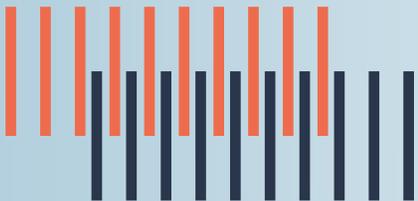


# Vision & Policies

DRAFT February 2026

Our Vision and Policy Statements to guide future investment and decision-making in Webster.



# Vision Framework

This section outlines the vision and policy framework that will guide Webster's growth, priorities, and decision-making over the coming years.

---

## 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. 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

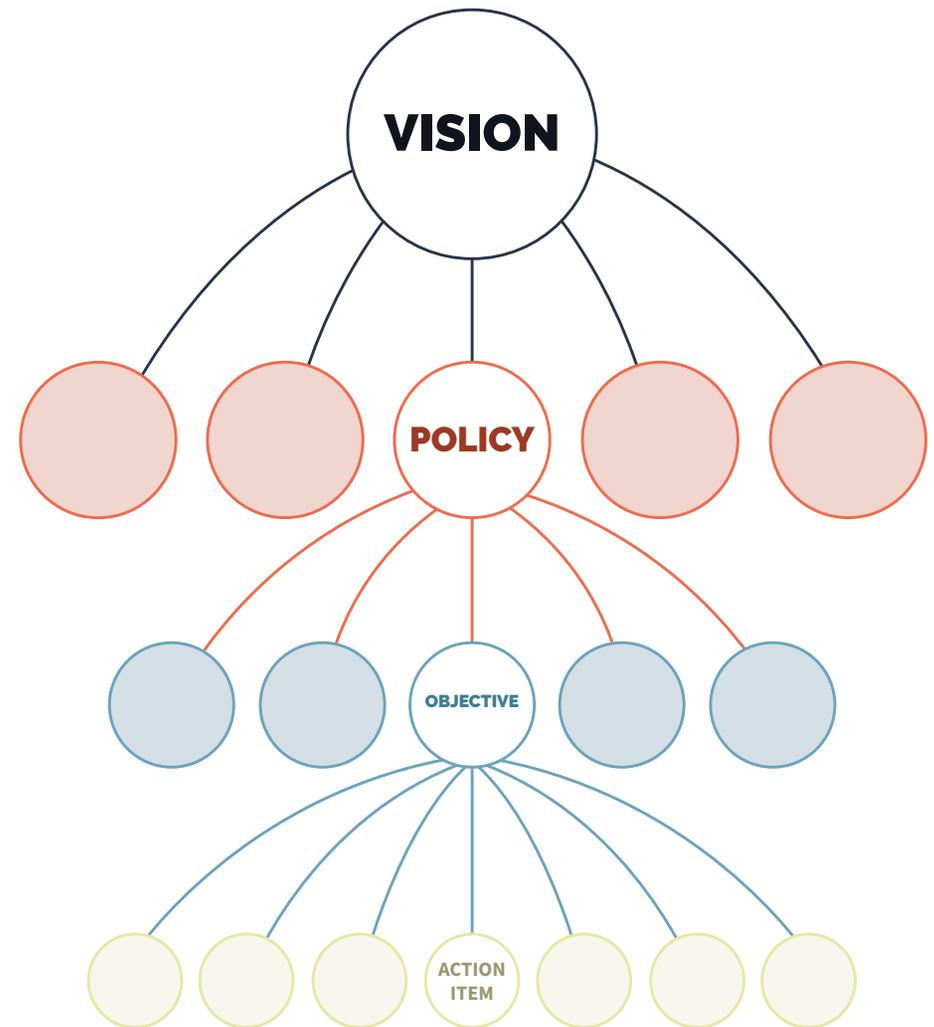
A specific proposal to do something that relates directly to accomplishing an objective. It may be in the form of a plan, project, program, or action by the Town and/or its partners. The lifespan of an action may be immediate or vary from one to 10 years, depending on the level of complexity for implementation,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

## OUR TOWN'S VISION

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.



# Transportation, Access, and Connectivity



## 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.

## ACTION ITEMS

Table 6, Transportation, Access, and Connectivity

#	Action Item	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.	●			
2	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.	●			
3	Improve pedestrian crossings at main intersections through enhanced visibility, crosswalks, pedestrian signals and traffic signal timing adjustments.	●			
4	Work with Monroe County Department of Planning and Department of Transportation to implement the recommendations of the 2023 Countywide Active Transportation Plan.	●			
5	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.	●			
6	Maintain priority sidewalks and trails, especially during the winter months.	●			
7	Prioritize safe routes to school for school-aged children who choose to walk or bike to school.	●			
8	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.	●		●	
9	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.	●		●	
10	Prioritize on-road pedestrian and bicyclist connections to local parks, such as Sandbar Park and Webster Park.	●		●	

#	Action Item	Objective			
		A	B	C	D
11	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.	●		●	
12	Develop and adopt a Complete Streets Policy that classifies roadways based on anticipated users and desired improvements.	●		●	
13	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.	●			●
14	Evaluate signal optimization on heavier volume roadways to reduce travel times, mitigate carbon emissions and enhance pedestrian safety.	●			●
15	Increase education, awareness, and enforcement and implement traffic calming techniques where appropriate to decrease speeding on major roadways.	●		●	●
16	Work with NYSDOT to coordinate desired improvements on Empire Boulevard as a part of the upcoming Empire Boulevard Project Scoping Report.	●	●	●	●
17	Develop access management regulations within the Town code to reduce curb cuts and promote safe egress / ingress from Ridge Road and other major roadways.	●	●	●	●
18	Enhance existing transit stops on major roadways to provide seating, shelter, and other transit amenities.			●	
19	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.			●	●
20	Preserve and improve the appearance of Route 104 through a Vegetation Management Agreement with NYSDOT.			●	●
21	Consider requiring a traffic impact analysis as part of the site plan approval process for major applications.				●

*This page is intentionally left blank.*

# Parks, Recreation, and Community Services

## 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

Table 7, Parks, Recreation, and Community Services

#	Action Item	Objective		
		A	B	C
1	Encourage neighborhood groups and activities to increase community engagement and communication and welcome new families or residents.	●		
2	Continue to support and coordinate efforts with the private and non-profit organizations that provide programming and recreational opportunities for residents.	●		
3	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.	●		
4	Expand outreach efforts to inform the public of recurring and new educational and recreational opportunities within the Town Parks and Recreation Center.	●	●	
5	Implement the recommendations of the updated Parks and Recreation Master Plan, and create site-specific master plans for existing and new priority parks.	●	●	
6	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.	●	●	
7	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.	●	●	
8	Continue to promote awareness of the Hojack Trail, and enhance visibility of roadway trail crossings.	●	●	
9	Continue collaboration with the school district for the public use of parks and recreation facilities.	●	●	
10	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.	●	●	●
11	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.		●	●

# Local Economy, Industry, and Investment

## 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

Table 8, Local Economy, Industry, and Investment

#	Action Item	Objective					
		A	B	C	D	E	F
1	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.	●					
2	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.	●					
3	Support dining and entertainment opportunities in waterfront areas such as in / adjacent to Sandbar Park.	●					
4	Continue to coordinate with the Webster Chamber of Commerce to maintain working relationships and identify business owner needs.	●					●
5	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.	●			●		●
6	Continue to work with the Webster Economic Development Alliance and other local industrial development agencies to attract new business opportunities to the Town.	●			●		●
7	Continue to explore public-private partnerships to advance economic development opportunities.	●			●		●
8	Evaluate site plan review process to clarify requirements and incentivize projects that align with the community's vision for future development.	●			●		●
9	Consider ways to incorporate historic property guidance in development review processes and expand partnership with the Webster Museum and Historical Society.		●				●
10	Consider neighborhood and historic character in the design when older houses are proposed to be retrofitted as commercial properties.			●	●	●	
11	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.		●	●	●	●	

#	Action Item	Objective					
		A	B	C	D	E	F
12	Consider incentive zoning provisions to encourage infill development over "greenfield" development.			●	●		
13	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.					●	
14	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.					●	
15	Develop more stringent buffering and screening requirements for nonresidential uses adjacent to Routes 404 and 104, residential uses, and other sensitive areas.					●	
16	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.	●	●	●	●	●	●

*This page is intentionally left blank.*

# Neighborhood Living

## 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

Table 9, Neighborhood Living

#	Action Item	Objective			
		A	B	C	D
1	Require or encourage the installation of sidewalks within new housing developments to increase connectivity within neighborhoods.	●			
2	Conduct a housing market study to determine the strengths and weaknesses of the Town's owner and renter housing supply.		●		
3	Review and implement zoning changes to allow for a mix of housing types, models and densities.		●		
4	Evaluate the existing supply and demand of senior housing in the Town.		●		
5	Work with the School District to explore the impacts of changing demographics on school enrollment and housing supply.		●		
6	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.		●	●	
7	Conduct a study to evaluate the capacity of utilities for future development.		●		●
8	Implement zoning amendments to encourage new and infill housing development in previously developed areas with the goal of reducing sprawl and providing efficient services.		●	●	●
9	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.				●
10	Bolster the Town's cluster development provisions and consider conservation subdivision design, including provisions for maintenance of preserved open / communal space.				●

# Natural Resources, Open Space, and Resiliency

## 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

Table 10, Natural Resources, Open Space, and Resiliency

#	Action Item	Objective			
		A	B	C	D
1	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.	●			
2	Amend zoning regulations to require preservation and/or creation of views to the waterfront from the public right-of-way and public lands.	●			
3	Update and implement the Town's Drainage Study.	●			
4	Continue to work with the Federal Emergency Management Agency (FEMA) and Monroe County to update the Town's Flood Insurance Rate Maps (FIRM).	●			
5	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.	●		●	
6	Create a registry of candidate parcels which have potential for use as wetlands mitigation areas.	●	●	●	
7	Prohibit high grading and clear cutting, especially in watershed areas near Lake Ontario and Irondequoit Bay.	●			●
8	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.		●		●
9	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.		●		●
10	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.		●	●	●
11	Prepare and maintain an up-to-date inventory of private open space regulated by Town easements or development rights.		●	●	●

#	Action Item	Objective			
		A	B	C	D
12	Revise zoning to require mature tree preservation above a determined caliper, as a part of the Site Plan review process.		●	●	●
13	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 Hojacjk Trail or Whiting Road Nature Preserve.		●	●	●
14	Strengthen the role of the Conservation Board and refine procedures for Conservation Board advisory reports during development proposal review periods.				●
15	Revise zoning laws to require applicants to fund necessary technical reviews and studies to support the Conservation Board's review of development proposals.				●
16	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.				●
17	Prepare a list of additional Type I actions as authorized under SEQR regulations, that includes, at a minimum, all actions within EPOD's.				●
18	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.				●
19	Utilize green design, utilizing standards such as LEED, whenever feasible in town and other public development projects.				●
20	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.				●
21	Develop a community-wide Open Space Plan to prioritize open areas in Webster for conservation based on natural, scenic, and cultural values.	●	●	●	●
22	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.	●	●	●	●

*This page is intentionally left blank.*

# Community Development Strategy

## POLICY STATEMENT

Our Town will welcome redevelopment and growth as we seek to transform the fabric of our community to ensure Webster is a vibrant place to live, work, and visit. The Community Development Strategy will serve as the Town's guide for future investment, recognizing our traditional neighborhoods, commercial corridors, green spaces, activity centers, and industrial sector as the building blocks for a sustainable future. Development and reinvestment will be targeted to priority investment areas such as retail or residential activity centers and legacy industrial areas. The protection of the Town's priority green spaces will promote health and wellness while connecting residents and visitors to the natural environment.

## OBJECTIVE

- A. Encourage and develop land use patterns that are consistent with the Community Development Strategy and supporting Map.

**A complete Community Development Strategy Map and recommendations will be developed in future drafts of the Comprehensive Plan.**

## ACTION ITEMS

Table 11, Community Development Strategy

#	Action Item
1	Implement phased plan for sidewalks along Ridge Road from the western Village line to the Town's border with Penfield.
2	Implement the transportation and streetscape recommendations of the West Webster Hamlet Revitalization Plan.
3	Implement the Route 404 Corridor Management Plan, with a primary focus on intersection improvements and curb-cut consolidation.
4	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.
5	Develop and promote public access to the overlook area next to the Bay Bridge. Consideration should be given to developing an access via the property owned by Bay Landing LLC, connecting to the NYS owned overlook..
6	Continue to develop Sandbar Park in accordance with the Sandbar Park Master Plan.
7	Review and revise the Office Park District to reflect community desires and market trends.
8	Take a leadership role in the reinvestment in the Xerox Campus, working closely with the Village, and consistent with the recommendations of the Reimagine Webster Brownfield Opportunity Area (BOA) Study.
9	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.
10	Develop specific design guidelines for the Route 404 Corridor to create a cohesive, high quality development pattern.