

# Town of Webster **Comprehensive Plan Update**

## Public Workshop #1

April 22, 2025



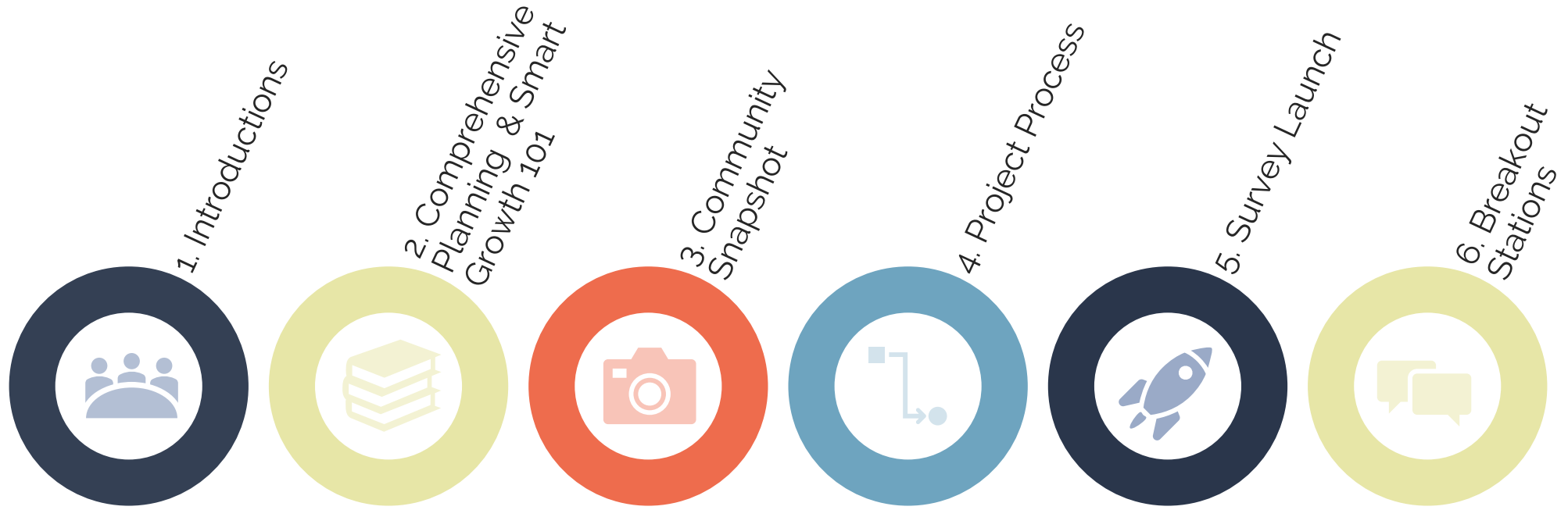
Engineering  
& Design



Department  
of State

This Presentation was prepared with funding provided by the New York State Department of State Environmental Protection Fund.

# Today's Agenda



# Introductions



## INTRODUCTIONS

### Colliers Engineering & Design

- Primary Contact
- Team Management & Oversight
- Community Engagement Activities
- Lead All Plan Development Efforts
- Document Production

### Prospect Hill

- Mapping
- Environmental Conditions Analysis
- State Environmental Quality Review (SEQR) Documentation



**Molly Gaudioso, AICP**  
Project Manager



**John Steinmetz, FAICP**  
Planning Principal



**Katie Darcy, AICP**  
Assistant Project Manager



**Kiernan Playford, AICP**  
Planner & Public Engagement Specialist



## Our Experience

- 50+ Comprehensive & Long-Range Planning Efforts**
- 40+ Zoning & Land Use Regulation Projects**
- 13+ Joint Planning & Zoning Updates**
- 300+ Public Meetings & Workshops**



## Comprehensive Plan Committee

### INTRODUCTIONS



- Tony Casciani, Planning Board
- Greg Chambrey, Business Owner
- Matt Chatfield, Community Member
- Mike Dumunico, Conservation Board
- Bill Horeth, Business Owner
- Barry Howard, Webster Chamber of Commerce
- Charlie Johnson, Community Member
- Brian Neenan, Webster Central School District
- Jamie Newtown, Community Member
- Michael Short, Zoning Board
- Anna Taylor, Webster Friends of Webster Trails
- Ben Weisnewski, Webster Friends of Webster Trails\*
- Jennifer Wright, Town Board

\* Alternate member



# Comprehensive Planning 101



# What Does a Plan Do?

## COMPREHENSIVE PLANNING 101



- Provided for as a part of Local Government Home Rule Power
- Promotes the health, safety & welfare of the public
- Provides background information & policies to assist with decision-making
- Establishes framework for future programs, development & investment



## Benefits of a Plan

- Represents a statement of policy & priorities by the Town
- Provides direction to decision makers
- Provides a basis for the Town's future land use and zoning regulations
- Increases chance of funding by outside organizations
- Establishes a community-based vision for the future of Webster



## COMPREHENSIVE PLAN

## COMPREHENSIVE PLANNING 101



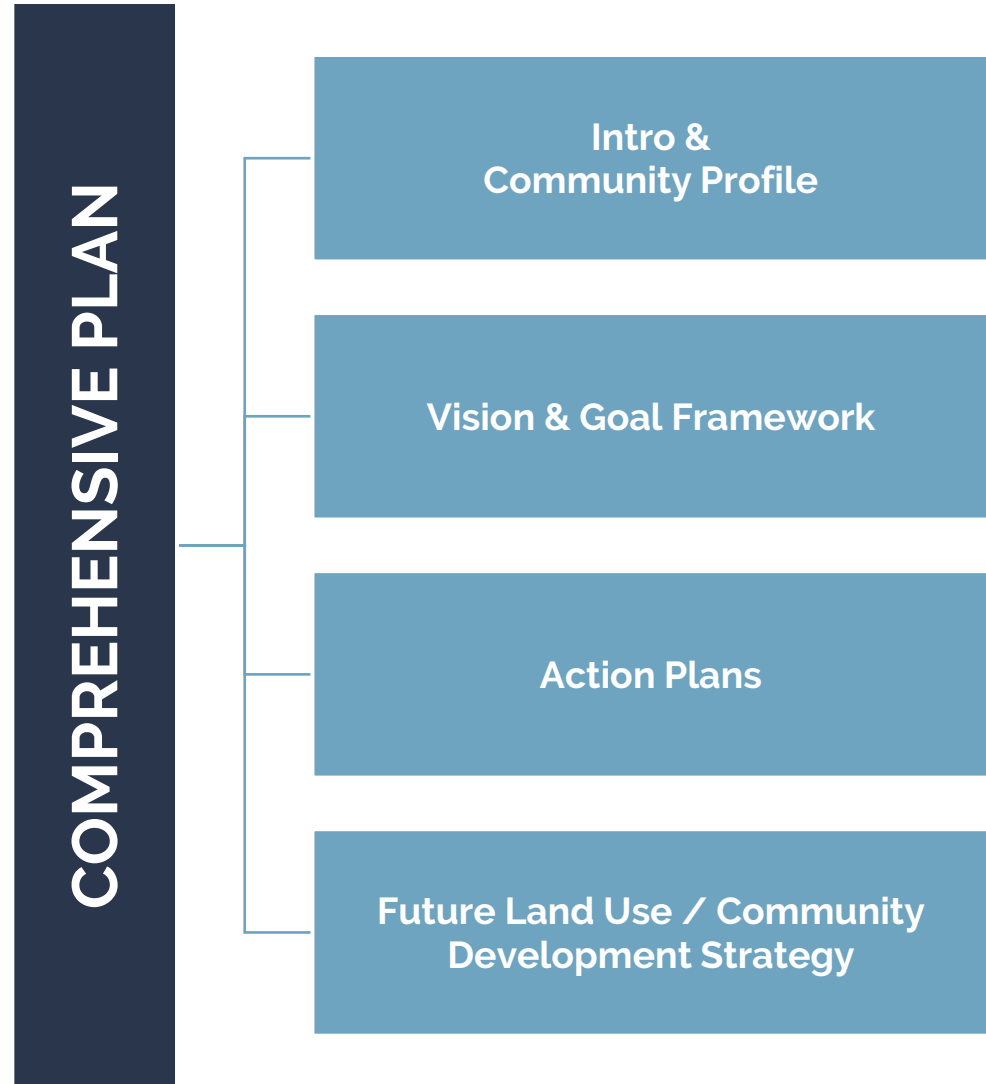
### A Plan is NOT...

1. An end, but the beginning of a process
2. A reason to expect immediate change
3. A substitute for action or strong leadership
4. Permanent or rigid
5. Zoning or land use law
6. Intended to take away property rights

# Elements of a Plan

## NYS Town Law §272-A

"town comprehensive plan" means the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the town located outside the limits of any incorporated village or city.



## In Summary

### COMPREHENSIVE PLANNING 101



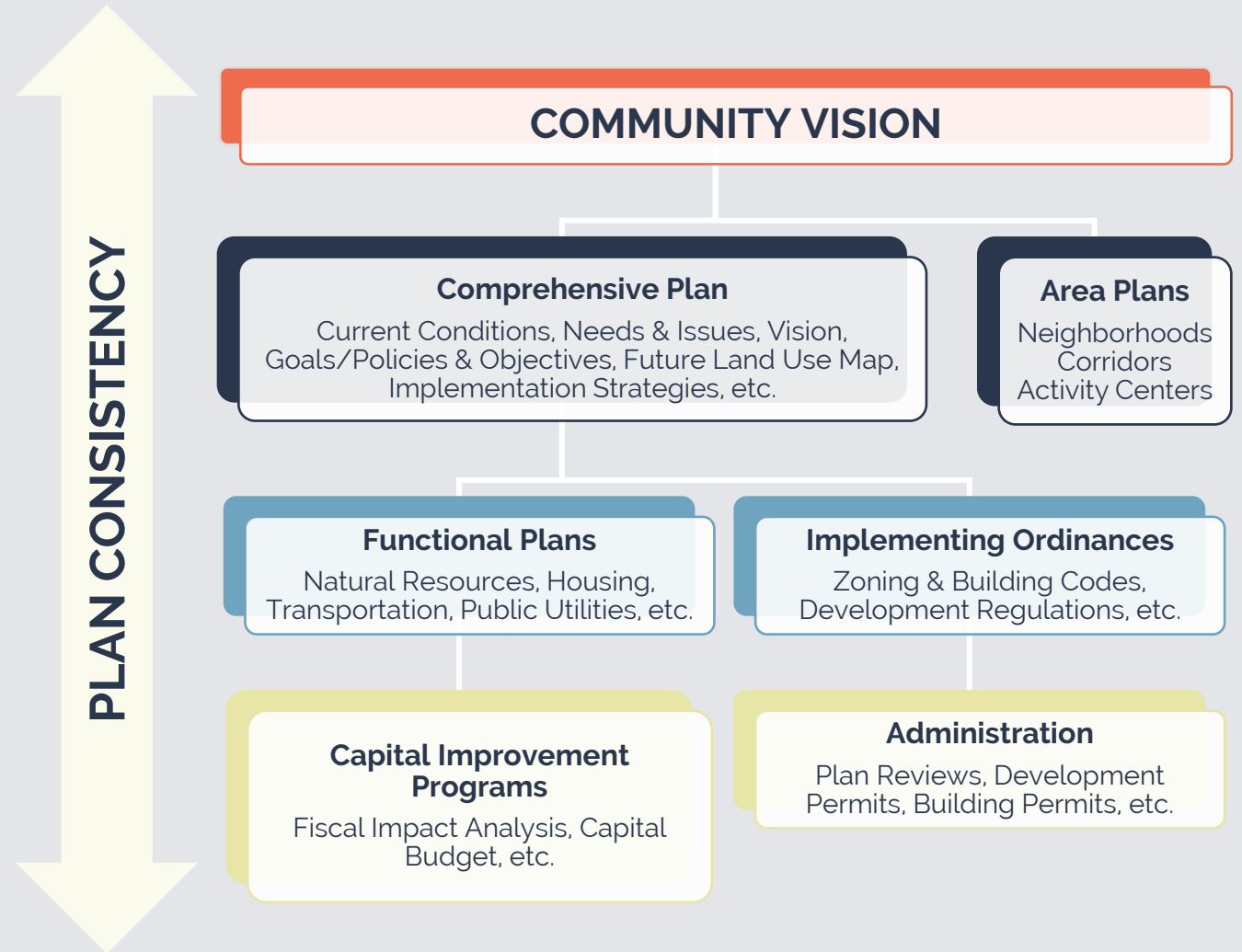
“A comprehensive plan **is ‘comprehensive’ in its scope, not its detail.** It is intended to **integrate many related issues** so that their connections are clear and understandable. The community should have realistic expectations of what a plan can and cannot accomplish. **It can guide the future but cannot determine it. It can recommend actions but cannot ensure they will occur.** The success of any comprehensive plan depends on the citizens of a municipality to work together and see that it happens.”

~ NYPF Article

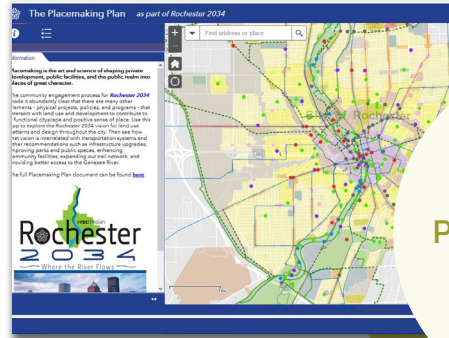


# One Piece of the Puzzle

## COMPREHENSIVE PLANNING 101



# Plan Update Approach



BUILD ON  
PREVIOUS PLANS  
& STUDIES



DEVELOP STRONG  
PARTNERSHIPS  
WITH STAFF

INCORPORATE  
LAND USE BEST  
PRACTICES



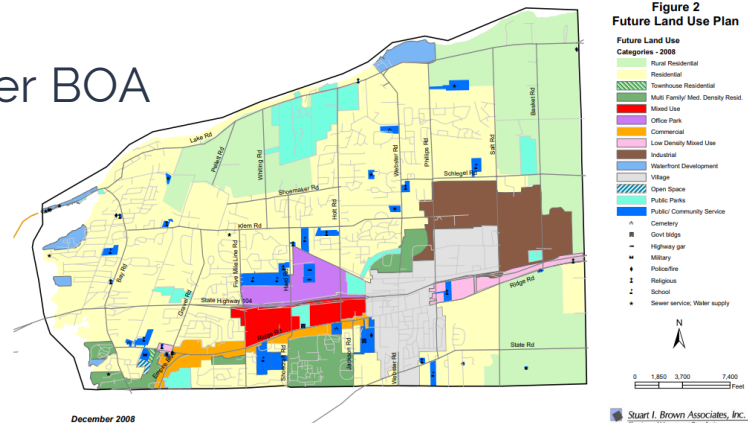
LEVERAGE PUBLIC  
INPUT & SUPPORT



# Plan Update Approach

## Build on Existing Plans & Studies

- 2008 Comprehensive Plan
- 2018 Parks & Recreation Master Plan
- 2023 Monroe County Hazard Mitigation Plan
- 2023 West Webster Hamlet Revitalization Plan
- 2024 Reimagine Webster BOA Nomination Study



Land Use & Development	Transportation & Streetscape
<ol style="list-style-type: none"> <li>1 Refine and Adopt Hamlet Mixed Use District               <ul style="list-style-type: none"> <li>A Mixed Use Hamlet</li> <li>B Mixed-Use Transition</li> <li>C Mixed Use Corridor</li> <li>D Commercial</li> </ul> </li> <li>2 Develop a Mixed Residential District</li> <li>3 Adopt Green Infrastructure Requirements and Practices</li> </ol>	<ol style="list-style-type: none"> <li>4 Implement Preferred Streetscape Improvements</li> <li>5 Install ADA-Compliant Curb Ramps and Mid-Block Crossings</li> <li>6 Implement Access Management Practices for Empire Boulevard</li> <li>7 Redesign the Intersection of Gravel Road and Empire Boulevard</li> <li>8 Redesign the Intersection of Ridge Road and Empire Boulevard</li> <li>9 Pursue Pedestrian Improvements and Reduce Lanes on Bay Road Near the Intersection with Ridge Road</li> <li>10 Pursue Trail Connections to Existing Route 104 Trail</li> </ol>



## Smart Growth Principles:

“Smart growth looks different from place to place—it’s an overall approach to development that encourages a mix of building types and uses, diverse housing and transportation options, development within existing neighborhoods, and robust community engagement. “

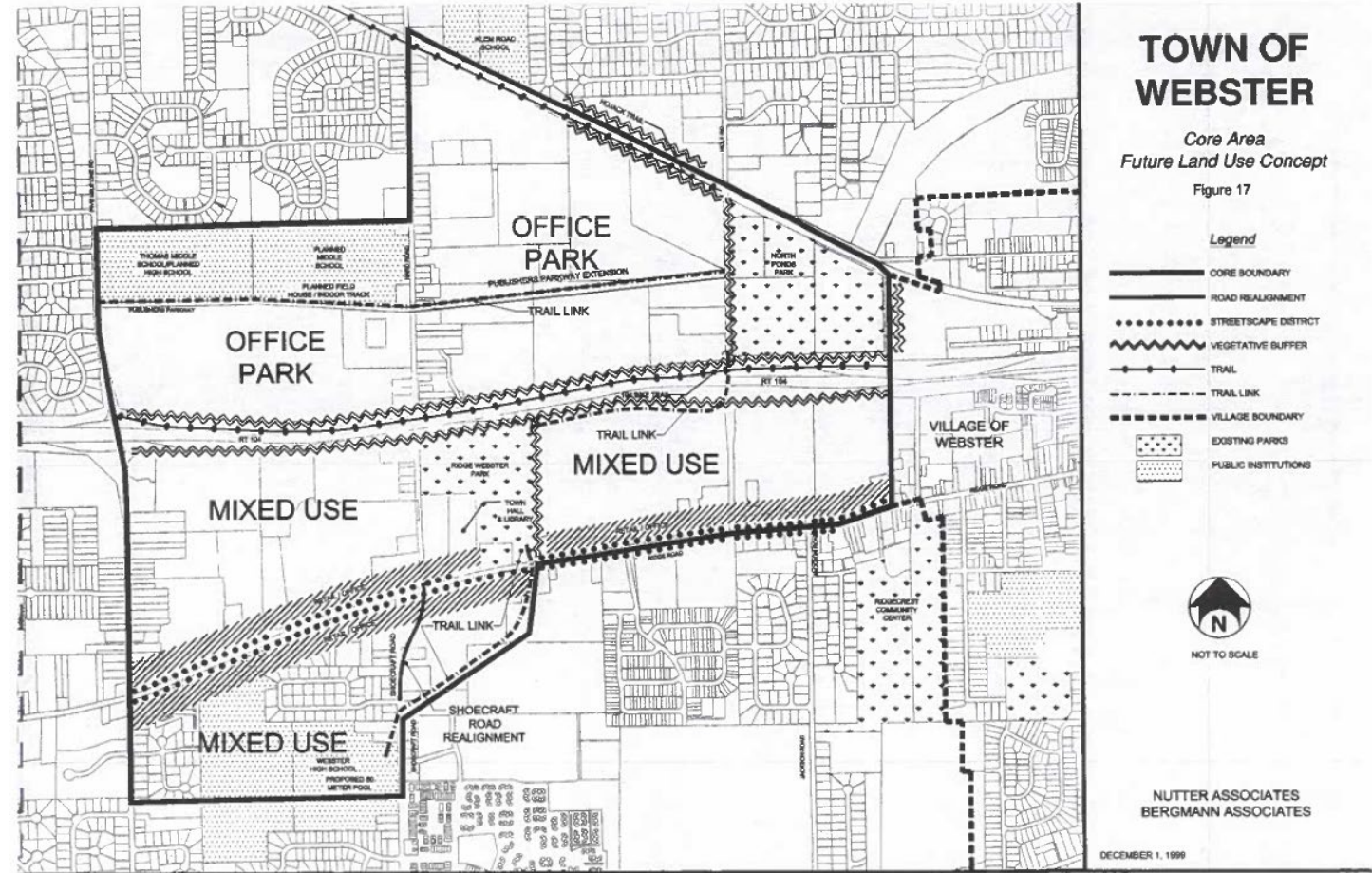
- Smart Growth America

1. Develop plans and land use regulations that **allow for and encourage mixed-use neighborhoods**.
2. Enable a **diverse mix of housing types**, providing opportunity and choice for all.
3. Prioritize **infill and redevelopment of existing buildings** to revitalize neighborhoods and downtowns, including areas around public transit.
4. Provide **well-planned, equitable, and accessible public spaces**.
5. Encourage **compact neighborhood design** and concentrated development around existing infrastructure.
6. Preserve **open space, agricultural resources, and natural resources**.
7. Prioritize transportation options such as **walking, cycling, and public transportation**.
8. Promote **climate resiliency and adaptation**, preferably through nature-based solutions, and reduce greenhouse gas emissions.
9. Build on unique traits to create an **attractive and welcoming community** with a **strong sense of place**.
10. Engage in an **inclusive, collaborative public planning process** that considers the needs and character of the community.



# Smart Growth Principles

1. Develop plans and land use regulations that **allow for and encourage mixed-use neighborhoods.**



Excerpt from 2000 Comprehensive Plan

## 2000 / 2008 Comprehensive Plan

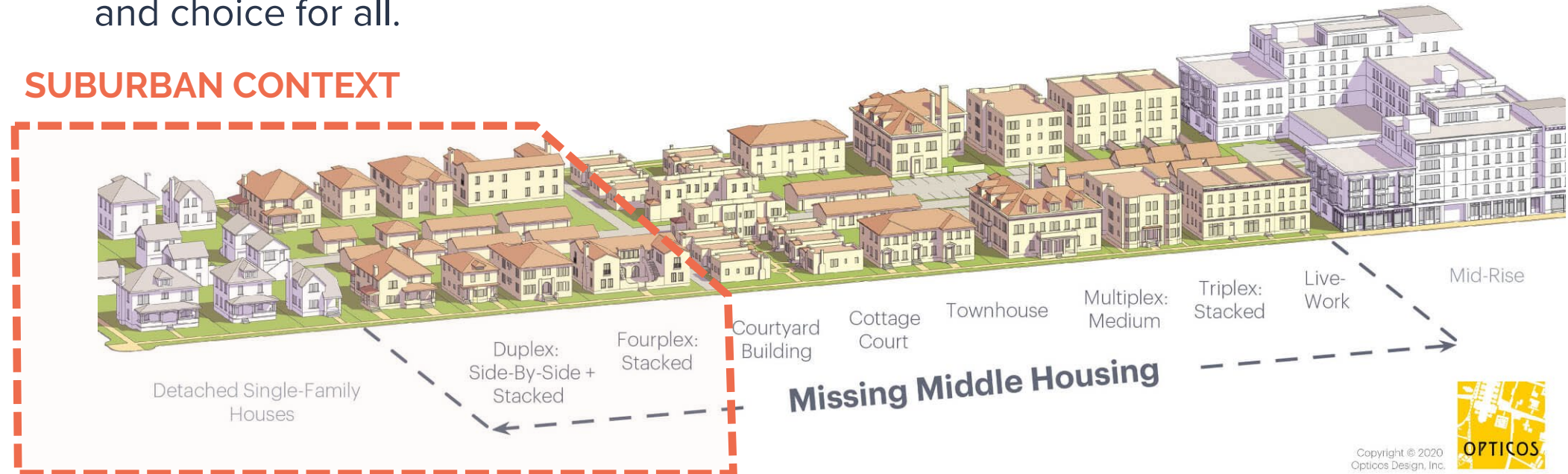
Route 404 / 104 Corridor Goal D: Encourage Mixed Use Development within the Core Area

## Smart Growth Principles

2. Enable a **diverse mix of housing types**, providing opportunity and choice for all.



### SUBURBAN CONTEXT





## Smart Growth Principles

3. Prioritize **infill and redevelopment of existing buildings** to revitalize neighborhoods and downtowns, including areas around public transit.



*Reimagine Webster Master Plan: Phillips Road at San Jose Drive*

### 2008 Comprehensive Plan

**Route 404 / 104 Corridor Goal E:** Encourage "infill" and redevelopment.



## Smart Growth Principles

4. Provide **well-planned, equitable, and accessible public spaces.**

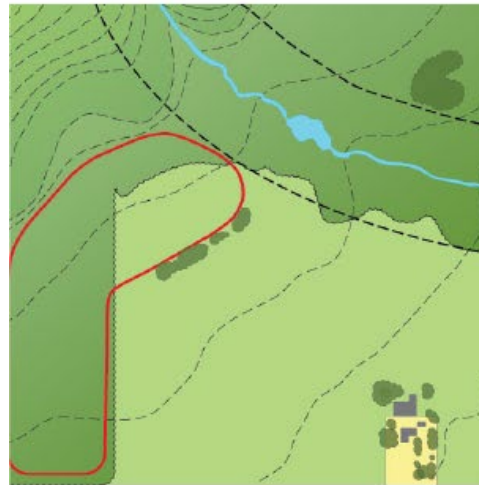


*Sandbar Park*



## Smart Growth Principles

5. Encourage **compact neighborhood design** and concentrated development around existing infrastructure.



Existing Landscape



Subdivision Sprawl



Conservation Neighborhood

Source: Better Towns Toolkit

### 2008 Comprehensive Plan

Environmental Resources / Open Space Goal D: Utilize Cluster Development to preserve open space

## Smart Growth Principles

6. Preserve **open space, agricultural resources, and natural resources.**

### 2008 Comprehensive Plan

#### Environmental Resources, Open Space, & Recreation

**Goal H:** Protect Agriculture and Farmland

**Goal K:** Protect Wildlife Habitats and Ecosystems

**Goal N:** Encourage the use of Conservation Easements to protect open space

**Goal O:** Acquire and Maintain Open Space



*Big Woods Preserve, purchased through Town open space fund in 2006*



## Smart Growth Principles

7. Prioritize transportation options such as **walking, cycling, and public transportation.**

### 2008 Comprehensive Plan

#### Pedestrian and Bicycle Access and Safety

"Pedestrian access and safety is a significant concern in the Town of Webster due to the lack of sidewalks along major roadways and streets."



Before



After

Ridge Road Sidewalk Project

# Smart Growth Principles

- Promote **climate resiliency and adaptation**, preferably through nature-based solutions, and reduce greenhouse gas emissions.

## 2008 Comprehensive Plan

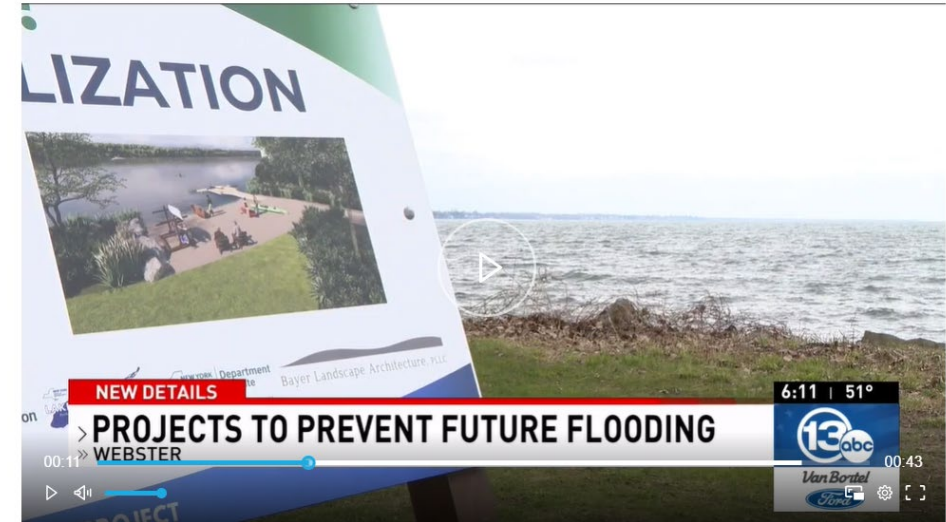
### Environmental Resources, Open Space, & Recreation

**Goal L:** Promote Green Design

**Goal M:** Accommodate the use of sustainable energy sources

## Lake Road near Lake Ontario will be raised and realigned to prevent future flooding

by WHAM | Tue, April 26th 2022 at 5:25 PM  
Updated Wed, April 27th 2022 at 1:05 AM



Nearly \$2.5 million in state grant money will be used to realign and elevate Lake Road and establish a flood wall to mitigate any flooding. (WHAM)





# Smart Growth Principles

- Build on unique traits to create an **attractive and welcoming community** with a **strong sense of place**.

## 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

*West Webster Hamlet Revitalization Plan*

## Smart Growth Principles

10. Engage in an **inclusive, collaborative public planning process** that considers the needs and character of the community.

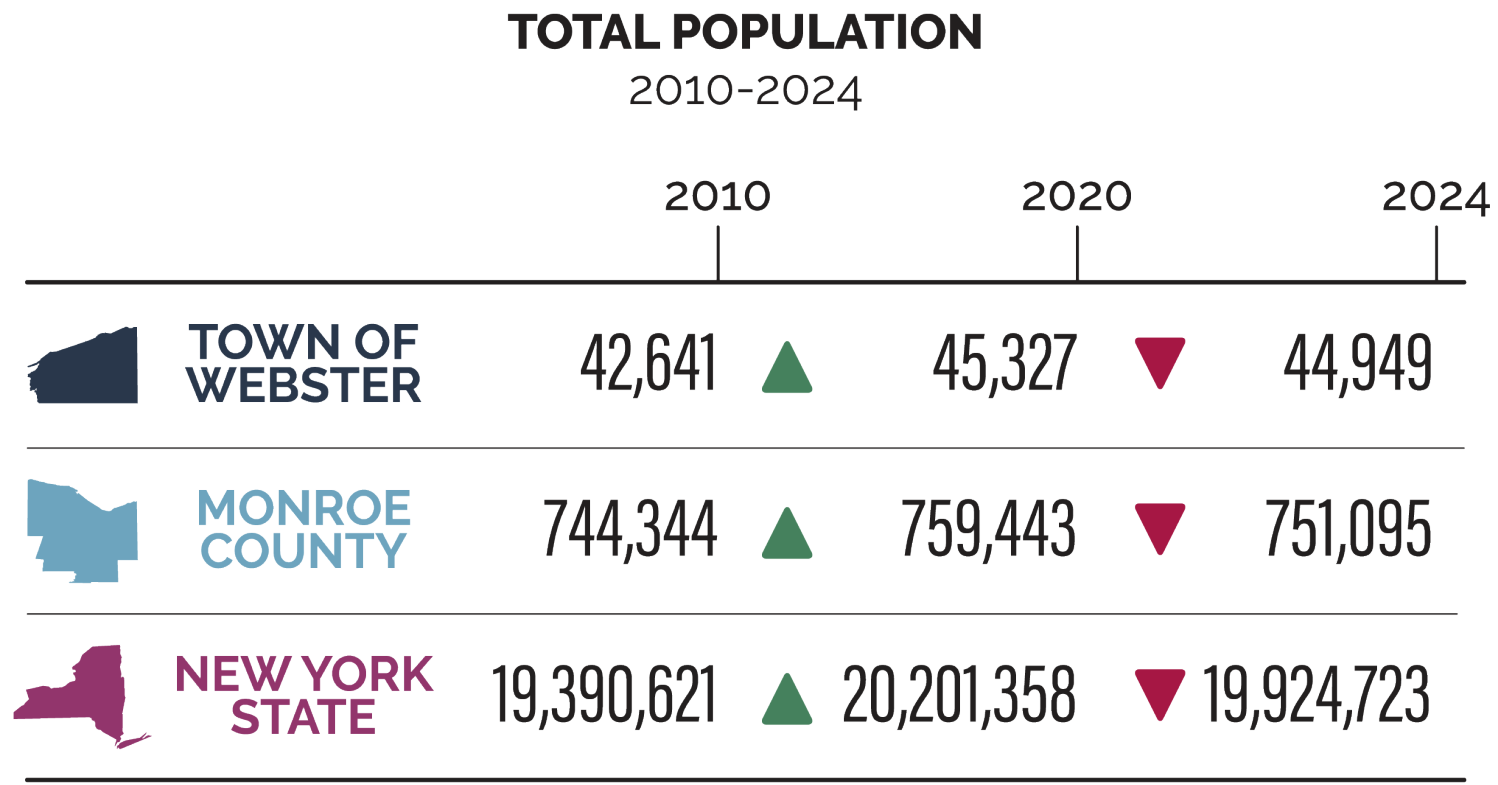




# Community Snapshot



# POPULATION DYNAMICS

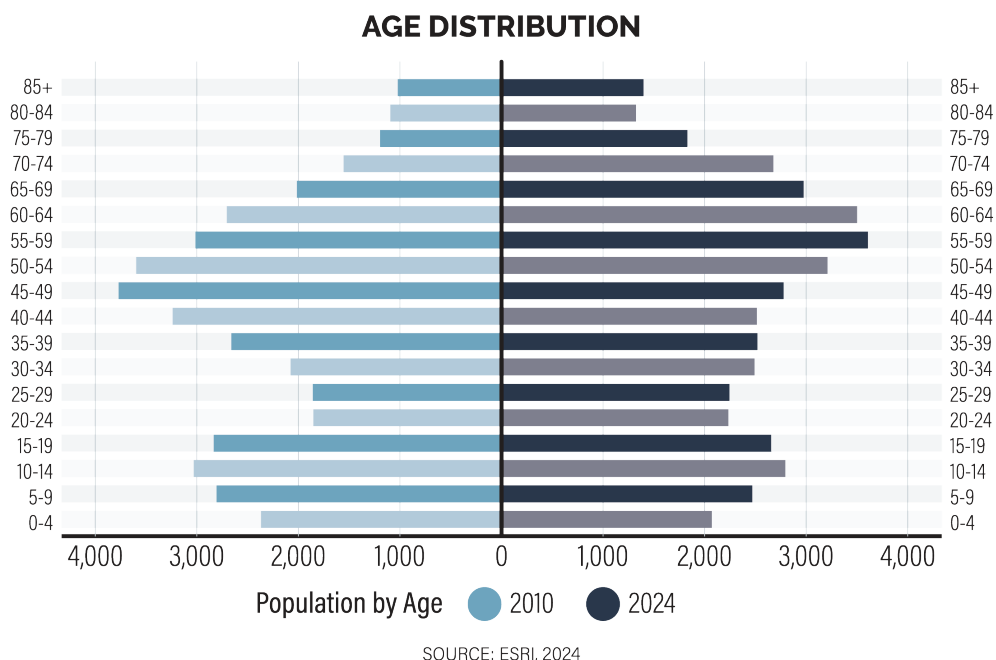


Source: Esri, 2024

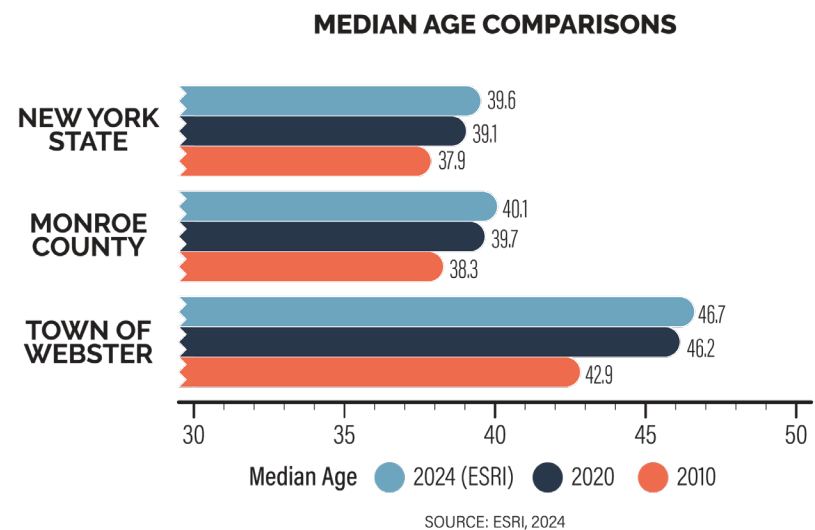
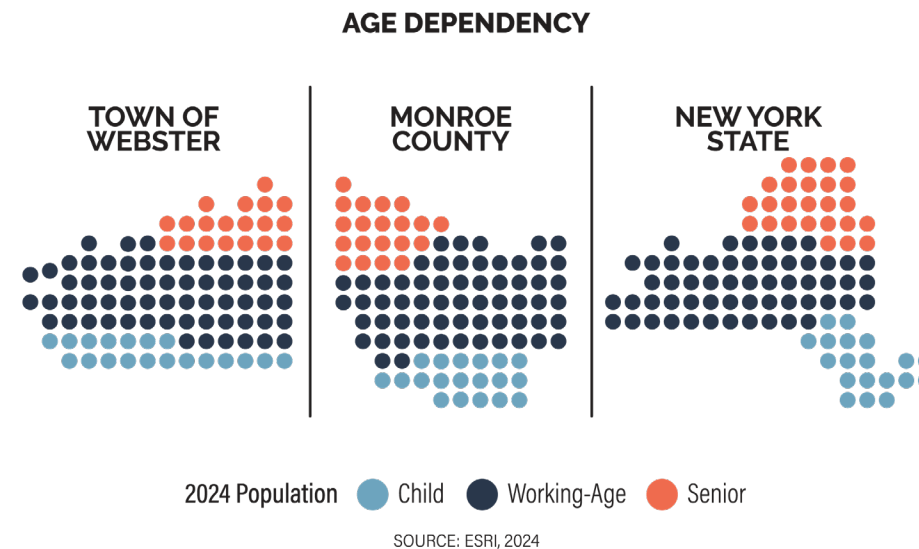
NOTE: Town of Webster figures include both the Town and Village of Webster.



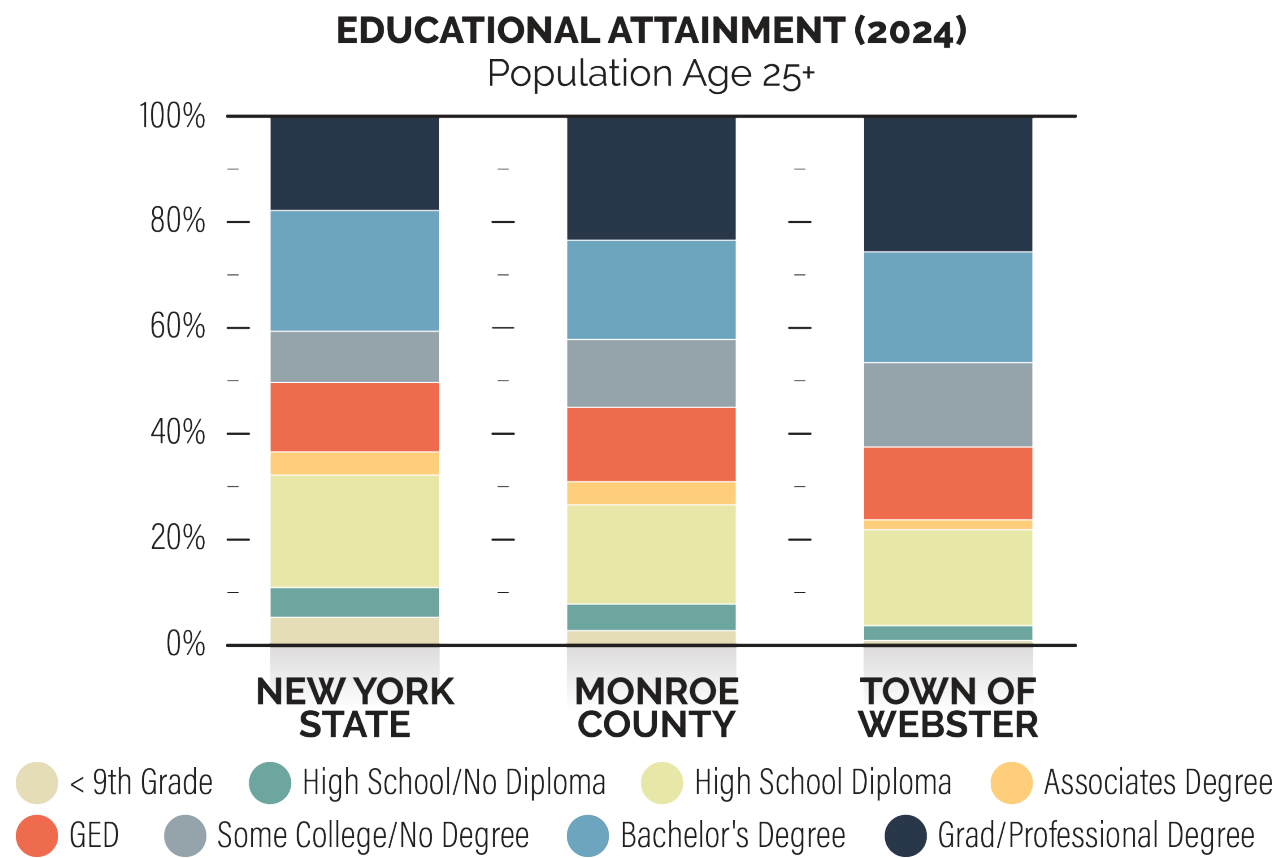
# SHIFTS IN MEDIAN AGE AND AGE DISTRIBUTION



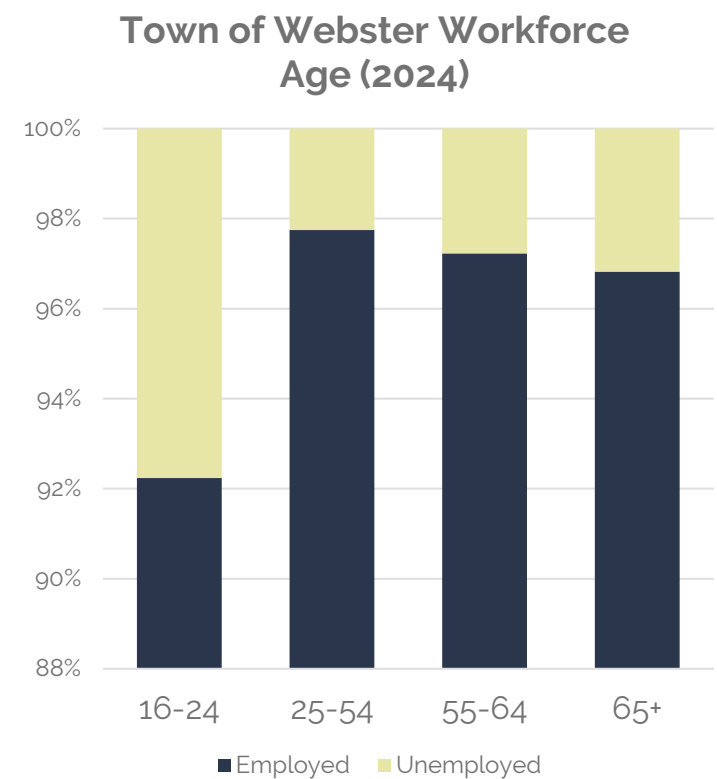
NOTE: Town of Webster figures include both the Town and Village of Webster.



# EDUCATION & EMPLOYMENT ATTAINMENT



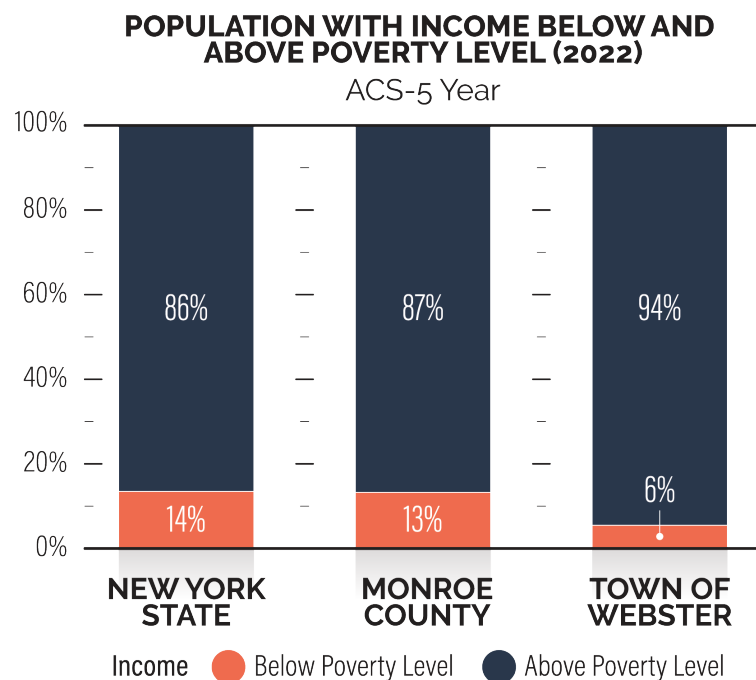
SOURCE: ESRI, 2024



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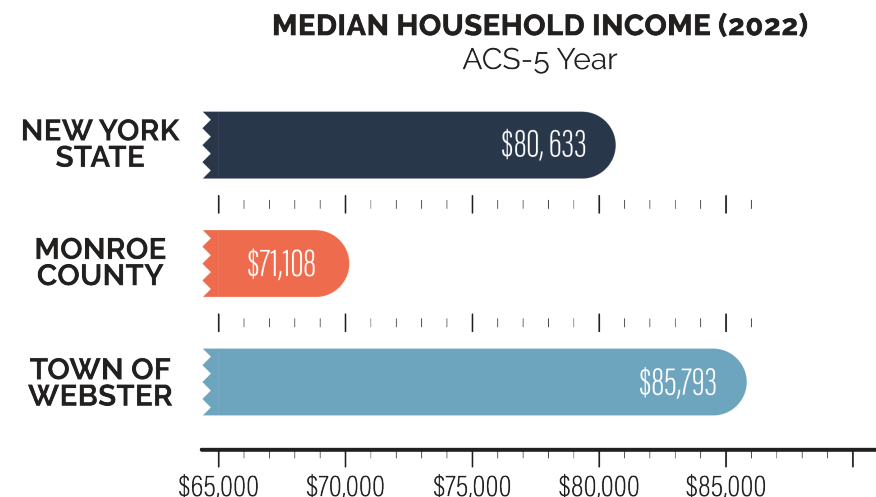
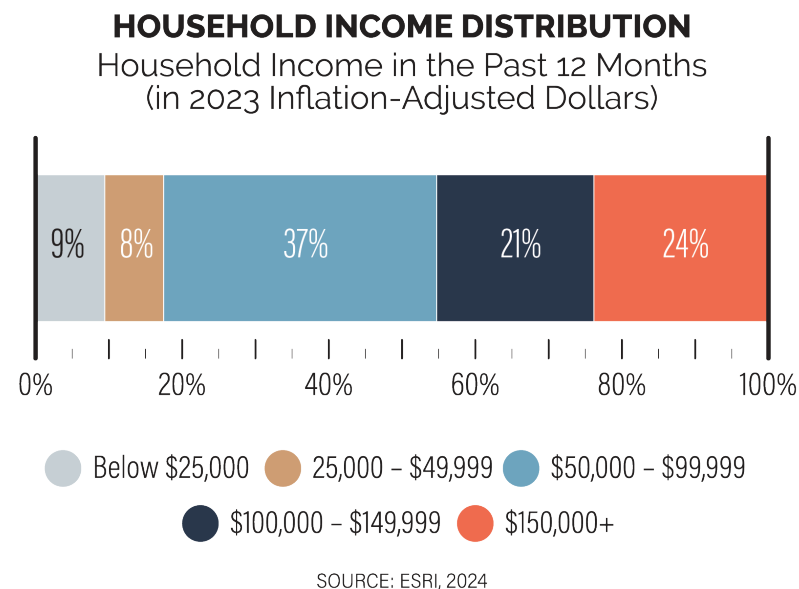
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# HOUSEHOLD INCOME

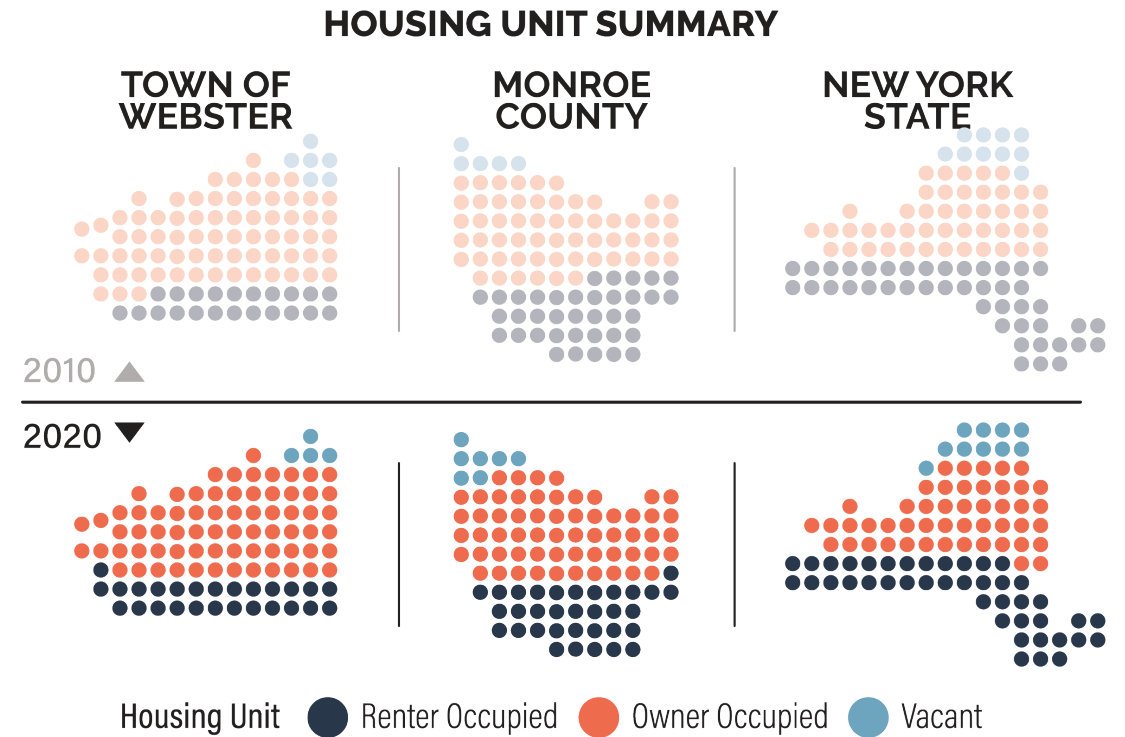
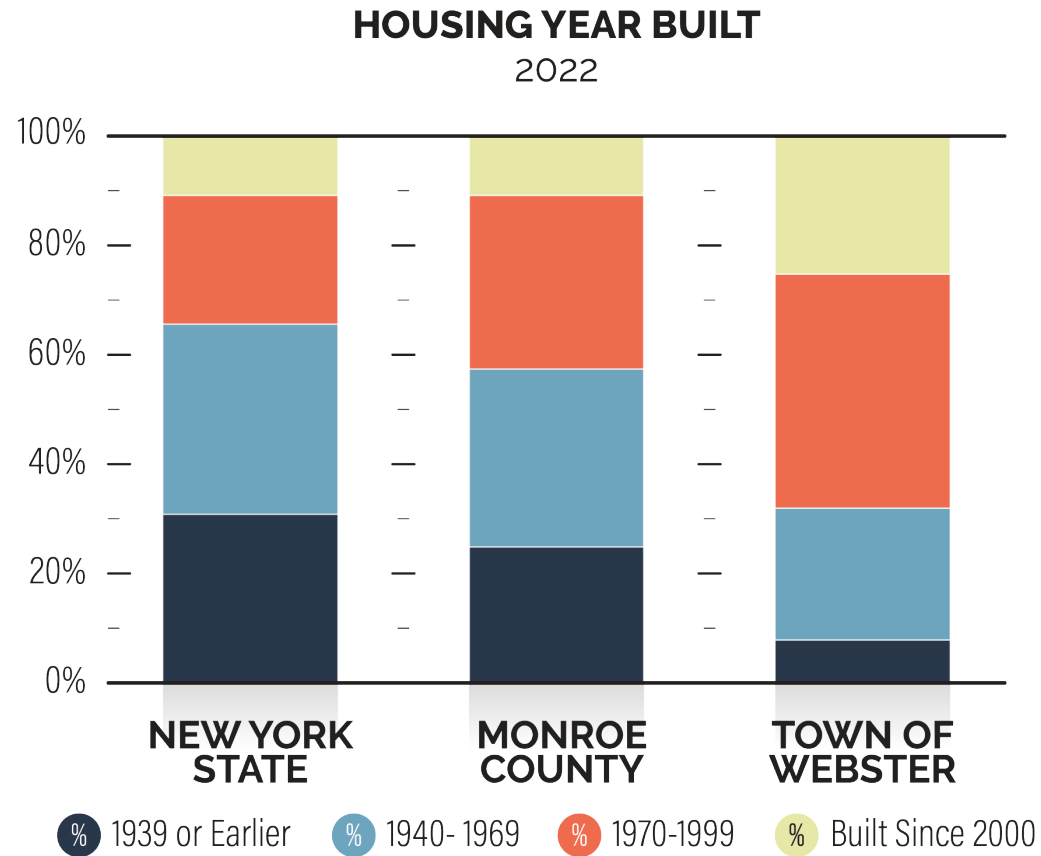


Note: Based on ACS 2023 inflation-adjusted income estimates. Federal Poverty Level for a family of 4 in NYS (2025) is \$32,150.

NOTE: Town of Webster figures include both the Town and Village of Webster.



# HOUSING

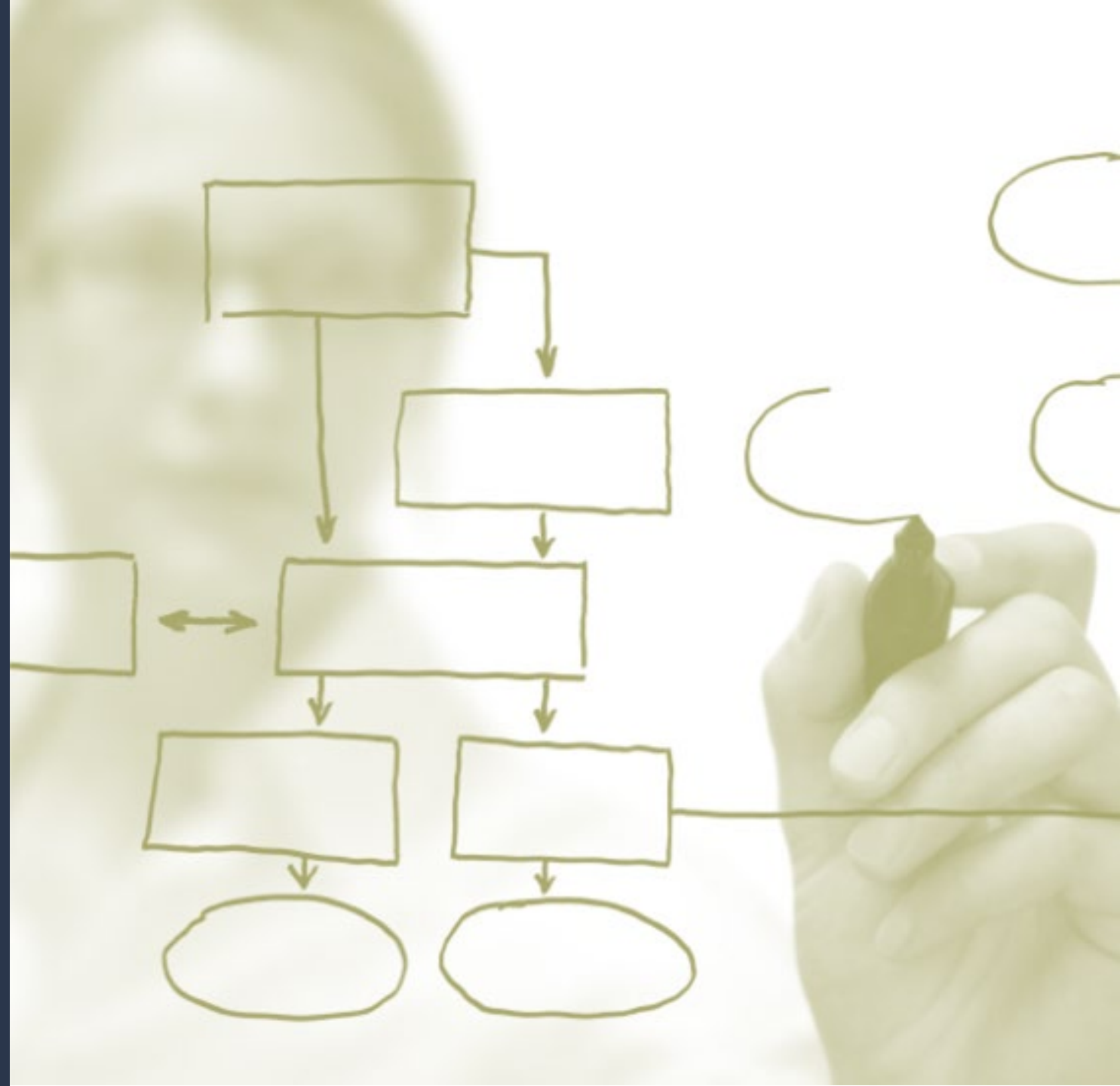
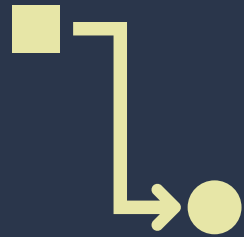


SOURCE: ESRI, 2024

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# Project Process



# Anticipated Schedule

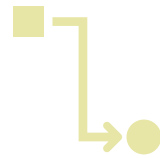
## Project Overview



Winter 2024/25	Project Kick-Off (CPC #1) Community Participation Plan
Spring 2025	Stakeholder Meetings <b>Public Workshop #1</b>
Spring / Summer 2025	Draft Introduction & Community Profile (CPC #2)
Summer / Fall 2025	Draft Vision & Goal Framework (CPC #3 & #4)  Public Pop-up Events (3)
Winter 2025/26	Draft Future Land Use Strategy (CPC #5 & 6)
Winter / Spring 2026	Draft Plan Public Open House & Committee Public Hearing (CPC #7)
Spring 2026	Required Reviews, SEQR, & County Referral
Summer 2026	Town Board Public Hearing & Adoption

# Ways to Get Involved!

Project Overview



- **Visit the Project Website**

- Info Sharing, Document Posting, Public Input Resources, etc.
- **Webster2040.com**

- **Attend Public Meetings & Events**

- **Participate in online Survey**

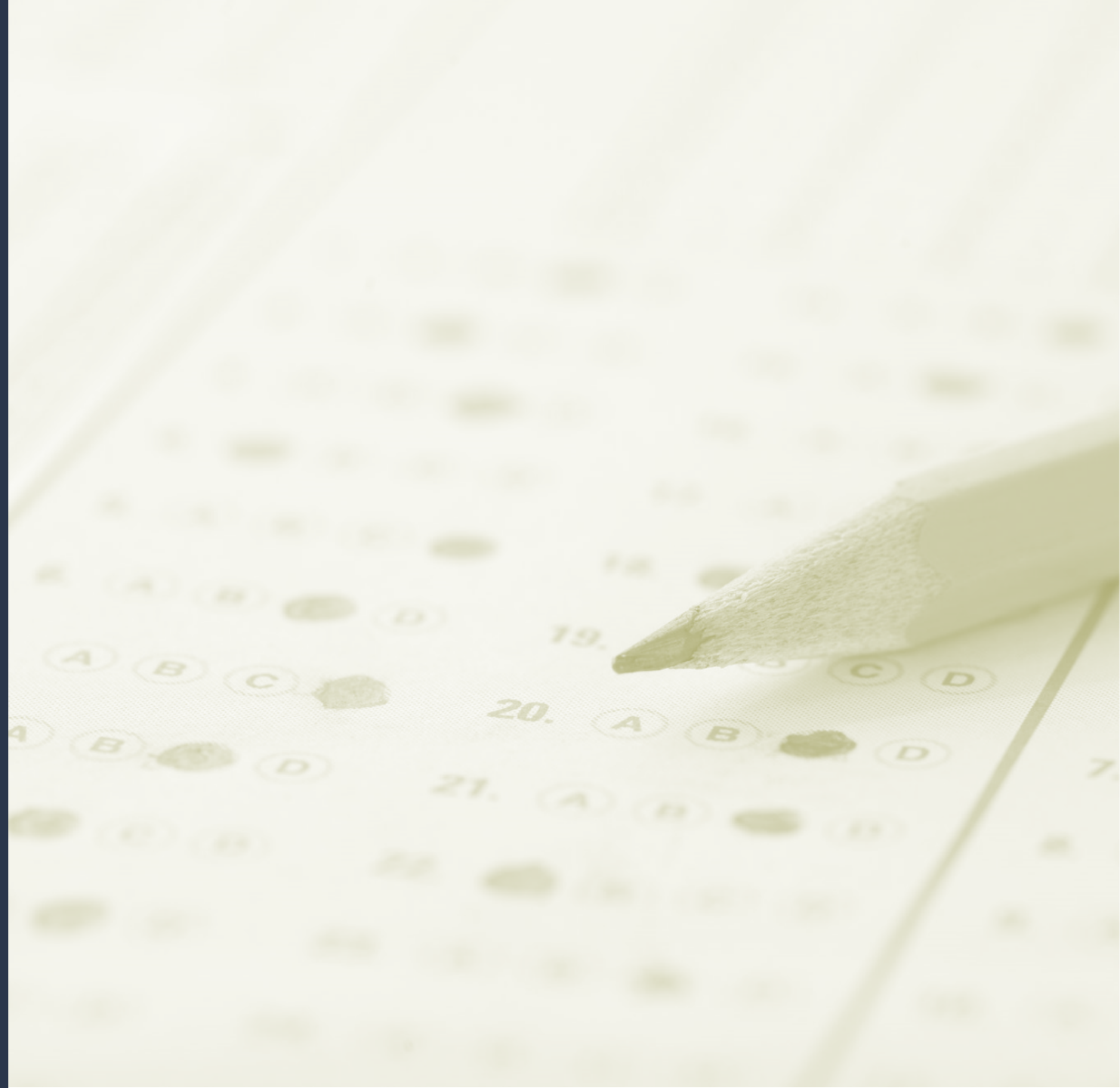
- **One Launching Today!**

- **Hold Your Own Meetings!**

- Neighborhood groups, local organizations, etc.

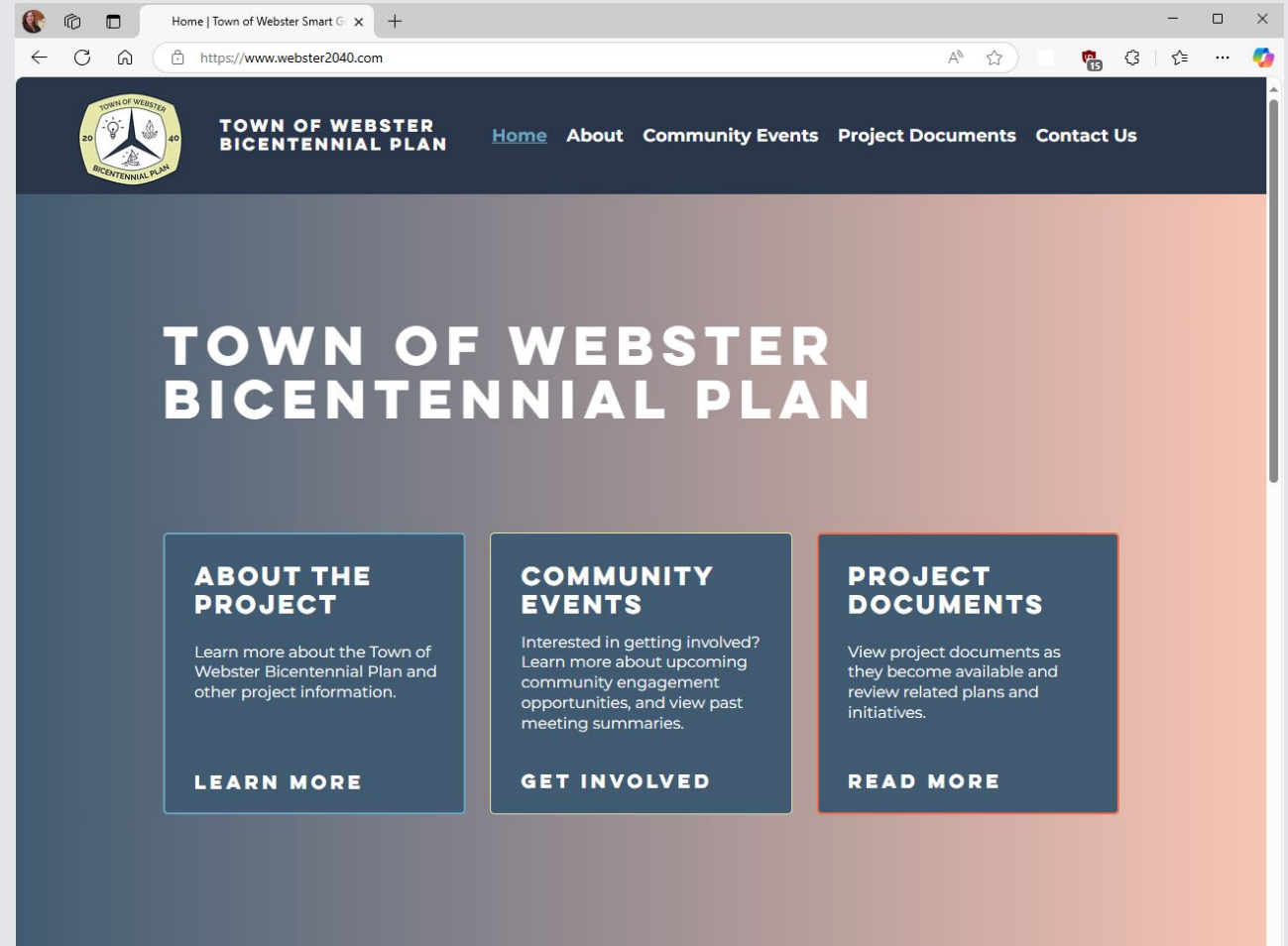


# SURVEY LAUNCH



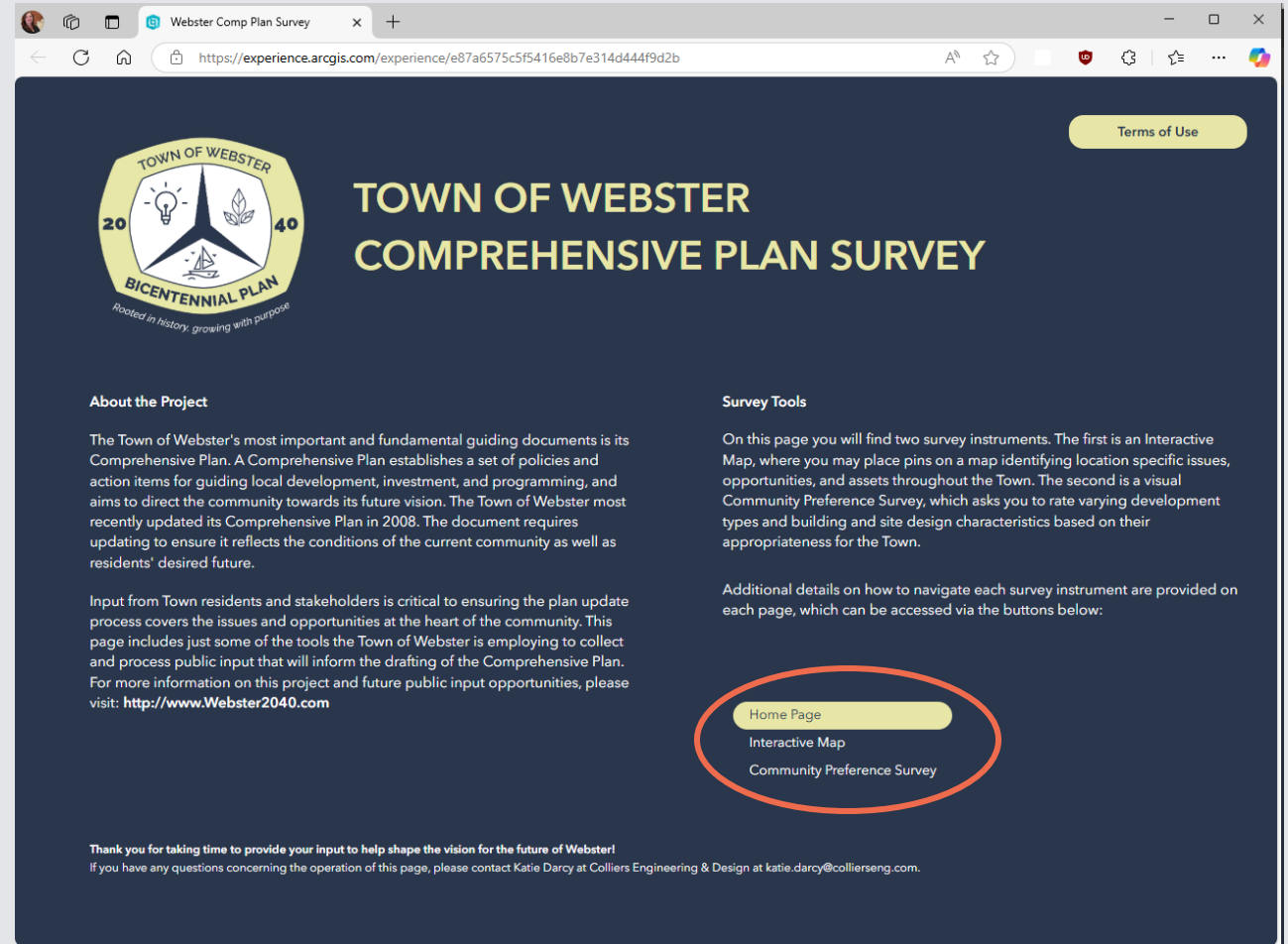
# Project Website

## Survey Launch



## Survey Page

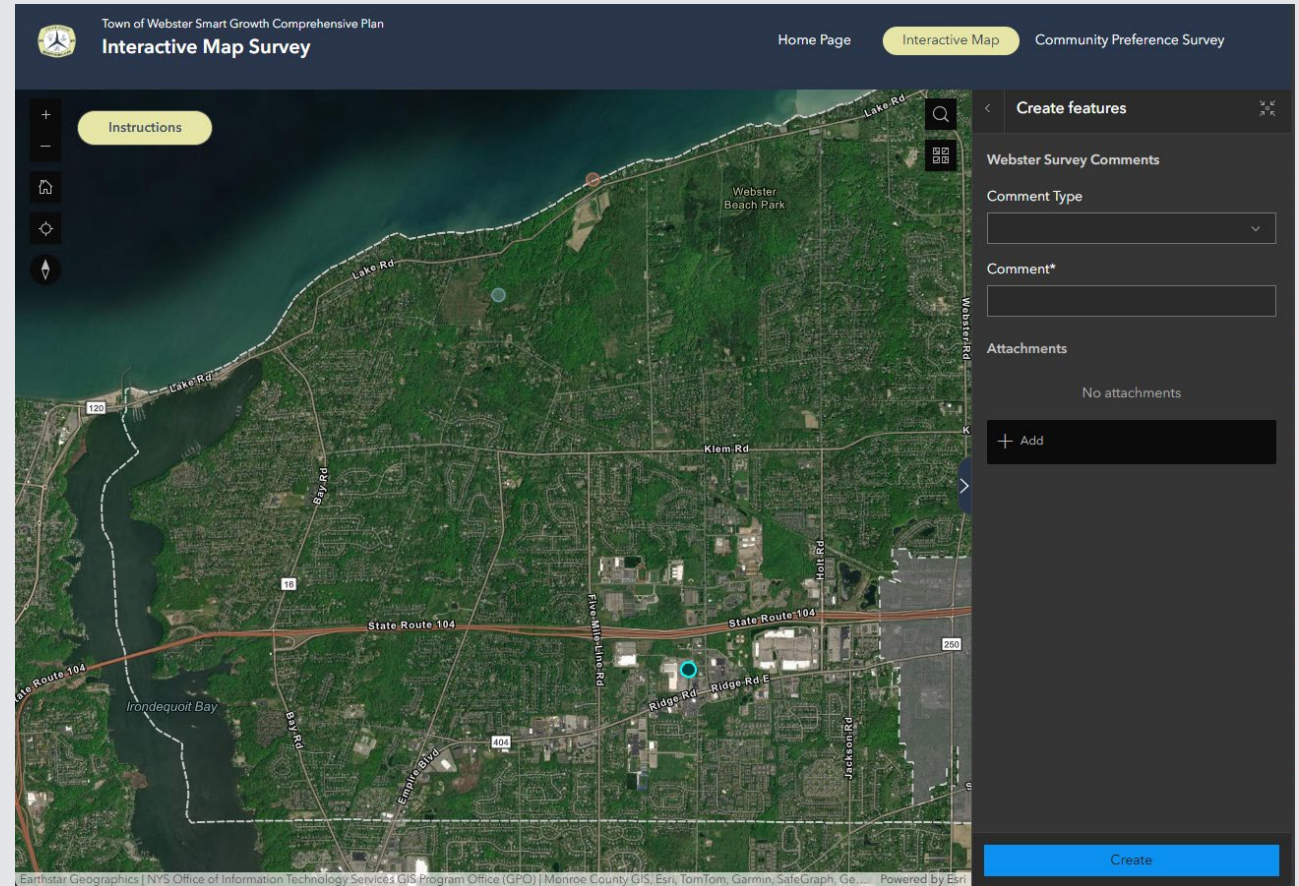
## Survey Launch





# Interactive Map


Survey Launch



# Community Preference Survey

## Survey Launch





Town of Webster Smart Growth Comprehensive Plan  
**Community Preference Survey**

[Home Page](#) [Interactive Map](#) [Community Preference Survey](#)

## Welcome!

Thank you for participating in the Community Preference Survey (CPS) for the Town of Webster Comprehensive Plan Update.

**What is a CPS?**  
A CPS is a visual survey of development types. The types of development selected are intended to represent not just those that may exist today, but the picture of what future development may look like.

**Instructions:**


1. You will be shown a series of images representing different types of development: Density Residential, Commercial, and Industrial.
2. Rate each image on a scale of 1 (worst) to 5 (best) based on whether it is appropriate / desirable for the Town of Webster.
3. Score the photos based on whether the elements shown (e.g., screening, parking, etc.) are appropriate for the site.
4. Please do NOT provide any identifying information.

**Thank you for taking the survey!**

**Project Website:** [WebsterSmartGrowth.com](#)

[Next](#)

### Image 9



Detached Single-Family Dwellings

Please rate the overall appropriateness of the development in Image 9, above, for the Town of Webster on a scale of 1 (worst) to 5 (best).

☐ 1

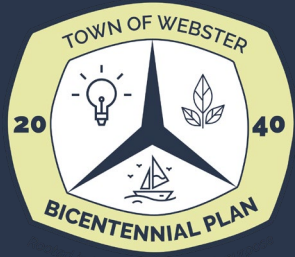
☐ 2

☐ 3

☐ 4

☐ 5





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Thank you!



Engineering  
& Design



Department  
of State

This Presentation was prepared with funding provided by the New York State Department of State Environmental Protection Fund.