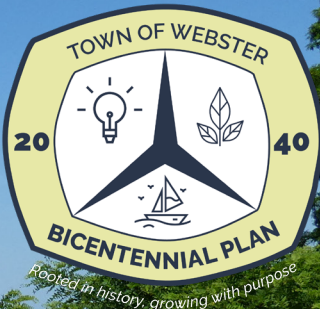


# Town of Webster Bicentennial Plan

## Community Preference Survey Summary



September 15, 2025

On April 22, 2025, the Town of Webster held a Strategic Visioning session at the Webster Recreation Center as part of the Town's Comprehensive Plan Update initiative. During this workshop, the consulting team from Colliers Engineering & Design presented the project and its proposed approach to the public, offered an introduction to comprehensive planning and zoning fundamentals, and facilitated breakout visioning activities. At the workshop's conclusion, a Community Preference Survey (CPS) was launched through Survey123's online platform, with workshop participants encouraged to take part. After the event, the CPS was promoted through the project website, the Town's social media channels, email distribution lists, and other outlets. The survey remained open for responses from April 22 (following the workshop) until July 31.

The CPS aimed to familiarize the Webster community with various development styles, gauge which types of development they considered suitable for Webster's future, and assess their preferred level of regulatory control over building and site design within the Town. Survey respondents were asked to evaluate 50 images showing different buildings, sites, and streetscapes according to how well they fit the Town's character. These images were organized into five distinct areas: Low Density Residential, Mixed Density Residential, Low Impact Commercial, General Commercial, and Streetscapes. Within each category, participants could also provide explanations for their high or low ratings of the images.

A total of 847 individuals participated in the CPS. Most participants were homeowners in the Town of Webster (Figures 1 & 2).

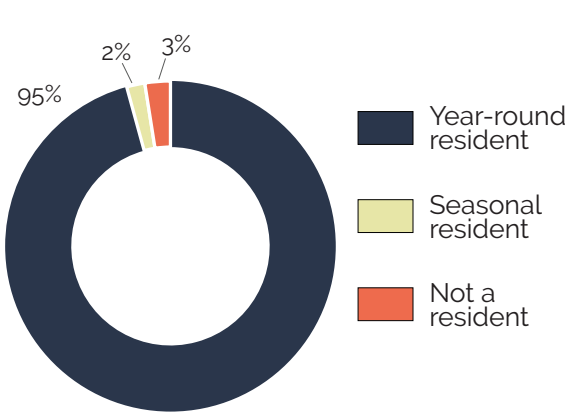


Figure 1: Participant Residency

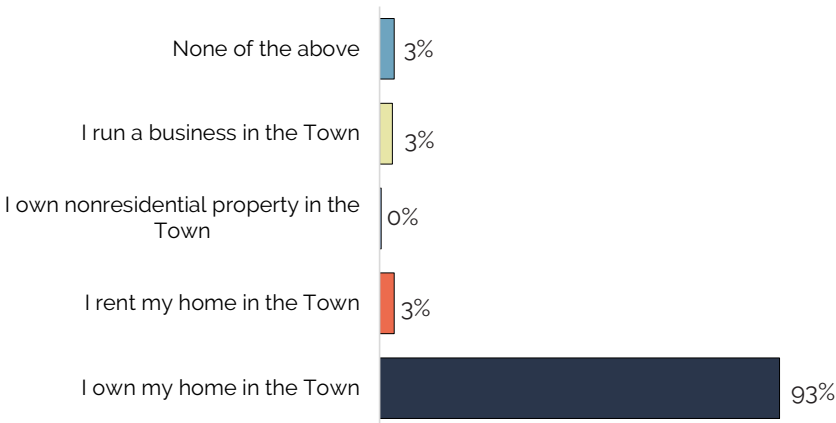


Figure 2: Participant Relationship to Town (participants selected all that apply)

The results of the CPS, and interpretations of these results, are summarized in the following pages.

# Low Density Residential

When rating these images, think about their appropriateness for residential infill development or redevelopment of single- or two-family homes in and around existing neighborhoods.



Rank  
**1**

Median: 4.0  
Average: 3.7



Rank  
**2**

Median: 4.0  
Average: 3.6



Rank  
**3**

Median: 3.0  
Average: 3.5



Rank  
**4**

Median: 3.0  
Average: 3.3



Rank  
**5**

Median: 3.0  
Average: 3.3



Rank  
**6**

Median: 3.0  
Average: 3.2



Rank  
**7**

Median: 3.0  
Average: 3.2



Rank  
**8**

Median: 3.0  
Average: 3.1



Rank  
**9**

Median: 3.0  
Average: 2.9



Rank  
**10**

Median: 3.0  
Average: 2.8

## Low Density Residential | Long Answer Responses Overview

### High Rated Images: Liked Characteristics

*Of the images you rated higher, what development characteristics did you like?*

Number of responses: 662

Key Themes:

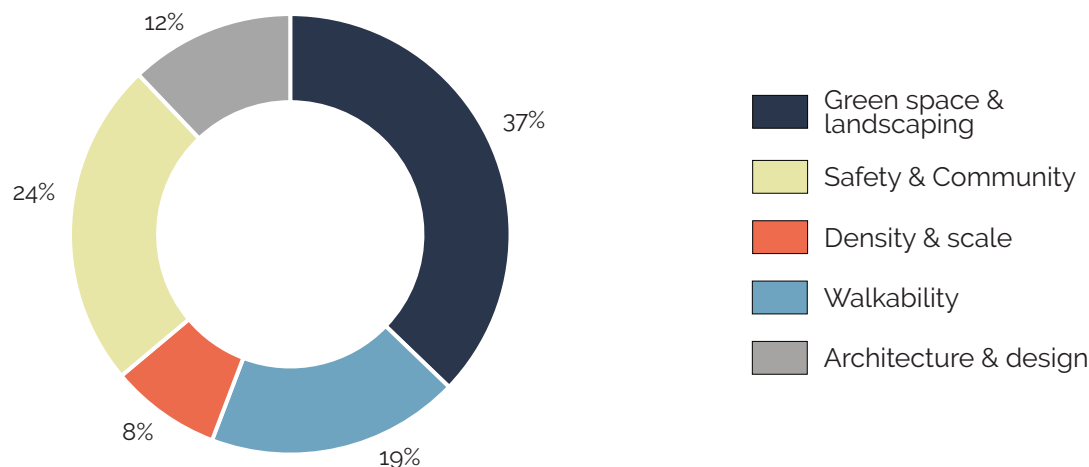


Figure 3: Liked Characteristics, Low Density Residential

### Low Rated Images: Disliked Characteristics

*Of the images you rated lower, what development characteristics didn't you like?*

Number of responses: 658

Key Themes:

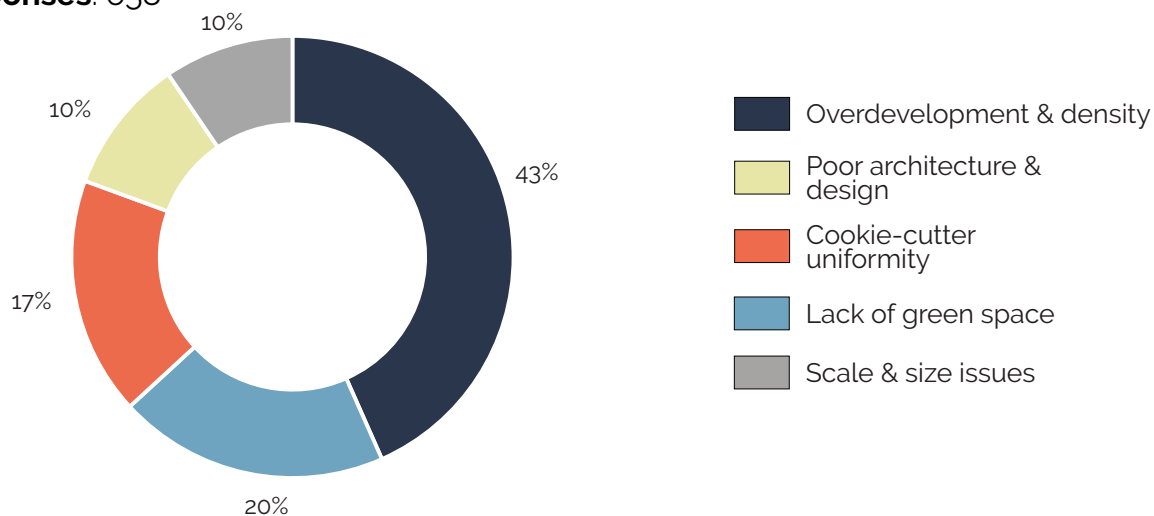


Figure 4: Disliked Characteristics, Low Density Residential

# Mixed Density Residential

When rating these images think about their appropriateness for areas where future residential infill development may occur that meets a variety of housing needs, including single-, two-, three-, and multi-family (4+ units) homes.



Rank  
**1**

Median: 3.0  
Average: 3.3



Rank  
**2**

Median: 3.0  
Average: 3.1



Rank  
**3**

Median: 3.0  
Average: 3.0



Rank  
**4**

Median: 3.0  
Average: 2.8



Rank  
**5**

Median: 3.0  
Average: 2.8



Rank  
**6**

Median: 2.0  
Average: 2.6



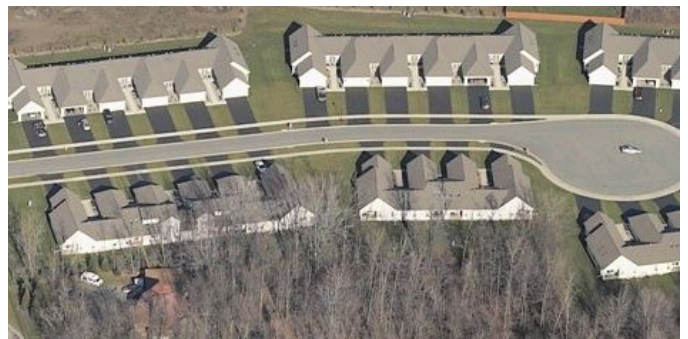
Rank  
**7**

Median: 2.0  
Average: 2.4



Rank  
**8**

Median: 2.0  
Average: 2.4



Rank  
**9**

Median: 2.0  
Average: 2.3



Rank  
**10**

Median: 2.0  
Average: 2.1

## Mixed Density Residential | Long Answer Responses Overview

### High Rated Images: Liked Characteristics

*Of the images you rated higher, what development characteristics did you like?*

Number of responses: 526

Key Themes:

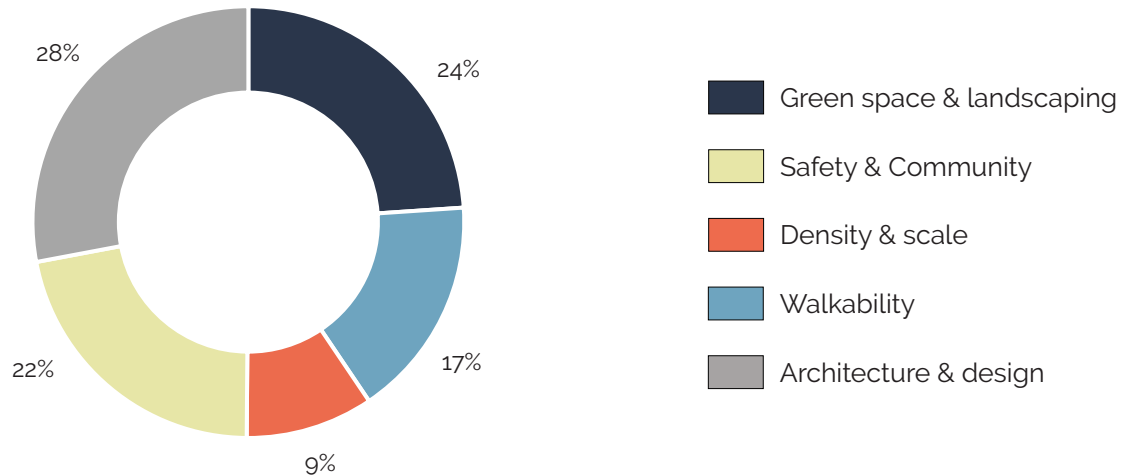


Figure 5: Liked Characteristics, Mixed Density Residential

### Low Rated Images: Disliked Characteristics

*Of the images you rated lower, what development characteristics didn't you like?*

Number of responses: 518

Key Themes:

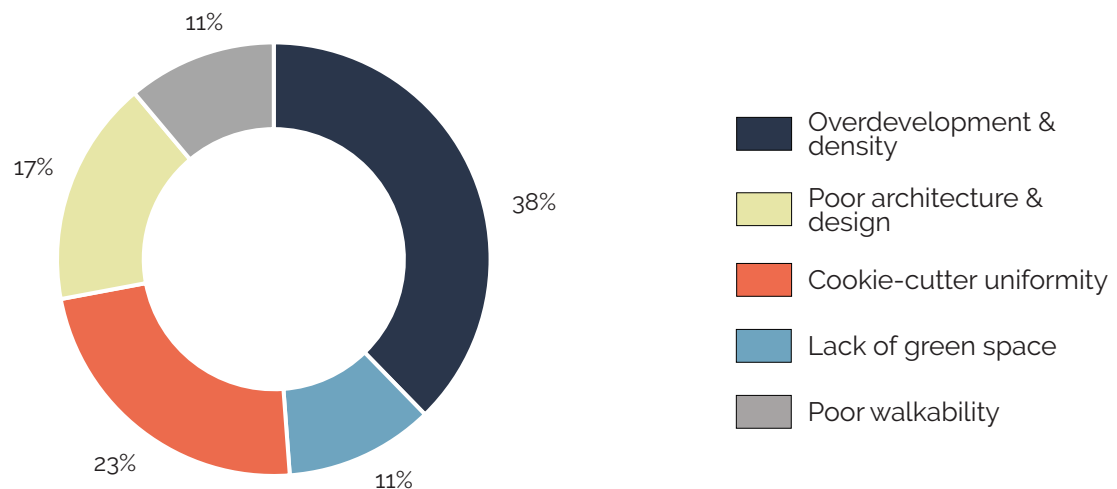


Figure 6: Disliked Characteristics, Mixed Density Residential

# Low Impact Commercial

When rating these images think about their appropriateness for commercial corridors and intersections with smaller-scale uses that are adjacent to existing neighborhoods, such as at the intersection of Ridge Road and County Line Road.



Rank  
**1**

Median: 4.0  
Average: 3.9



Rank  
**2**

Median: 4.0  
Average: 3.6



Rank  
**3**

Median: 4.0  
Average: 3.4



Rank  
**4**

Median: 3.0  
Average: 3.3



Rank  
**5**

Median: 3.0  
Average: 3.3



Rank  
**6**

Median: 3.0  
Average: 3.2



Rank  
**7**

Median: 2.0  
Average: 2.0



Rank  
**8**

Median: 2.0  
Average: 1.8



Rank  
**9**

Median: 1.0  
Average: 1.8



Rank  
**10**

Median: 1.0  
Average: 1.6

## Low Impact Commercial | Long Answer Responses Overview

### High Rated Images: Liked Characteristics

*Of the images you rated higher, what development characteristics did you like?*

Number of responses: 519

Key Themes:

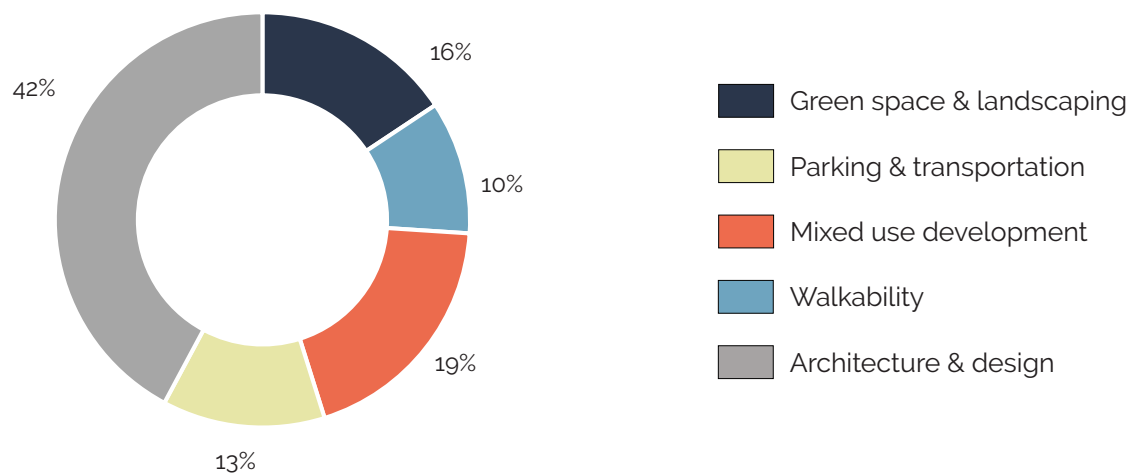


Figure 7: Liked Characteristics, Low Impact Commercial

### Low Rated Images: Disliked Characteristics

*Of the images you rated lower, what development characteristics didn't you like?*

Number of responses: 515

Key Themes:

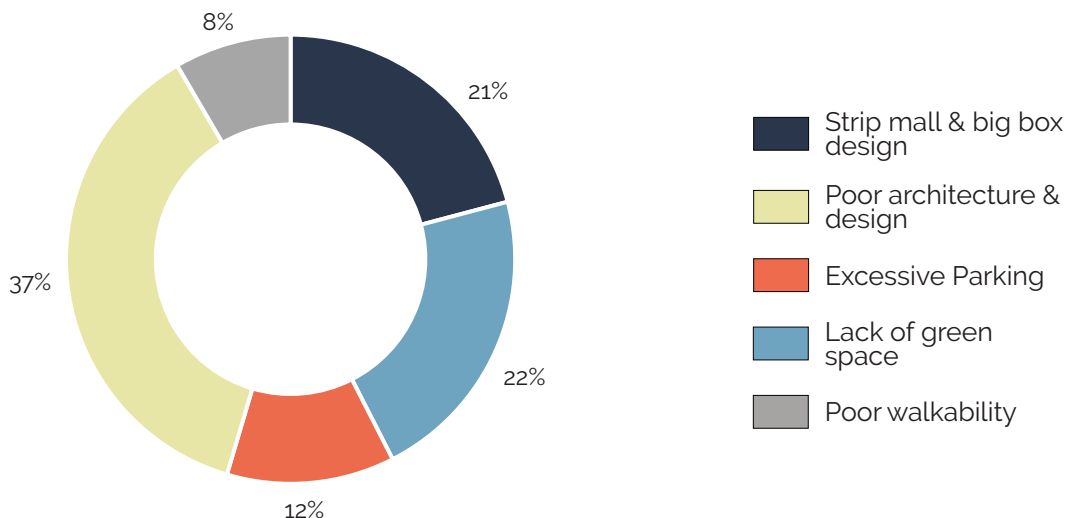


Figure 8: Disliked Characteristics, Low Impact Commercial

# General Commercial

When rating these images think about their appropriateness for larger-scale commercial corridors and intersections where there is a significant concentration of commercial activity, such as Hard Road between Route 104 and Ridge Road.



Rank

**1**

Median: 4.0

Average: 4.1



Rank

**2**

Median: 4.0

Average: 3.9



Rank

**3**

Median: 4.0

Average: 3.7



Rank

**4**

Median: 4.0

Average: 3.6



Rank

**5**

Median: 3.0

Average: 3.0



Rank  
**6**

Median: 3.0  
Average: 2.9



Rank  
**7**

Median: 2.0  
Average: 2.4



Rank  
**8**

Median: 2.0  
Average: 2.0



Rank  
**9**

Median: 1.0  
Average: 1.6



Rank  
**10**

Median: 1.0  
Average: 1.6

## General Commercial | Long Answer Responses Overview

### High Rated Images: Liked Characteristics

*Of the images you rated higher, what development characteristics did you like?*

Number of responses: 513

Key Themes:

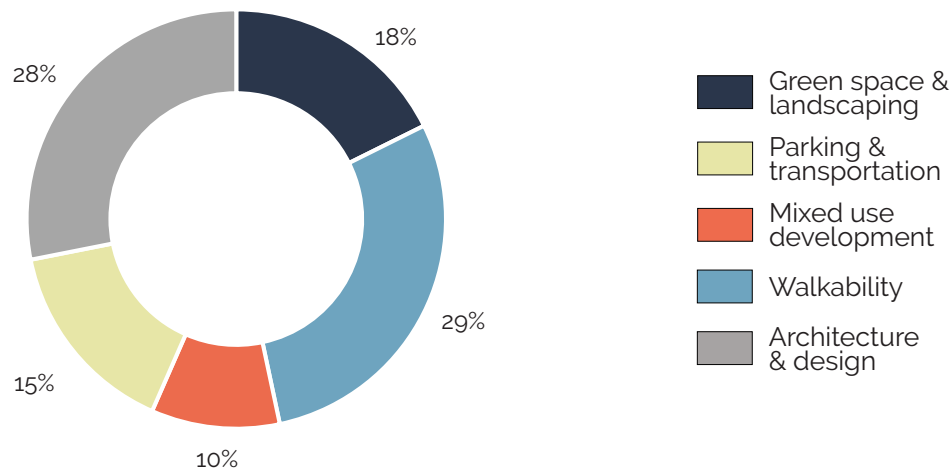


Figure 9: Liked Characteristics, General Commercial

### Low Rated Images: Disliked Characteristics

*Of the images you rated lower, what development characteristics didn't you like?*

Number of responses: 511

Key Themes:

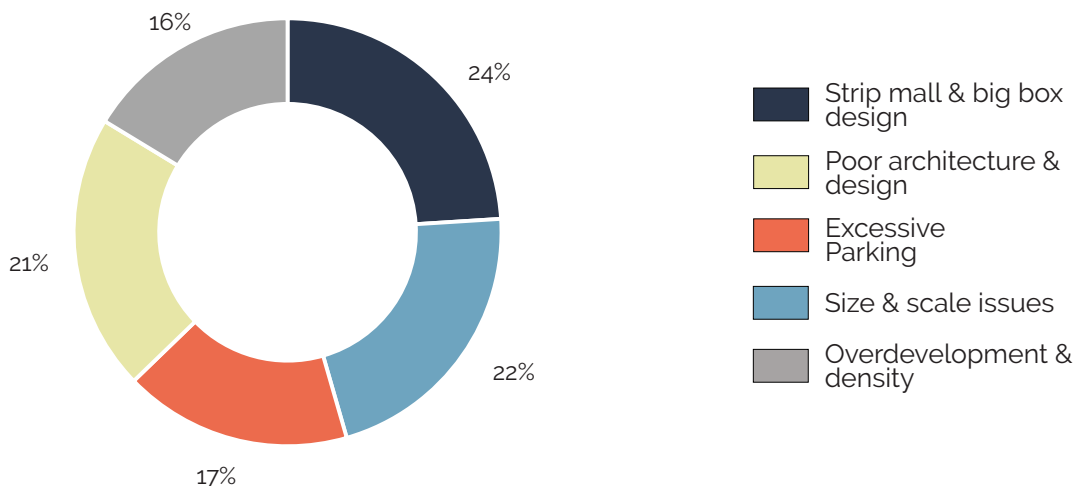


Figure 10: Disliked Characteristics, General Commercial

# Streetscapes

When rating these images think about your experiences driving down the major streets of Webster and how you envision their design and character in the future.



Rank  
**1**

Median: 4.0  
Average: 3.9



Rank  
**2**

Median: 4.0  
Average: 3.8



Rank  
**3**

Median: 4.0  
Average: 3.6



Rank  
**4**

Median: 4.0  
Average: 3.4



Rank  
**5**

Median: 4.0  
Average: 3.4



Rank  
**6**

Median: 3.0  
Average: 2.6



Rank  
**7**

Median: 2.0  
Average: 2.4



Rank  
**8**

Median: 2.0  
Average: 2.2



Rank  
**9**

Median: 2.0  
Average: 1.8



Rank  
**10**

Median: 1.0  
Average: 1.6

## Streetscapes | Long Answer Responses Overview

### High Rated Images: Liked Characteristics

*Of the images you rated higher, what development characteristics did you like?*

Number of responses: 504

Key Themes:

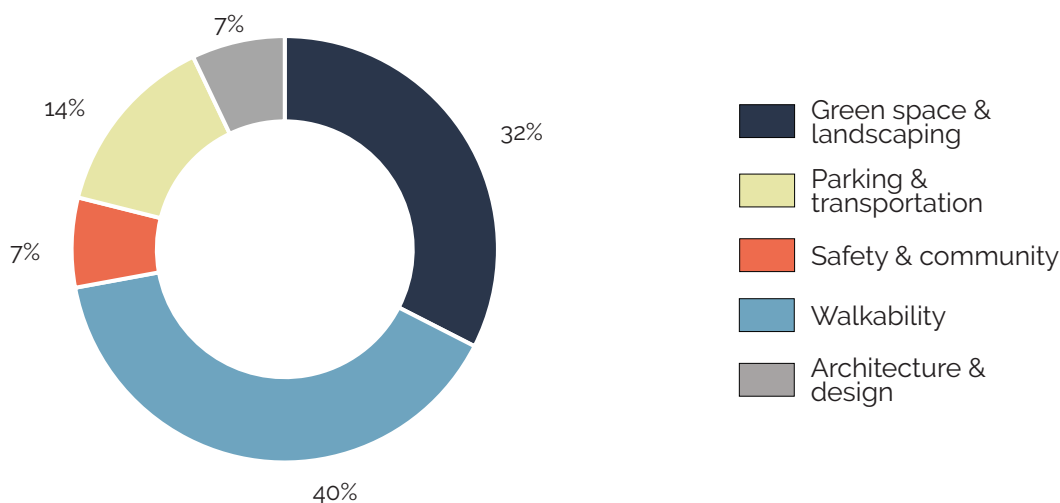


Figure 11: Liked Characteristics, Streetscapes

### Low Rated Images: Disliked Characteristics

*Of the images you rated lower, what development characteristics didn't you like?*

Number of responses: 473

Key Themes:

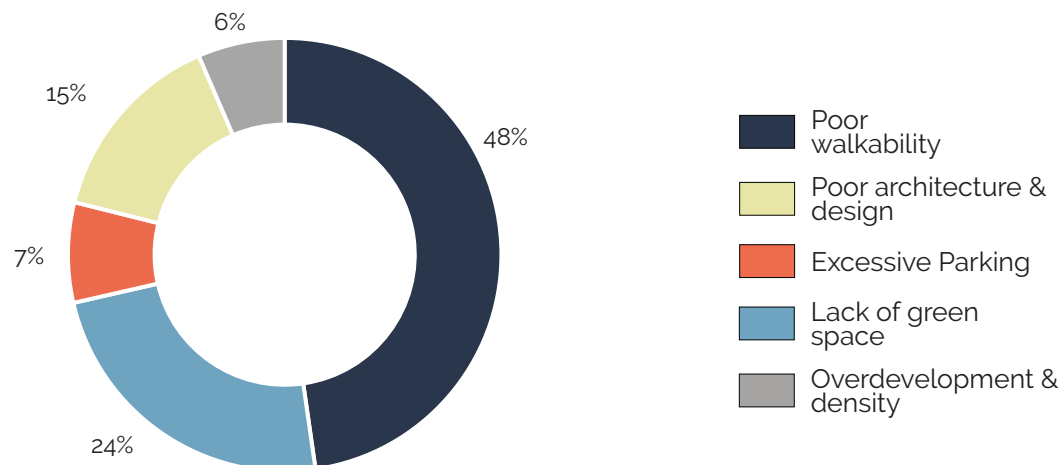
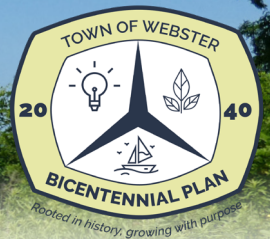


Figure 12: Disliked Characteristics, Streetscapes

# Mapping Exercise Summary



The mapping exercise invited participants to place pins on an interactive map of Webster to identify three key attributes of the Town:

- **Assets:** Resources that make the Town an attractive place to live, work, or invest;
- **Issues:** Factors negatively impacting the local economy, environment, or quality of life, and areas where the Town needs improvement; and
- **Opportunities:** Trends, emerging technologies, or strengths that could be further leveraged, locations where future commercial, industrial, or residential investment should be focused, and places where connections should be improved for pedestrians or bicyclists.

The mapping exercise received 689 comments, which were organized into seven categories to better understand community priorities and concerns:

1. **Transportation:** Comments addressing road conditions, traffic flow, public transit, pedestrian and bicycle infrastructure, parking, and connectivity throughout the community.
2. **Parks, Recreation, and Community Services:** Feedback related to recreational facilities, park amenities, community programs, public services, and spaces that serve residents' recreation and social needs.
3. **Waterfront:** Responses focusing on waterfront access, recreational opportunities along the water, and waterfront development potential.
4. **Economic Development:** Comments concerning business districts, commercial opportunities, agricultural resources, economic growth strategies, and support for local enterprises.
5. **Housing:** Input regarding housing availability, affordability, type, residential development opportunities, and neighborhood character.
6. **Environmental Resources:** Feedback addressing natural resource protection, environmental quality, conservation areas, sustainability initiatives, and ecological concerns.
7. **Community Identity and Sense of Place:** Responses related to Webster's unique character, historic preservation, cultural assets, community gathering spaces, and elements that contribute to the Town's distinct identity.

The Webster Survey comments demonstrate significant interconnectedness across categories, with transportation infrastructure serving as the foundation that connects all other community priorities. Many comments classified as "Transportation" also address broader access issues (i.e. residents want sidewalks not just for safety, but to reach parks, the waterfront, and local businesses). Similarly, trail and bike path comments span both transportation and recreation, while Bay Road improvement suggestions simultaneously address traffic flow, Sandbar Park access, and waterfront connectivity. The Hojack Trail, Webster Park access, and village walkability appear repeatedly across multiple categories, highlighting how transportation infrastructure enables community life.

Economic development and community identity also frequently overlap, particularly around revitalization efforts that seek to create walkable business districts while preserving Webster's character. Environmental concerns intersect with housing and development discussions, especially regarding tree preservation and farmland protection. Waterfront comments consistently referred

to both recreational opportunities and transportation access challenges. This overlap suggests that Webster's planning priorities are fundamentally interconnected. Improving transportation infrastructure would simultaneously enhance park access, support local businesses, and strengthen community identity, while thoughtful development policies could address housing needs while protecting environmental assets. The survey reveals that residents think holistically about their community, seeing connections between mobility, recreation, economic vitality, and environmental stewardship.

The breakdown of comments by type and category are shown in the charts below, as well as a heat map displaying the density of comments received across Webster.

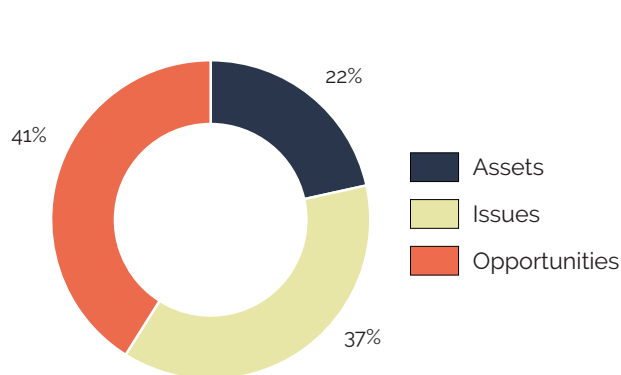


Figure 13: Percentage of Assets, Issues and Opportunities

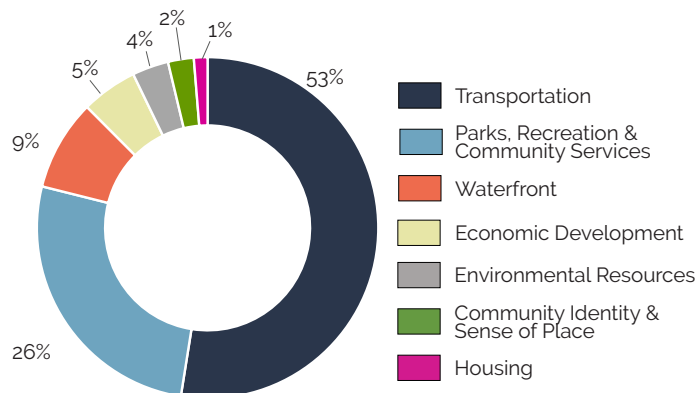


Figure 14: Category Breakdown

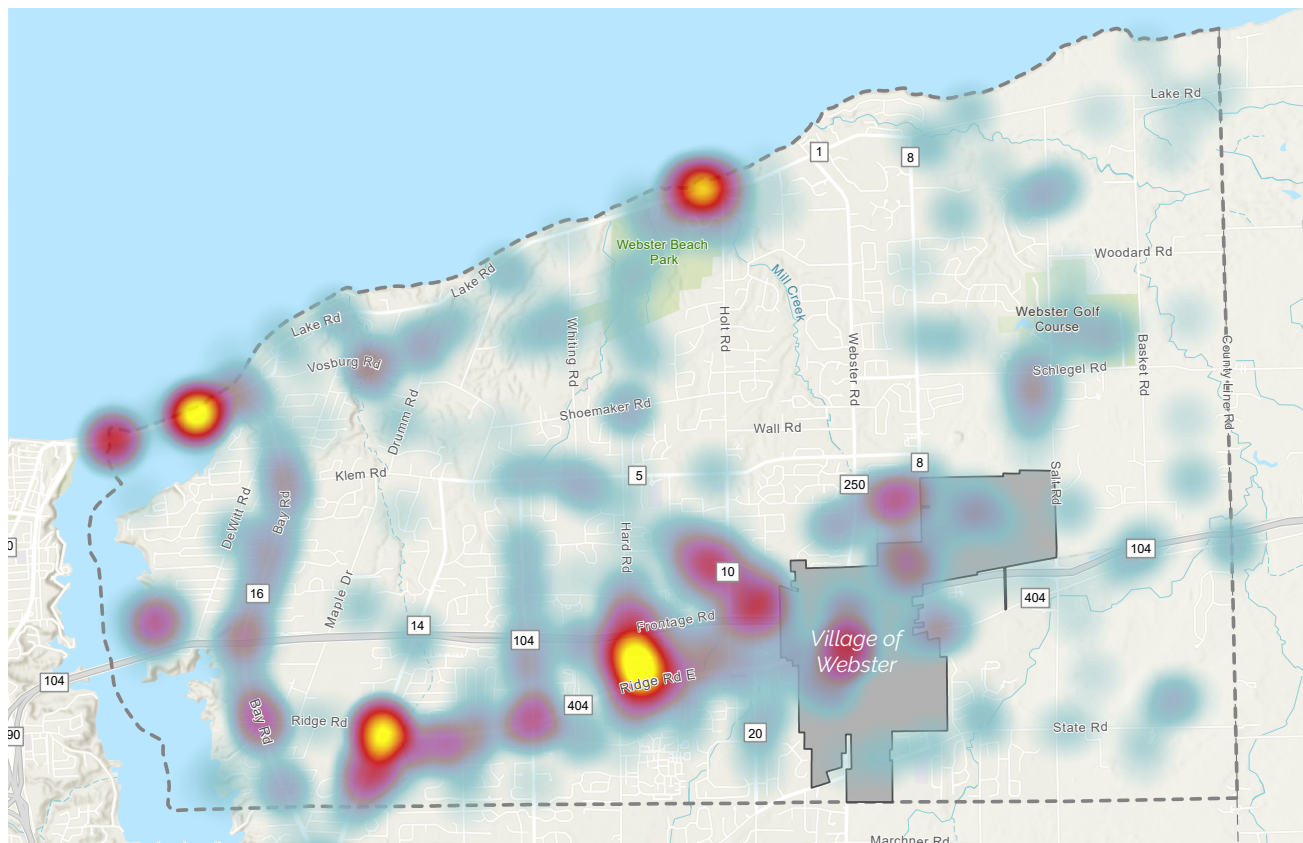


Figure 15: Heat Map of Comments Received

## Transportation

### Key Themes

- **Sidewalk infrastructure:** Most frequently mentioned need.
- **Traffic congestion:** Especially on major corridors like Ridge Road and Hard Road.
- **Bike path improvements:** Particularly the Hojack Trail and Route 104 bike path.
- **Intersection safety:** Requests for traffic lights and turn arrows.
- **Pedestrian safety:** Crosswalks and safer road crossings.
- **Road maintenance:** Paving, pothole repairs, and bridge work.

### Assets, Issues, & Opportunities

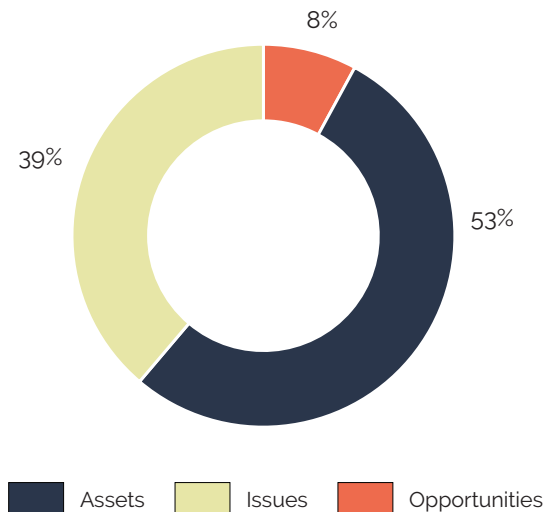


Figure 16: Transportation Assets, Issues, & Opportunities

The most frequently mentioned problem areas include Ridge Road, which faces high traffic volume and needs expansion; Empire Boulevard, where pedestrian safety is a major concern; Bay Road, which has a proposed lane reduction or "road diet"; Hard Road, experiencing congestion due to commercial development; and various school zones that require safer routes for students.

### Selected Comments

The entire 104 bike path needs to be repaved and tree roots buckling the pavement need to be repaired. In its current state the bike path is basically unusable.

A sidewalk [on Holt Road] would make it safe for families to walk or bike to Webster Park from their homes.

Empire & Ridge needs sidewalks so that local residents can shop locally, have the option to get around without a car.

Although there is a large shoulder on 5 mile, the area between ridge and 104 is heavily traveled (with many going over 50mph. This area is also where many school children travel too and from school. Sidewalks would be an asset here.

No sidewalk on either side of Hard Rd between the schools and 104 to make walking to the commercial area safe

Give Bay Road a 'Road Diet'. No reason for 4-lanes. Change to 2-lanes with a center turning lane. Provide protected walking/ bike paths with native trees & plantings. Connect pathway to Sandbar Park.

## Parks, Recreation & Community Services

### Key Themes

- **Library improvements:** Identified opportunity for better library facility/location.
- **Park maintenance and improvements:** Webster Park, Sandbar Park, Charles E. Sexton Memorial Park.
- **Recreation facilities:** Pool needs, playground upgrades, sports fields.
- **Green space preservation:** Protecting open space and natural areas.
- **Trail connectivity:** Connecting parks and trails (especially Hojack Trail)
- **Waterfront access:** Improved lake access and recreational opportunities
- **Community center enhancements:** Programming and facility improvements.

### Assets, Issues, & Opportunities

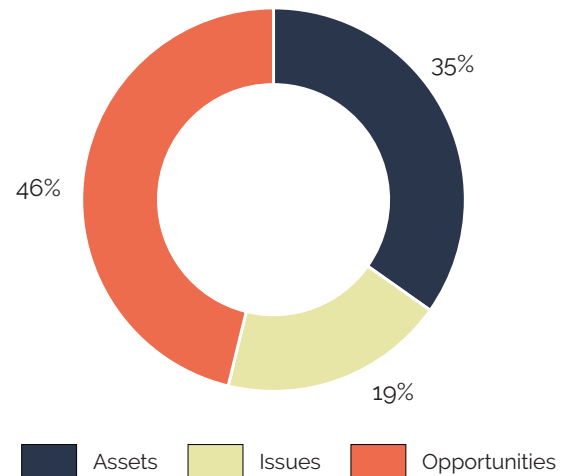


Figure 17: Parks, Recreation & Community Services Assets, Issues, & Opportunities

The most frequently mentioned community assets include Webster Park and the waterfront area, the library despite some location concerns, the newly added Sandbar Park, Gosnell Big Woods Nature Preserve, Charles E. Sexton Memorial Park, the Recreation Center, and various neighborhood parks such as Finn Park.

### Selected Comments

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.

It is great that the town has a rec center - but it is underutilized. I love that they are creative in the use of both the indoor and outdoor space for events.

I am grateful the library is centrally located. It is an asset to the community.

Allow biking on the trails of Webster Park. The trail maintenance that comes with it would improve the trails greatly.

We need a better place for our library. The people are wonderful and this is a blemish on the town that we shove our library in the back of a strip mall. Look at Irondequoit or Greece. Their library is gorgeous and a beautiful gathering place for activities for their community. Ours looks like a rural, after-thought and our community deserves better.

## Waterfront

### Key Themes

- **Better lake/waterfront access:** More public access points needed.
- **Sandbar Park improvements:** Restaurant, food trucks, and better amenities.
- **Marina and boat launch needs:** Need improved boating facilities.
- **Bay Road improvements:** Better access to waterfront areas.
- **Webster Park waterfront:** Improvements to lakefront facilities.
- **Bayside nostalgia:** Desire for waterfront dining.

### Assets, Issues, & Opportunities

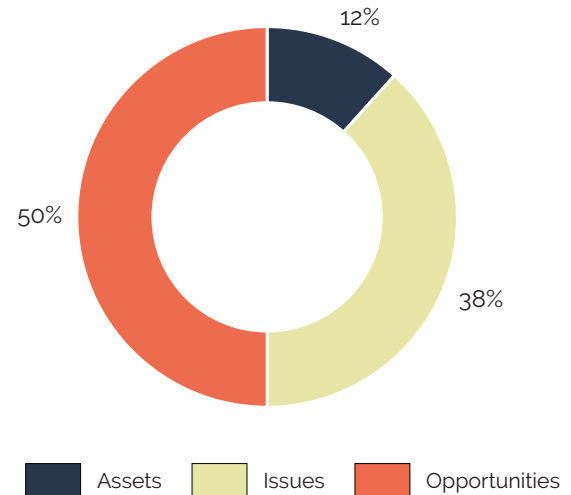


Figure 18: Waterfront Assets, Issues, & Opportunities

The most common concerns include limited public waterfront access compared to other local lakefront communities, the desire for waterfront dining and other amenities, the need for improved kayak and boat launch facilities, seasonal bridge limitations, and parking and access issues at waterfront areas.

### Selected Comments

Are there any safe, publicly accessible places to access Irondequoit bay? It would be nice to kayak from sandbar park to some location on the bay where there is a coffee shop or something

[The dock at Sandbar Park] is a great addition. I see some comments about what's the point as it's only used for fishing and people resting and not enough boats are using it. It is great that it's not primarily boats, most docks don't allow fishing. I see lots of people enjoying access to the deeper water and fishing, or sitting on chairs, etc. I think it's fine if boats use it too, but it shouldn't be boats first, it should be people who come to the park first.

I wish Webster had more public land on the shore. It is sad that we just have this tiny bit of land.

Agree with all the comments here. It's a shame that we're not making the lake more accessible (not to take away from the Sandbar Park work which is great)

**ISSUE:** the Bayside restaurant has not been replaced. The area that used to be a true destination is now nothing but a mini-park with limited social value and even less economic opportunity.

## Economic Development

### Key Themes

- **Mixed-use development:** Desire for combining residential and commercial spaces, and infill.
- **Restaurant and dining:** Need for diverse food options, less fast food and/or chain restaurants.
- **Small business support:** Incentives for local businesses.
- **Walkable commercial areas:** Creating pedestrian-friendly business districts.

### Assets, Issues, & Opportunities

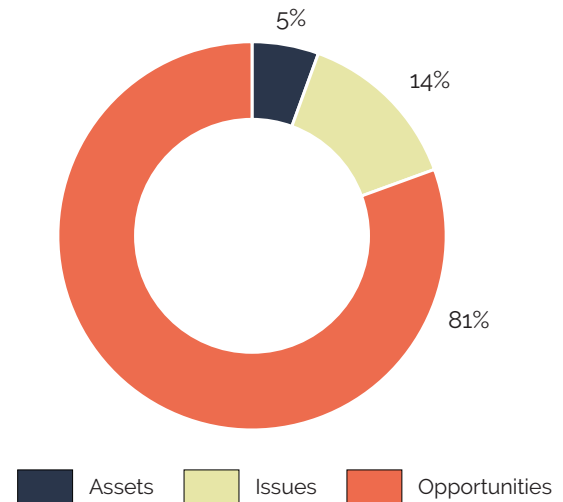


Figure 19: Economic Development, Commercial, and Agricultural Assets, Issues, & Opportunities

These comments focused primarily on the West Webster Hamlet, the Hard Road commercial corridor, the former Xerox industrial campus, and the Sandbar Park area for potential restaurant opportunities. Residents are requesting local coffee shops and bakeries, breweries and entertainment venues, recreational businesses like mini golf and go-karts, waterfront dining options, and mixed-use developments with ground floor retail. The community clearly desires more local, walkable commercial development while expressing concerns about overdevelopment of chain restaurants and fast food establishments.

### Selected Comments

I would like to see infill development in this giant parking lot [Towne Center]. Even during the holidays, this lot is never full. I can envision additional restaurants and other service businesses being added here.

I've NEVER seen the Towne Center 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. A good example is the Victor crossing plaza. It would also be nice if the landscaping and amount of trees was increased. Its a lot of just pavement.

No more fast food!!!! This area [Hard Road] just looks like a highway rest stop. Its terrible!

Bring back Bayside or an updated version of it. Waterfront dining is so desirable in this area. We already have plenty of parks.

Incentivizing more businesses to develop here on previously developed space instead of converting farmland or open space for industrial use would help redevelop this and also incentivize more businesses and job opportunities here in Webster

## Housing

### Key Themes

- **Housing density:** Support for duplexes/triplexes and mixed-use.
- **Environmental concerns:** Opposition to clear-cutting for housing development.
- **Preserving character:** Maintaining rural feel and large lots.
- **Infrastructure with development:** Need sidewalks and connectivity.
- **Mixed-use housing:** Apartments with ground floor commercial.
- **Development opposition:** Concerns about overdevelopment.

### Assets, Issues, & Opportunities

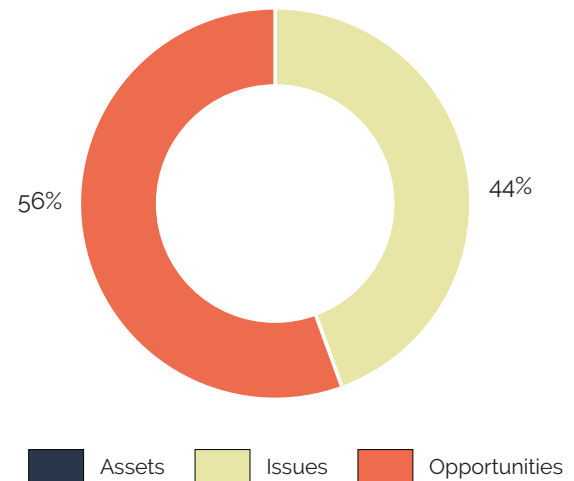


Figure 20: Housing Assets, Issues, & Opportunities

The key housing themes include support for increased density through duplexes, triplexes, and mixed-use developments, while balancing environmental concerns about clear-cutting and desires to preserve the community's rural character. Residents emphasized the need for infrastructure improvements like sidewalks to accompany development and expressed interest in mixed-use housing with ground floor commercial, though concerns about overdevelopment persist. The community shows split perspectives between pro-density advocates, preservation-focused residents, and those seeking quality planned development, with housing generating the fewest overall comments.

### Selected Comments

Let people build duplexes/triplexes if they want. Keep it dense. Or if it's more than triplex, make apartments have a court yard. We need more housing.

Additional crammed neighborhoods [off Salt Road] when this was originally slotted to be large lots is a blight to the charm of the edges of town

Good Location [Ridge Road and Gravel Road] for mixed use row style town homes with some commercial on first floor. Make it seem more like its own Hamlet main street

We have a new subdivision going in and did not provide sidewalks of a trail around the existing pond, or even a path to access the elementary school. This neighborhood [Allison Lane] is full of families who would benefit from being able to walk to their local school.

## Environmental Resources

### Key Themes

- **Green building & sustainability:** Support for solar panels, and geothermal systems.
- **Tree preservation:** Opposition to clear-cutting for development.
- **Open space protection:** Preserving farmland and natural areas.
- **Light pollution:** Concerns about excessive lighting, especially from Xerox campus.
- **Wildlife habitats:** Desire to protect areas for native animals.
- **Water quality:** Pond maintenance and pollution control.

### Assets, Issues, & Opportunities

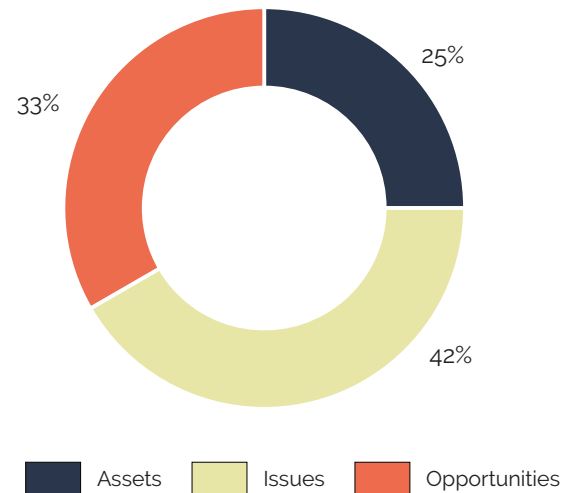


Figure 21: Environmental Resources Assets, Issues, & Opportunities

Environmental priorities focus on preserving remaining farmland and the existing tree canopy, implementing better environmental standards for new development, reducing light and noise pollution, implementing green infrastructure like solar and stormwater management, and protecting wildlife corridors and habitat. Though a smaller category, environmental concerns show strong community support for sustainability and preservation of Webster's natural character.

### Selected Comments

The recently installed lights [in the parking lot at Webster Park] are obnoxiously bright and a horrible blue color that adds to light pollution. They don't seem to serve any purpose and are very out of place.

Solar Panels in all town owned parking lots

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

The Large Lot LL District promotes environmental protection surrounding Webster Park and the Nature Preserve. It keeps subdivision development away and maintains the desired feel around the park. Protect the intent of the District.

Preserve farmland

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.

## Community Identity & Sense of Place

### Key Themes

- **Historic preservation:** Preserving Webster's history and character.
- **Commercial revitalization:** Making commercial cores more vibrant like other communities.
- **Community assets:** Recognition of what makes Webster special.
- **Trails and greenspace identity:** Webster is known for natural areas.
- **Community events:** Appreciation for local events and programming.
- **Civic buildings:** Town Hall, Fire Department, Museum as community anchors.

### Assets, Issues, & Opportunities

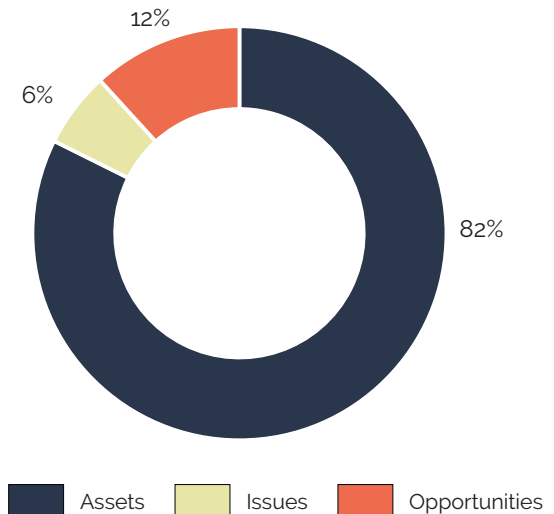


Figure 22: Community Identity & Sense of Place Assets, Issues, & Opportunities

Webster residents value place-making elements including the trail system and greenspace described as "what makes Webster great." Other assets identified included historic buildings/ areas, community events like farmers markets and concerts, small-town character, and public spaces for gathering. However, concerns exist that the Town lacks vitality compared to neighboring communities, needs better infrastructure and appearance standards, and risks losing its rural/small-town character to development. Though a smaller category, these comments emphasize Webster's desire to maintain its distinct identity while improving community vitality and gathering spaces.

### Selected Comments

Amazing trails!  
This is what  
makes Webster  
great! Protect  
at all costs and  
expand wherever  
possible

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

I agree that there is a lot more  
potential to revitalize the  
village with better parking,  
better walkability, and more  
interactive small businesses.  
Not everyone wants to go  
out to fairport or downtown,  
there are younger audiences  
in webster so perhaps a  
brewery, classic or modern  
arcade, pedal tours thru the  
village?

It is  
important  
to preserve  
Webster  
History

## Survey Summary Key Takeways

The Town of Webster's Community Preference Survey reveals clear preferences for development that prioritizes green space, walkability, and community character over density and large-scale commercial development. In the visual preference portion, survey takers consistently rated higher the images featuring abundant landscaping, pedestrian-friendly design, and smaller-scale development, while giving low ratings to strip malls, excessive parking, and cookie-cutter uniformity. Across all categories—from low-density residential to commercial development—the community showed strong support for maintaining Webster's existing character through tree preservation, appropriate scale, and quality architectural design.

The mapping exercise reinforced these preferences while highlighting critical infrastructure needs, particularly sidewalk connectivity and transportation improvements that would better link neighborhoods to parks, schools, and commercial areas. Transportation emerged as the dominant concern, comprising 53% of all comments, with residents emphasizing the interconnected nature of mobility, recreation, and economic development. The survey demonstrates that Webster residents think holistically about their community's future, seeking development that enhances rather than diminishes their access to natural areas like Webster Park and the Hojack Trail, while supporting local businesses and preserving the small-town identity that makes Webster distinctive from neighboring suburban communities.

