce. These five entities created the Alliance in 2009 such that Webster could coordinate economic development activities and share resources for the betterment of the community.

The Alliance provides the Village with added staff capacity for the management of economic development activities. The Alliance Executive Director will oversee all planning/implementation projects or Webster's NY Forward Program, with support provided by the Village Clerk, Superintendent of Public Works, and internal administrative staff of the Village office.