



Town of Webster Comprehensive Plan

Public Workshop #1

Tuesday, April 22nd at 6 PM | Webster Recreation Center



On Tuesday, April 22, 2025 at 6 PM, the first public workshop was held for the Town of Webster Comprehensive Plan Update. Approximately 40 community members were in attendance.

Supervisor Tom Flaherty kicked off the meeting by welcoming attendees and providing a general overview of the project. The consultant team from Colliers Engineering & Design then gave a presentation on the purpose and benefit of comprehensive planning, smart growth principles and how they may apply to Webster, a brief demographic snapshot of the Town, and a general overview of the project process. The community survey was also launched at the meeting, and the project team invited

attendees to take the virtual survey from the project website, Webster2040.com. Following the presentation, attendees were invited to interact with boards dedicated to different focus areas in the Comprehensive Plan. For each area, participants were asked to identify desirable land uses or types of development. Below is a summary of the responses and preferences gathered.

Five Mile Line Road

Key Takeaways

- Strong support for lifestyle center mixed use development.
- Interest in medium- and low-density multi-family housing.
- Big-box retail and strip retail received strong opposition.

Commercial & Mixed Use Development

Development Typology	Likes	Dislikes
Lifestyle Center (Mixed Use)	16	1
Single-Story Commercial	2	4
Two-Story Commercial	1	1
Retail Strip Development	-	1
Big Box Retail	1	6

Residential Development

Development Typology	Likes	Dislikes
Medium-Density Multi-Family	11	2
Low-Density Multi-Family	9	-
Attached Single-Family	2	-
Detached Single-Family	3	2
High Density Multi-Family	3	5

General Comments

- Preference for locating development near Route 104 or in existing shopping centers.
- Suggestions for a more visible library.

Office Park North Area

Key Takeaways

- Broad support for two-story development and mixed use formats.
- Preference for townhomes and medium-density housing with sidewalks.
- Opposition to hotels and dense apartment complexes.

Commercial Development

Development Typology	Likes	Dislikes
Two-Story Retail / Service	6	1
Single-Story Retail / Service	3	2
Hotel	4	-
Single-Story Offices	3	2
Two-Story Offices	4	2
Three-Story Offices	2	2

Mixed Use Development

Development Typology	Likes	Dislikes
Two-Story Office / Retail with Apartments Above	7	1
Attached Commercial / Residential	4	1
Three-Story Office / Retail with Apartments Above	3	4

Residential Development

Development Typology	Likes	Dislikes
Townhomes	6	1
Medium-Density Multi-Family	4	1
Medium Density Single-Family with Sidewalks	9	2
Small Lot Single-Family	4	2
Apartment Complexes	-	2

Additional Comments

- Strong preference for two-story development.
- Dislike expansive lawns and maintenance-heavy landscapes.
- Traffic concerns near Hard Rd. and local schools.

Route 404 Corridor

Key Takeaways

- Strong support for two-story mixed use and pedestrian infrastructure.
- Big-box retail and auto-oriented uses widely disliked.
- Sidewalks, bike lanes, and planted medians highly favored.

Commercial & Mixed Use Development

Development Typology	Likes	Dislikes
Two-Story Mixed Use	13	1
Two-Story Retail / Service	8	-
Single-Story Retail / Office	6	-
Three-Story Mixed Use	5	-
Automotive Service / Retail	1	7
Big Box Retail	1	8

Streetscape Amenities

Development Typology	Likes	Dislikes
Sidewalks	13	-
Bike Lanes	12	-
Street Trees	11	-
Planted Medians	10	-
Crosswalks	9	-
Parking Lot Screening	5	1
Gateways	-	3

Additional Comments

- Emphasis on walkability, access, and inclusive design.
- Interest in mixed use nodes, not continuous zoning.
- Suggestions for raised crosswalks and accessible transit to parks and the lake.

Village Transition Area

Key Takeaways

- Strong support for townhomes and mixed use two-story development.
- Dislike for one-story retail and large-lot housing.
- Desire for walkability and potential library site.

Commercial & Mixed Use Development

Development Typology	Likes	Dislikes
Two-Story Retail / Service	6	1
One-Story Retail Service	-	4
Quick Service Restaurants	-	11
Offices	4	1
Neighborhood Bank	4	-
Residential to Commercial Conversion	5	-
Home Occupations	3	1

Residential Development

Development Typology	Likes	Dislikes
Townhomes	12	2
Detached Single-Family	9	5
Large Lot Single-Family	-	7
Medium Density with Sidewalks	5	-
Small Lot Single Family	5	-

Additional Comments

- Two-story buildings seen as space efficient.
- Encouragement for sidewalks and hidden/shared parking.
- Suggestion for a town library in this area.

Waterfront Areas

Key Takeaways

- Very strong support for recreational amenities like boardwalks, walking paths, and picnic areas.
- Mixed opinions on mixed use development near the waterfront.
- Dislike for boathouse development.

Waterfront Amenities

Amenity Type	Likes	Dislikes
Walking Paths	15	-
Boardwalks	12	-
Picnic Areas	8	-
Seating	8	-
Kayak Launch	7	-
Boat Launch / Docking	5	-
Waterfront Pocket Park	4	2
Mixed Use Development	5	5
Boathouse	-	6

Question: *How do you envision the future of the Lake Ontario and Irondequoit Bay waterfronts? Write your ideas on a sticky note and place below!*

- Create swimming opportunities and ensure a clean beach.
- Improve pedestrian and bike access to the waterfront and Bay.
- Add a pedestrian connection across Irondequoit Bay.
- Establish a restaurant or food trucks at Sandbar Park.
- Build a boardwalk in low-lying areas (similar to Turning Point Park).
- Enhance seating and walkways at Webster Park for sunset viewing.
- Provide more accessible seating and inclusive waterfront features.
- Install sidewalks and bike lanes throughout the area.
- Reduce lanes and improve traffic control on Bay Road.
- Enable walking/biking connections from West Webster to Irondequoit, Seabreeze, and Sandbar.
- Improve trail access to Sandbar from the Hojack Trail.
- Protect steep slopes along the Bay from development or erosion.

Rollout Comments

Five Mile Line Road

- Promote commercial/mixed use between Ridge Road and Francesca Way and keep residential / green space between Francesca Way and Route 104.
- Would like to see medium commercial in the open space southeast of Five Mile Line Rd by 104.
- Important to protect quality of life with any additional development.

General Comments

- Need for more sidewalks, especially on Ridge Rd from Bay Rd to the Village.
- Strong interest in ensuring the Town Library is included in the Comprehensive Plan.
- Want to see less single-family detached housing with medium to large lots.
- Focus on redevelopment of already developed land rather than open space.
- Concerns about code enforcement and compliance.
- Desire to include accountability measures in the plan.