

Town of Webster

# Comprehensive Plan Update

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## VISION & POLICY FRAMEWORK

**WORKING DRAFT | November 2025**



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## Introduction

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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. The vision is supported by the elements described below.

### **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.

## Our Town's Vision

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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** system;
- Enhancing **our Parks, Recreation, and Community Services**;
- Supporting a vibrant **Local Economy, Industry, and Investment**;
- Celebrating 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.

### NOTES:

Many of the Town's existing action items were carried over into the draft Vision & Policy Framework for consistency purpose. Action items in **bolded blue** are those brought in from the 2008 Plan. Action items in **red and italicized and bolded** are those that have been modified from existing

The Vision & Policy Framework has been presented in this format for consistency with workbook provided to the Comprehensive Plan Committee (CPC) following the third CPC Meeting. The final draft of the Framework will be incorporated into the Plan document / layout.

The action items are presented in a tabular format, and the objectives they support are indicated on the columns at right.

## Policy 1 – Transportation, Access, and Connectivity

### Proposed 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 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.

### Action Items

Action Item:	Key: Action Item from 2008 Plan <i>Action Item modified from 2008 Plan</i>	Objective			
		A	B	C	D
1. Develop an Active Transportation Plan that inventories and analyzes existing and potential vehicular, pedestrian, bicycle, and transit routes for improved connectivity and access.		X			
2. 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.		X			X
3. Consider requiring a traffic impact analysis as part of the site plan approval process for major applications.					X

Action Item:	Key: Action Item from 2008 Plan <i>Action Item modified from 2008 Plan</i>	Objective			
		A	B	C	D
4.	Collaborate with the New York State Department of Transportation and Monroe County to ensure safe and feasible pedestrian and bicycle accommodations are installed on County and State Roads during re-striping, re-surfacing and other regularly scheduled roadway improvement projects, as appropriate.	X			
5.	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.	X		X	
6.	Evaluate signal optimization on heavier volume roadways to reduce travel times, mitigate carbon emissions and enhance pedestrian safety.	X			X
7.	<b>Implement phased plan for sidewalks along Ridge Road from the western Village line to the Town's border with Penfield.</b>	X			
8.	<b><i>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.</i></b>	X			
9.	<b>Improve pedestrian crossings at main intersections through enhanced visibility, crosswalks, pedestrian signals and traffic signal timing adjustments.</b>	X			
10.	Work with Monroe County Department of Planning and Department of Transportation to implement the recommendations of the 2023 Countywide Active Transportation Plan.	X			
11.	Work with NYSDOT to coordinate desired improvements on Empire Boulevard as a part of the upcoming Empire Boulevard Project Scoping Report.	X	X	X	X
12.	Develop access management regulations within the Town code to reduce curb cuts and promote safe egress /ingress from Ridge Road and other major roadways.	X	X	X	X
13.	<b><i>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.</i></b>			X	X

Action Item:	Key: Action Item from 2008 Plan <i>Action Item modified from 2008 Plan</i>	Objective			
		A	B	C	D
<b>14. Enhance existing transit stops on major roadways to provide seating, shelter, and other transit amenities.</b>				X	
<b>15.</b> Preserve / Improve the appearance of Route 104 through a Vegetation Management Agreement with the DOT.				X	X
<b>16.</b> Implement the transportation and streetscape recommendations of the West Webster Hamlet Revitalization Plan.		X	X	X	X
<b>17.</b> Prioritize on-road pedestrian and bicyclist connections to local parks, such as Sandbar Park and Webster Park.		X		X	
<b>18. 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.</b>		X		X	
<b>19.</b> Develop and adopt a Complete Streets Policy that classifies roadways based on anticipated users and desired improvements.		X		X	
<b>20.</b> Increase education, awareness, and enforcement and implement traffic calming techniques where appropriate to decrease speeding on major roadways.		X		X	X
<b>21. Implement the Route 404 Corridor Management Plan, with a primary focus on intersection improvements and curb-cut consolidation.</b>			X		X
<b>22. 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.</b>		X			
<b>23. Continue to implement and bolster the Town's Street Tree program to enhance the visual appearance of the Route 404 corridor and provide traffic calming.</b>				X	

## Policy 2 – Parks, Recreation, and Community Services

### Proposed 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.

### Action Items

Action Item	Objectives		
	A	B	C
1. Expand outreach efforts to inform the public of recurring and new educational and recreational opportunities within the Town Parks and Recreation Center.	X	X	
2. <b>Develop and promote public access to the overlook area next to the Bay Bridge. Consideration should be given to developing an access via the Bircher property. This could involve a zoning change to Waterfront Development and possibly access from Dewitt Road to the NYS owned overlook.</b>		X	X
3. <b>Review vacant lands and trail areas in the proposed Open Space Inventory Map to select optimal locations for parks and improved fishing access near the Lake or Bay.</b>		X	X
4. <b>Review proposed vacant lands and trails on Open Space Inventory map to determine opportunities for park expansions, improved access and existing or new trail linkages.</b>		X	

Action Item	Key: Action Item from 2008 Plan <i>Action Item modified from 2008 Plan</i>	Objectives		
		A	B	C
5. Implement the recommendations of the updated Parks and Recreation Master Plan.		X	X	
<b>6. Develop a companion map and guide for existing parks and trails in the town. Update the map and guide periodically to include new acquisitions and improvements.</b>		X	X	
<b>7. Develop a visual communication plan for the Town's trail system including a logo, way finding system, brochure, and parks sign program.</b>		X	X	
8. Encourage neighborhood groups and activities to increase community engagement and communication and welcome new families or residents.		X		
9. Continue to support and coordinate efforts with the private and non-profit organizations that provide programming and recreational opportunities for residents.		X		
<b>10. 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.</b>		X		

## Policy 3 – Local Economy, Industry, and Investment

### Proposed 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.

### Action Items

Action Item	Key: Action Item from 2008 Plan Action Item modified from 2008 Plan		Objective					
			A	B	C	D	E	F
1. Review and revise the Town's Zoning Code to better support mixed-use and infill development in appropriate areas.				X	X	X		
2. Continue to coordinate with the Webster Chamber of Commerce to maintain working relationships and identify business owner needs.			X					X

Action Item	Key: Action Item from 2008 Plan Action Item modified from 2008 Plan	Objective					
		A	B	C	D	E	F
3. Ensure pertinent information is readily available and accessible to the development community.		X			X		X
4. Continue to work with the Webster Economic Development Alliance and other local industrial development agencies to attract new business opportunities to the Town.		X			X		X
5. 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.		X	X	X	X	X	X
6. Continue to explore public-private partnerships to advance economic development opportunities.		X			X		X
7. Review and revise the Town's commercial zoning districts to encourage mixed-use development opportunities, particularly in underutilized shopping plazas, consistent with the Future Land Use Strategy.			X	X		X	
8. Evaluate ways to streamline site plan application and approval procedures in the Town zoning code to reduce required review periods and improve predictability.		X			X		X
9. Consider neighborhood and historic character in the design when older houses are proposed to be retrofitted as commercial properties.				X	X	X	
10. 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.						X	
11. Encourage the redevelopment of existing plazas, along with infill development, to include a mixture of commercial and residential uses, including vertical mixing of uses and live/work units.			X	X	X		

Action Item	Key: Action Item from 2008 Plan Action Item modified from 2008 Plan	Objective					
		A	B	C	D	E	F
<b>12. Continue to utilize and consider codifying and expanding Town Design Guidelines, utilizing graphics and representative imagery to create clear examples of desired design typologies.</b>						X	
<b>13. Develop more stringent buffering and screening requirements for nonresidential uses adjacent to Routes 404 and 104, residential uses, and other sensitive areas.</b>						X	
<b>14. Review and revise the Office Park District to reflect community desires and market trends.</b>					X		X
<b>15. Consider incentive zoning provisions to encourage infill development over “greenfield” development.</b>				X	X		
<b>16.</b> Work with the Village of Webster to facilitate reinvestment in the Xerox Campus, consistent with the recommendations of the Reimagine Webster Brownfield Opportunity Area (BOA) Study.					X		X
<b>17.</b> Continue to support industrial development adjacent to the Xerox Campus, and review and revise the Town’s zoning code to ensure supportive businesses are allowed in close proximity to major employers such as Fairlife.					X		X
<b>18. Develop specific design guidelines for the Route 404 Corridor to create a cohesive, high quality development pattern.</b>						X	
<b>19. 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.</b>		X					
<b>20.</b> Support dining and entertainment opportunities in waterfront areas such as in / adjacent to Sandbar Park.		X					

## Policy 4 – Neighborhood Living

### Proposed 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.

### Action Items

Action Item	Objective			
	A	B	C	D
1. Conduct a housing market study to determine the strengths and weaknesses of the Town's owner and renter housing supply.		X		
2. Review and implement zoning changes to allow for a mix of housing types, models and densities.		X		
<b>3. 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 Future Land Use Strategy.</b>		X	X	

4. 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.				X
5. Require or encourage the installation of sidewalks within new housing developments to increase connectivity within neighborhoods.	X			
<b>6. Bolster the Town's cluster development provisions and consider conservation subdivision design, including provisions for maintenance of preserved open / communal space.</b>				X
7. Implement zoning amendments to encourage new and infill housing development in previously developed areas with the goal of reducing sprawl and providing efficient services.		X	X	X
8. Evaluate the existing supply and demand of senior housing in the Town.		X		

## Policy 5 – Natural Resources, Open Space, and Resiliency

### Proposed 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.

### Action Items

Action Item	Objective			
	A	B	C	D
1. 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.	X		X	
2. <i>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.</i>	X			
3. <i>Amend zoning regulations to require preservation and/or creation of views to the waterfront, possibly in a waterfront overlay zone.</i>	X			

Action Item	Key: Action Item from 2008 Plan <i>Action Item modified from 2008 Plan</i>		Objective			
			A	B	C	D
<b>4. 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.</b>				X	X	X
5. Develop a community-wide Open Space Plan to prioritize open areas in Webster for conservation based on natural, scenic, and cultural values.			X	X	X	X
<b>6. Prepare and maintain an up-to-date inventory of private open space regulated by Town easements or development rights.</b>				X	X	X
7. 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.				X		X
<b>8. 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.</b>				X		X
<b>9. Create a registry of candidate parcels which have potential for use as wetlands mitigation areas.</b>			X	X	X	
<b>10. Strengthen the role of the Conservation Board and refine procedures for Conservation Board advisory reports during development proposal review periods.</b>						X
<b>11. Revise zoning laws to require applicants to fund necessary technical reviews and studies to support the Conservation Board's review of development proposals.</b>						X
12. Updated 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.			X	X	X	X
<b>13. 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.</b>						X

Action Item	Key: Action Item from 2008 Plan <i>Action Item modified from 2008 Plan</i>		Objective			
			A	B	C	D
14. Prohibit high grading and clear cutting, especially in watershed areas near Lake Ontario and Irondequoit Bay.			X			X
<b>15. Prepare a list of additional Type I actions as authorized under SEQR regulations, that includes, at a minimum, all actions within EPOD's.</b>						X
<b>16. Continue to automatically adopt any amendments to the State Building code, including future requirements relating to green design for new construction and substantial renovations.</b>						X
<b>17. Utilize green design whenever feasible in town and other public development projects.</b>						X
<b>18. Revise zoning 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.</b>						X
<b>19. Revise zoning to require mature tree preservation above a determined caliper, as a part of the Site Plan review process.</b>				X	X	X
<b>20. Update and implement the Town's Drainage Study.</b>			X			
<b>21. Continue to work with the Federal Emergency Management Agency (FEMA) and Monroe County to update the Town's Flood Insurance Rate Maps (FIRM).</b>			X			