

OVERVIEW

Community Development Strategy

The Community Development Strategy Map identifies general land use categories that represent the predominant future land use type and aligns with community preferences on the scale and character of development throughout the Town.

The Community Development Strategy Map for the Town of Webster illustrates a number of envisioned character areas. Unlike a zoning map, the Community Development Strategy Map is not intended to represent strict regulatory boundaries. It is a visual representation of the community's desires for the type and character of future development, and provides the general context for regulatory provisions informing land use.

The Webster Community Development Strategy preserves those elements of the Town that the community views as assets, such as established residential neighborhoods and rural areas, while creating new opportunities to enhance commercial centers and corridors, and identifying opportunities for increased open space and waterfront access.

Reflected in the strategy is the community's preference for preserving the natural features of Webster that have made it a desirable place to live and work for the past several decades. Also reflected in this strategy is a shift away from sprawling, auto-oriented, single-use corridors to a more mixed-use, multimodal character for both regional-scale and neighborhood-scale development.

Smart Growth Principles

MIXED USE NEIGHBORHOODS



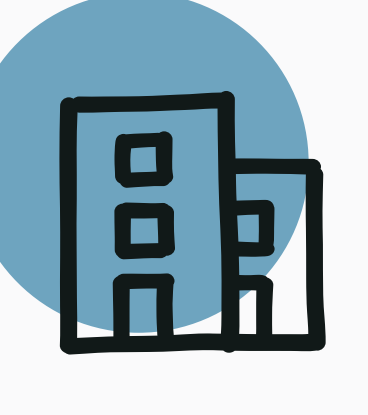
The integration of residential, commercial, and community spaces throughout the Town creates lively, walkable nodes where residents can live, work, shop, and congregate. This approach encourages more efficient utilization of the Town's land and infrastructure, and promotes multi-modal transportation.

DIVERSITY OF HOUSING



Offering a variety of housing types, sizes, and price points ensures the Town can serve residents of diverse income levels, life stages, and household compositions. This spectrum includes everything from apartments and townhouses to single-family homes, creating neighborhoods that are more inclusive and economically adaptable.

INFILL DEVELOPMENT



Prioritizing development of vacant or underutilized buildings and properties within the Town maximizes the use of existing infrastructure while reducing sprawl and preserving open space.

PUBLIC SPACES



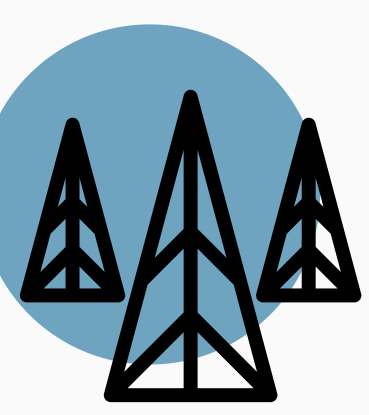
Creating and maintaining accessible parks, plazas, and community gathering spaces delivers opportunities for recreation, social interaction, civic, and cultural events. These amenities should be fairly distributed across the community and developed with input from residents.

COMPACT DESIGN



Focusing development in areas with established infrastructure encourages efficient land use and lowers the expense of delivering public services. This approach emphasizes creating activity nodes with the appropriate density to sustain local businesses, leverage existing utility infrastructure, and foster multi-modal transportation.

RESOURCE PRESERVATION



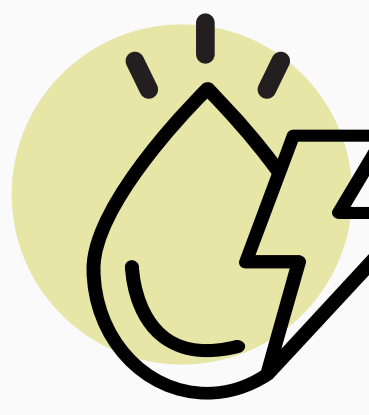
Protecting valuable natural areas, agricultural lands, and open spaces through thoughtful planning and conservation measures ensures environmental sustainability and maintains community character. This includes establishing green corridors, protecting watersheds, and preserving productive farmland.

MULTI-MODAL TRANSPORTATION



Creating complete transportation networks that serves users of all modes, ages, and abilities, helps to reduce car dependency and promote healthier, more accessible communities. This includes implementing complete streets policies, expanding bike infrastructure, and improving walkability, where appropriate.

SUSTAINABILITY & RESILIENCY



Integrating climate resilience strategies and greenhouse gas reduction measures into community planning safeguards against climate impacts and minimizes environmental damage. This approach includes strategies like the implementation of green infrastructure for managing stormwater, encouraging energy efficiency, and preserving natural systems that offer climate advantages.

PLACEMAKING

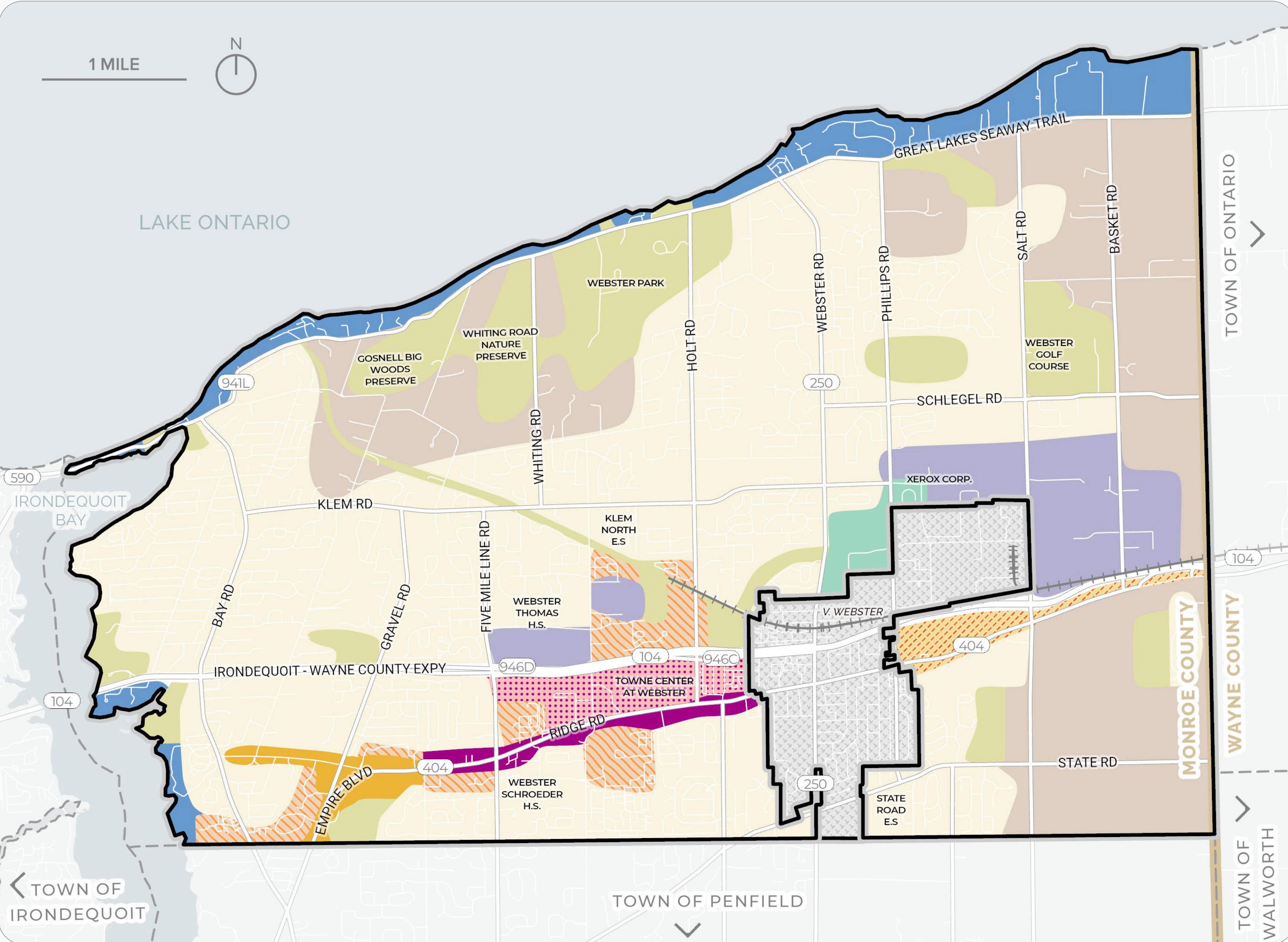


Celebrating and enhancing the unique cultural, historical, and architectural characteristics of a community creates distinctive, memorable places that residents value and visitors appreciate. This includes preserving historic buildings, promoting local arts and culture, and ensuring new development complements desired community character.

COMMUNITY COLLABORATION



Involving a variety of community members in significant planning decisions through inclusive public participation methods helps plans align with community needs and values. This necessitates outreach to groups that have historically been under-represented and offering various avenues for individuals to engage in future development decisions.



1 MILE

LAKE ONTARIO

IRONDEQUOIT BAY

WEBSTER PARK

WHITING ROAD NATURE PRESERVE

GOSNELL BIG WOODS PRESERVE

WEBSTER GOLF COURSE

XEROX CORP.

TOWNE CENTER AT WEBSTER

WEBSTER THOMAS H.S.

WEBSTER SCHROEDER H.S.

STATE ROAD E.S.

WEBSTER RD

PHILLIPS RD

SALT RD

BASKET RD

SCHLEGEL RD

HOLT RD

WHITING RD

KLEM RD

KLEM NORTH E.S.

V. WEBSTER

STATE RD

EMPIRE BLVD

GRAVEL RD

FIVE MILE LINE RD

941L

590

104

946D

104

946C

404

250

104

404

STATE RD

TOWN OF IRONDEQUOIT

TOWN OF PENFIELD

MONROE COUNTY

WAYNE COUNTY

TOWN OF WALWORTH

TOWN OF ONTARIO

TOWN OF WEBSTER

ADJACENT MUNICIPALITY BOUNDARY

COUNTY BOUNDARY

VILLAGE

WATERBODY

FUTURE LAND USE

NEIGHBORHOOD RESIDENTIAL (~0.5+ ACRE LOTS)

RURAL RESIDENTIAL (3+ ACRE LOTS)

WATERFRONT RESIDENTIAL

MIXED RESIDENTIAL

PARKS & OPEN SPACE

RESEARCH & INDUSTRY

MIXED USE CORRIDOR

MIXED USE CORE

VILLAGE TRANSITION

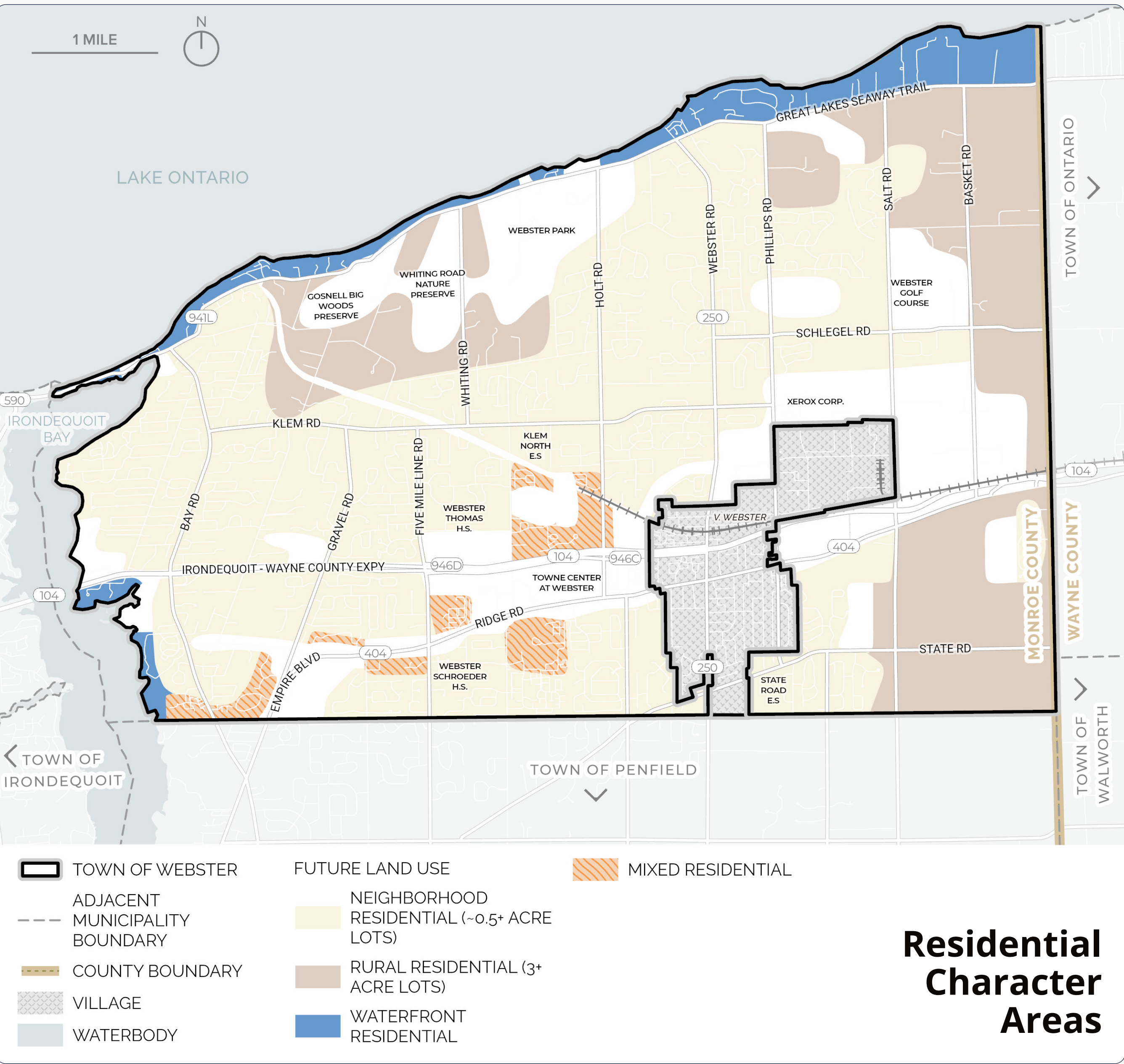
WEST WEBSTER HAMLET MASTER PLAN

REIMAGINE WEBSTER MASTER PLAN

RESIDENTIAL

Community Development Strategy

Vision for the Future For Specific Strategies to Achieve this Vision, Please See the Plan Document



Rural Residential

The vision for Rural Residential character areas is to preserve the open, agricultural character as a defining feature of Webster’s landscape. Future land use should remain a mix of large-lot single-family homes and working farms, with vacant parcels treated as opportunities for either context-sensitive residential development, green space, or the continuation and/or expansion of agricultural activity. Higher-density development is not appropriate here. Conservation of farmland along corridors like Basket Road and County Line Road, and protection of the ecological resources that feed into the Lake Ontario shoreline, should guide all new development decisions.

Waterfront Residential

This area is mostly built-out, and thus is expected to remain consistent with the existing character, supporting single-family residences with access to or close proximity to the Town’s waterfronts. Undeveloped or underutilized land with access to the waterfront, such as the Village Well Field property, should be considered for future park space, as opportunities arise.

Mixed Residential

The Mixed Residential Areas should promote a diverse housing stock, ranging from smaller footprint single-family homes to medium-density multi-family development. New residential development should respect adjacent uses through the use of transitional density, buffering, and appropriate siting of buildings. Significant natural resources on the site should be considered and protected through the site development process. Pedestrian and bicyclist facilities should be required, and the buildings and site should utilize elements that are pedestrian-oriented and human-scaled.

Neighborhood Residential

The Town’s vision for Neighborhood Residential areas is to preserve and enhance the character and livability of Webster’s established neighborhoods. These areas are valued for their quiet streets, well-maintained homes, and deep community roots.

Future land use is envisioned to remain predominantly single-family residential, with open space and small-scale agriculture welcomed as compatible uses. Higherdensity housing should be directed to Mixed Residential and Mixed Use character areas to maintain the existing density and character of these areas. While greenfield opportunities are limited, infill and redevelopment of vacant or underutilized properties remain as possibilities. Any future development should be thoughtfully designed to respect and reinforce the existing residential character.

Residents have expressed a strong desire for increased pedestrian and cyclist connectivity to parks, schools, trails, and other nearby community amenities. New development and public investment should prioritize expanding this network to enhance quality of life and improve mobility for children, seniors, and families alike.

What We Heard

Neighborhood Residential

“We should add a path directly between John Leo Drive and Lothario Circle to enable Active Transportation between these Neighborhoods.”

Rural Residential

“There’s too much development in East Webster. Would like to see larger buffer zones between developments.”

Waterfront Residential

“Webster is ‘on the lake’ but we have no safe public water access such as Irondequoit, Sodus, Grates, or Greece.”

“Protect steep slopes along the Bay from development or erosion.”

Mixed Residential

“We need more housing as there is a housing crisis. Young people in the community have trouble staying because there isn’t anything affordable. Seniors who want to downsize can’t find affordable units they can downsize to. Families have trouble finding anything affordable. If we encourage denser housing and mixed-use development, we can bring in more tax dollars to the town.”

“Hope we can retain charm, accommodate affordable housing, provide as much open space as possible and be welcoming to EVERYONE!”

Design Preferences

The average score of the images presented in the Community Preference Survey (CPS) illustrate what design elements community members prefer for the Village Transition area (1: Least Preferred to 5: Most Preferred).

Low Density Residential

Most Desirable



RANK 1

MEDIAN AVERAGE 4.0 3.7

Least Desirable



RANK 10

MEDIAN AVERAGE 3.0 2.8

Mixed Density Residential

Most Desirable



RANK 1

MEDIAN AVERAGE 3.0 3.3

Least Desirable



RANK 10

MEDIAN AVERAGE 2.0 2.1

RESIDENTIAL DEVELOPMENT CONSIDERATIONS

Community Development Strategy

Preserving Open Space Through Development

The Town can use the development review process to help preserve open space and protect natural resources by encouraging development patterns that conserve land, mature vegetation, scenic views, and environmentally sensitive areas.

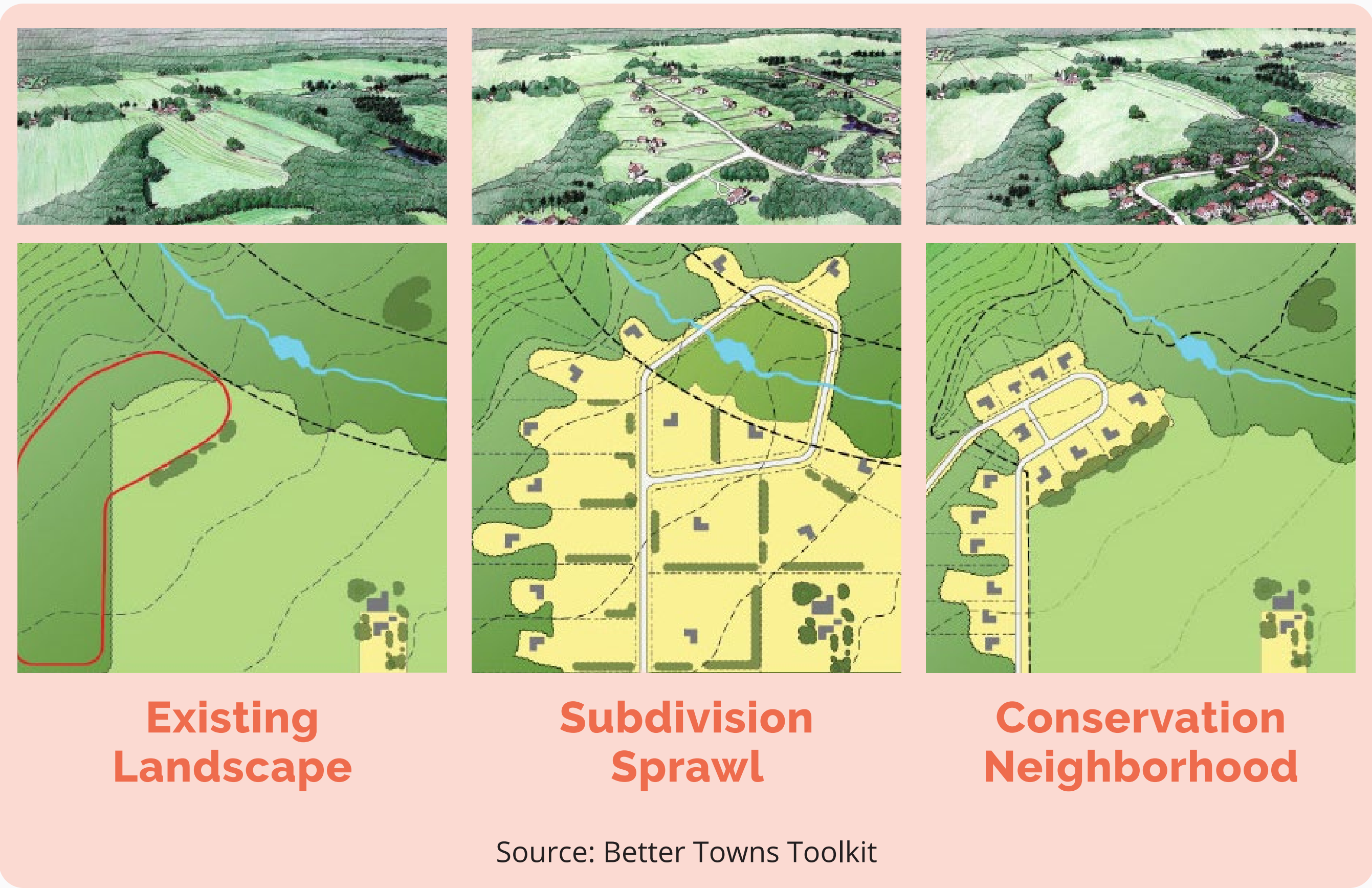
Conservation Subdivision Design (CSD) clusters homes on a portion of a site while permanently preserving the remaining land as open space, farmland, natural habitat, or scenic areas.

To encourage greater use of CSD, the Town could:

- Offer density bonuses for developments that preserve significant open space.
- Require CSD in priority areas, such as waterfront corridors, park-adjacent lands, and environmentally sensitive districts.
- Apply CSD requirements to larger subdivisions, such as developments with 10 or more lots.

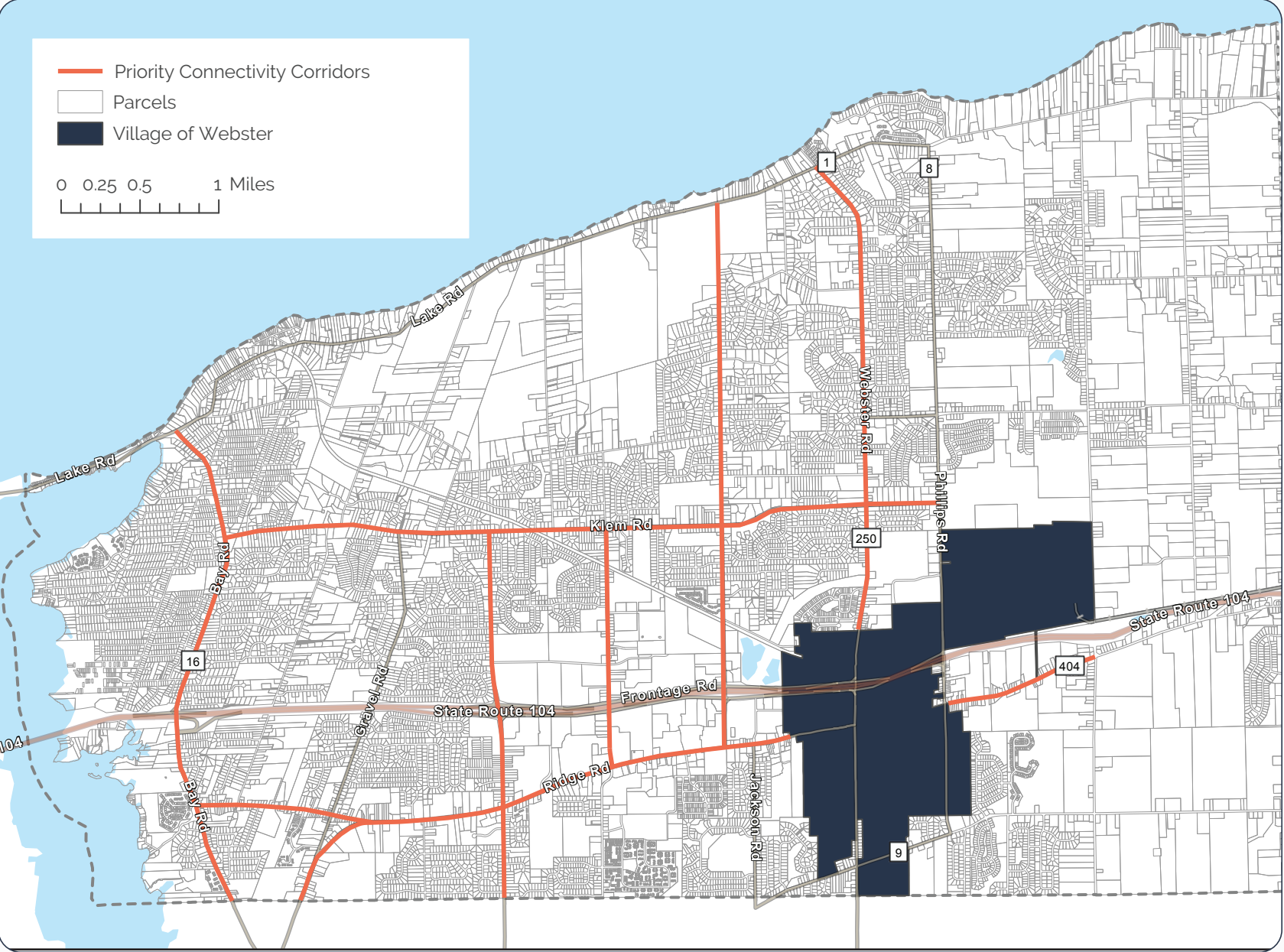
BENEFITS

- Protects natural resources and scenic views
- Preserves open space and farmland
- Maintains community character
- Supports more efficient development patterns



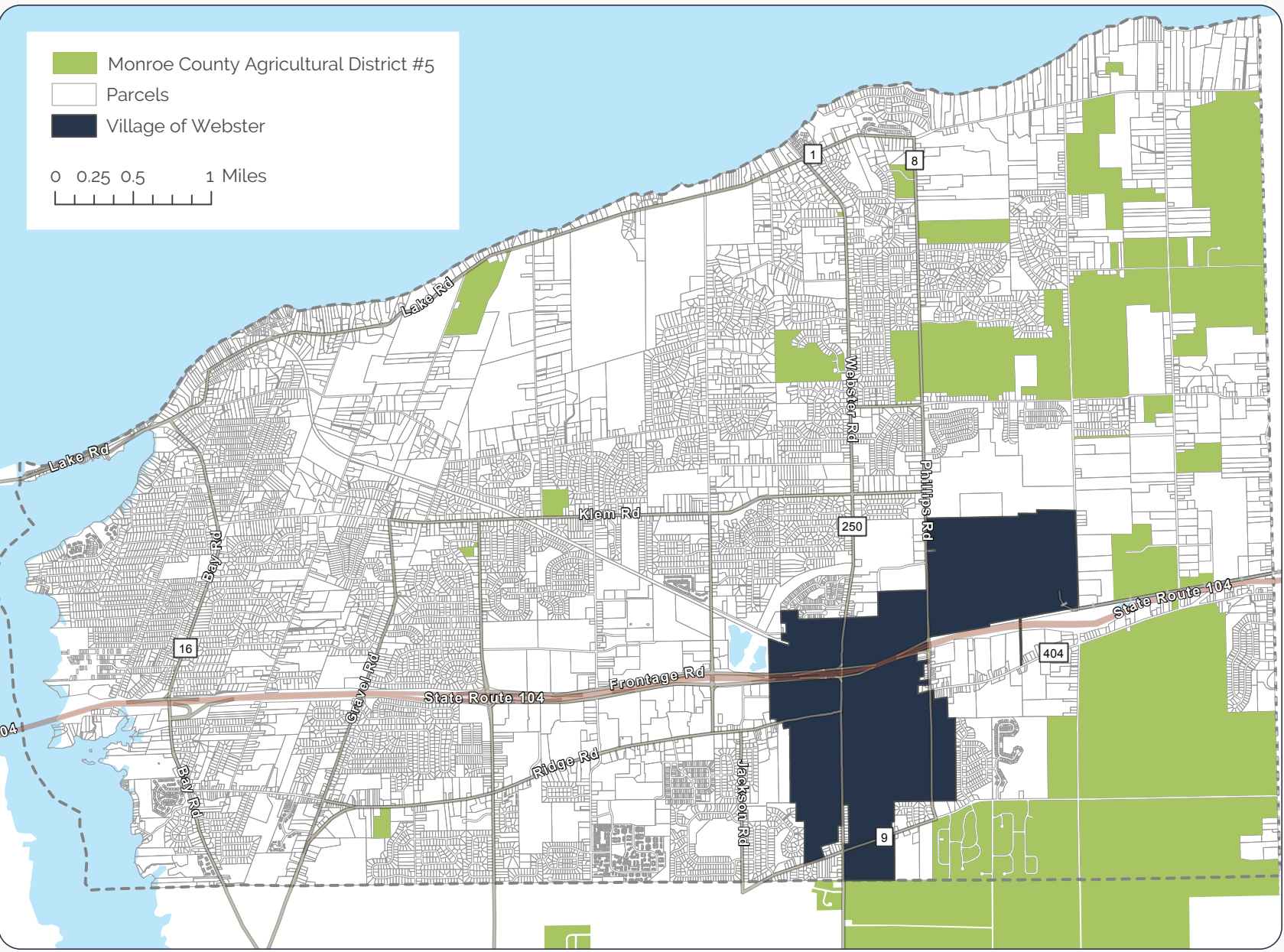
Multi-Modal Connectivity Priorities

Improved pedestrian and bicycle facilities were among the most requested community improvements during public outreach. Residents identified a lack of sidewalks along major corridors as a key safety and accessibility concern, particularly for children and those seeking access to parks, schools, and commercial areas without a car. A proposed active transportation network would create connected north-south and east-west routes across the Town. To advance this vision, the Town should develop an Active Transportation Plan and establish a sidewalk fund, supported by developer contributions, to help finance future pedestrian and bicycle infrastructure.



Agricultural Districts in Webster

New York State Agricultural (Ag) Districts are voluntary, landowner-initiated designations established under Article 25-AA of the Agriculture and Markets Law to help protect viable farmland. Enrolled properties may receive agricultural tax benefits and protection from overly restrictive regulations and public acquisition. Monroe County administers Ag Districts through an eight-year review cycle with annual enrollment opportunities. Agricultural District #5 includes portions of Webster and was most recently reviewed in 2025. Unlike local zoning, Ag Districts do not regulate land use; rather, they help ensure that farming remains a viable land use while still allowing local zoning to apply.



What Else Do You Envision for Webster's Residential Areas?

Key Elements for Consideration

Across all four residential character areas, there are common themes that the Town should take into consideration when reviewing future development opportunities:



Conservation. New residential development should help support the Town's open space objectives through conservation of sensitive natural resources during site development.



Connectivity. Walkability and bikeability from residential areas to key destinations should be enhanced in existing neighborhoods, and promoted in new residential development.



Compatibility. The scale, siting, and design of new development should be respectful of existing adjacent uses.

PARKS AND OPEN SPACE

Community Development Strategy

Vision for the Future

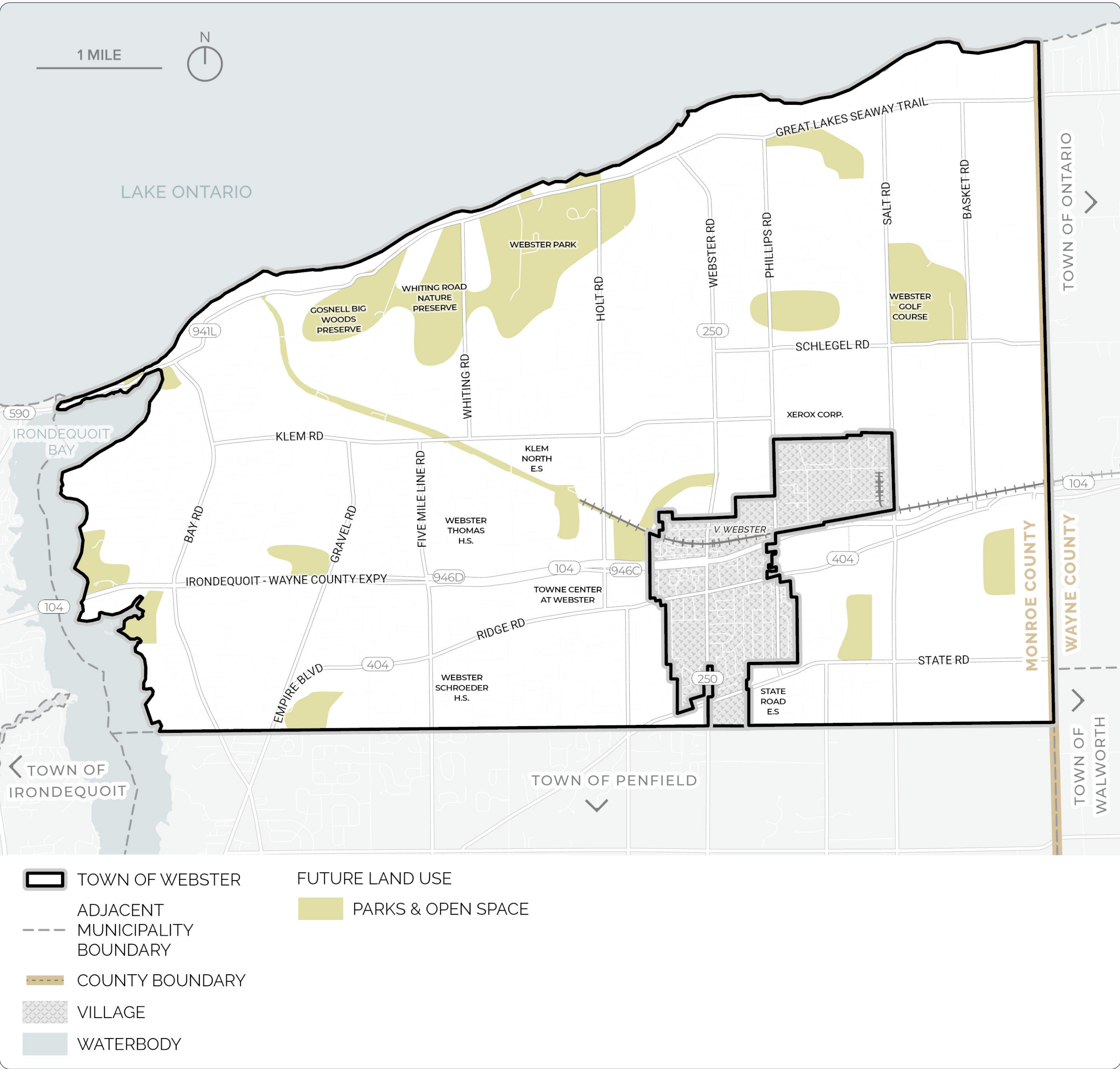
For Specific Strategies to Achieve this Vision, Please See the Plan Document

Open spaces are cherished by the community as a defining feature of Webster, and one of the most frequently cited reasons why residents chose to live here. It is critical that the Town:

- Maintains its existing protected open spaces;
- Protects open spaces, parks, and trails from adverse impacts of adjacent development; and,
- Identify opportunities for enhancement and expansion of open space areas in high value areas.

The open space areas identified on the Community Development Strategy Map should remain undeveloped to allow for continued recreational opportunities and to ensure little to no negative environmental impacts occur to the Town's natural resources, including but not limited to Lake Ontario, Irondequoit Bay, the Town's mature forests, and our creeks and streams.

Parks and Open Space Character Areas

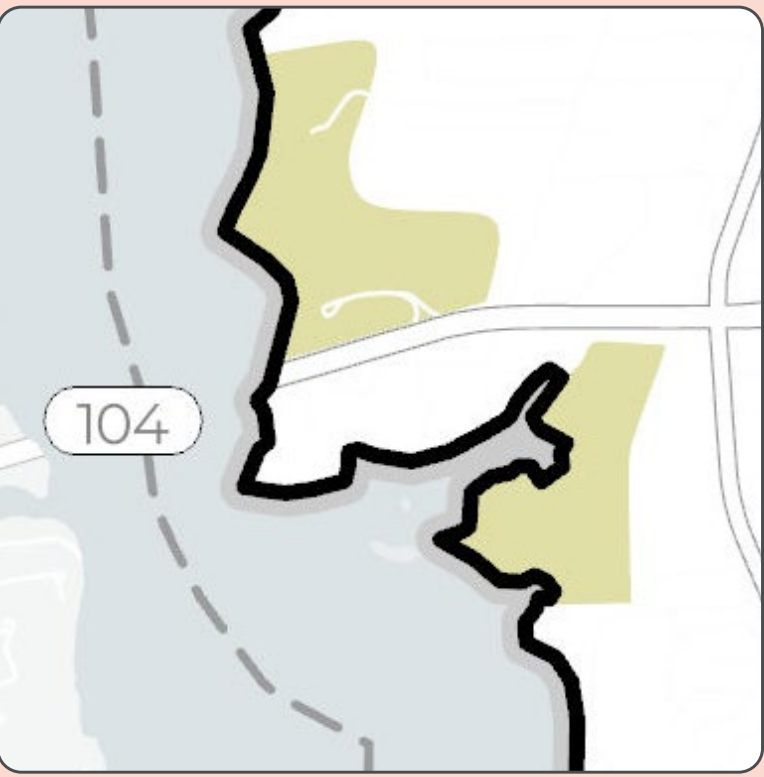


Enhancing Webster's Waterfront Access

Future parks are an investment in Webster's quality of life. They provide places to play, relax, gather, and connect with nature. The concepts below explore how new park spaces could serve residents today and in the future.



The Village of Webster once operated a water production facility off of Dewitt Road, adjacent to Irondequoit Bay. The Village transitioned to Monroe County Water in 2013, and since then the water infrastructure at the site has been inactive. This site, paired with the former Route 104 rest stop, would provide enhanced public access to the Town's stunning waterfront.



What We Heard

Parks and Open Space



"The Hojack Trail, neighboring open space and preserves and the Big Field/Woods are important assets and make Webster so valuable and nice to live in with so many trails and outdoor areas to visit regularly."

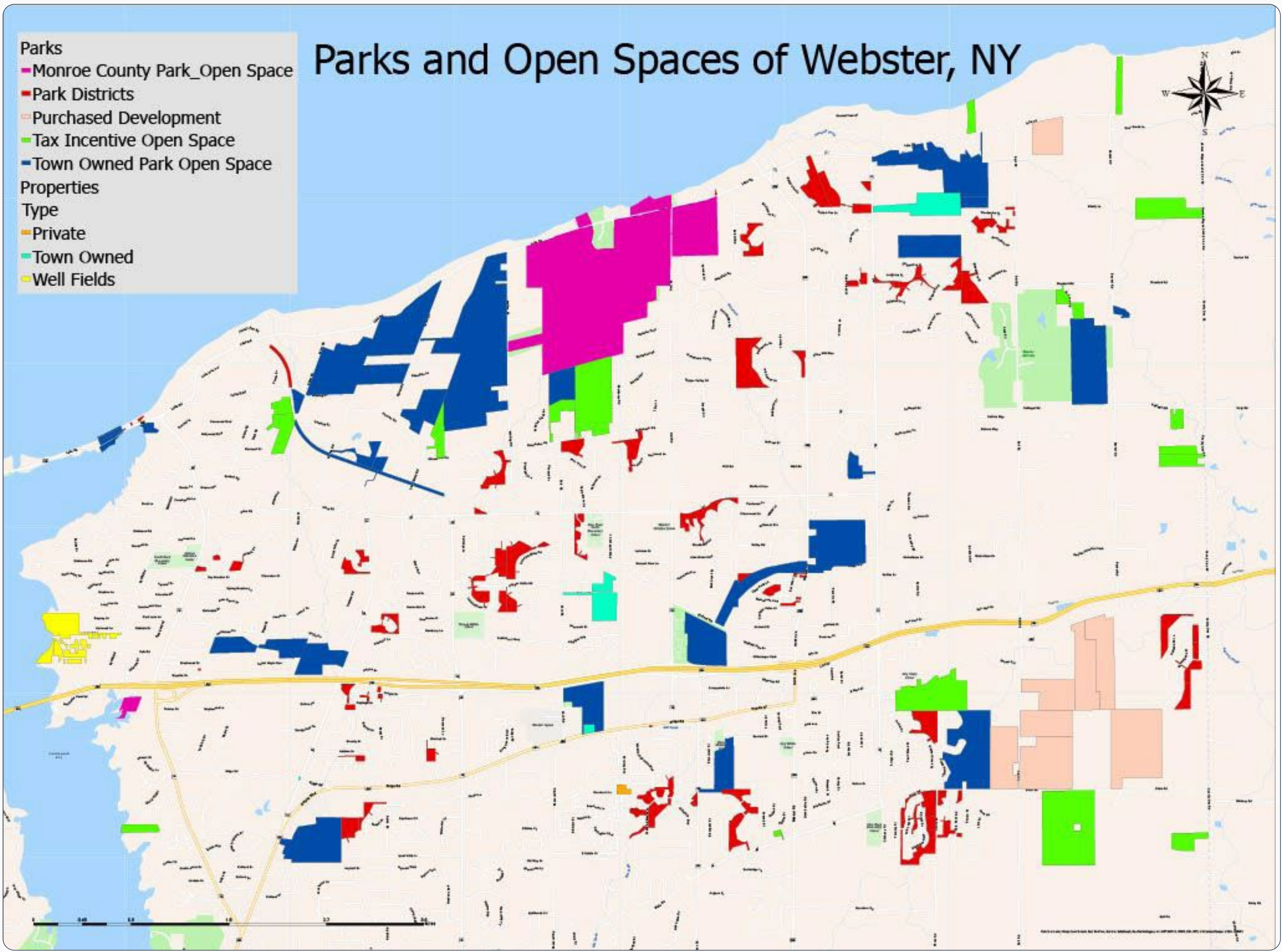
"Green space, and acres of woods are valuable to our community by keeping a rural feel, not over developing and preserving sensitive environments."

"Our park land and public outdoor area is our greatest asset as a community. Its what sets us apart from other suburbs."

"They aren't making any more land like this on the Bay. The Wellfields should be remediated and opened to the public. The habitat is unique and the Town should work with local conservation groups to create a regional destination nature park."

What Else Do You Envision for Webster's Parks and Open Space?

Town of Webster Existing Open Space Inventory Map



MIXED USE AREAS

Community Development Strategy

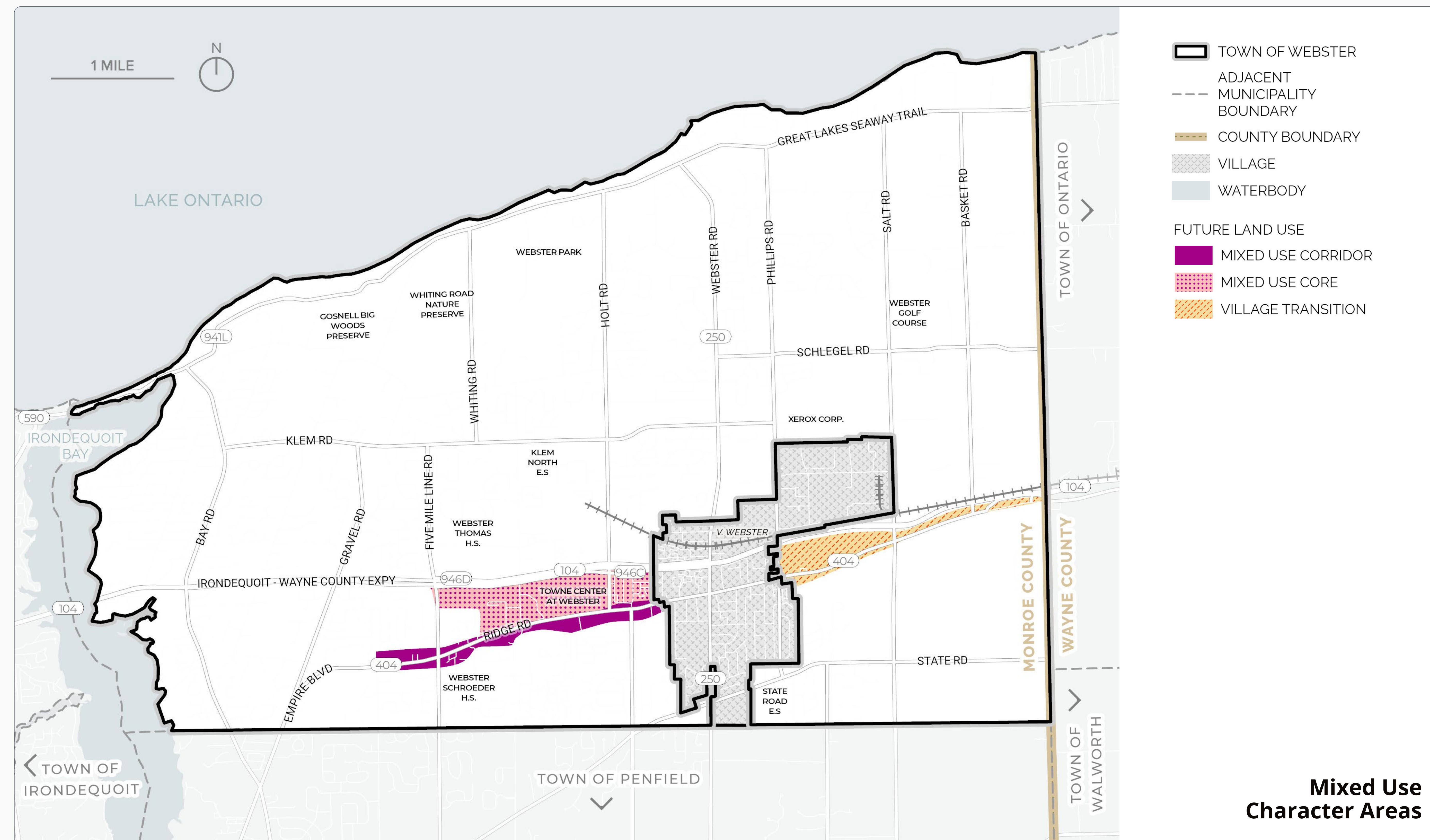
There are three proposed mixed use character areas:

These districts are existing commercial areas today, and have varying intensity and characteristics of mixed-use development based on their unique context.

Village Transition. This character area is located along Ridge Road to the east of the Village of Webster. This area is envisioned to support a low intensity mixing of residential living opportunities and neighborhood businesses; respecting the existing and legacy agricultural character of the area.

Mixed Use Corridor. The mixed-use corridor area is designated along Ridge Road between the western edge of the Village and Hatch Road. This area, currently predominately developed as single-story, single-use commercial businesses, is envisioned with a more walkable, inviting streetscape with pedestrian-oriented mixed-use development, while still accommodating efficient vehicular traffic and access.

Mixed Use Core. Building off of concepts developed in the 2000 Comprehensive Plan, the mixed-use core character area reimagines the existing commercial plazas between Route 104 and Ridge Road through promoting thoughtful infill development of existing shopping areas with human-scale design and public realm enhancements that reflect modern demand for retail shopping experiences.



What Else Do You Envision for Webster's Mixed Use Areas?

Key Elements for Consideration

Across all three mixed use character areas, there are common themes that the Town should take into consideration when reviewing future development opportunities:



Activation. A mix of residential and commercial uses with high quality public spaces will promote a more vibrant community around the clock.



Infill. New investment should be targeted in existing underutilized commercial areas, reducing sprawl and promoting efficiency of existing infrastructure.



Walkability. Pedestrian oriented development and public realm enhancements will support a more attractive and inviting atmosphere.

MIXED USE AREAS • CONTINUED

Community Development Strategy

Vision for the Future

For Specific Strategies to Achieve this Vision, Please See the Plan Document

Mixed Use Core

The Mixed Use Core envisions the transformation of these plazas into vibrant, walkable mixed use centers that serve as community hubs. Future development should prioritize infill and redevelopment of excess surface parking lots with mixed use, multi-story buildings. Multi-family development may also be strategically located in and around Mixed Use Core areas. This approach will maximize land efficiency, support local businesses, and introduce new housing opportunities in a centrally located, amenity-rich setting.

A connected network of internal streets, sidewalks, and shared-use paths should replace oversized parking fields, improving circulation and creating a more human-scaled environment. Development should be organized around high-quality public spaces, such as plazas, greens, and gathering areas, that provide focal points for community activity and events. Buildings should frame these spaces and be oriented toward streets and pedestrian routes, with parking located to the side or rear.

The area should function as a lifestyle destination, offering a mix of retail, dining, services, entertainment, and residential options within a cohesive and accessible environment. Emphasis should be placed on safe pedestrian access and bicycle connectivity, reducing reliance on single-occupancy vehicles while maintaining appropriate shared parking strategies.

Streetscape improvements, landscaping, and green infrastructure should enhance aesthetics, manage stormwater, and reinforce a sense of place consistent with Webster’s community character.

Village Transition

The future of this corridor should support low-intensity mixed use development closer to the Village of Webster, and transition to even lower intensity uses heading east towards Wayne County to respect the existing agricultural character and active farming operations. Pedestrian connectivity will be most important closer to existing sidewalks and activity centers in the Village. Low- to medium-density mixed residential living opportunities should be pursued as infill development along the corridor between Phillips Road and Salt Road to support the Town’s housing goals. Commercial uses that support resident quality of life, such as coffee shops and small food service businesses are appropriate alongside housing on the western side of the character area.

Mixed Use Corridor

The Town envisions the Mixed Use Corridor transforming into walkable, mixed-use destinations that serve as vibrant activity centers that meet the modern needs and desires of residents and consumers. Future development should be two to three stories, with ground-floor commercial uses with the potential for upper-floor office or residential uses. Autodependent uses such as auto sales and service, gas stations, and self-storage are not envisioned as future uses here. Buildings should be brought closer to the street, with parking to the side or rear, and infill of vacant parcels is strongly encouraged. Improving the streetscape through sidewalks on both sides of the roadway, street trees, enhanced crossings, and access management is as important as the buildings themselves, and public and private investment should advance together.



What We Heard



“Rebuild plazas where buildings are empty.”

“I’ve NEVER seen this parking lot full. There is an opportunity to add additional restaurants or smaller businesses in the middle. Maybe something that adds a pedestrian or walkable element to this town center. It would also be nice if the landscaping and amount of trees was increased. Its a lot of just pavement.”

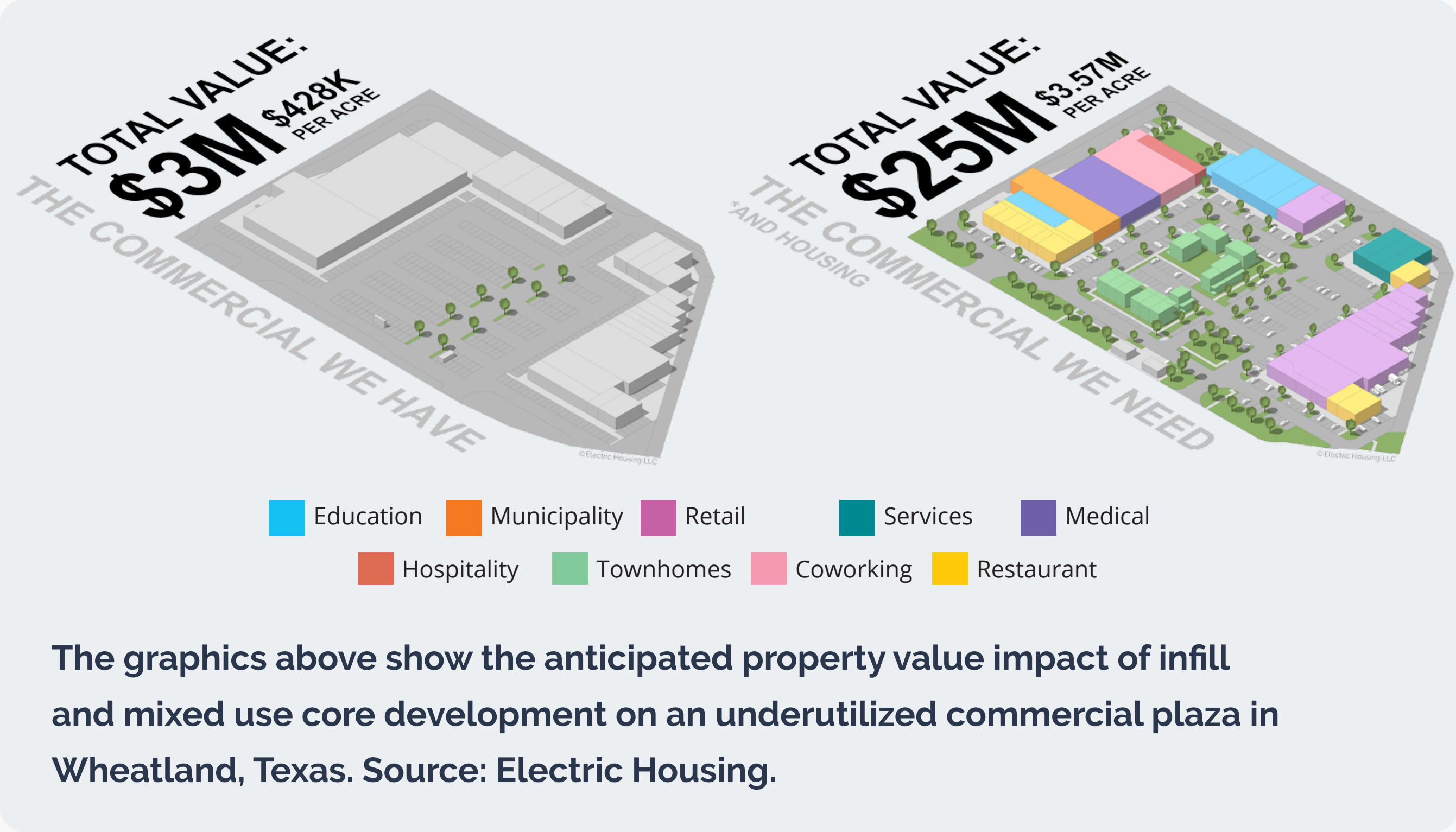
“I do not like when the parking lot is bigger than the shopping space.”

“I really wish there were more walkable neighborhoods, more mixed-use spaces, and an emphasis on a design of neighborhoods that facilitates interaction with your neighbors.”

“Way too many unneeded fast food places that are causing traffic jams.”

“Mixed use, 2-story buildings, and on-street or hidden parking in commercial areas would be good.”

“I’d love an investment into warm and inviting structures that feel more like the Village as opposed to mass commercial building.”



Design Preferences

Village Transition Design Preferences

The average score of the images presented in the Community Preference Survey (CPS) illustrate what design elements community members prefer for the Village Transition area (1: Least Preferred to 5: Most Preferred).



CPS Average Score: 3.9

Mixed Use Corridor Design Preferences

The average score of the images presented in the Community Preference Survey (CPS) illustrate what design elements community members prefer for the Mixed Use Corridor area (1: Least Preferred to 5: Most Preferred).



CPS Average Score: 3.8

Mixed Use Core Design Preferences

The average score of the images presented in the Community Preference Survey (CPS) illustrate what design elements community members prefer for the Mixed Use Core area (1: Least Preferred to 5: Most Preferred).



CPS Average Score: 4.1



CPS Average Score: 3.2



CPS Average Score: 3.4



CPS Average Score: 3.0



CPS Average Score: 1.6



CPS Average Score: 1.8



CPS Average Score: 1.6

INFILL CONCEPTS

Community Development Strategy

Infill Concepts

As Webster continues to evolve, infill development can help direct growth to appropriate locations within the existing community. Thoughtfully designed infill projects can introduce new housing choices, support local businesses, encourage walkability, and enhance underutilized properties while maintaining the character of surrounding neighborhoods.

ILLUSTRATIVE CONCEPT PLAN

The renderings and the conceptual site plan layout shown on this board were developed using generative AI software based on a potential build-out concept developed in ArcGIS Urban. The concepts shown are only for illustrative purposes, and do not reflect any current or anticipated development proposals.

Towne Center Potential Lifestyle Center Buildout Concept

The Towne Center at the northwest corner of Holt and Ridge Roads is a prime example of a Mixed Use Core area that could benefit from additional infill development to further increase the Town's tax base, while expanding access to a variety of local goods, services, and housing options. This type of infill development would help protect existing green spaces from sprawling development and leverage the existing infrastructure of the Town.



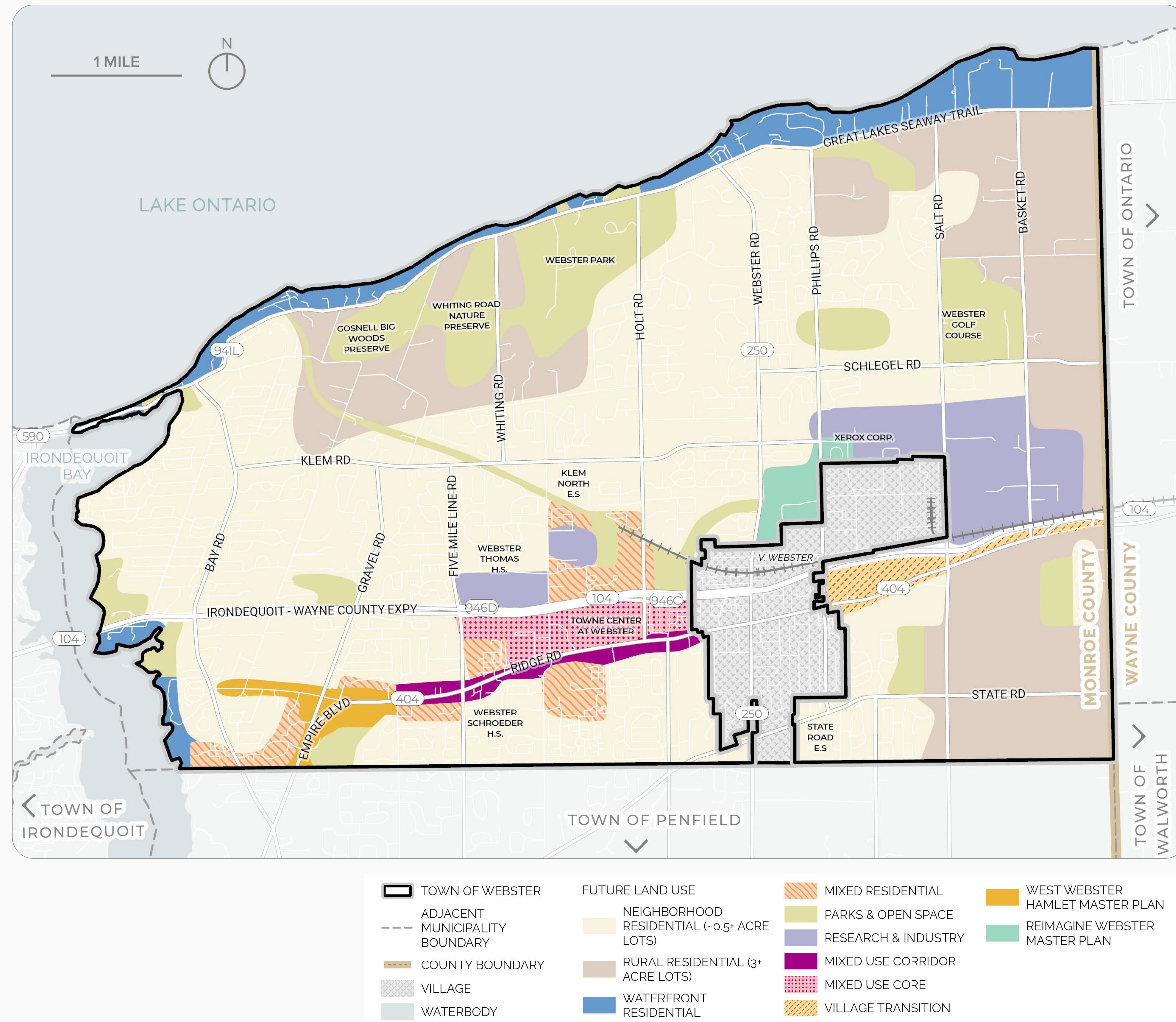
Reimagining Ridge Road

Today, the Mixed Use Corridor character area along Ridge Road functions primarily as an auto-oriented commercial corridor, characterized by strip mall development, wide curb cuts, expansive parking lots fronting the roadway, and limited pedestrian or bicycle infrastructure. The Town envisions a transformed Ridge Road that serves as a true community corridor with connected sidewalks and bicycle facilities, improved streetscaping including trees and landscaping, and building and site design standards that create a more inviting, attractive environment that gives residents a place to live, work, walk, and gather.



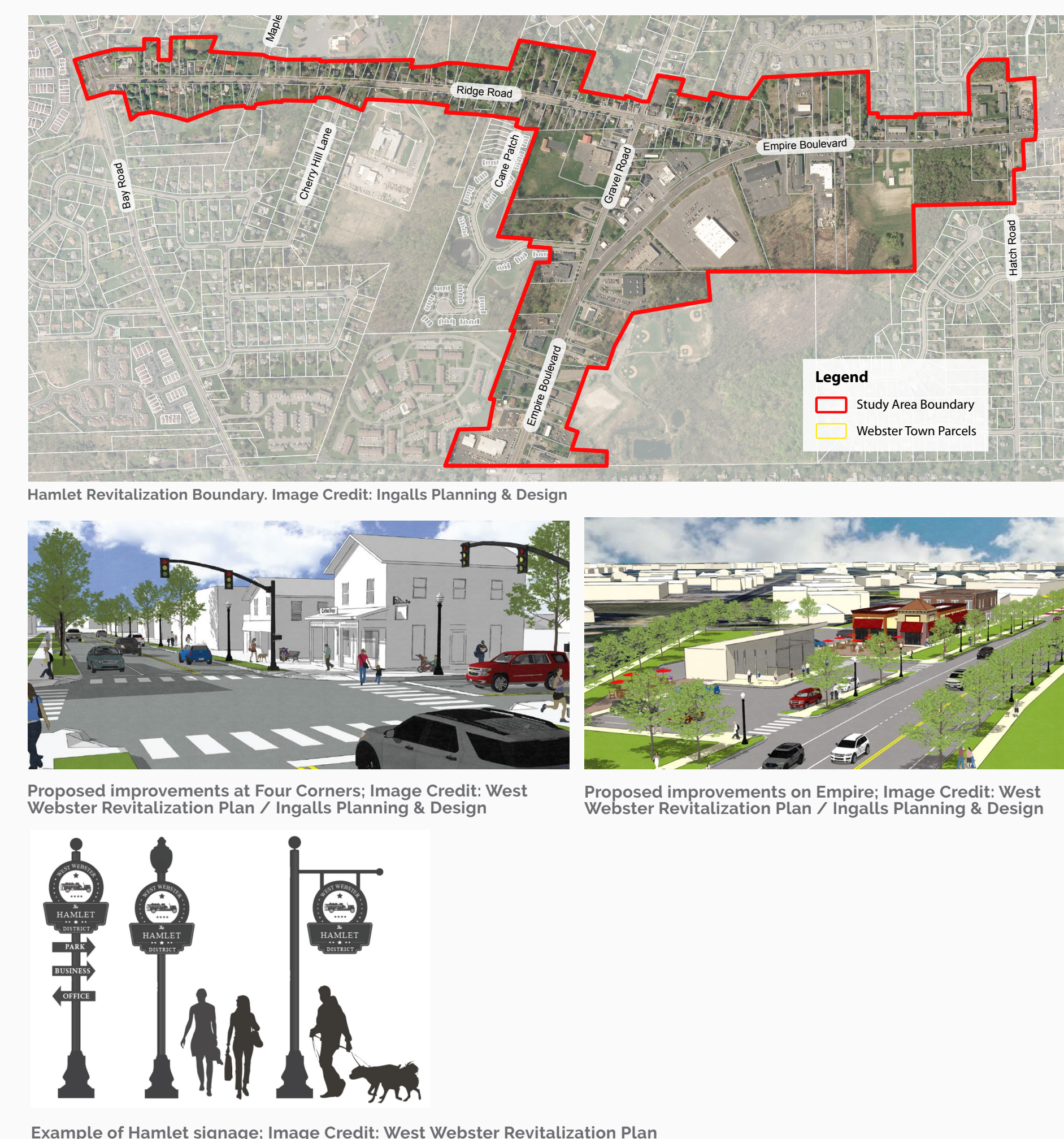
OTHER AREAS

Community Development Strategy



West Webster Hamlet

The West Webster Hamlet Revitalization Plan, developed in June 2023, envisions the historic Four Corners area, centered at Ridge Road and Gravel Road, as a compact, walkable neighborhood hub. Once a thriving center of commerce, the Hamlet has seen its identity erode over decades, leaving vacant properties, poor pedestrian conditions, and an auto-dominated streetscape. The plan's vision is to rebuild that sense of place through interconnected land use, transportation, and identity improvements that support a mixed-use, walkable environment that supports a variety of housing types, improves the appearance of the streetscape, enhances connectivity through improved pedestrian and bike connectivity, and improves the overall appearance and "sense of place" in West Webster.



Research & Industry

Vision for the future

These areas should be maintained as appropriate areas to target light industrial and supportive commercial development, helping to support the local tax base and employment opportunities for residents. Any future investment should be carefully considered in terms of building siting—with office buildings placed closest to the public right-of-way and larger metal buildings sited to minimize visual exposure. More stringent landscaping and buffering requirements are also recommended to mitigate any adverse impacts to any adjacent non-industrial uses.

WHAT WE HEARD

Research & Industry

"There's a tremendous opportunity to revitalize the Xerox campus into a live/work/play mix of commercial, residential, and office/warehouse/industrial."

"I support continuing to attract industry and new retail to areas that are already zoned as such but not to areas that are zoned residential or farm land."

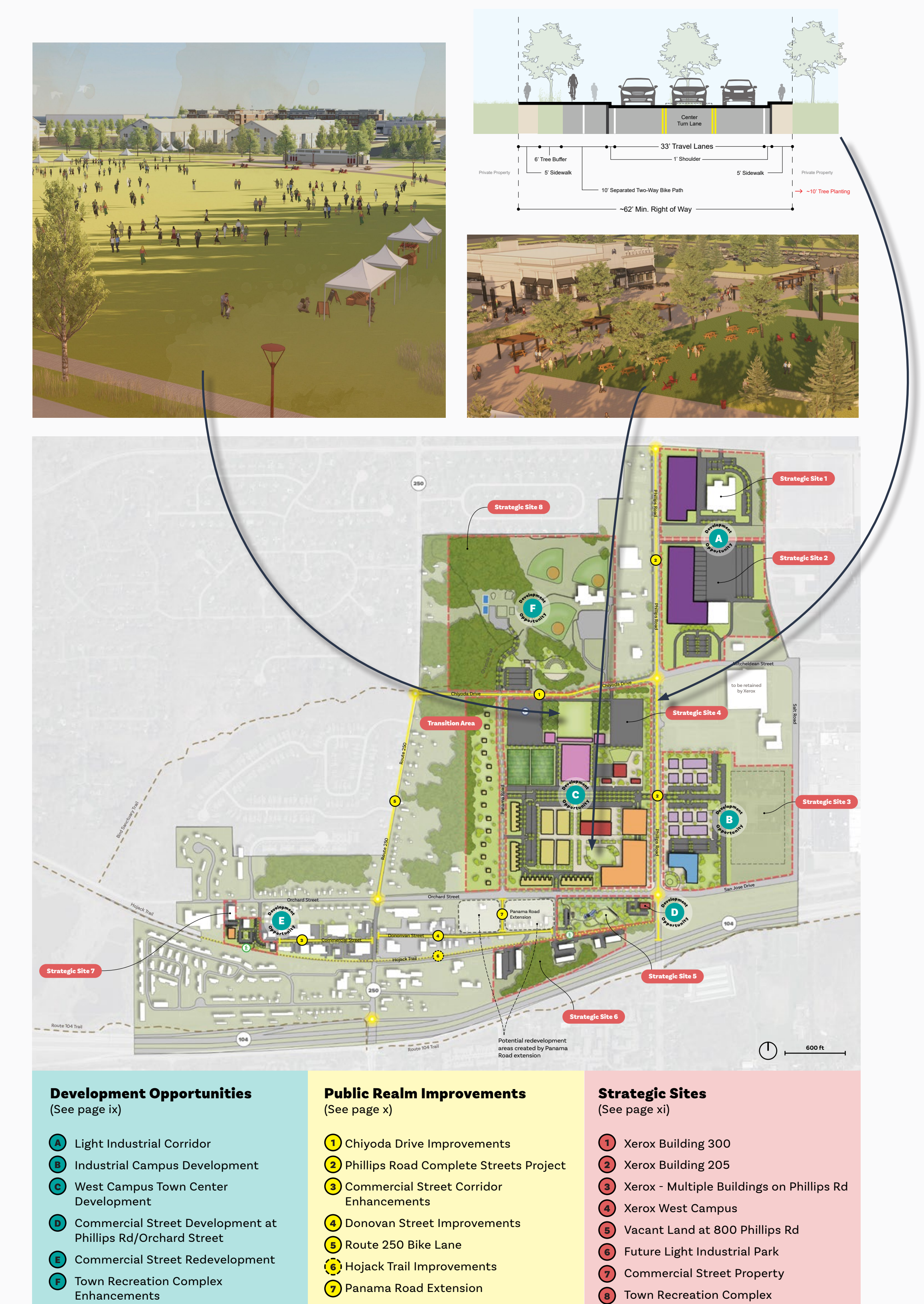
"Look at expanding job opportunities in town in and around the Xerox campus"



Reimagine Webster

The Reimagine Webster Brownfield Opportunity Area Plan presents a bold vision for revitalizing the northern end of the Village, transforming a 569-acre study area shaped by decades of industrial history into a dynamic live-work-play community hub. The majority of the study area falls within the Village, with a portion of the northern end extending into the Town of Webster. At the heart of the plan is the largely underutilized Xerox Campus, which represents an immense redevelopment opportunity. The plan's recommendations that pertain to land in the Town fall into four interconnected themes:

- Connectivity & Public Realm Improvements:** Complete street improvements and trail connectivity.
- Light Industrial Reinvestment:** Particularly, long the east side of Phillips Road.
- Mixed-Use Development:** Housing, supportive retail, and recreation facilities on the West Campus.
- Recreation & Placemaking:** Targeted facility improvements and gateways, public art, and wayfinding.



Proposed Master Plan. Image Credit: Reimagine Webster Brownfield Opportunity Area Plan.

COMPREHENSIVE PLAN OVERVIEW

Town of Webster Bicentennial Plan

What is a Comprehensive Plan?

Purpose

The Comprehensive Plan is a foundational policy document that guides a community's long-term development. It captures existing conditions, defines a vision for the future, and sets goals to achieve it. This framework helps decision-makers evaluate and direct future investment.

Why Create a Comprehensive Plan?

Benefits of a Comprehensive Plan

- Proactively address future community challenges and opportunities
- Create a unified vision that balances diverse resident interests
- Establish clear policy frameworks for critical decisions
- Guide sustainable development across land use, infrastructure, and economic growth
- Enable informed choices about zoning, transportation, housing, and economic development

This Plan Will...

Webster's Plan will guide decision-making in a number of areas, including:

- **Land Use and Zoning:** Guide decisions about growth and development patterns across the Town.
- **Budgeting and Grant Acquisitions:** Inform the Town's annual budget and will make the Town more competitive for state and federal grants.
- **Economic Development:** Identify priority areas for business growth, workforce needs, and strategies to promote economic opportunity for all.
- **Housing Strategy:** Recommend ways to provide diverse housing types and affordability levels to meet current and projected residential needs.
- **Environmental Protection:** Establish policies to protect natural resources, open space, and promote sustainability and climate resiliency.
- **Transportation Framework:** Identify opportunities for connectivity and transportation safety improvements, including options for multi-modal access.
- **Community Services:** Outline community needs for schools, parks, healthcare, and other public services that support community health and well-being.

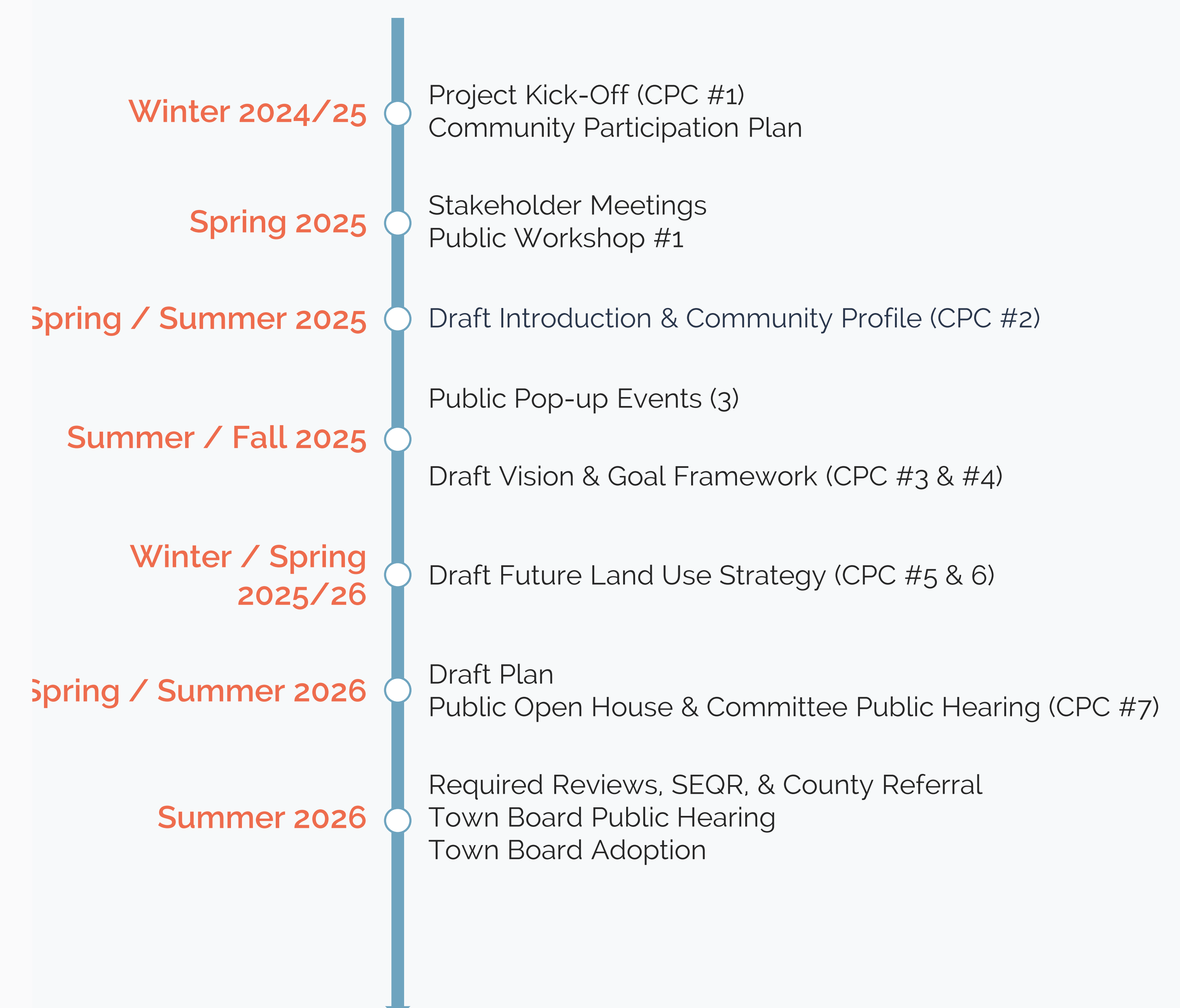
Planning Horizon

The Future of the Plan

Comprehensive plans should be updated regularly to reflect a community's changing needs and values. **This Plan updates the Town's 2008 Comprehensive Plan, incorporating the shifts that have occurred over the past two decades, and sets a planning horizon through 2040.** While the Plan is meant to guide the Town for the next 15 years, it's recommended that the Town review it periodically to ensure it remains relevant and useful along the way.

Project Schedule

The Future of the Plan

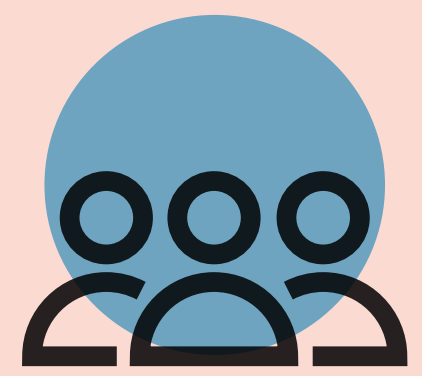


COMMUNITY ENGAGEMENT & PUBLIC PARTICIPATION PROCESS

Overview

The Town of Webster's Comprehensive Plan Update has been guided by extensive community engagement. Through workshops, surveys, stakeholder discussions, community events, and ongoing outreach efforts, hundreds of residents and stakeholders shared their priorities, concerns, and aspirations for Webster's future.

Participation by the Numbers



6 Committee Meetings

Open to the public, recorded, and public comment period provided.



847 Community Preference Survey Responses

Survey on development types, styles, and site design preferences. Open from April 22, 2025 – July 31, 2025.



689 Interactive Mapping Comments

Assets, issues, and opportunities identified on an interactive map. Open from April 22, 2025 – July 31, 2025.



236 Open Space Survey Responses

Survey on open space conservation priorities and opportunities. Open from May 30, 2025 to September 1, 2025.



69 Website Comment Submissions

Comment form available on the project website throughout the planning process.



Stakeholder Interviews

Discussions included community groups, industrial operations, developers, and local businesses.

Community Engagement in Action



PUBLIC WORKSHOP #1: April 22, 2025



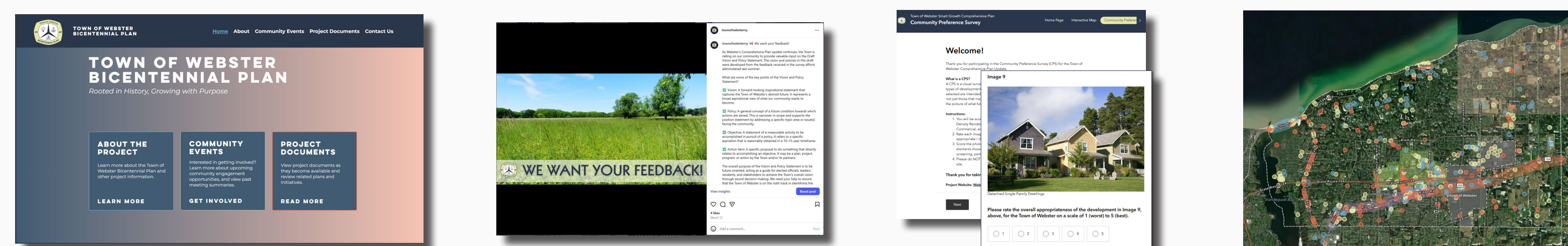
TALKS ON TUESDAYS POP-UP (2025)

SUMMER CELEBRATION POP-UP (2025)



COMMITTEE MEETING #1: January 2025

COMMUNITY ARTS DAY POP-UP (2025)



ONLINE ENGAGEMENT: Project Website; Facebook post; Community Preference Survey; Online Mapper

How We Engaged

Community Participation Plan

Guides engagement throughout the planning process.

Public Workshop #1

Interactive presentation and discussion.

Online Surveys

Identifying assets, issues, opportunities, priorities, development precedents, etc.

Project Website

Provides a place to view meeting recaps, project updates, contact forms, etc.

Pop-Up Events

Going to the public at Community Arts Day, Talks on Tuesdays, and the Chamber of Commerce



Additional Outreach

10
EMAIL BLASTS

4
E-NEWSLETTERS

15
FACEBOOK
POSTS

8
INSTAGRAM
POSTS

1
PRESS
RELEASE

1
MEDIA
ADVISORY

1
NEWS
ARTICLE

How
Community
Input Works



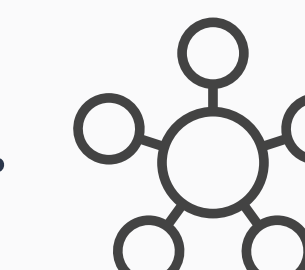
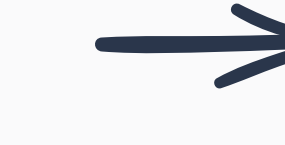
Community Input

You shared your ideas, experiences, and priorities.



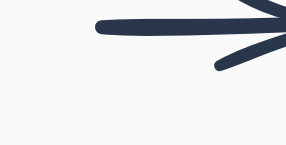
Vision & Goals

Together we defined a shared vision for Webster.



Policies & Actions

Community input shaped our policy framework.



Draft Recommendations

Your feedback informed the Plan's recommendations.

VISION FRAMEWORK

Overview

Framework

Introduction

To be successful, a comprehensive plan needs to address the short- and long-term needs of a community while providing varying levels of detail. The purpose of this framework is to be future-oriented, acting as a guide for elected officials, leaders, residents, and stakeholders to achieve the Town's overall vision through sound decision-making. The Webster Bicentennial Comprehensive Plan Update includes the following elements:

Vision

A forward-looking, inspirational statement that captures the Town of Webster's desired future. It represents a **broad, aspirational view** of what our community wants to become, serving as the end to which all planning and decision-making is aimed. The vision should not dramatically change over time but rather be consistent throughout the 15-year planning horizon.

Policy

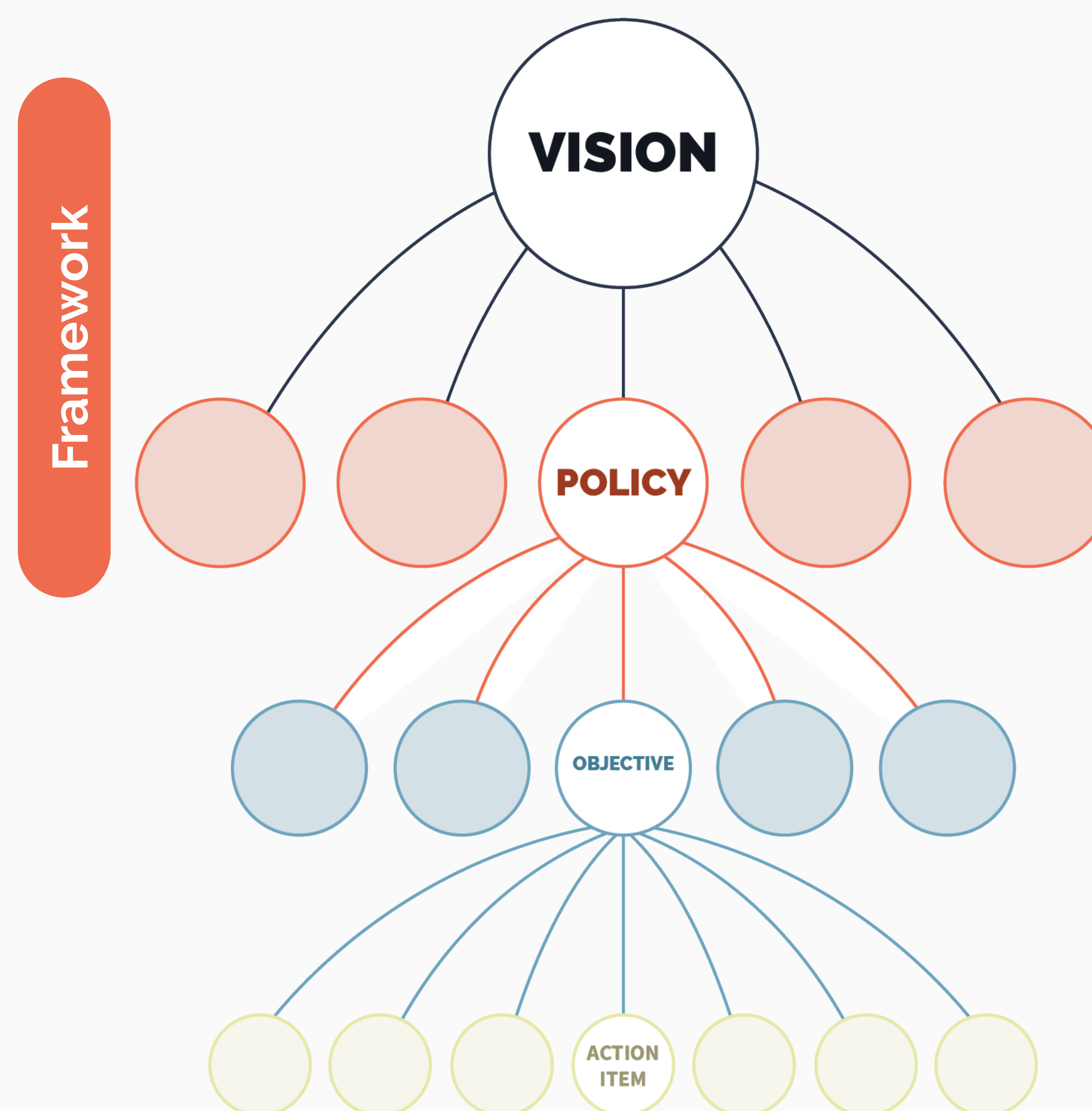
Similar to the vision statement in that it is a **general concept of a future condition** towards which actions are aimed. However, the scope of a policy is narrower. It should support the position statement by addressing a specific topic area(s) or issue(s) facing the community. Policies should not dramatically change over time but rather be consistent throughout the planning horizon.

Objective

A statement of a **measurable activity** to be accomplished in pursuit of a policy. It refers to a specific aspiration which is reasonably attainable in a 5 to 10 year timeframe. The Town may already be undertaking some of the objectives articulated in this plan. Including them helps to ensure that these efforts continue over the next decade.

Action Item

A **specific proposal** to do something that relates directly to accomplishing an objective. It may be in the form of a plan, project, program, or action by the Town and/or its partners. The lifespan of an action may be immediate or vary from one to 10 years, depending on the level of complexity for implementation, magnitude of impact, and priority.



Vision Statement

Webster envisions a thriving community where our history is celebrated and future is directed by thoughtful growth. Our Town will be known for its efforts to maintain and enhance its assets by:

- Fostering a Connected, Safe, and Accessible **Transportation** network;
- Enhancing our **Parks, Recreation, and Community Services**;
- Building a Vibrant **Economy** and Supporting **Local Industry** and Investment;
- Celebrating and expanding our high quality **Neighborhood Living** options; and
- Protecting our **Natural Resources and Open Space**, increasing Resiliency.

Webster's future is one where context-sensitive development enhances rather than diminishes our small-town charm and supports sustainable growth. We are a place where the successes of our past inform a bright and sustainable future. We will strive to achieve this vision through open, collaborative governance and strong relationships with our community partners. To achieve a sustainable and successful future, we will implement our Community Development Strategy. This Strategy is designed to revitalize our community fabric through focused investment in a manner that respects our heritage and appeals to future generations.

DO YOU HAVE OTHER IDEAS FOR OUR VISION?

TRANSPORTATION, ACCESS, AND CONNECTIVITY

Policy Framework

Policy Statement

Our community is committed to developing a safe, connected transportation network that meets the evolving needs of our residents, businesses, and the traveling public. Improving connectivity, accessibility, and comfort for pedestrians and bicyclists of all ages and physical abilities, alongside necessary vehicular infrastructure is a priority for Webster. The Town will create a public realm that supports non-automotive users and promotes active, healthy lifestyles while maintaining appropriate levels of service and safety for all modes of travel.

Objectives

- A. Enhance both on- and off-road bicyclist and pedestrian connectivity between residential areas and key destinations.
- B. Implement access management techniques on commercial corridors.
- C. Foster complete streets and traffic calming measures where desired and appropriate.
- D. Provide efficient travel networks for commercial and industrial traffic.

How We Make This Happen

Actions

- Develop an Active Transportation Plan that inventories and analyzes existing and potential vehicular, pedestrian, bicycle, and transit routes for improved connectivity and access.
- Prioritize the provision of sidewalks along north-south collector roads such as Hard and Jackson to connect the Town's core commercial area to residential neighborhoods.
- Improve pedestrian crossings at main intersections through enhanced visibility, crosswalks, pedestrian signals and traffic signal timing adjustments.
- Work with Monroe County Department of Planning and Department of Transportation to implement the recommendations of the 2023 Countywide Active Transportation Plan.
- Widen and improve delineation of shoulders for bicycle travel along major corridors, implement dedicated bicycle lanes where feasible and appropriate, and enhance signage and education to deter motorists from utilizing shoulders and bike lanes for travel and turning movements.
- Maintain priority sidewalks and trails, especially during the winter months.
- Prioritize safe routes to school for school-aged children who choose to walk or bike to school.
- Collaborate with the New York State Department of Transportation and Monroe County to promote the installation of safe and feasible pedestrian and bicycle accommodations and/or lane reductions on County and State Roads during regularly scheduled roadway improvement projects, as appropriate.
- Develop a sidewalk policy that requires developers to fund the installation of sidewalks adjacent to the development site or contribute to a sidewalk fund that the Town can utilize to install sidewalks along priority corridors.
- Prioritize on-road pedestrian and bicyclist connections to local parks, such as Sandbar Park and Webster Park.
- Ensure that ramps and curb-cuts are provided along major roadways and commercial centers to increase accessibility for persons using wheelchairs, senior citizens who may have mobility limitations, young children and others such as parents with baby carriages and strollers.
- Develop and adopt a Complete Streets Policy that classifies roadways based on anticipated users and desired improvements.
- Collaborate with agencies, including the Genesee Transportation Council, Monroe County, New York State Department of Transportation, and neighboring municipalities on a regular basis to identify deficiencies in the roadway network and seek funding from state, federal and other sources to address identified issues.
- Evaluate signal optimization on heavier volume roadways to reduce travel times, mitigate carbon emissions and enhance pedestrian safety.
- Increase education, awareness, and enforcement and implement traffic calming techniques where appropriate to decrease speeding on major roadways.
- Work with NYSDOT to coordinate desired improvements on Empire Boulevard as a part of the upcoming Empire Boulevard Project Scoping Report.
- Develop access management regulations within the Town code to reduce curb cuts and promote safe egress /ingress from Ridge Road and other major roadways.
- Enhance existing transit stops on major roadways to provide seating, shelter, and other transit amenities.
- Review and revise off-street parking standards to meet modern parking demands, promote pedestrian and bicyclist connectivity, and encourage joint and shared parking where feasible and appropriate.
- Preserve and improve the appearance of Route 104 through a Vegetation Management Agreement with NYSDOT.
- Consider requiring a traffic impact analysis as part of the site plan approval process for major applications.
- Bury overhead utility lines along major roadway corridors to improve aesthetic appeal, reduce storm-related outages, and enhance long-term infrastructure reliability.
- Coordinate with Monroe County DOT and NYSDOT to ensure green infrastructure and stormwater best management practices are implemented during reconstruction and maintenance projects.

Place a dot sticker next to the actions you feel should be priorities.

ARE THERE ANY OTHER ACTIONS THAT SHOULD BE INCLUDED?

PARKS, RECREATION, AND COMMUNITY SERVICES

Policy Framework

Policy Statement

Webster's exceptional parks, recreation facilities, and community services support a high quality of life and strengthen our community bonds. We will continue to expand and enhance our network of parks, trails, recreational amenities, and premier waterfront resources, creating inclusive spaces where all residents can connect with nature, recreate, and build lasting community connections. We will continue to collaborate with community partners to invest in the safety and well-being of our citizens, including our emergency services, schools, and public institutions.

Objectives

- A. Provide high quality recreational and educational programming to meet the needs of residents of all ages.
- B. Continue to promote and improve our parks and trail systems.
- C. Enhance and expand public access to the waterfront.

How We Make This Happen

Actions

- Encourage neighborhood groups and activities to increase community engagement and communication and welcome new families or residents.
- Continue to support and coordinate efforts with the private and non-profit organizations that provide programming and recreational opportunities for residents.
- Consider the development of a Town Campus, inclusive of the Town Hall, Public Safety, Court, Library, and Recreation Center, with consistent architectural styles, outdoor gathering spaces, and linkages to the Village.
- Expand outreach efforts to inform the public of recurring and new educational and recreational opportunities within the Town Parks and Recreation Center.
- Implement the recommendations of the updated Parks and Recreation Master Plan, and create site-specific master plans for existing and new priority parks.
- Promote the companion map and guide for existing parks and trails in the town published by the Friends of Webster Trails. Work with the Friends group to update the map and guide periodically to include new acquisitions and improvements.
- Develop a visual communication plan for the Town's trail system including a logo, wayfinding system, and brochure; and continue to implement the parks sign program developed by the Parks & Recreation department. Work with the Friends of Webster Trails Group to implement branding and define clear responsibilities for keeping materials updated.
- Continue to promote awareness of the Hojack Trail, and enhance visibility of roadway trail crossings.
- Continue collaboration with the school district for the public use of parks and recreation facilities.
- Seek funding for Town-wide trail expansions and improvements, and continue to work with the Friends of Webster Trails to identify maintenance and operational needs.
- Continue to maintain and update the Open Space Inventory Map and review vacant lands to select optimal locations for parks expansions, improved access to existing or new trail linkages, and improved fishing access near the Lake or Bay; with a particular emphasis on the properties flagged as high priority for open space and parkland by the Town, Open Space Committee, and Friends of Webster Trails.

Place a dot sticker next to the actions you feel should be priorities.

ARE THERE ANY OTHER ACTIONS THAT SHOULD BE INCLUDED?

LOCAL ECONOMY, INDUSTRY, AND INVESTMENT

Policy Framework

Place a dot sticker next to the actions you feel should be priorities.

Policy Statement

The Town will continue to foster sustainable economic growth through well-considered development and reinvestment strategies that align with the priorities of our community. We will focus on promoting thoughtful infill development in existing commercial areas and strategically revitalizing underutilized industrial areas. To ensure economic stability we will continue to invest in our local businesses, entrepreneurs, and agricultural industry, helping to expand employment opportunities and the local tax base.

Objectives

- A. Encourage and support our local businesses and agricultural community.
- B. Foster a mixed use environment in our commercial activity centers to promote walkability and a sense of place.
- C. Encourage infill development in commercial areas to limit the sprawl of nonresidential development.
- D. Support reinvestment in underutilized commercial and industrial areas.
- E. Foster high-quality building design and architectural treatments that are consistent with desired community character
- F. Support investment that increases the Town’s tax base, reducing homeowner tax burdens

How We Make This Happen

Actions

- Encourage farmers to join the County Agricultural District program and to apply for use value assessments as provided for in NY Agriculture and Markets Law.
- Work with local partners, such as the Genesee Land Trust and Monroe County to facilitate preservation of existing farmland through conservation easements or Purchase of Development Rights programs.
- Support dining and entertainment opportunities in waterfront areas such as in / adjacent to Sandbar Park.
- Continue to coordinate with the Webster Chamber of Commerce to maintain working relationships and identify business owner needs.
- Ensure pertinent information, such as cut sheets for shovel-ready sites, mapping showing development constraints, and the Town’s design guidelines are readily available and accessible to the development community.
- Continue to work with the Webster Economic Development Alliance and other local industrial development agencies to attract new business opportunities to the Town.
- Continue to explore public-private partnerships to advance economic development opportunities.
- Evaluate site plan review process to clarify requirements and incentivize projects that align with the community's vision for future development.
- Consider ways to incorporate historic property guidance in development review processes and expand partnership with the Webster Museum and Historical Society.
- Consider neighborhood and historic character in the design when older houses are proposed to be retrofitted as commercial properties.
- Review and revise the Town’s commercial zoning districts to encourage mixed-use development, infill development, and residential living opportunities, particularly in underutilized shopping plazas, consistent with the Community Development Strategy.
- Consider incentive zoning provisions to encourage infill development over “greenfield” development.
- Investigate the economic and logistical feasibility for the provision of buried utilities to improve the aesthetic qualities, security and safety along the Route 404 corridor.
- Continue to utilize and consider codifying, updating, and expanding Town Design Guidelines, utilizing graphics and representative imagery to create clear examples of desired design typologies.
- Develop more stringent buffering and screening requirements for nonresidential uses adjacent to Routes 404 and 104, residential uses, and other sensitive areas.
- Encourage small business development in traditional development centers, such as the West Webster Hamlet, that complement the traditional character of the community and serve resident needs for dining opportunities, entertainment, and other service businesses.

ARE THERE ANY OTHER ACTIONS THAT SHOULD BE INCLUDED?

NEIGHBORHOOD LIVING

Policy Framework

Policy Statement

The Town will create and maintain neighborhoods and residential living opportunities that are safe, attractive, and foster a sense of community. We are committed to preserving and enhancing our established neighborhoods, while diversifying housing opportunities through sustainable development practices. Our Town is a dynamic community with a changing population; therefore, we will need to be proactive in ensuring our housing stock meets the needs of current and future residents, while respecting and reflecting the traditional residential character of the community.

Objectives

- A. Preserve and enhance connectivity within our established neighborhoods.
- B. Provide for a variety of high-quality, affordable living options to attract and retain residents across all stages of life (e.g., young adults, families, and seniors).
- C. Enhance connectivity between residential neighborhoods and activity centers.
- D. Encourage environmentally responsible residential development that is consistent with community character.

How We Make This Happen

Actions

- Require or encourage the installation of sidewalks within new housing developments to increase connectivity within neighborhoods.
- Conduct a housing market study to determine the strengths and weaknesses of the Town's owner and renter housing supply.
- Review and implement zoning changes to allow for a mix of housing types, models and densities.
- Evaluate the existing supply and demand of senior housing in the Town.
- Work with the School District to explore the impacts of changing demographics on school enrollment and housing supply.
- Review and revise the zoning code to support residential development within mixed use areas within existing and underutilized retail areas in a mixed-use context, consistent with the Community Development Strategy.
- Conduct a study to evaluate the capacity of utilities for future development.
- Implement zoning amendments to encourage new and infill housing development in previously developed areas with the goal of reducing sprawl and providing efficient services.
- Review and revise the Town Zoning code to require mature tree preservation and buffering/screening with residential development, including the composition of and long-term maintenance plan for buffers.
- Bolster the Town's cluster development provisions and consider conservation subdivision design, including provisions for maintenance of preserved open / communal space.

Place a dot sticker next to the actions you feel should be priorities.

ARE THERE ANY OTHER ACTIONS THAT SHOULD BE INCLUDED?

NATURAL RESOURCES, OPEN SPACE, AND RESILIENCY

Policy Framework

Policy Statement

Our Town recognizes the intrinsic value of its natural resources and will continue to conserve our ecological assets for the health and enjoyment of current residents and future generations. Our community benefits from the Town’s unique location on two major waterbodies, Lake Ontario and Irondequoit Bay, along with creeks, woodlots, and other natural areas that provide critical wildlife habitat and support diverse ecosystems. We will continue to promote the environmental, aesthetic, and economic significance of these assets, as well as their role in strengthening our resilience to extreme weather events. To achieve this, we will employ appropriate land use policies and regulations that balance future development with long-term environmental protections supporting a sustainable and resilient future.

Objectives

- A. Protect the water quality of our lake, bay, creeks, and wetlands.
- B. Preserve areas of rural character and open space.
- C. Identify and protect important wildlife habitats and woodlots.
- D. Incorporate environmentally friendly development practices and standards.

How We Make This Happen

Actions

- Continue to participate in and promote cooperative efforts by towns conjoined around the Bay’s perimeter to tackle issues related to Irondequoit Bay and its water quality.
- Amend zoning regulations to require preservation and/or creation of views to the waterfront from the public right-of-way and public lands.
- Update and implement the Town’s Drainage Study.
- Continue to work with the Federal Emergency Management Agency (FEMA) and Monroe County to update the Town’s Flood Insurance Rate Maps (FIRM).
- Identify and maintain a registry of invasive species present around/near the lake, bay, creeks and wetlands and implement strategies to mitigate the overpopulation of such species.
- Create a registry of candidate parcels which have potential for use as wetlands mitigation areas.
- Prohibit high grading and clear cutting, especially in watershed areas near Lake Ontario and Irondequoit Bay.
- Continue to utilize Purchase of Development Rights or Conservation Easements as a tool to acquire or preserve important natural areas or open space, and increase awareness of the use of both funding mechanisms.
- Maintain communications between the Town and private property owners, groups, institutions, and agencies that would like to transfer land to the Town for Open Space preservation.
- Update the Town’s 1973 and 2001 “Greenprint” publicly owned open space inventory on a regular basis to identify appropriate future open space property purchases.
- Prepare and maintain an up-to-date inventory of private open space regulated by Town easements or development rights.
- Revise zoning to require mature tree preservation above a determined caliper, as a part of the Site Plan review process.
- Consider zoning techniques to promote conservation efforts in the Town, such as a conservation overlay district, particularly in areas in close proximity to existing conserved land, such as the Hojack Trail or Whiting Road Nature Preserve.
- Strengthen the role of the Conservation Board and refine procedures for Conservation Board advisory reports during development proposal review periods.
- Revise zoning laws to require applicants to fund necessary technical reviews and studies to support the Conservation Board’s review of development proposals.
- Amend EPOD regulations for woodlots to include the following: trees to be removed must be pre-marked by a trained forester or licensed arborist; tree harvesting to utilize “light touch”, ecology based, sustainable and uneven aged forest management practices, including basal area or stem count minimums.
- Prepare a list of additional Type I actions as authorized under SEQR regulations, that includes, at a minimum, all actions within EPOD’s.
- Continue to automatically adopt any amendments to the State Building code, including future requirements relating to LEED and green design for new construction and substantial renovations.
- Utilize green design, utilizing standards such as LEED, whenever feasible in town and other public development projects.
- Revise Town regulations to accommodate the establishment of alternative and sustainable energy facilities, including but not limited to wind, solar, biomass, biodiesel, and ethanol, while protecting the quality of life of residential neighborhoods and the viability of existing businesses, including agriculture.
- Develop a community-wide Open Space Plan to prioritize open areas in Webster for conservation based on natural, scenic, and cultural values.
- Update and digitize the Town’s Environmental Protection Overlay Districts (EPOD), publish the maps on the Town Website or eCode360, and adhere to the Town’s existing EPOD regulations during the Site Plan review process.
- Consider applying to be a certified Climate Smart Community through New York State to open up funding opportunities and earn recognition of green efforts to date.
- Identify suitable locations for Electric Vehicle (EV) charging stations at public facilities, and provide for EV charging facilities in off-street parking requirements as a part of site plan review.
- Encourage or require the use of native plantings for development projects as a part of site plan review.

Place a dot sticker next to the actions you feel should be priorities.

ARE THERE ANY OTHER ACTIONS THAT SHOULD BE INCLUDED?