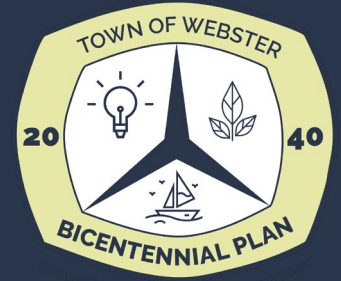


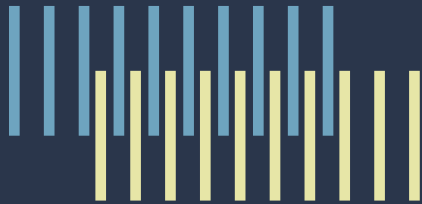
Town of Webster



Bicentennial Plan

*Rooted in History,
Growing with Purpose*

DRAFT June 2026



Acknowledgments



COMPREHENSIVE PLANNING COMMITTEE:

Tony Casciani, Planning Board

Matt Chatfield, Community Member

Mike Dumunico, Conservation Board

Bill Horeth, Community Member

Barry Howard, Webster Chamber of Commerce

Charlie Johnson, Community Member

Brian Neenan, Webster Central School District

Jamie Newtown, Community Member

Michael Short, Zoning Board

Anna Taylor, Webster Friends of Webster Trails

Ben Weisnewski, Webster Friends of Webster Trails

Jennifer Wright, Town Board

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This document was prepared for the Town of Webster by Colliers Engineering & Design.



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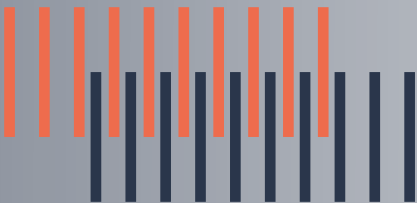
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Introduction

This section provides an introduction to the purpose and guiding principles of the Town of Webster's Bicentennial Plan.



What is a Comprehensive Plan?

This Comprehensive Plan is the official guide for the Town's planning efforts and decision-making over the next decade.

PURPOSE

The Comprehensive Plan represents a crucial policy instrument that a community can adopt. Its purpose is to document the current conditions of the community, articulate a future vision, set goals, and outline a strategy for future initiatives. The vision, policies, and objectives outlined in the Plan act as a reference for decision-makers and community leaders, offering a thorough development framework to direct future investments.

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

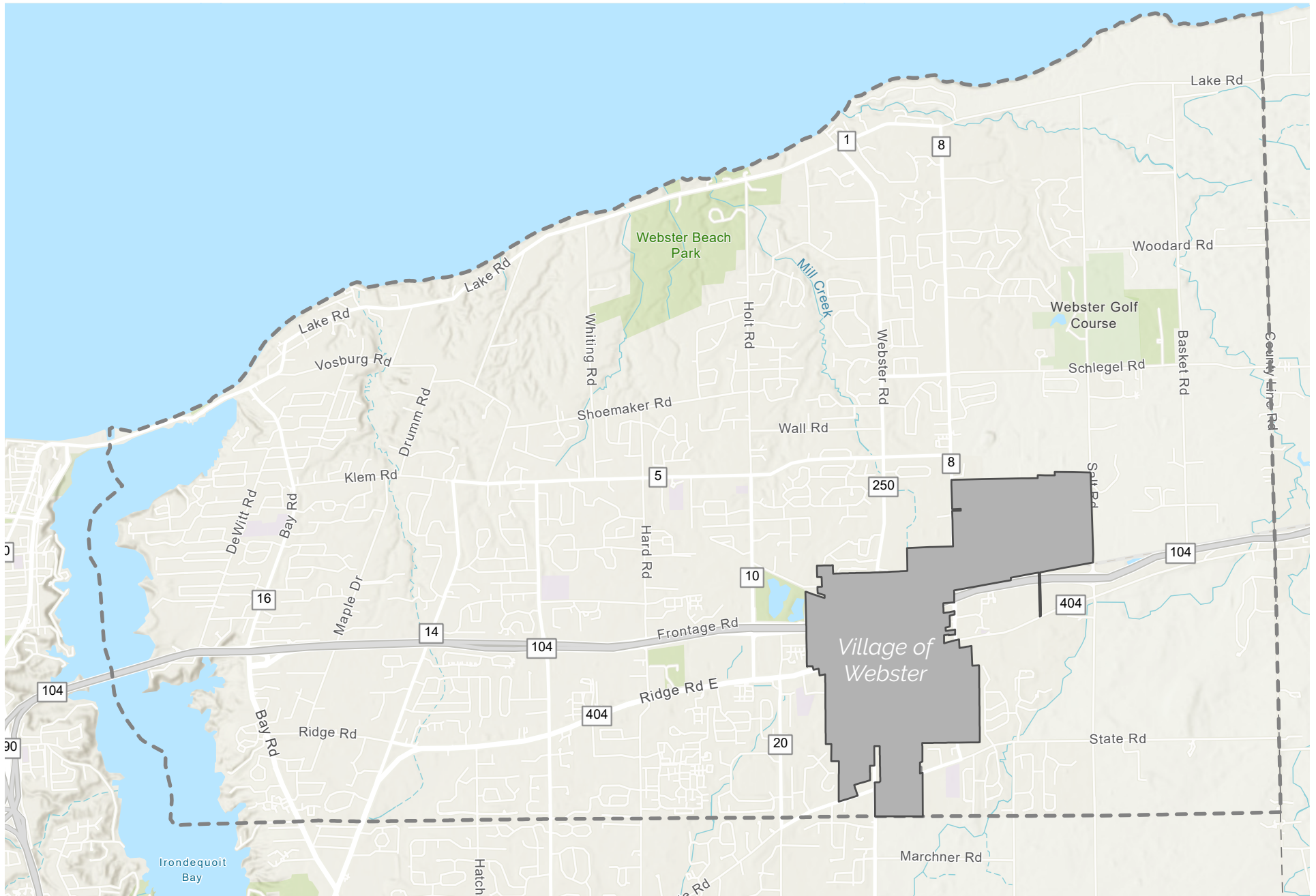
- **Land Use and Zoning:** The Plan will guide decisions about growth and development patterns across the Town.
- **Budgeting and Grant Acquisitions:** The Plan will inform the Town's annual budget and will make the Town more competitive for state and federal grants.
- **Economic Development:** The Plan will identify priority areas for business growth, workforce needs, and strategies to promote economic opportunity for all.
- **Housing Strategy:** The Plan will recommend ways to provide diverse housing types and affordability levels to meet current and projected residential needs.

- **Environmental Protection:** The Plan will establish policies to protect natural resources, open space, and promote sustainability and climate resiliency.
- **Transportation Framework:** The Plan will identify opportunities for connectivity and transportation safety improvements, including options for multi-modal access.
- **Community Services:** The Plan will outline community needs for schools, parks, healthcare, and other public services that support community health and well-being.

PLANNING HORIZON

Communities evolve over time and their vision may change therefore, comprehensive plans should be updated on a regular basis to ensure that they reflect the current conditions and values of the community. This Plan serves as an update to the Town's 2008 Comprehensive Plan, reflecting the changes in values and trends that have occurred over the past two decades. The Town's 2040 Comprehensive Plan will have a planning horizon of 15 years, or to 2040. This is the length of time for which the 2025 Plan is considered relevant and representative of the community. However, it is recommended that the Town review the information contained in this document frequently in order to ensure that it is still relevant and beneficial prior to 2040.

FIG. 1: TOWN OF WEBSTER



Smart Growth Principles

This Comprehensive Plan uses Smart Growth principles to promote livable, sustainable, and equitable communities.

In accordance with the New York State Department of State (DOS) Smart Growth Program, this plan integrates “Smart Growth” principles to foster development patterns that are environmentally responsible, economically viable, socially inclusive, and energy efficient. Smart Growth champions the creation of sustainable, multi-modal communities with diverse land uses and housing options, while conserving open spaces and natural assets. To achieve this, the practice of Smart Growth is driven by the following 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



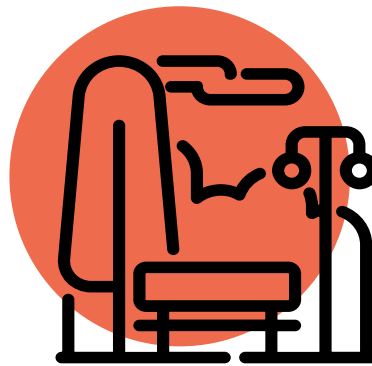
Offering a variety of housing types, sizes, and price points ensures the Town can serve residents of diverse income levels, life stages, and household compositions. This spectrum includes everything from apartments and townhouses to single-family homes, creating neighborhoods that are more inclusive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

INFILL DEVELOPMENT



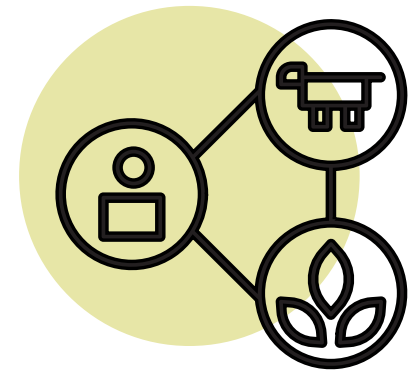
Prioritizing development of vacant or underutilized buildings and properties within the Town maximizes the use of existing infrastructure while reducing sprawl and preserving open space.

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.

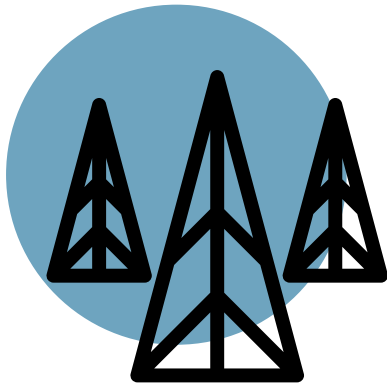
COMPACT DESIGN



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.

Smart Growth Principles

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 discussions regarding planning decisions through inclusive public participation methods helps that 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.

Existing Plans & Studies

This Comprehensive Plan builds on a number of plans and studies completed across the Town and region in recent years.

WEST WEBSTER HAMLET REVITALIZATION PLAN (2023)

The West Webster Hamlet Revitalization Plan from June 2023 outlines a comprehensive strategy to strengthen the identity of West Webster Hamlet, located at the corner of Old Ridge Road and Gravel Road. The plan focuses on improving pedestrian safety, bolstering economic opportunities, and enhancing the area's sense of place. It addresses two geographic areas – the West Webster Hamlet and the adjacent Route 404/Empire Boulevard Corridor – and was developed through collaboration between the Town of Webster, the Webster Economic Development Alliance, and input received from a project steering committee and the general public.

The plan establishes a vision for West Webster as “a compact and walkable Hamlet that celebrates its storied history while providing a modern blend of successful small businesses, parks, and a variety of homes.” Key recommendations include implementing a Hamlet Mixed-Use Zoning District with three character precincts, developing a Mixed Residential Zoning District, installing comprehensive streetscape improvements, and redesigning key intersections.

MONROE COUNTY HAZARD MITIGATION PLAN (2023)

The Monroe County Hazard Mitigation Plan provides comprehensive information on how municipalities plan to reduce or eliminate damage from natural hazards. Each section includes details about municipal profiles, capability assessments, risk assessments, and specific mitigation actions. The plan identifies vulnerabilities such as flood-prone areas, critical facilities in floodplains, and infrastructure needing backup power. Both the Town and the Village have proposed several high-priority mitigation initiatives including installing backup generators for pump stations, addressing stormwater management issues, protecting critical facilities, conducting hazard outreach, stabilizing shorelines, and mitigating repetitive loss properties through the National Flood Insurance Program (NFIP). The plan also outlines the community's existing capabilities, hazard rankings, evacuation routes, and sheltering options to enhance resilience against hazards identified in the Town like flooding, severe storms, and winter weather.

PARKS AND RECREATION MASTER PLAN (2018)

The 2018 Parks and Recreation Master Plan for the Town of Webster outlines a strategic vision for enhancing and maintaining the Town's parks, recreational programs, and open spaces. It addresses growing community needs,

especially among seniors, and highlights demographic trends such as an aging population. The plan evaluates existing facilities, identifies land and facility needs, and recommends improvements like expanded trails, additional recreational programming, and upgrades to parks like Sandbar, Finn, and Empire Parks. Financing strategies include developer fees, grants, partnerships, and possibly forming a nonprofit support group. The plan also emphasizes environmental conservation, open space preservation, and expanding community engagement through outreach and social media.

TOWN OF WEBSTER COMPREHENSIVE PLAN (2008)

The Town of Webster Comprehensive Plan (2008) and its Implementation Status Evaluation together outline a vision for managed growth, environmental stewardship, and enhanced quality of life, while also assessing the Town's progress in achieving those goals. The plan emphasizes preserving open space, protecting natural features, guiding development to appropriate areas, and improving mobility through pedestrian-friendly infrastructure and mixed-use zoning. It encourages revitalization along key corridors like Route 404 and Ridge Road, expansion of parks and trails, and enhancement of waterfront access, particularly around Irondequoit Bay.

The 2020 evaluation of implementation progress reveals mixed results. Some key recommendations – such as sidewalk installation along Route 104, coordination with developers on shared access, and improvements to pedestrian accessibility – have been fully or partially implemented. However, many initiatives remain incomplete or unaddressed, including updates to zoning ordinances, creation of design

guidelines, and formal preservation efforts for open space and historic resources. Several environmental protections, such as strengthening buffer regulations and establishing conservation easements, also remain in progress or have not been acted upon.

IRONDEQUOIT BAY HARBOR MANAGEMENT PLAN (2003)

The Town of Webster plays a key role in the Irondequoit Bay Harbor Management Plan as one of the three lead municipalities. Notable features in Webster include the Lake Road sandbar area, a unique maritime environment with cottages, restaurants, and a marina, as well as the seasonal outlet bridge that connects to Irondequoit. The Glen Edith area, south of Route 104, is recommended for limited boat storage expansion, and Willow Point is a partially developed residential area with future housing and dock proposals under review. Most of Webster's waterfront is zoned for single-family residential use, with two Waterfront Development Districts (at the sandbar and Stony Point Landing) that allow for mixed-use waterfront development. The plan supports the creation of a public waterfront park on the Webster sandbar, which the Town successfully implemented in 2024. It also promotes enhanced access through the Irondequoit Bay Hiking Trail and potential water taxi stops. Environmental protection is a priority, with restrictions on dredging and boat storage in sensitive shoreline areas and support for land acquisition to preserve natural resources.

TOWN OF WEBSTER GREENPRINT (2001)

The Webster Greenprint is a community-driven initiative designed to preserve approximately 4,000 acres of important open space, farmland, and natural areas throughout the Town of Webster. It identifies priority areas for long-term conservation, including Devil's Cove, portions of the Sandbar, the eastern agricultural corridor, stream corridors, woodlands, and a system of proposed trails. These areas were selected for their ecological value, scenic beauty, and potential to enhance public access and recreation. Participation in the program is voluntary for landowners, allowing them to retain ownership while conserving their land through development rights or conservation easements. The plan reflects the community's desire to preserve the Town's rural character, support local agriculture, and maintain high-quality natural environments for future generations.

To finance the conservation efforts, the Town proposed a \$22.5 million municipal bond, which would cost the average household around \$94 in the first year and \$82 annually for 30 years. These funds would be used to secure conservation rights from willing property owners and prevent development of critical lands. The Greenprint offers a balanced and forward-thinking approach, providing residents with the opportunity to safeguard their community's natural assets while still allowing for thoughtful, well-planned growth.

Gosnell Big Woods Nature Preserve



GOSNELL BIG WOODS NATURE PRESERVE

In 2004, the Town successfully created an Open Space Fund with a \$5.9 Million Bond passed by Webster voters. The Town used the funds in part to purchase 130 acres for the Gosnell Big Woods Nature Preserve, as well as 240 acres for the Whiting Road Nature Preserve.

Fairlife

The Coca-Cola Company and its subsidiary Fairlife broke ground in April 2024 on a major new dairy production facility in Webster, Monroe County, representing a \$650 million investment in New York State. The 745,000 square-foot facility on Tebor Road will serve as Fairlife's flagship Northeast location and is expected to become operational by late 2025. This state-of-the-art plant will be the largest dairy production facility in the Northeast, with the capacity to process an estimated five (5) million pounds of locally sourced milk per day.

The project is expected to create approximately 250 new jobs in the Webster community and demonstrates fairlife's commitment to expanding its ultra-filtered dairy products throughout the Northeast region. Fairlife specializes in dairy products made through an ultrafiltration process that removes lactose and much of the sugar while concentrating protein and calcium, resulting in products with longer shelf life and enhanced nutritional profiles.

The company's decision to locate in Webster was influenced by New York's strong reputation as an agribusiness leader, its robust dairy farming community of nearly 3,000 farms, and the state's skilled workforce. Governor Kathy Hochul personally pitched the location to the company, emphasizing the state's world-renowned dairy industry and offering substantial incentives including \$21 million in tax credits and nearly 8.5 MW of low-cost power through the New York Power Authority.



Fairlife site under construction. Image credit: Max Schult / WXXI News



Fairlife Groundbreaking. Image credit: WXXI News

Public Participation

The Town undertook extensive public outreach to understand the values, priorities, and vision of the community for the future of Webster, and reflect that input in the Plan's contents.

OVERVIEW

The Town of Webster's Comprehensive Plan update engaged residents through a broad, multi-pronged public participation process spanning the entirety of the project. The effort included six public Committee Meetings, a Public Workshop in April 2025, and multiple surveys – an Interactive Mapping Survey, a Community Preference Survey, and a survey published by the Open Space Committee – all supported by a continually updated project website that allowed for continuous comment submissions.

Outreach was further extended through targeted stakeholder interviews with community groups, industrial operators, developers, and local businesses; digital engagement via ten email blasts, four e-newsletters, and social media posts on Facebook and Instagram; media coverage through a press release, media advisory, and news article; and in-person touchpoints like pop-ups at community events.

The continual input received ensured that the Plan's contents are rooted in community members values, opinions, and hopes for the future of Webster. The Town thanks all members of the public for their participation in this process, and is excited to continue to work with the community moving forward to realize the vision and goals of this Plan. For more detailed information on the input received throughout the planning process, please reference the Plan appendix.

COMMUNITY PARTICIPATION PLAN

To guide outreach efforts for the plan update process, a community participation plan was developed in the early phases of the project. This document outlined the proposed methods of engagement and expected participation, format, scheduling, and outcomes. The document was posted on the project website for the duration of the project.

COMPREHENSIVE PLAN COMMITTEE

A Comprehensive Plan Committee was formed at the onset of the project made up of local stakeholders, business owners, and residents. The primary role of the Committee was to guide the planning process and provide essential feedback on all draft Plan materials. Additionally, the Committee helped to identify key issues and opportunities that informed the content of the Plan.

Six in-person committee meetings were held between January 2025 and May 2026. The meetings were publicly advertised and open to the public, with a public comment period provided at the end of each meeting. The meetings were recorded and uploaded to the project website for individuals who were unable to attend.



PUBLIC WORKSHOP #1

On Tuesday, April 22, 2025 at 6 PM, the first public workshop was held for the Town of Webster Comprehensive Plan Update. Approximately 40 community members were in attendance. A presentation was shared on the purpose and benefit of comprehensive planning, smart growth principles and how they may apply to Webster, a brief demographic snapshot of the Town, and a general overview of the project process. The community survey tools were also launched at the meeting. Following the presentation, attendees were invited to interact with boards dedicated to different focus areas in the Comprehensive Plan.

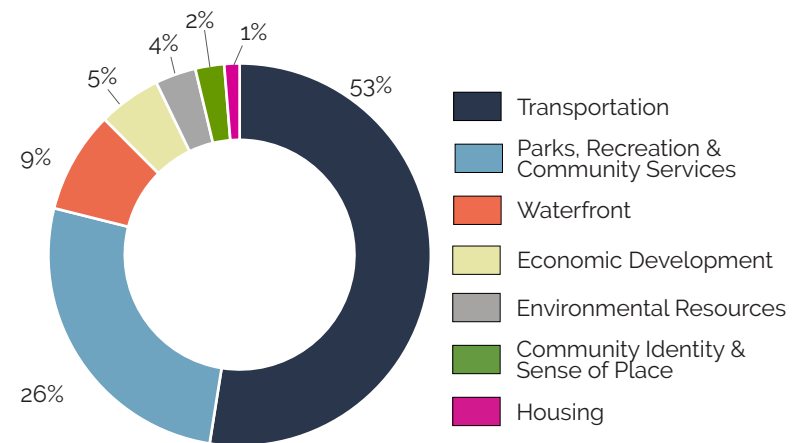
COMMUNITY PREFERENCE SURVEY

A community preference survey (CPS) was launched as one of the Town's online input mechanisms for soliciting input at the beginning of the Plan update process. The intent of the CPS was 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 takers evaluated images showing different buildings, sites, and streetscapes according to how well they with the Town's character. A total of 847 individuals participated in the CPS. The results of the survey helped to inform the Community Development Strategy section of this plan. For detailed results of the survey, a summary is provided in the Plan appendix.

INTERACTIVE MAPPING EXERCISE

In addition to the CPS, an interactive web map was launched on the project website at the onset of the project to gather additional input from the community. The Town invited participants to place pins on a map of Webster to identify key assets, issues, and opportunities across the Town. 689 pins were placed on the map, and were generally distributed across the following seven categories:



OPEN SPACE COMMITTEE SURVEY

The Town of Webster Open Space Committee conducted a separate survey effort at the onset of the Comprehensive Planning process to gauge community opinions on what residents would like to see in the future. The survey was open from May 30, 2025 to September 1, 2025, and 236 total responses were collected. The survey consisted of the following three questions:

- “What is it that you love most about Webster?”
- “What priorities would you like to see addressed in the upcoming Comprehensive Plan update, related to development, land use, and/or greenspace preservation?”
- “What, if anything, needs to change in Webster?”

Overall, the survey responses illustrate a concern about overdevelopment in Webster, and the desire for the Comprehensive Plan to prioritize green space preservation while redeveloping existing buildings and thoughtful infill development.

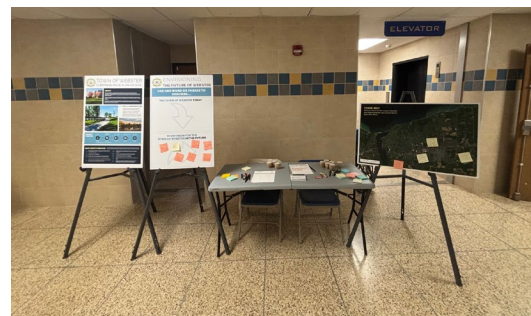
STAKEHOLDER INTERVIEWS

The project team met with key stakeholders in the Town to gain insight into the issues and opportunities associated with this project. Stakeholders included individuals from community groups, industrial operations, local developers, and business owners in the Town.

ADDITIONAL IN PERSON OUTREACH

The project team participated in several additional in-person events to help solicit awareness of the project and obtain input from community members. These events included, but were not limited to:

- Community Arts Day (May 10, 2025)
- Talks on Tuesday at the Recreation Center (May 27, 2025)
- Webster Summer Celebration (June 5, 2025)
- Chamber of Commerce Breakfast (October 31, 2025)



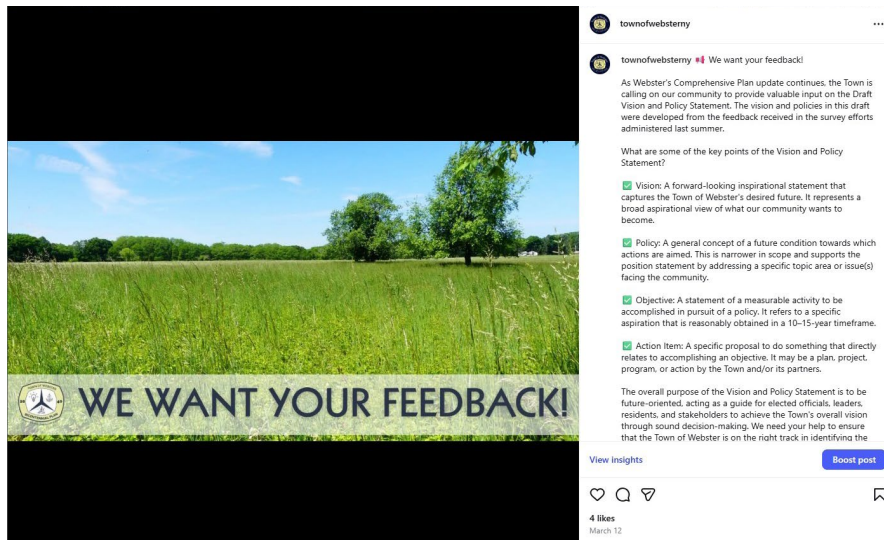
ONLINE & MEDIA PROMOTION

The Town's communications department consistently promoted the Plan and input opportunities throughout the duration of the project. This included several social media posts, e-newsletters, media releases, etc. as follows:

- Ten email blasts
- Four e-newsletters
- Fifteen Facebook posts
- Eight Instagram posts
- One Media advisory
- One press release
- One news article

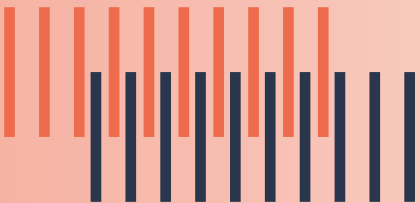
PUBLIC WORKSHOP #2 / CPC PUBLIC HEARING

- TBD - Scheduled for July 2026



Existing Conditions

This section provides a snapshot of the Town of Webster today.



Location

The Town of Webster has been shaped by its unique location and geography along Lake Ontario and Irondequoit Bay.

OVERVIEW

The Town of Webster was shaped by its strategic location in the northeastern corner of Monroe County and unique access to Lake Ontario's shoreline. Webster is located in the northeastern corner of Monroe County, New York, positioned along a 100-mile stretch of Lake Ontario shoreline.

The area's natural features, including Irondequoit Bay which acts as the eastern border for the Town of Irondequoit and the western border of the Towns of Penfield and Webster, provided both transportation routes and natural harbors that attracted early settlers and supported development. Webster Park encompasses 550 acres of wooded hills, flowing creeks, reflecting the diverse topography that has characterized the region throughout its history.

Today, Webster maintains its advantageous position 12 miles east-northeast of downtown Rochester, serving as a gateway between the greater Rochester metropolitan area and the recreational opportunities of Lake Ontario's southern shore.

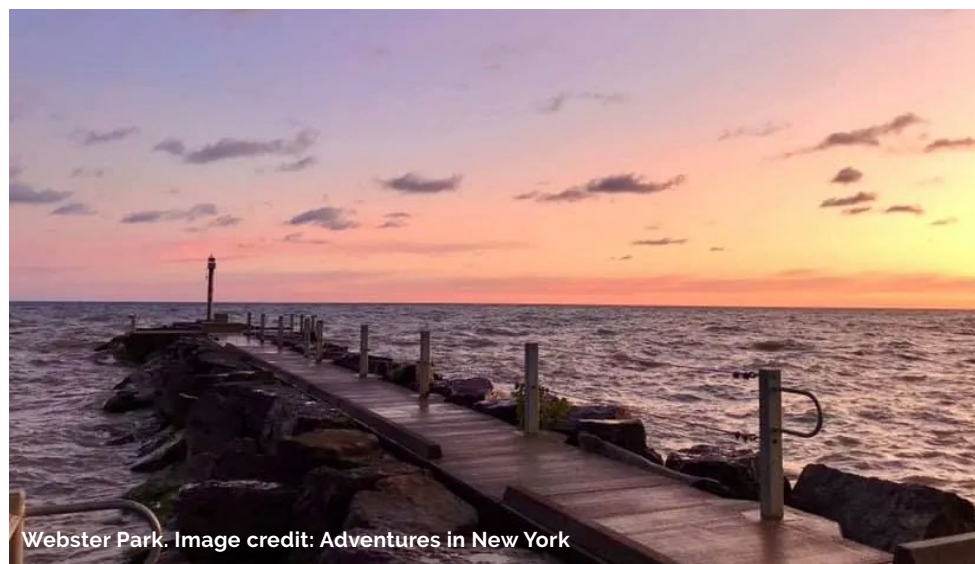
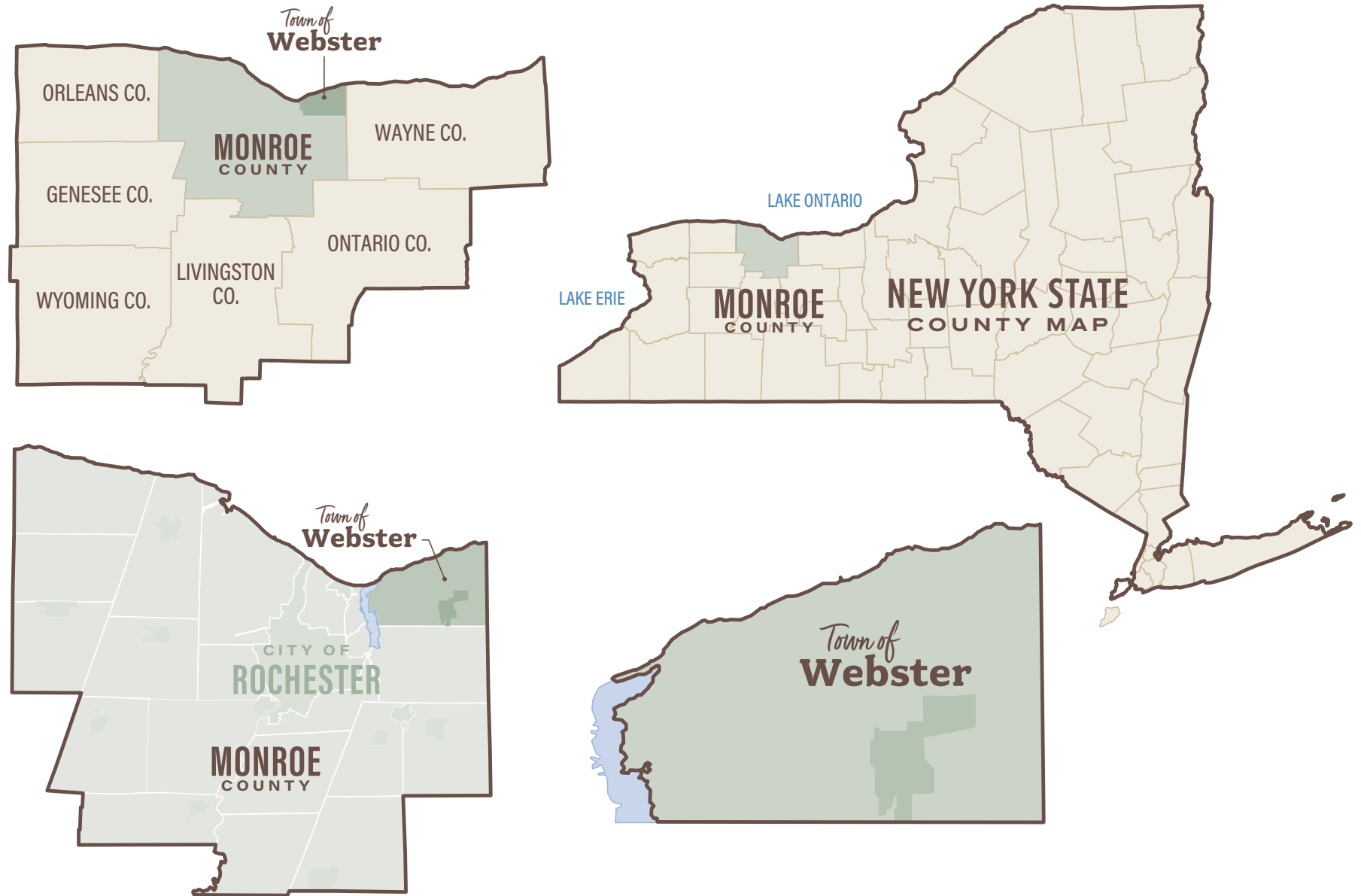


FIG. 2: REGIONAL CONTEXT



Historic Context

The Town of Webster was established in 1840 when residents of North Penfield successfully petitioned for independence. The rest is history.

OVERVIEW

The area now known as Webster was initially discovered by settlers in 1669. French explorer René-Robert Cavelier, Sieur de La Salle, known simply as La Salle, navigated Irondequoit Bay, the territory of the Seneca Indians, to investigate Lake Ontario and search for inland waterways.

On July 25, 1837, Daniel Webster addressed a large assembly of Whigs on the steps of the Rochester courthouse, discussing currency regulation and the economic situation. The Rochester Democrat remarked that he was “the cleverest fellow in the world for embellishing a story.” The Whig farmers from North Penfield, who were part of Daniel Webster’s audience that day, were so taken by his eloquence that when they petitioned the state legislature for independent town status from Penfield, they decided to name it in his honor.

On February 6, 1840, Governor William Seward proclaimed the establishment of Webster, New York. Originally part of North Penfield, land was allocated to form the new town. The population of the newly formed Webster was 2,235 residents. The inaugural town meeting took place at John Lett’s tavern, located south of the current village.

An overview of key historic dates can be found on the next page.



Historic view of Nine Mile Point. Image Credit: Webster Museum.



Apple farmers. Location/date unknown. Image source: Webster Museum

KEY HISTORIC DATES

1669: Early European Exploration

Robert LaSalle arrived at Irondequoit Bay, marking the first recorded European presence in the area that would become Webster.

1741: Land Transfer from Native Americans

Seneca Indians deeded a 20-mile wide stretch of land including present-day Webster Park to the British, establishing European land claims.

1840: Town Incorporation

Webster officially became a separate town from Penfield, with Byron Woodhull elected as the first supervisor, establishing local self-governance.

1875: Railroad Development

The Lake Ontario Shore Railroad was established (later becoming part of the New York Central system), connecting Webster to regional transportation networks.

1900: Transportation Revolution

The Rochester and Sodus Bay trolley made its first run through Town, dramatically improving connectivity and spurring development.

1912: Electrification

Electricity was installed throughout the Town, modernizing infrastructure and enabling further growth.

1929: Economic and Social Infrastructure

Webster Public Library opened and the Sodus Bay trolley was replaced by bus service, marking transitions in both education and transportation.

1970: Major Infrastructure Completion

The Irondequoit Bay Bridge opened, providing crucial transportation link and symbolizing Webster's development into a modern suburban community.

Who Came Before Us?

The Town of Webster honors the legacy of our land and its original inhabitants. Our community is situated on the ancestral lands of the Ho-de-no-sau-nee-ga (Haudenosaunee) people, specifically the Onöndowa'ga:' (Seneca) Nation. We recognize that this territory was taken from the Haudenosaunee unjustly during colonization. The Haudenosaunee Confederacy encompasses the Onondaga, Mohawk, Oneida, Cayuga, and Seneca Nations. Three significant treaties between the Haudenosaunee and the United States – the Treaty of Fort Stanwix (1784), the Treaty of Fort Harmer (1789), and the Canandaigua Treaty (1794) – affirmed the independent sovereignty of both nations and promoted peaceful relations. The Haudenosaunee people remain a vital component of our community, continuing to enrich our shared history, culture, and development.

Socio-Economic Overview

Demographic data is more than just numbers – it provides glimpses of current conditions and emerging trends that can inform future planning and community priorities.

OVERVIEW

Current census data offers insights into the Town’s present state and future trends for planning. This section uses 2010 and 2020 Decennial Census data, 5-year American Community Survey (ACS) estimates, and Esri’s 2024 (Environmental Systems Research Institute, Inc.) demographic forecasts. The Decennial Census provides accurate population counts, while ACS data enhances reliability through averaging. Esri’s estimates fill gaps between Census releases, aiding in demographic analysis. Despite some margins of error, these data sources are crucial for planning and policy development.

POPULATION

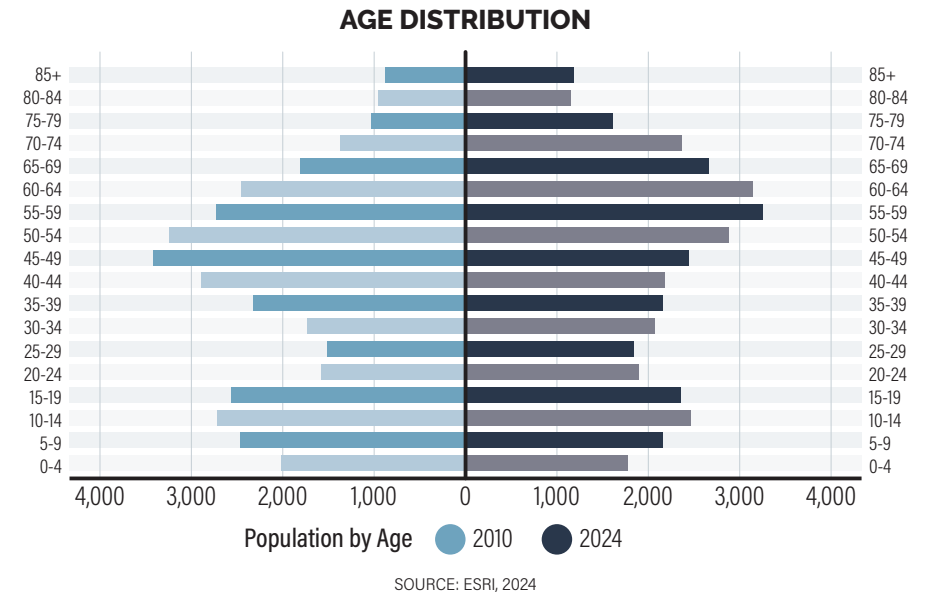
Webster experienced modest population growth between 2010 and 2020 (+5.2%), followed by a slight decline in the 2024 estimate. This trend mirrors broader regional dynamics and underscores the importance of tracking migration and housing demand.

TOTAL POPULATION				
2010-2024				
	2010		2020	2024
TOWN OF WEBSTER	37,676	▲	39,696	▼ 39,272
MONROE COUNTY	744,344	▲	759,443	▼ 751,095
NEW YORK STATE	19,390,621	▲	20,201,358	▼ 19,924,723

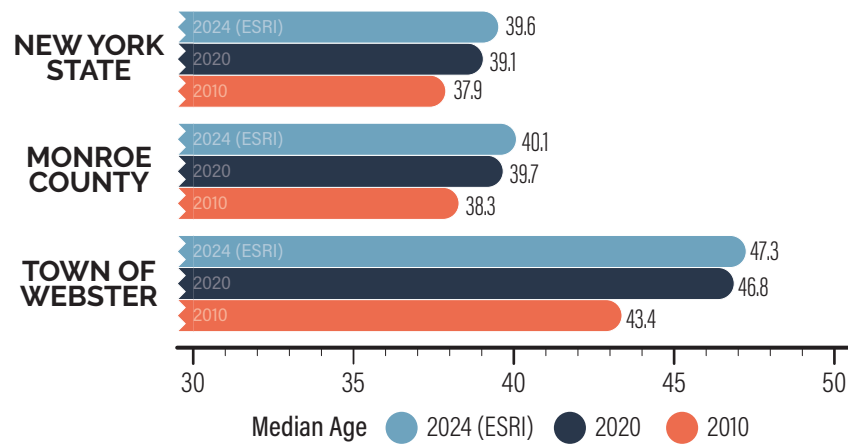
Source: Esri, 2024

AGE DISTRIBUTION

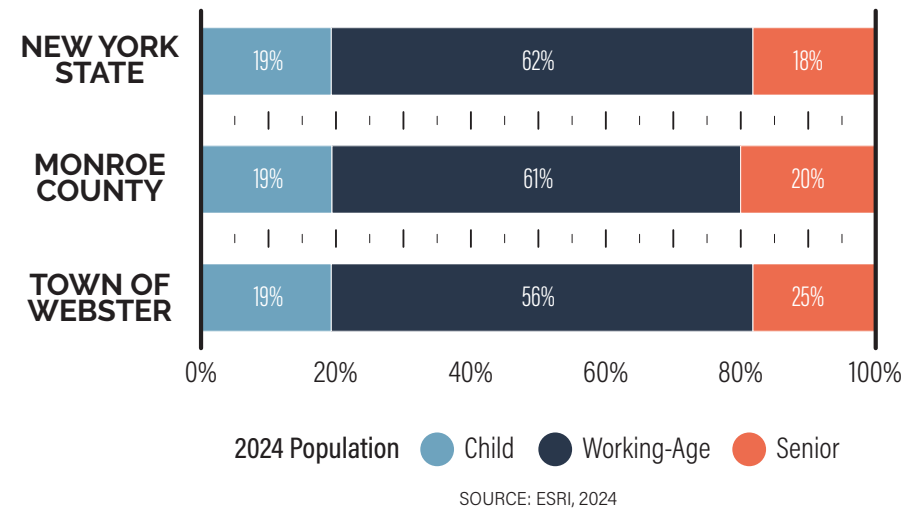
With a median age of 47.3, Webster is significantly older than Monroe County (40.1) and New York State (39.6). Seniors (65+) now make up 25% of residents, indicating a strong need for age-friendly housing, mobility, and services. **Webster will need to consider how housing, transportation, and services can support aging in place.** Compact, accessible housing types such as single-level homes or walkable senior housing developments can help residents remain in the community as they age – advancing goals for housing choice and walkable neighborhoods.



MEDIAN AGE COMPARISONS



AGE DEPENDENCY



MEDIAN HOUSEHOLD INCOME

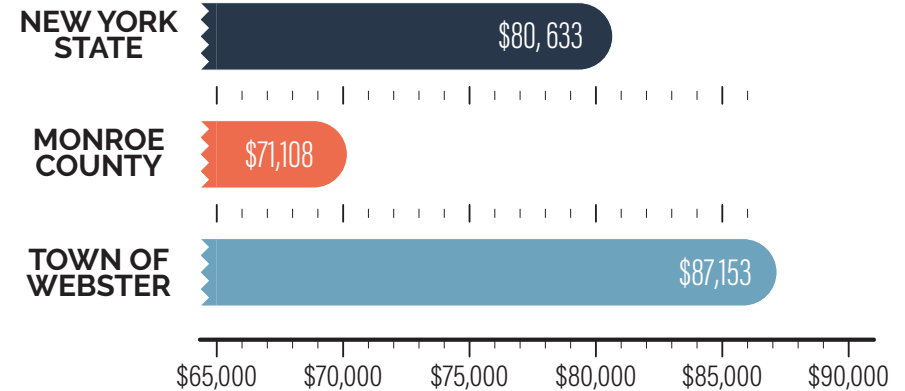
Webster has a median household income of \$87,153 and a low poverty rate (5%), signaling broad economic stability.

While 45% of households earn over \$100,000, 17% earn less than \$50,000, suggesting Webster has a more economically varied population than median income alone might indicate.

Planning for affordable housing at different price points will help attract and retain young professionals, service workers, and older adults.

MEDIAN HOUSEHOLD INCOME (2022)

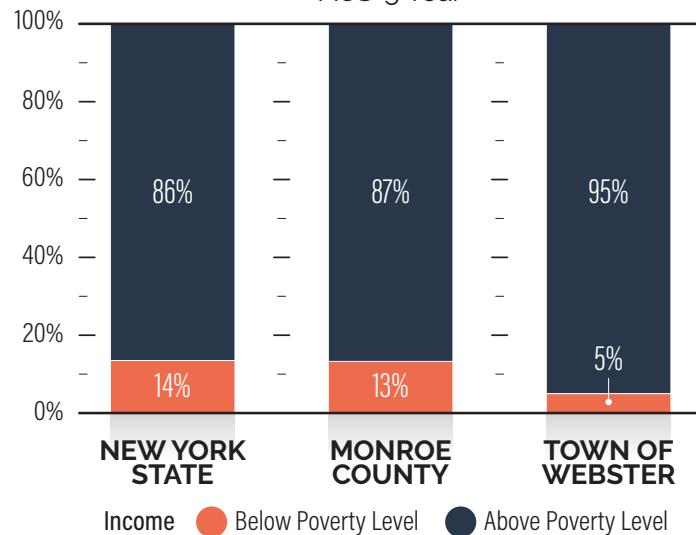
ACS-5 Year



SOURCE: ESRI, 2024

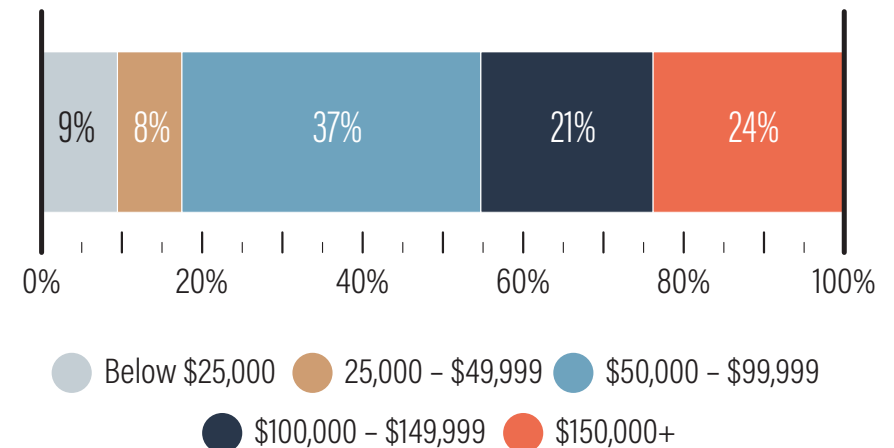
POPULATION WITH INCOME BELOW AND ABOVE POVERTY LEVEL (2022)

ACS-5 Year



HOUSEHOLD INCOME DISTRIBUTION

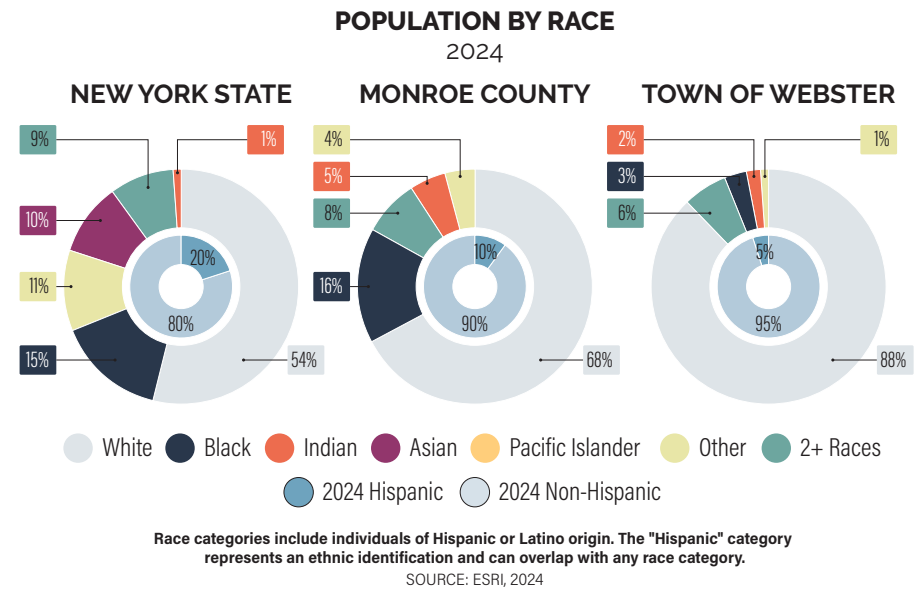
Household Income in the Past 12 Months
(in 2023 Inflation-Adjusted Dollars)



RACE & ETHNICITY

While Webster's current population is less racially and ethnically varied than the broader region, subtle shifts in demographics – such as an increase in multiracial residents – point to gradual change. *Considering ways to foster welcoming environments, accessible public spaces, and inclusive outreach can help attract and retain a broader range of residents* – supporting diverse community, civic engagement, and collaboration.

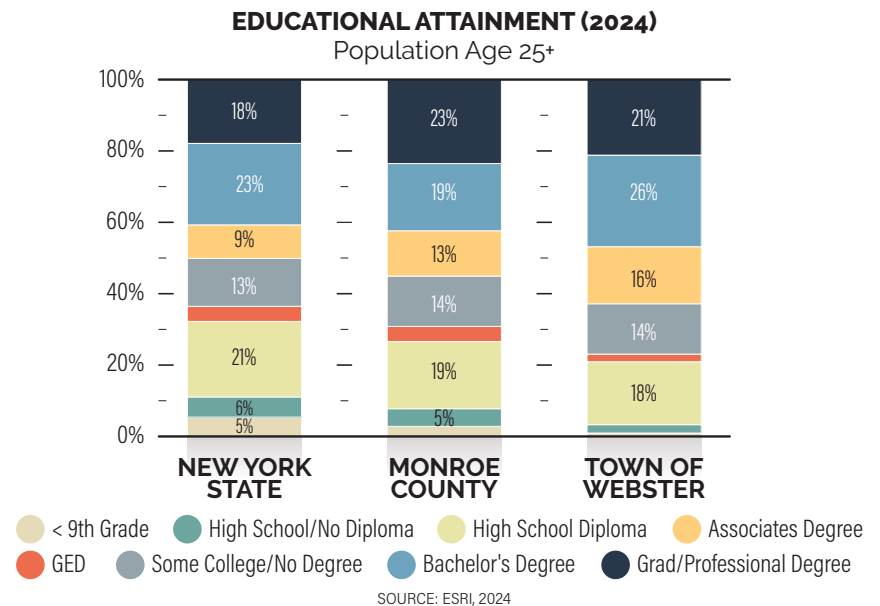
Webster's population is 86% White and 5% Hispanic, reflecting lower levels of diversity than county and state averages. However, there have been small increases in recent years in residents identifying as two or more races (6%).



EDUCATIONAL ATTAINMENT

Nearly half of residents (47%) hold a bachelor's degree or higher, well above state and county averages.

This high level of educational attainment supports a strong foundation for workforce development and economic opportunity among Town residents.



WORKFORCE

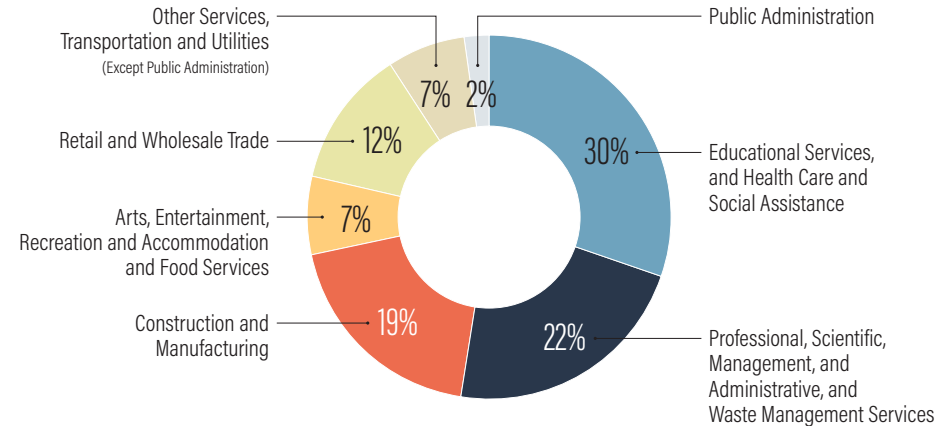
Nearly 1 in 3 working residents (30%) are employed in the education, healthcare, or social assistance industry. This is followed by 22% in professional and technical services, and 19% in manufacturing and construction – reflecting a highly skilled and service-oriented workforce.

Webster is primarily a commuter town, with 85% of residents working outside of the Town.

Most people working jobs in Webster reside elsewhere. This highlights the need to enhance the live-work balance via economic development, diversity in housing, and alternative transportation options.

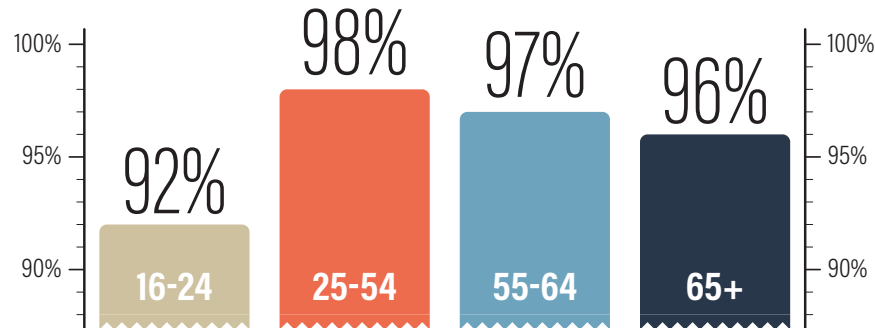
RESIDENT EMPLOYMENT INDUSTRIES

2022 Town of Webster (ACS 5-Year)

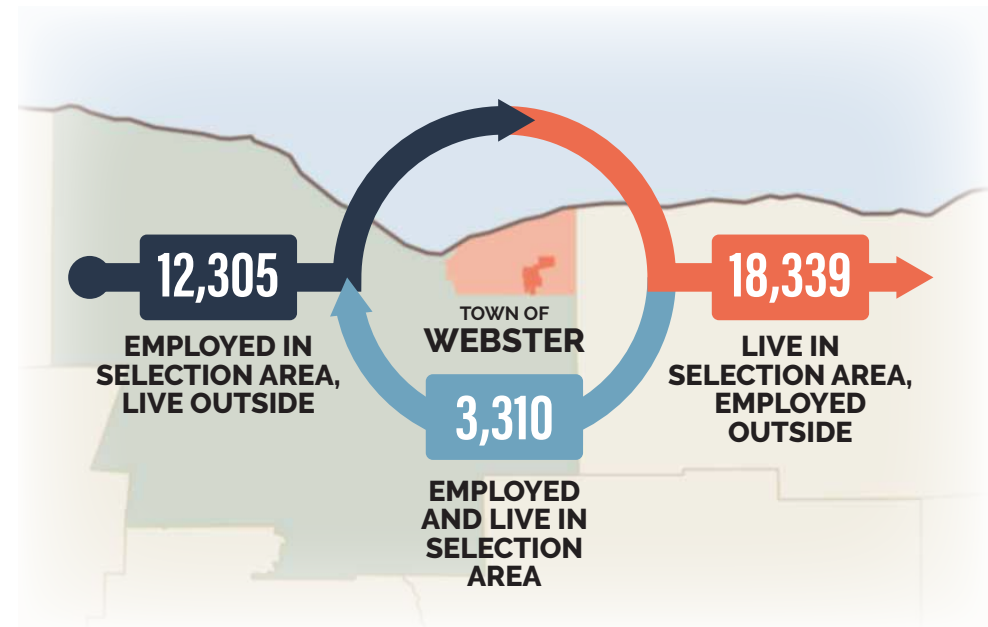


WORKFORCE AGE (EMPLOYED)

2024 Town of Webster (By Age Group)



SOURCE: ESRI, 2024





Housing

The following analysis describes housing characteristics in the Town of Webster.

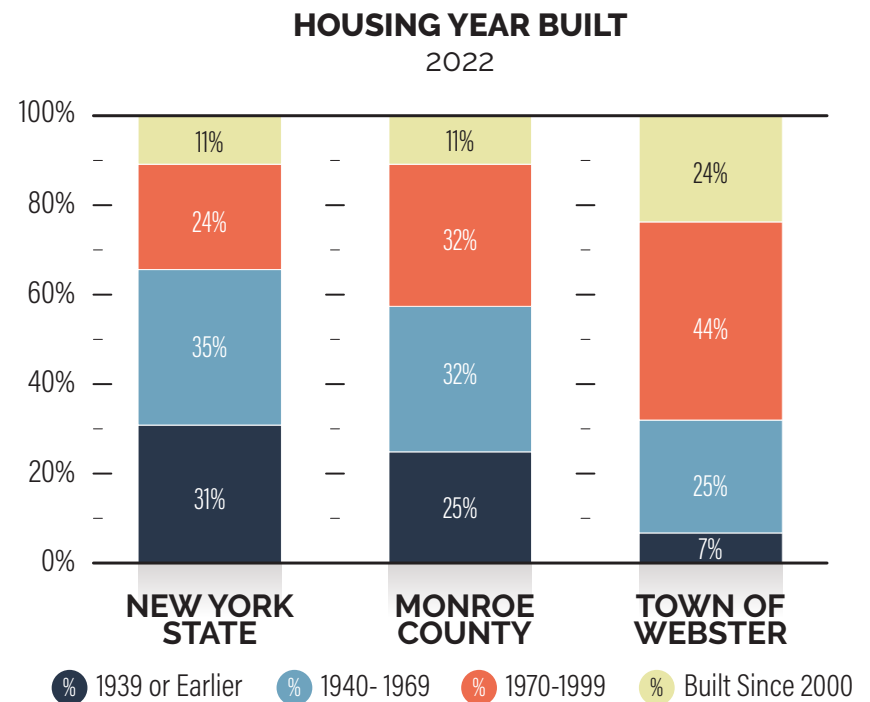
OVERVIEW

Webster offers a fairly homogeneous suburban residential housing stock with 83% of the Town's housing characterized as single-family residential. While there are apartments and multi structure housing units and scattered throughout the Town (primarily adjacent to Ridge Road, NY Route 104 and Empire Boulevard) in the southern and central portions of the Town, some of which caters to senior citizens), multi-family and affordable housing options focused on diverse resident needs are limited.

Webster's housing is newer than the county or state overall, with 68% of homes built after 1970. Town housing is characterized by some areas of denser traditional residential neighborhoods west of the Village of Webster, but the majority of the Town contains larger lot, less dense suburban style development tracts.

The western and southern areas of the Town feature more traditional suburban neighborhoods. The northern border of the Town runs along the shoreline of Lake Ontario, and in addition to the residential areas, some lands in this area are designated as natural areas or preserves and public parks. The eastern portion of the Town south of Route 404 (Ridge Road), and around State, Salt, and County Line Roads also consists of more rural/agricultural areas.

Approximately 70% of housing units in the Town of Webster are owner-occupied, and the Town has a low a vacancy rate (4%), suggesting a stable housing market. However, renter occupancy is rising – from 22% in 2010 to 26% in 2020.



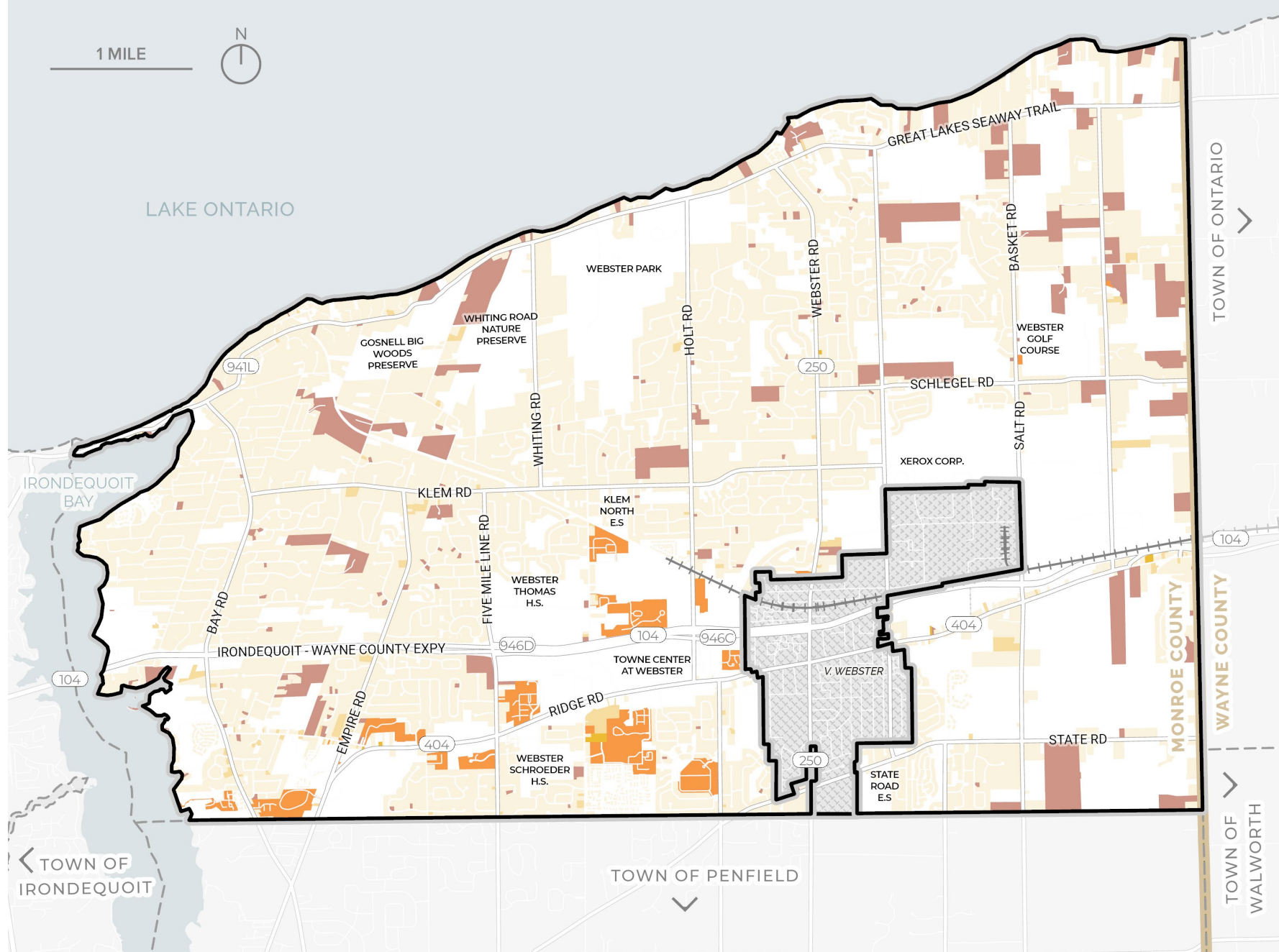
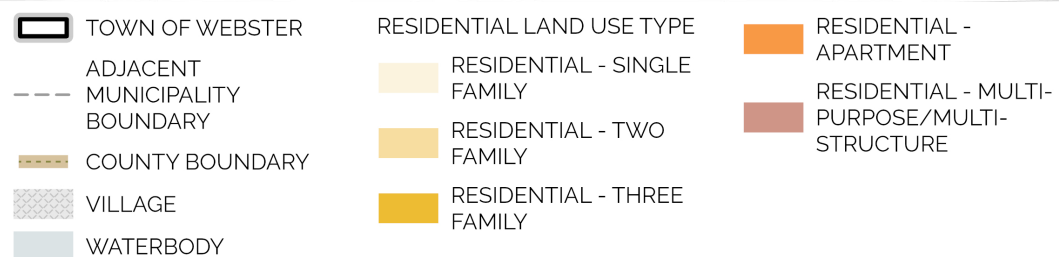


FIG. 3: RESIDENTIAL LAND USE



The median home value of owner occupied units in the Town is \$247,600. Median monthly costs with a mortgage are \$1,895 and without a mortgage are \$861. Housing costs in the Town are increasing and median gross rent is increasing (\$1,352). **Nearly half of renter households are cost-burdened, including 18% severely burdened – indicating affordability pressures even in a high-income community.** Even though the Town experiences low housing vacancy, **increasing housing costs could limit future access, especially for first-time home buyers and less affluent individuals and families.** Smart Growth-aligned strategies such as infill development, accessory units, and mixed-use zoning can help create new housing options without expanding the Town’s footprint.

A range of housing options, such as townhomes, patio homes, small multi-unit dwellings, and affordable rentals, can relieve cost pressures while supporting the needs of existing and future residents looking to move to or remain in the Town.

HOUSING MARKET ACTIVITY

With respect to housing market activity, real estate data for April 2025, showed there were 104 total listings for the 14580 (Webster) postal code. This is a 12.5% increase from March 2025, and a significant increase (over 200%) from April 2024. Of these listings, 48 fell under the category of new listings, a 20% increase from the previous month. The median and average listing prices were \$420,350 and \$506,692, respectively. These are generally similar in a month-over-month and year-over-year comparison, all falling within about 5% (Realtor.com).

NEW RESIDENTIAL DEVELOPMENT

The Town of Webster has several active and ongoing residential development projects, along with associated infrastructure improvements that support that development. These development projects are primarily a mix of infill housing in existing, established suburban style subdivisions/ neighborhoods or development of multiple houses within large lot subdivisions.

RENTER HOUSEHOLDS BY HOUSING COST BURDEN

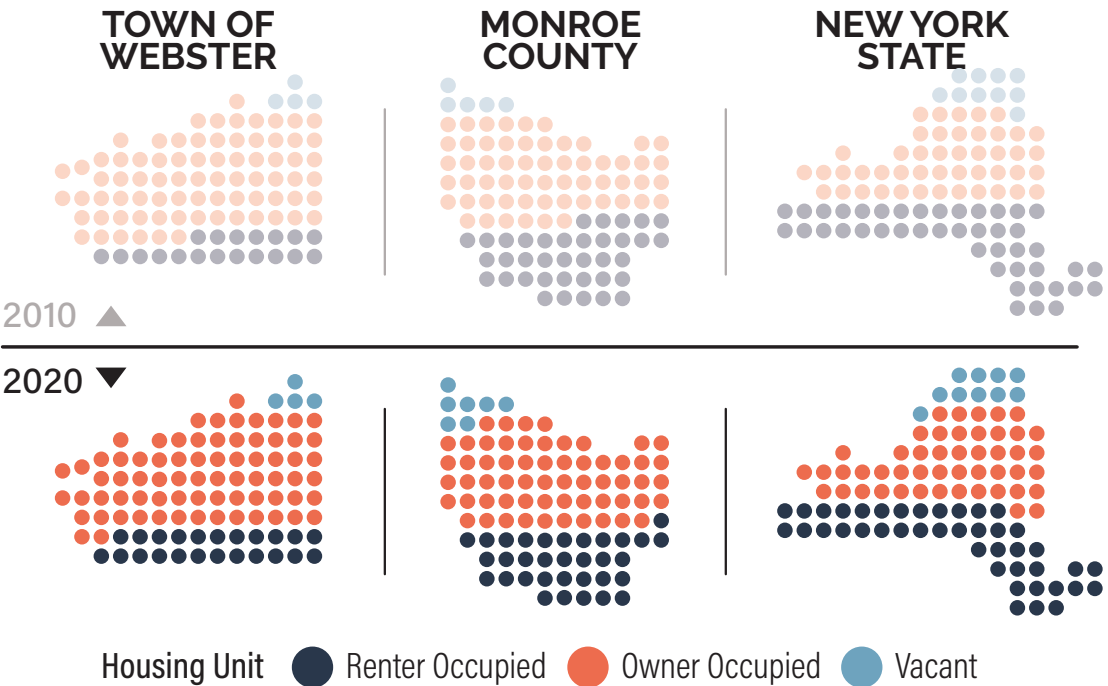
2023 Gross Rent as a Percentage of Household Income in the Past 12 Months



SOURCE: ESRI, 2024

Households are considered cost-burdened when 30% or more of their income (monthly or annually) is spent on housing costs.

HOUSING UNIT SUMMARY



SOURCE: ESRI, 2024

Table 1, Housing Unit Summary

YEAR	OCCUPANCY	TOWN OF WEBSTER	MONROE COUNTY	NEW YORK STATE
2010	Renter	19%	33%	42%
	Owner	77%	60%	48%
	Vacant	4%	6%	10%
2020	Renter	23% ↑	37% ↑	44% ↑
	Owner	73% ↓	58% ↓	46% ↓
	Vacant	4% ↔	6% ↔	11% ↑

Source: Esri, 2024

KEY TAKEAWAYS

- Low vacancy rates and increasing housing costs could limit future housing access, especially for first-time home buyers and middle- to lower-income individuals and families.
- The mix of housing options, including affordable multi-units catering to diverse resident needs, is limited.
- 49% of renters are cost-burdened, of which 18% are severely burdened.
- New residential development projects are primarily a mix of larger lot infill housing in existing, established suburban style subdivisions or new large lot subdivisions.
- Expanding the range of housing options can relieve cost pressures while supporting a broader variety of housing choices and promoting equitable development.

Existing Land Use

The following analysis describes land use characteristics in the Town of Webster.

OVERVIEW

The Town’s land use is characterized by a mix of residential, commercial, industrial, and a fairly large inventory of vacant lands, which present opportunities for sustainable growth and redevelopment. The current land use distribution (See Table 2) reflects Webster’s strengths and provides opportunities to further enhance the Town as a livable and resilient community.

Webster follows a traditional suburban land use pattern featuring a strong reliance on private vehicles for transportation – land uses are generally separated with travel between residential areas, commercial zones, and industrial areas, necessitating longer driving between each destination. The existing land use map on the following page shows the distribution of land uses across the Town.

RESIDENTIAL

Residential land is the most prominent use within the Town of Webster (accounting for over 10,000 acres and approximately 50% of total land use) (see Figure 4). Residential areas dominate the Town, with heavier concentrations located in the western and central portions of the Town. A breakdown of these uses reveals that *Single-family Residential makes up most of the housing (83.5%)*, with Residential - Multi-

Purpose/Multi-Structure being the second highest form of housing (11%). Residential – *Apartments account for 4% of the housing and two and three-family account for only 1.4%* (see Table 2). Future development in the Town of Webster could focus on expanding mixed-income, mixed-density housing options, to promote more attainable and connected communities.

Table 2, Town of Webster, Existing Land Use

Land Use	Area (Acres)	Area (%) - 2024
Agricultural	1,088.5	5.4%
Commercial	754.1	3.8%
Community services	683.8	3.4%
Industrial	408.2	2.0%
Public services	145.1	0.7%
Recreation and entertainment	969.3	4.8%
Residential	10,108.7	50.3%
Transportation ROW	1,889.5	9.4%
Vacant land	2,622.0	13.1%
Wild, forested, conservation lands and public parks	1,416.7	7.1%
Total	20,085.9	100.0%

Source: Monroe County, GIS department 2024.

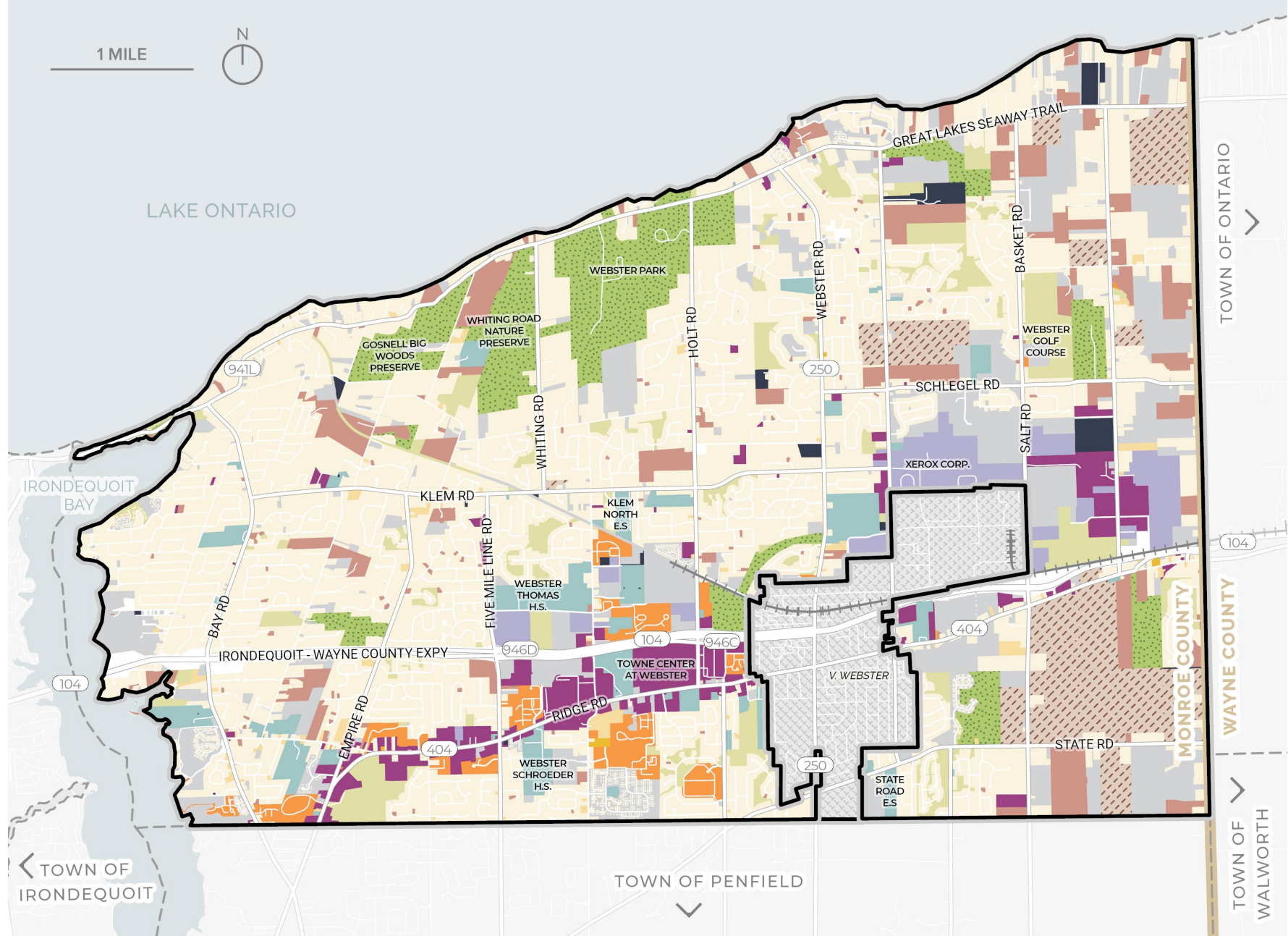
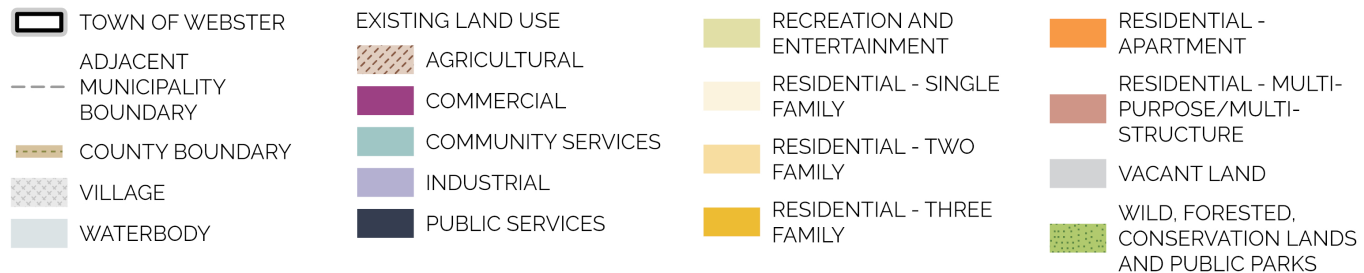


FIG. 4: EXISTING LAND USE



VACANT

There is a total of over 2,600 acres (or 13% of the total Town land use) of lands classified as Vacant within the Town of Webster (see Figure 5 and Table 3). Vacant land is dispersed throughout the Town with some concentrations in the eastern and northeastern portion of the Town along the Town of Ontario border (see Figure 5).

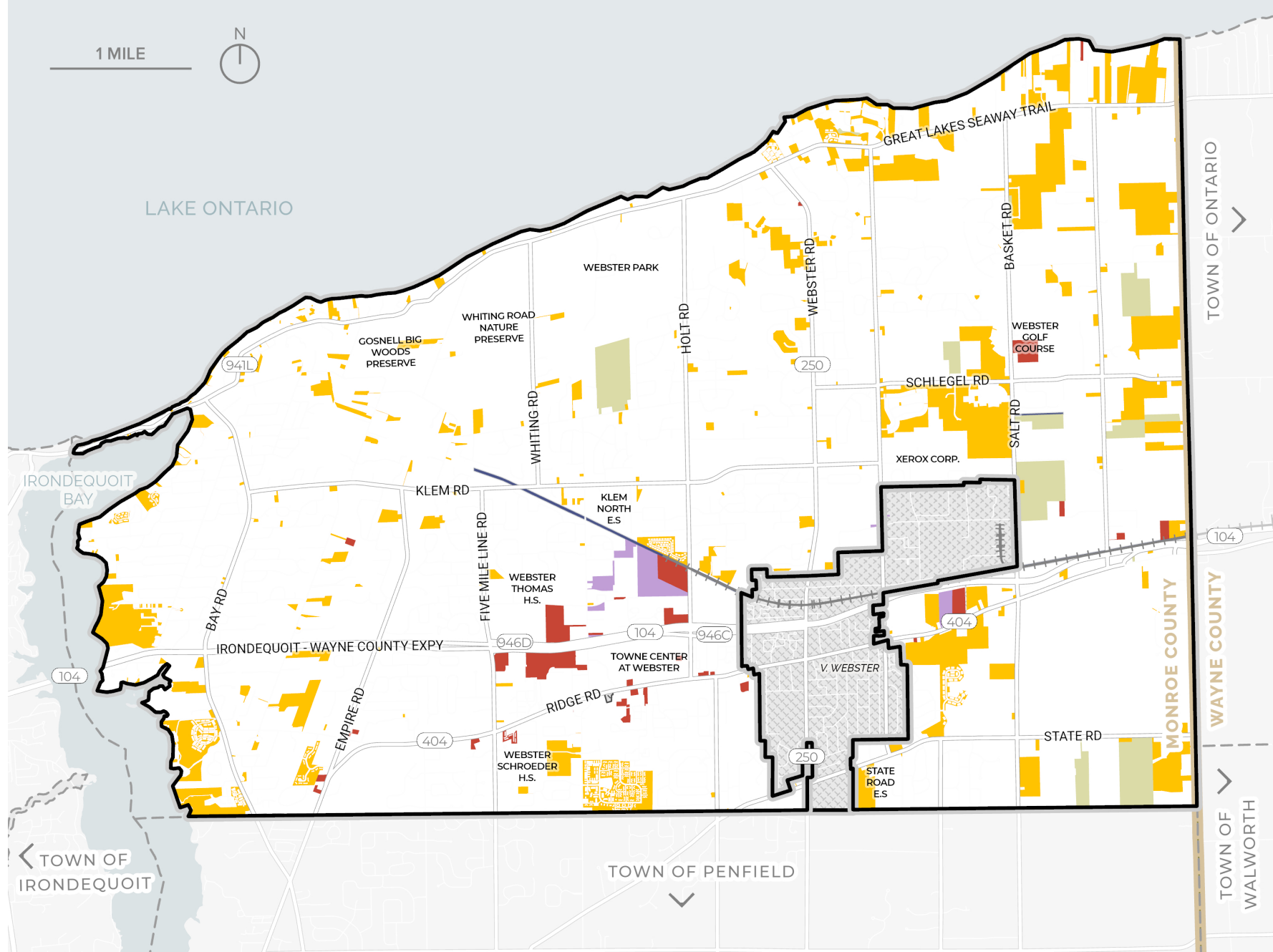
While most vacant lands are classified as Residential vacant land in commercial areas (over 1,000 acres), approximately 430 acres are designated as vacant land over 10 acres offering larger lots of potential development. Vacant land in commercial and industrial areas total 146.8 acres.

Approximately 53 acres of Vacant land in the Town is publicly owned by the County, Town, Village or School district. The local utility, Rochester Gas & Electric Corp, also owns approximately 50 acres of Vacant land, located at Klem and Whiting Roads.

Table 3: Town of Webster, Vacant Land Types

Vacant Land Type	Total Acres	Area (%)
Commercial vacant land with minor improvements	23.4	0.1%
Parking lot	2.0	0.0%
Public utility vacant land	51.3	0.3%
Residential	33.7	0.2%
Residential land including a small improvement (not used for living accommodations)	254.6	1.3%
Residential vacant land	1,107.9	5.5%
Residential vacant land over 10 acres	438.7	2.2%
Rural	349.4	1.7%
Rural vacant lots of 10 acres or less	14.4	0.1%
Vacant land located in commercial areas	267.6	1.3%
Vacant land located in industrial areas	79.2	0.4%

Source: Monroe County, GIS department 2024



**FIG. 5: EXISTING
LAND USE: VACANT**



COMMERCIAL

Although Commercial uses in the Town account for only 3.8% of its existing land uses, the Town's commercial corridors are strong and vibrant. Commercial uses are primarily concentrated along the Ridge Road corridor (Rt. 404) in the southern/central portion of the town, leading into and beyond the village from the west. Commercial uses also extend to the north and south of Ridge Road on several commercial roadways including Five Mile Line Road, Shoecraft Road, Hard Road and Jackson Road. The Town's commercial land uses concentrated along these corridors are diverse and includes a mix of several large big box stores, restaurants, movie theatre, hotels, several auto dealerships, grocery stores, as well as a variety of smaller commercial businesses including, banks and offices and multiple non-chain commercial businesses.

Additionally, Empire Boulevard in the southwestern portion of Webster serves as a dense commercial corridor as it heads south into the Town of Penfield. The west end of the Town features a Wegmans Supermarket on Empire Boulevard and a Walmart Supercenter on Brandt Point Drive intermixed with other commercial uses.

Future commercial development in the Town, considering a mix of infill and new large lot commercial development, should prioritize revitalizing existing structures and further enhancing the denser portions of the Town's commercial cores with mixed-use projects that could include more diverse housing, commercial and additional public spaces. Emphasizing more walkable and environmentally conscious designs will contribute to the Town's goal of creating a vibrant, sustainable mid-sized Town.

INDUSTRIAL

The Town is working to realize its vision for growth and development of its existing and long-standing industrial lands in the eastern side of the Town, east of the Village of Webster. The new Fairlife project (745,000 SF of milk processing area, warehouse, and support services buildings) and former Xerox campus in both the Village and Town are in this area.

There is an opportunity for catalytic projects revitalizing existing industrial areas and attracting new businesses, leveraging the Xerox campus and other industrial zones for today's market and increasing sustainable development practice.

KEY TAKEAWAYS

- Land use is dominated by Single family Residential accounting for over 10,000 acres and approximately 50% of total Town land use.
- Large vacant areas located throughout the Town - most designated as Residential Vacant.
- Future development of Commercial land use should prioritize revitalizing existing structures and further enhancing the denser portions of the Town's commercial cores with mixed-use projects that could include more diverse housing, commercial and additional public spaces. Emphasizing more walkable and environmentally conscious designs will contribute to the Town's goal of creating a vibrant, sustainable small-sized Town.



Zoning

The Town of Webster's Zoning Code shapes local development with the application of districts and standards dictating permissible land uses, as well as parameters for building scale, lot dimensions, and site design

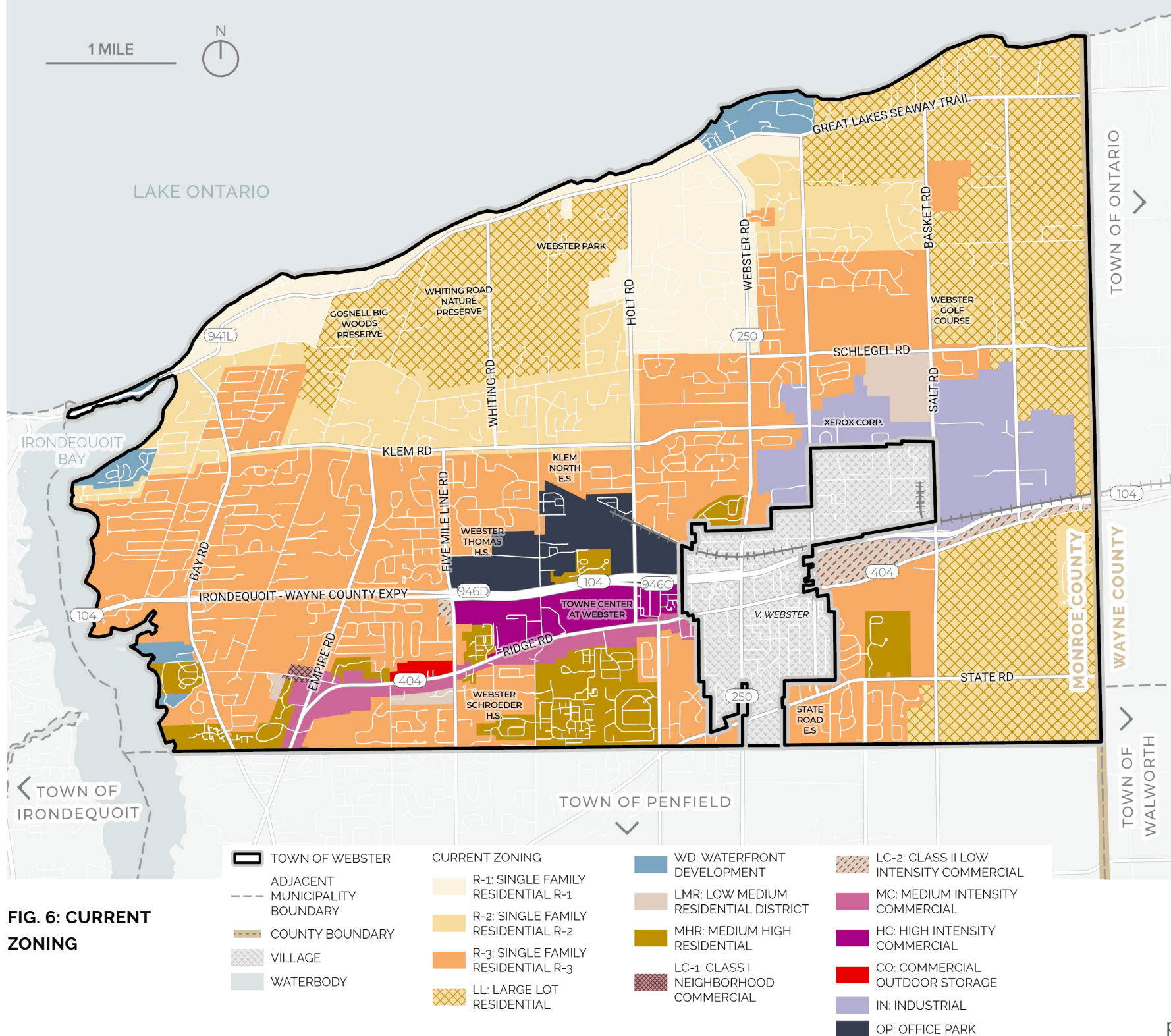
OVERVIEW

Zoning is a regulatory tool that guides development through the establishment of standards and guidelines for land use, buildings, and development patterns. The way in which a community adopts zoning standards is informed by the goals and strategies identified in the Comprehensive Plan.

The Town of Webster's zoning ordinance aims to improve the health, safety, and well-being of Webster's residents by reducing traffic congestion, protecting against dangers like fire and floods, providing adequate light and air, and preventing overcrowding. It also focuses on promoting balanced population distribution and providing the necessary public services like transportation, water, schools, and parks, all while maintaining property values for residents. However, opportunities exist to further integrate these principles by allowing for denser development in certain areas, enhancing transportation options, and encouraging infill and redevelopment projects. The ongoing comprehensive plan update presents an opportunity to address these areas and strengthen the Town's commitment to sustainable and equitable development.

The Town of Webster has fourteen zoning districts – see Figure 6 and the list below.

- Single Family Residential District (divided into three districts)
- Large Lot Single Family Residential District
- Waterfront Development District
- Medium High Residential District
- Low Medium Residential District
- Class 1 Neighborhood Commercial District
- Class 2 Low Intensity Commercial District
- Medium Intensity Commercial District
- High Intensity Commercial District
- Commercial Outdoor Storage District
- Industrial District
- Office Park



OVERLAY DISTRICTS

In addition, the Town of Webster has three zoning overlay districts that seek to promote flexible, environmentally conscious development. They include:

- **Progressive Development Overlay District (PDD):**

This district is designed to promote flexible and efficient economic development within the High Intensity Commercial, Medium Intensity Commercial, Office Park, and Industrial districts. While the overlay district does not increase the density of the underlying districts, it does allow for the modification of dimensions, promoting more effective land-uses and fueling cooperative development and the preservation of greenspaces. One of the main priorities of this district is to encourage the development of senior housing for older residents of the community, while maintaining the integrity of the area's neighborhoods and upholding environmental standards. Development within this district is subject to Town Board review as well as site plan approval.

- **Open Space Overlay District (OSD):** Promoting environmentally conscious development is a priority for the Town of Webster. The Open Space district aims to preserve and enhance the area's open and recreational areas, while limiting development that would have negative impacts on natural resources and habitats. Permitted uses within this overlay district include public parks, bike trails, and marinas. Certain commercial and recreational facilities within this district require a special permit to operate, as long as they keep with the principles of maintaining the environment and limiting developmental impact.

- **Environmental Protection Overlay Districts (EPODs):**

This overlay is divided into two different districts, each based on its own environmental priority. The Steep Slopes Protection District aims to protect steep slopes around Irondequoit Bay from environmental impacts associated with development, including soil erosion, destruction of vegetation, and increased runoff. The Woodlot Protection District protects much of the area's wooded parcels from the effects of development. Both districts require an EPOD development permit, approved by the Department of Public Works, before any construction-related activity can take place. There was a third district within the Environmental Protection overlay; the Floodplain Protection District that was repealed in 2008.

KEY TAKEAWAYS

- The Town's code predominantly supports low-density, large-lot residential development, which may not prioritize infill or redevelopment areas where a higher or mixed density may be appropriate. Encouraging mixed-density, mixed-use development in underutilized areas could provide more opportunity for increased housing choice, affordability, and the ability to age-in-place needed to attract and retain residents.
- Zoning regulations do not explicitly promote more transit-oriented development or prioritize walkability. Integrating policies that encourage pedestrian-friendly design and multi-modal transportation networks could enhance sustainability and reduce reliance on automobiles.
- The Progressive Development Overlay District (PDD), allows for flexible site planning within high-intensity commercial and office zones. This flexibility supports compact, mixed-use development that preserves green space and promotes efficient land use. The PDD aims to create development patterns that are harmonious with the community's character and goals of this Comprehensive Plan.



Transportation

Transportation and infrastructure systems play a pivotal role in connecting Town residents to their surrounding community. The quality and availability of these systems significantly impact the daily lives of residents and accessibility for all.

OVERVIEW

Smart Growth strategies to reduce traffic volumes and impacts includes promoting centralized, mixed-use development, accommodating alternative modes of travel, and encouraging the development of walkable neighborhoods. The following section details the transportation and utility features present within the Town of Webster.

TRANSPORTATION

With the exception of private roads, roadways in the Town of Webster are owned and maintained by either New York State, Monroe County, or the Town of Webster.

- **New York State Routes** - State Route 104, State Route 250, and State Route 404
- **Monroe County Roads** - Basket Road, Bay Road, Five Mile Line Road, Gravel Road, Harris Road, Holt Road, Jackson Road, Klem Road, Lake Road, Monroe-Wayne County Line Road, Phillips Road, Salt Road, Schlegel Road, State Road, and Whiting Road.

- **Town of Webster** - All other roads (approximately 128-miles of roadway). These are Town Highway Department maintained roads.

The primary transportation route running through the Town of Webster is State Route 104 (Irondequoit-Wayne County Expressway), a limited-access state highway with nine interchanges in the Town. This four-lane expressway spans across the Town as well as through much of Central and Western New York, running all the way from Oswego to the east and City of Niagara Falls to the west. From Webster, it crosses Irondequoit Bay, running directly into the City of Rochester, serving as the most prominent access point into the city.

Route 404, is the Town's main commercial throughfare. Other local roads that traverse the Town include Lake Road (Great Lakes Seaway Trail) that runs east west through the northern portion of the Town along the Lake Ontario shoreline. Other major local roads running north-south include Whiting Road, Route 250, Holt Road, Phillips Road, Salt Road, Basket Road and County Line Road. Major east – west local roads include Klem Road, and Schlegel Road. State Road traverses the Town in a diagonal fashion as does a portion of Orchard Road (see Figure 7).

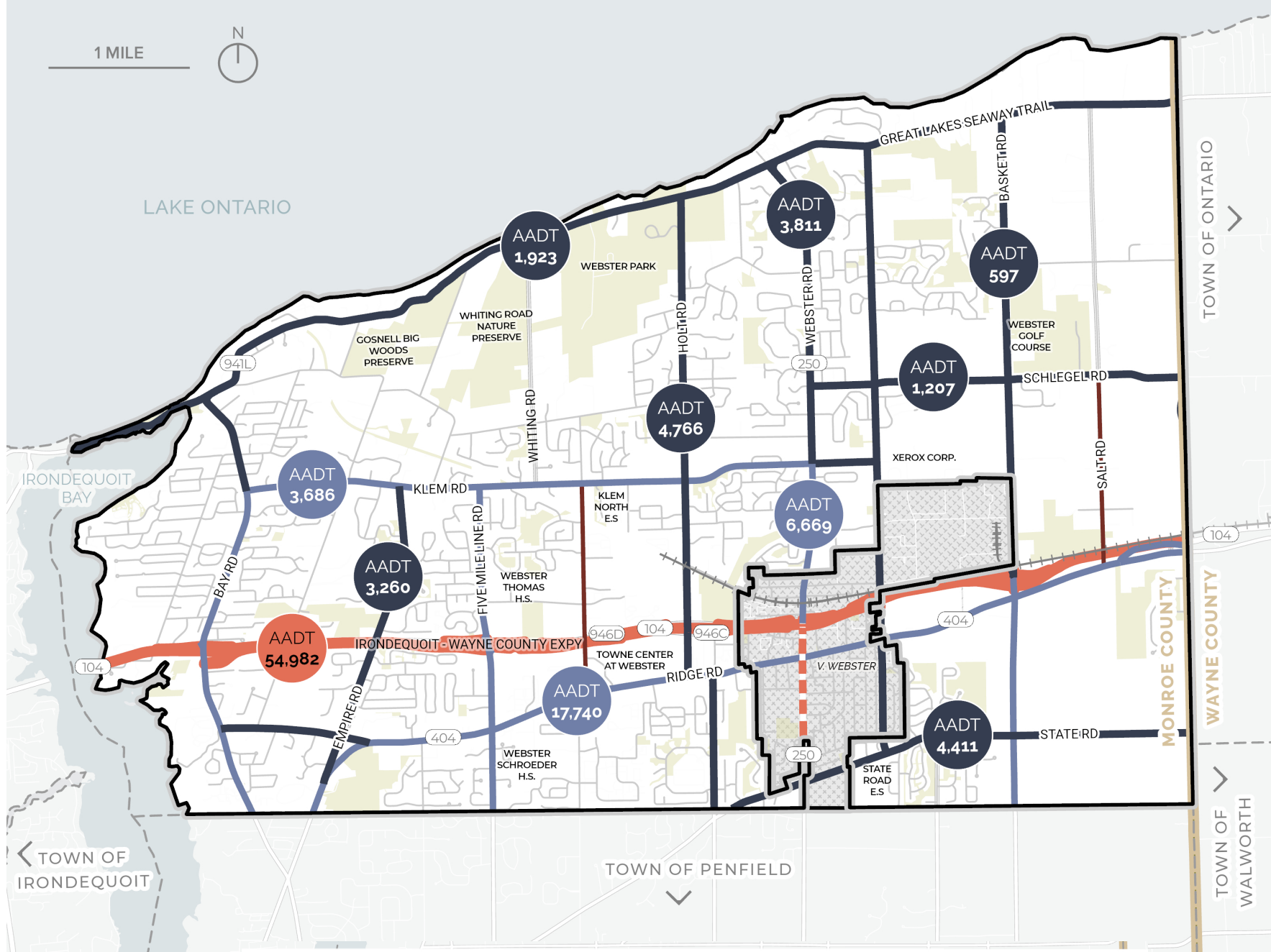
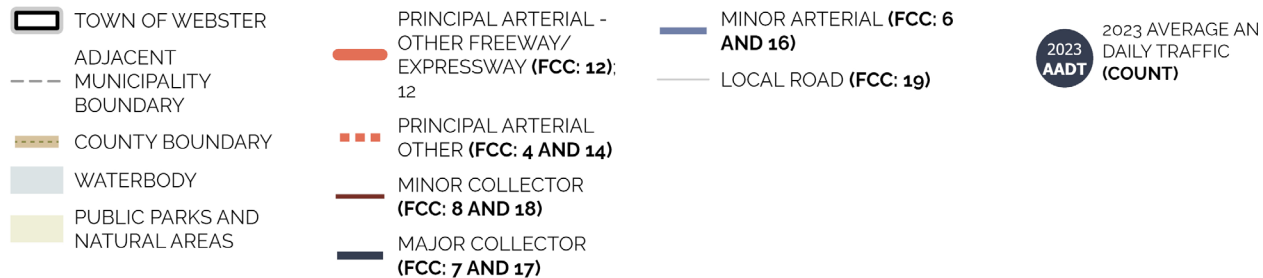


FIG. 7: AADT MAP



While no Interstate highways run through the Town limits, I-390, I-490, located to the west and south, and I-590 located to the southwest are all within close proximity to the Town. From there, Interstate 90 provides significant access to the larger metropolitan areas of Boston and Albany to the east, and Buffalo and Cleveland to the west.

TRAFFIC VOLUME

The Irondequoit-Wayne County Expressway (State Route 104) handles the highest volume of traffic in the Town, with an average annual daily traffic (AADT) volume of more than 54,900 cars. The expressway goes across the full extent of the Town into adjacent municipalities and counties. More than 17,700 AADT traverse Route 404 in the Town through the Town's commercial district (see Figure 8).

Other busy roads in the Town include Route 250 (Webster Avenue), which handles about 6,600 vehicles AADT as it becomes North and South Avenue traversing through the center of the Village of Webster. Holt Road, State Road, Empire and Klem Roads all handle about half these volumes.

Other Key Transportation Features in the Town of Webster include:

- **Irondequoit Bay Bridge** - The Irondequoit Bay Bridge is a 2,375.36-foot continuous truss bridge spanning Irondequoit Bay. The bridge is 87 feet wide and carries the six-lane New York State Route 104 from the Town of Irondequoit on the west side of the bay to Webster on the east side. The western approach is just east of NY 104's interchange with NY 590. The bay bridge was built in 1967, has nine spans and handles an AADT of 67,229 vehicles.

- **The Irondequoit Bay Outlet Bridge (IBOB)** – The IBOB is located at the north end of Irondequoit Bay, spanning the outlet between Lake Road in the Town of Webster and Culver Road in the Town of Irondequoit. Annually, the bridge is swung into place for use by motorists 5 months out of the year (November 1 - March 31) and swung away into storage to open the channel for boaters 7 months out of the year (April 1 - October 31). This allows use of the bridge by vehicular traffic in winter months, and use of the channel by boaters in the summer months. Monroe County operates the bridge in conformity with a bridge permit issued by the United States Coast Guard.
- **Ontario-Midland Railroad (OMID)** – OMID operates in both Wayne County and Monroe County. It's location in the Town is at Xerox Park. OMID is located in proximity to Route 104 with easy access to 390 & 490. OMID provides rail service to the 1,400-acre North East Area for Technology (NEAT) industrial zone, supporting freight and industrial activities at the site.



Lake Ontario. Image Credit: Town of Webster

MULTI-MODAL SYSTEMS

WALKING & BIKING IN THE TOWN OF WEBSTER

The Town of Webster has developed primarily as a car-oriented suburban community with limited dedicated pedestrian and/or bicycle accommodations.

Enhancing walkability is one of the cornerstones of sustainable development and one of the simplest and best solutions for improving the environment, health, and economy.

Overall, there is limited sidewalk infrastructure in the Town along the major roadways and streets. A lack of sidewalks significantly reduces a community's walkability. Sidewalks provide a designated and safe pathway for pedestrians, minimizing potential conflict points with vehicles and promoting walking as a mode of transportation. Without them, residents are forced to walk in the street, which increases the risk of accidents, especially in areas with heavy traffic. The lack of sidewalks along the Town's commercial corridors has been an ongoing challenge and was identified as concern in the Town's 2008 Comprehensive Plan Update.

The Town has worked over time to make progress installing sidewalks. Sidewalks have been constructed in some locations in the Town as part of various transportation improvement projects, including (see locations below and Figure 8):

- **Ridge Road Multimodal Corridor:** A project in 2020, funded in part by a \$1,480,000 Federal grant, included sidewalk, crosswalk, and bike lane improvements along Ridge Road. This project spanned from Holt Road to Five Mile Line Road.

- **North Avenue Connector Project:** From 2015 to 2020, a significant amount of funding was invested in this project, which included pavement, lighting, street trees, sidewalks, and gateway enhancements along North Avenue, from Main Street to the North End Business District.

In general, Webster has varying walkability depending on the specific location within the Town you are in. According to the National Walkability Index, vast portions of the Town north of NY Route 104 are rated low for walkability – the ratings for this area are “Least Walkable” and “Below Average Walkable” (see Figure 8). There are some specific areas of the Town south of NY Route 104 - like activity centers and neighborhoods along Route 404 and adjacent to the Village of Webster that are rated as being “Above Average Walkable”.

Going forward, the Town plans on continuing to invest in sidewalk improvements and will continue to require sidewalks in all new development. The Town zoning code in Section 350-65 states that “where feasible the Planning Board shall require the construction of sidewalks or paved shoulders to encourage pedestrian and bicycle access. The shoulder or sidewalk shall be a minimum of five feet wide”.

In addition, the 2008 Comprehensive Plan Update evaluated major roadway sections in the Town of Webster that today remain appropriate and safe for biking, i.e., marked with at least 6-foot flat, paved shoulders on each side of the road.

The following road sections were rated as “Excellent”:

- Klem Road - Bay Road to Philips Road
- Route 250/Webster Road - Plank Road to State Street and Klem Road to Lake Road

Also, several lower volume roadways with less than 6-foot paved shoulders (e.g., Schlegel Road, Gravel Road, etc.) were also rated good or very good, but bicyclists must be more cognizant of vehicular traffic.

TRAILS

The Town does have an extensive network of trails, which generally offer a mix of walking, hiking, biking, jogging, snowshoeing, cross country skiing. These trails are located in several of the Town's parks and natural areas. They include:

- Gosnell Big Woods Preserve/Big Field Trail
- Whiting Road Nature Preserve/Brown Trail, Green Trail, White Trail, Red Trail, Blue Trail, Yellow Trail, and Orange Trail
- Webster Park/West Trail
- Four Mile Creek Preserve/ Blue and Red Trail
- Chiyoda Trail
- Finn Park Nature Trail
- Hojack Trail/Rail to Trail
- Herman Road Forever Wild Forest
- Hickory Bark Woods
- John Unger Nature Trail
- Midnight Trail
- Vosburg Hollow Nature Trail
- Charles E. Sexton Memorial Park Trail
- Bird Sanctuary Trail
- State Road Nature Preserve

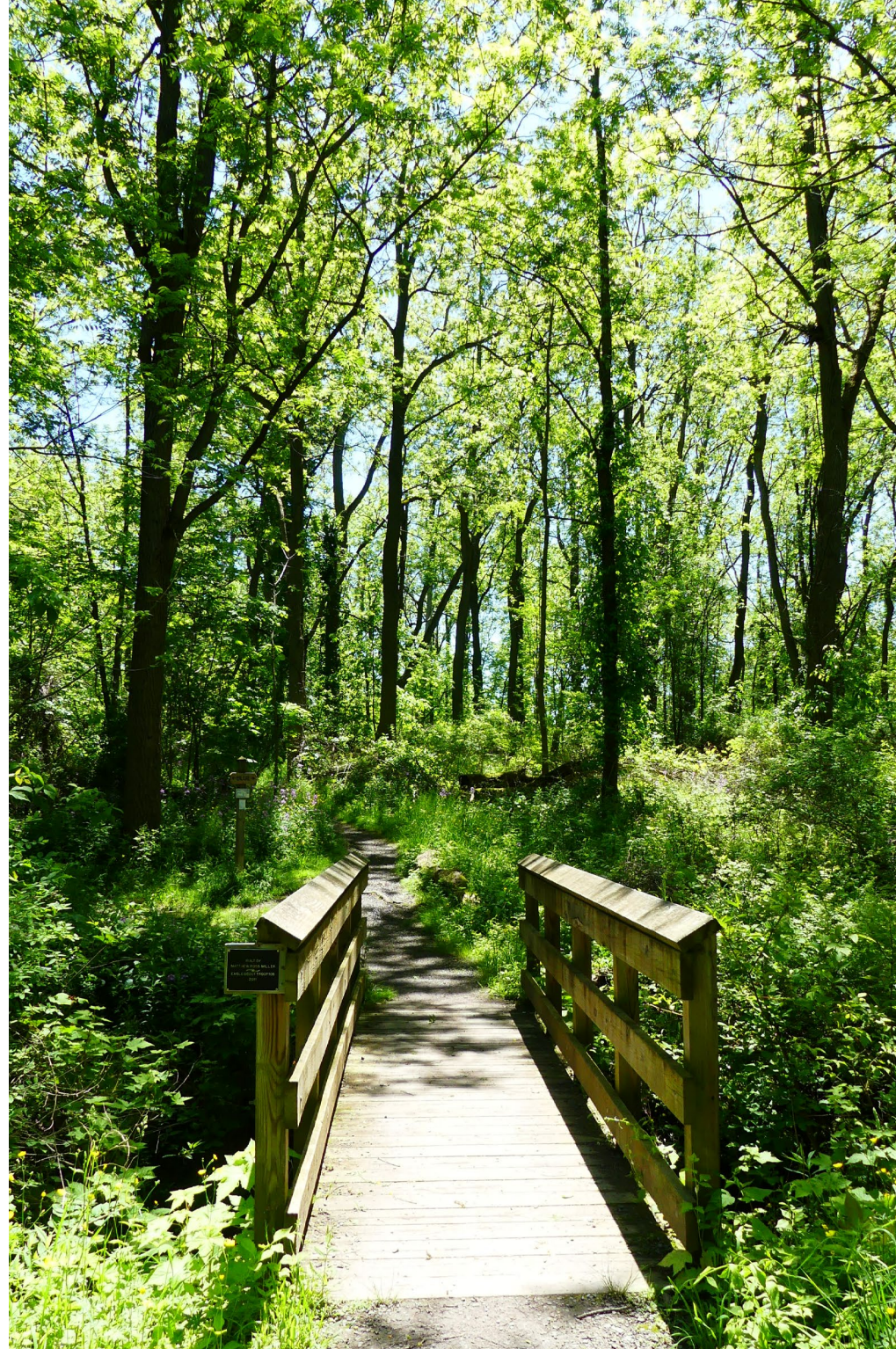


Image Credit: Town of Webster

The Town has one major off-road multi-use trail, the Route 104 bike trail, which spans a good portion of the Town running adjacent to Route 104 from Bay Road (Route 16) to Salt Road. The trail is used by both bicyclists and pedestrians. The trail has some issues with pavement damage and there are some portions that are overgrown with vegetation.

TRANSIT

The Regional Transit Service (RTS) provides fixed-route bus service in the Town of Webster.

RTS Route 7 serves the Town of Webster. Additionally, there is an RTS On Demand service in the Town, which operates on a schedule that is less frequent than the fixed-route service (see Figure 8).

The On Demand service operates every 30 minutes between 6am and 6pm on weekdays, with less frequent service at other times.

- RTS Route 7: This route connects the Town of Webster to other areas, including Rochester.
- RTS On Demand: This service allows riders to request a bus from a designated zone, providing a more flexible option for transportation within Webster.
- RTS Connect: RTS offers a paratransit service called RTS Connect, which is designed to be comparable to fixed-route service and is specifically for people with disabilities.

KEY TAKEAWAYS

- Walkability in the Town is limited in certain areas.
- The Town continues to invest in sidewalk improvements and plans to continue to prioritize sidewalks in new development.
- The Town's network of trails is a major asset for pedestrian and bicyclist connectivity.
- There is available space in some road rights-of-way to accommodate more formal bicycle connections.



Infrastructure

Infrastructure plays a vital role in society as it supports everyday activities, lays a framework for economic development, and promotes healthy living.

WATER

The Town of Webster's water supply comes primarily from the Monroe County Water Authority (MCWA) and the source of Town water is Lake Ontario. Lake Ontario is the source used by several municipalities in the Rochester region, drawing 52.9 million Gallons per Day (MGD). The system average use is 57.1 MGD. In addition to the Shoremont Plant in Greece, NY, surface water for much of the surrounding area is treated at the Webster Plant located in the Town. At these locations MCWA the water treatment plants that service the Town of Webster have a peak usage capacity of 190 MGD. One or both of plants can be applied as needed. The Town presently has adequate water supply through the MCWA to meet all existing and future water demands.

According to the MCWA's 2023 Annual Report, the water authority reported 14,459 Town of Webster customers, with over 850 million gallons of water provided throughout the community.

With respect to water quality, the water provided to system customers undergoes rigorous treatment and testing prior to its delivery. The Webster plant use a treatment process that includes pH adjustment, coagulation, filtration, and disinfection. Coagulants are added to clump together suspended particles found in source water provides protection against the potential contamination sources.

There are no active major water line upgrade projects on going or planned in the Town of Webster. MCWA 3,500 miles of water infrastructure is both old and new system and as such the Authority has a maintenance process for its waterlines that occurs on an ongoing basis throughout its service area.

SEWER

According to the Town of Webster Sewer Department, wastewater from the Town and Village, as well as a portion of Penfield, flows to the Walter W. Bradley Wastewater Treatment Plant from twenty-two pump stations.

The current system was designed with a 5 MGD capacity and the Town has had an average usage of 3.1 MGD over the last five to six years. To accommodate future growth of Fairlife (Fairlife, LLC a subsidiary of The Coca-Cola Company is constructing a new facility in the Town of Webster, which includes approximately 745,000 SF of milk processing area, warehouse and support services buildings) in the Town along with any potential new residential growth or growth from redevelopment of the parcels in the Xerox campus (the Village of Webster currently processes the majority of the wastewater), the system is currently undergoing an upgrade to increase capacity to 7.1 MGD to accommodate this future

growth. The Town is presently working on the multi-phased Asset Renewal and Water Resource Recovery Facility (WRRF) Improvements Project. The \$80 Million project funded, in part, by NYS and County grants, addresses both the capacity upgrades and reimagining the overall system as a WRRF that opens up a revenue stream and brings in waste from the outside. The project retools the Town's existing waste hauling systems and also includes energy and efficiency upgrades from new equipment. Upgrades include reducing power during slow usage periods (mainly the evening), gas capture and reuse systems, and better heating, cooling, and insulation for the buildings on the campus (Kenealy, 2025).

With respect to the wastewater treatment process, wastewater generated is released into Lake Ontario. Specifically, the SPDES (State Pollutant Discharge Elimination System) permit allows for 7.5 million gallons discharged into the Lake each day. The Village of Webster, which operates under the Town's SPEDES permit, accounts for 2.5 million gallons of this total, about one-third of the total wastewater discharged. The Town's treatment plant utilizes the activated sludge secondary treatment process and is capable of producing a treatment effluent that exceeds State and Federal requirements.

Webster exceeds state and federal effluence regulations utilizing the activated sludge secondary treatment process. This process uses microorganisms to breakdown organic matter within the wastewater treatment process.

GAS & ELECTRIC

Electricity and natural gas service in the Town is provided by Rochester Gas and Electric (RGE).

TELECOMMUNICATIONS

Spectrum, Greenlight Networks, Frontier, Starlink, Hughesnet, and Viasat provide the Town of Webster with communications infrastructure. Currently, municipal broadband is not available within the Town of Webster.

KEY TAKEAWAYS

- To accommodate future growth the Town's wastewater system is currently undergoing an \$80M upgrade that increases capacity to 7.1 MGD, supporting additional industrial, commercial and residential growth.
- The Town has adequate water supply through the MCWA to meet all existing and future water demands in the Town.

Environmental Conditions

Vibrant environmental and natural resources within a municipality are critical to the quality of life and well-being of its residents.

OVERVIEW

In the Town, the availability of vibrant waterfronts, natural landscapes, and clean air and water all have a direct impact on the health and quality of life of the surrounding community. The section below highlights the key natural resources and environmental features of the Town.

Between Lake Ontario and Irondequoit Bay, the Town of Webster has over twenty-two miles of shoreline. Along Lake Ontario, this land is largely residential. Lake Road, which turns into the Great Lakes Seaway Trail in the western part of Webster, is the main transportation source running parallel to Lake Ontario. Public access includes Sandbar Park to the east and Monroe Park to the west.

WATER RESOURCES

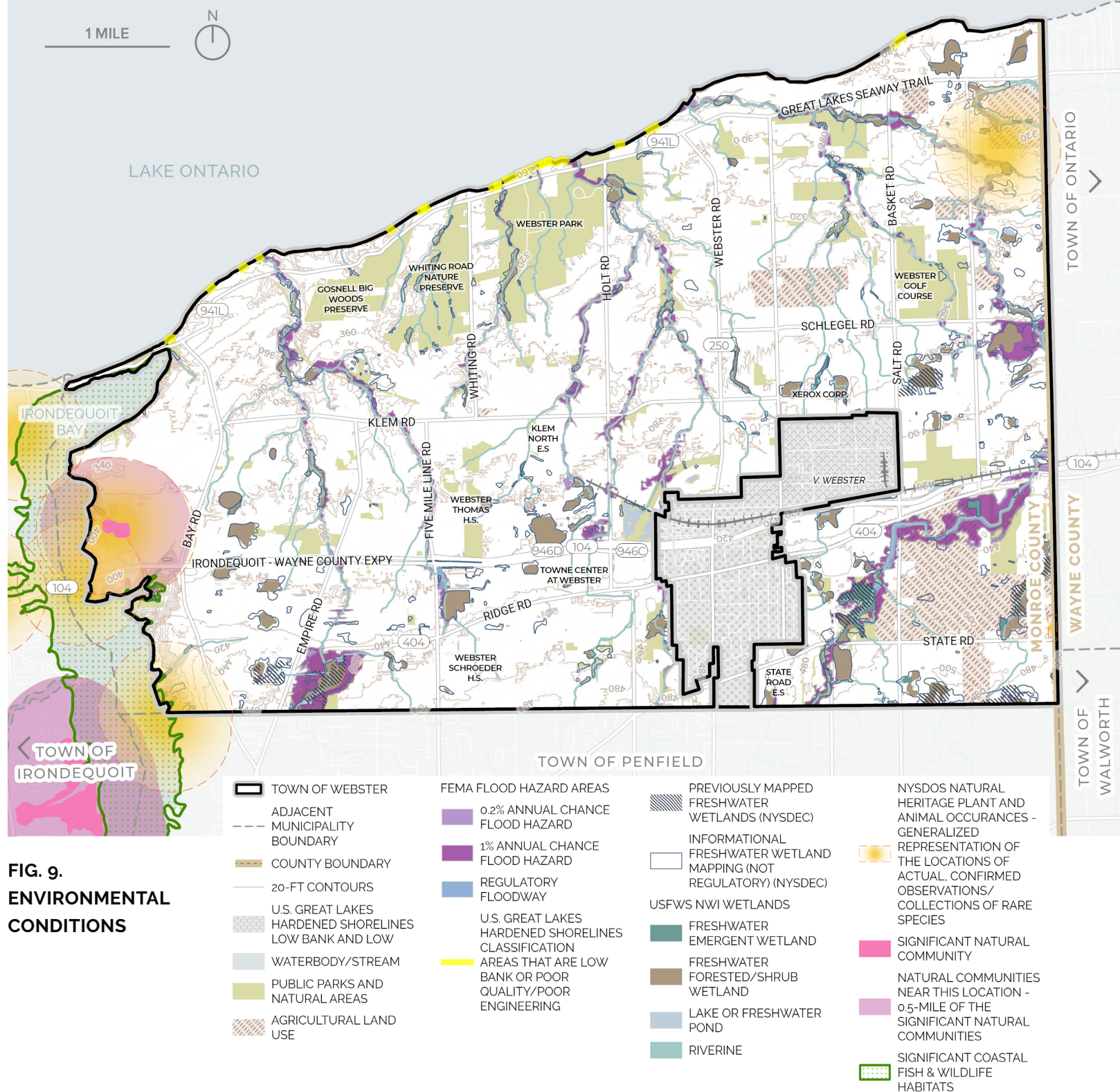
Webster's most prominent water source is Lake Ontario, located directly adjacent to the north of the Town. The Town offers several access points to the water. In addition, creeks and tributaries run throughout the Town, north to Lake Ontario. These include Shipbuilders Creek, West Creek, Mill Creek, and Four Mile Creek.

LAKE ONTARIO

Perhaps the most important natural resource for the Town is Lake Ontario. While the lake does serve as the Town's water supply, it serves as a valuable resource in several other ways. Just miles away from Webster is Rochester Harbor, a deep draft harbor that connects Lake Ontario to the Genesee River. It sees significant commercial shipment activity from cities such as Toronto and Montreal.



Irondequoit Bay and Lake Ontario. Image Credit: Zillow.com



IRONDEQUOIT BAY

Additionally, directly adjacent to the Town's western border is Irondequoit Bay. It empties into Lake Ontario to the north and is filled by Irondequoit Creek to the south. This body of water is 4 miles long and 0.5 miles long, with a maximum depth of 73 feet. This body of water is classified as a wetland and protected by federal regulations such as the Clean Water Act. In addition, local governments including Webster, as well as Irondequoit, Penfield, and Monroe County, have come together to form the Irondequoit Bay Coordinating Committee (IBCC). This body is tasked with examining both public and private uses of the area, as well as monitoring overall activity, and making policy recommendations with respect to the bay.



Newly completed Irondequoit Bay Bridge (1971). Image Credit: Monroe County Genealogy

WATERBODY CLASSIFICATIONS

In New York State, waterbodies are classified using a letter system based on their “best use,” which denotes their intended purpose, like drinking water, swimming, or fishing. Fresh water bodies are classified using letters like A, B, C, and D. These classifications are defined in the New York Code, Rules and Regulations (6NYCRR).

Of the Town of Webster's approximately 84 miles of waterbodies, the vast majority (89%) are classified as Class “C”, which is defined as “suitable for fishing and non-contact activities”. There are a few waterbodies that fall into Class B (“suitable for swimming and other recreation, but not drinking water”) that include portions of Shipbuilders Creek, Mill Creek and Fourmile Creek that are closest to Lake Ontario. Lake Ontario itself is rated as a Class “A” - meaning it is suitable for water supply, public bathing, and general recreation, as well as supporting aquatic life and Irondequoit Bay is rated Class ‘B’. Essentially, this designation allows for recreational and fishing activities but are not directly used for drinking water without prior treatment.

FLOODPLAINS & HAZARD MITIGATION

The Federal Emergency Management Association (FEMA) designates Flood Insurance Rate Maps and Special Flood Hazard Areas as part of the management of the floodplain. These areas are the most susceptible to flooding based on the characteristics of and proximity to the flowing waterways.

Within the Town of Webster, there are 120.6 acres of land within an area designated as “X” defined as “0.2 Annual Chance Flood Hazard, also known as the 500-year floodplain. The Town also has over 800 acres of land



within the 1% Annual Chance Flood Hazard, also known as the 100-year floodplain. The remainder of the Town flood zone (approximately 300 acres) is designated as Regulatory Floodway (see Figure 10). Regulatory floodways are the portion of a floodplain designated to carry floodwaters without causing excessive increases in water levels upstream. Floodways protect communities from flood damage and ensure the effective conveyance of floodwaters. It is important that the Town prevent any obstructions in the designated floodway, to avoid increased flooding and potential damage to property.

These designated zones are primarily on land adjacent to the streams and creeks in Webster. As the climate changes, flooding is becoming more common in areas surrounding these bodies of water in the Town, making it essential that any new development near these waterbodies take proper precautions, considering floodplain conditions during design and construction. Adhering to these considerations can help minimize flood risks and protect both property and natural habitats.

According to the Monroe County Hazard Mitigation Plan, water bodies of significance in the Town include East Branch Shipbuilders Creek, Mill Creek, West Creek, and Fourmile Creek. Approximately 6 miles of Mill Creek flows through the Town of Webster, originating in Penfield, flowing north to its mouth at Lake Ontario. Further, two tributaries to Mill Creek originate in the Town of Webster. West Creek originates in the Town of Webster just north of Klem Road and west of Whiting Road, and flows northeast to its confluence with Lake Ontario. Fourmile Creek flows north into the Town from the Town of Penfield and empties into Lake Ontario. At least one tributary to Fourmile Creek originates in the Town of Webster. All of these waterbodies are a risk for flooding.

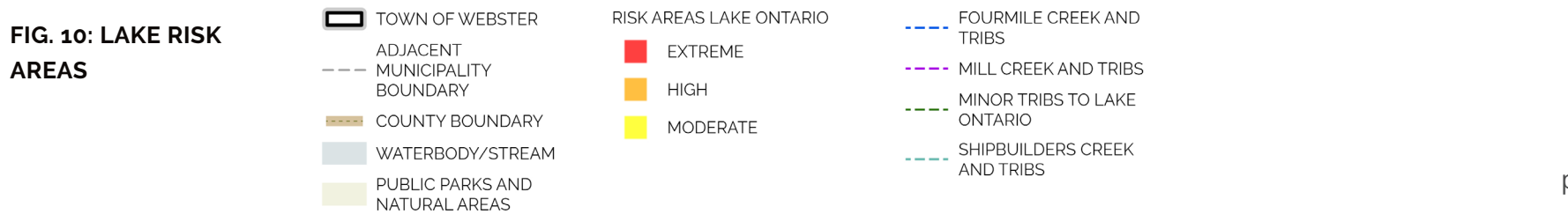
In addition, Lake Ontario shoreline flooding has become an issue. Above normal precipitation in the Lake Ontario basin and record water levels in the Great Lakes above Lake Ontario over the last ten years, have resulted in above normal amounts of water accumulating on Lake Ontario. The Lake has reached record levels at certain points over this time period and damage has occurred to properties in the Town from the resultant flooding.

Through the New York State Lake Ontario Resilience and Economic Development Initiative (REDI) program, approximately \$2.5 million in funding was awarded to Town of Webster for improvements to Sandbar Park and to realign and elevate Lake Road. These projects are now complete and help mitigate the impact of future high-water events in the Town.

Table 4, Town of Webster, Flood Hazard

Flood Zone	Area (ac)	Area (%)
0.2% Annual Chance Flood Hazard	120.6	0.1%
X	120.6	0.0%
1% Annual Chance Flood Hazard	800.9	0.3%
A	39.6	0.2%
AE	718.0	1.3%
AO	5.3	5.5%
VE	38.0	2.2%
Regulatory Floodway	299.5	1.7%
AE	299.5	0.1%
Grand Total	1,221.0	1.3%

Source: FEMA Flood Map Service Center



WETLANDS

United States Fish and Wildlife Services (USFWS) jurisdictional wetlands exist in the Town of Webster. The two largest categories include Freshwater Forested/Shrub (628.3 acres) wetlands and Riverine wetland (238.2 acres). USFWS wetlands are generally small in size and are regulated by the US Army Corps of Engineers. These wetland categories and their sizes are listed in Table 5 below and on Figure 9.

Table 5, Town of Webster, Wetlands

Wetland Type	Area (ac)	0.3%
Freshwater Emergent Wetland	53.1	0.2%
Freshwater Forested/Shrub Wetland	628.3	1.3%
Freshwater Pond	76.3	5.5%
Riverine	238.2	2.2%
Grand Total	995.9	1.7%

Source: United States Fish and Wildlife Services

The “Previously Mapped Freshwater Wetlands” are still shown on NYSDEC’s Environmental Resource Mapper for informational purposes. Starting January 1, 2025, the current NYS Freshwater Wetlands Maps will not limit DEC regulatory jurisdiction to wetlands shown on the Regulatory Freshwater Wetland Maps. Amendments to Article 24 effective January 1, 2025, include wetlands of at least 12.4 acres or those deemed “unusually important.” Further amendments effective January 1, 2028, will include wetlands of at least 7.4 acres regardless of characteristics. NYSDEC staff will make jurisdictional determinations based on size and characteristics. Most wetlands have a 100-ft protected buffer, which may increase to 300-ft for unusually important wetlands. Consultation with NYSDEC is now required for official Article 24 jurisdiction determinations.

If proposing a project that may encroach into this area, the regional NYSDEC office needs to be consulted to make sure wetland boundary is accurate. The check zone areas also have regulatory protections.

THREATENED & ENDANGERED SPECIES

According to the USFSW Information for Planning and Consultation (IPaC), there are a few of endangered species that may be found in the Town including two mammals - the Northern Long-eared Bat and the Tricolored bat, and one designated insect – the Monarch Butterfly. Migratory birds protected under the Migratory Bird Treaty Act and the Bald and Golden Eagle Protection Act that are listed on the USFWS Birds of Conservation Concern list or may be within the Town of Webster include:

NOTE: To be completed when resource site available.

Listed species and their critical habitats are managed by the Ecological Services Program of the U.S. Fish and Wildlife Service (USFWS) and the fisheries division of the National Oceanic and Atmospheric Administration (NOAA Fisheries). There are no critical habitats identified in the Town of Webster.

KEY TAKEAWAYS

SIGNIFICANT NATURAL COMMUNITIES

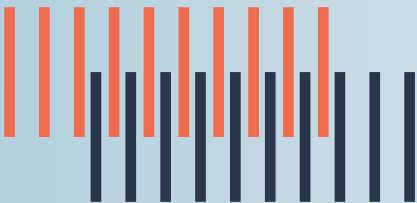
According to the NYSDEC Environmental Resource Mapper, Webster also has an area designated as a Significant Natural Community. This area, located close to Irondequoit Bay is designated for “Oak openings”, a threatened habitat in New York State. Having a New York State-designated Significant Natural Community in this location signifies an ecologically important natural habitat type recognized by the New York Natural Heritage Program. These communities are identified for their rarity, high quality, or role in supporting biodiversity, and this designation can influence Town planning and development decisions. While the designation itself doesn’t impose any legal restrictions, it can trigger review under local, state, or federal environmental laws (e.g. SEQR and project permitting).



- Webster’s extensive shoreline along Lake Ontario and Irondequoit Bay makes it particularly vulnerable to flooding.
- Lake Ontario shoreline flooding and erosion is a major concern in the Town and with climate change, is expected to continue to occur. As lake levels rise, property damage, infrastructure degradation, and business disruptions to properties along the waterfront may occur.
- Approximately 90% of the waterbodies in the Town are rated “C” and suitable for fishing and non-contact activities.
 - However, these waterbodies are not suitable for drinking water or swimming, and may have moderate levels of pollution or reduced water quality.

Vision & Policies

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

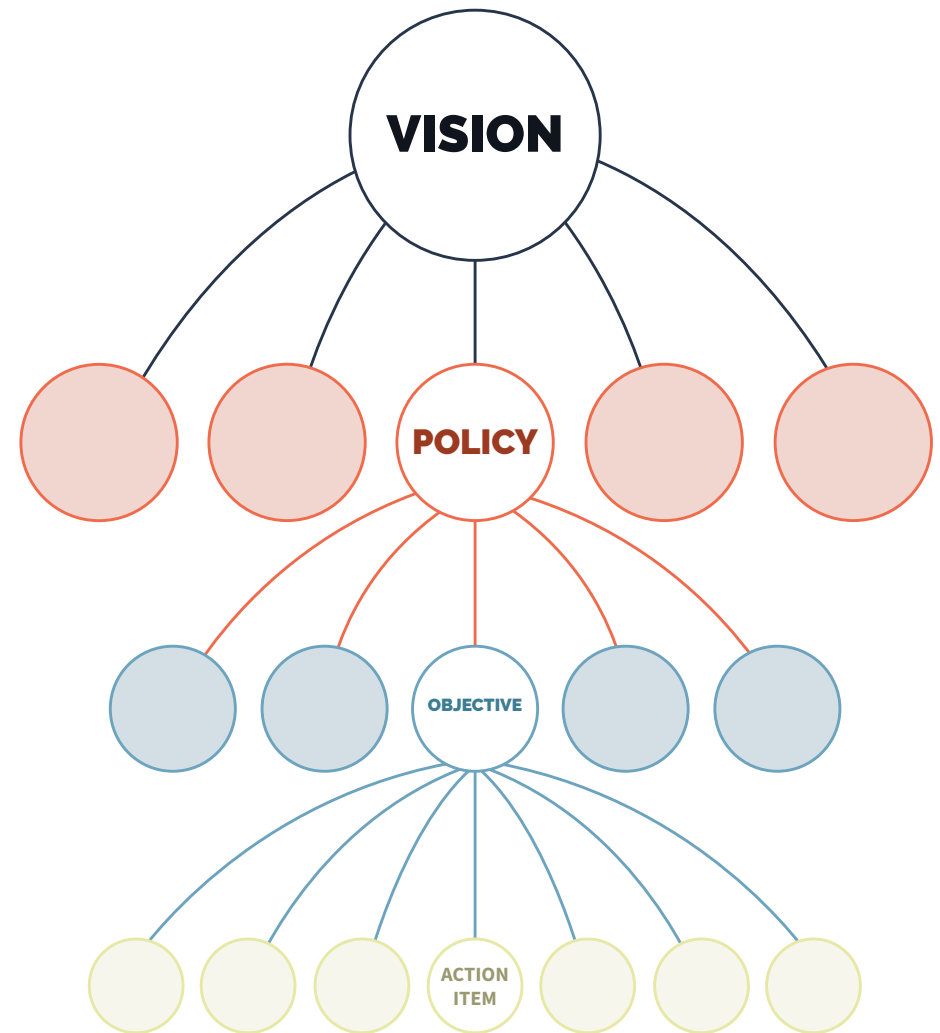
A specific proposal to do something that relates directly to accomplishing an objective. It may be in the form of a plan, project, program, or action by the Town and/or its partners. The lifespan of an action may be immediate or vary from one to 10 years, depending on the level of complexity for implementation,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

Table 6, Transportation, Access, and Connectivity

#	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.				●
22	Bury overhead utility lines along major roadway corridors to improve aesthetic appeal, reduce storm-related outages, and enhance long-term infrastructure reliability.			●	●
23	Coordinate with Monroe County DOT and NYSDOT to ensure green infrastructure and stormwater best management practices are implemented during reconstruction and maintenance projects.				●

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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.		•	•	•	•	

Table 8, Local Economy, Industry, and Investment

#	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.	●	●	●	●	●	●

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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 Community Development 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.		•	•	•
12	Revise zoning to require mature tree preservation above a determined caliper, as a part of the Site Plan review process.		•	•	•

Table 10, Natural Resources, Open Space, and Resiliency

#	Action Item	Objective			
		A	B	C	D
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 Hojack 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 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.				•
21	Develop a community-wide Open Space Plan to prioritize open areas in Webster for conservation based on natural, scenic, and cultural values.	•	•	•	•
22	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.	•	•	•	•
23	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.				•
24	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.				•
25	Encourage or require the use of native plantings for development projects as a part of site plan review.				•

Climate Resiliency in Webster

Webster's location along Lake Ontario and Irondequoit Bay creates both natural assets and real climate risks – including over 800 acres of floodplain, record shoreline flooding, and water quality challenges affecting most of the Town's waterways. This Plan Update directly addresses these vulnerabilities by identifying ways to build in climate resiliency through the Town's investment priorities, as well as day-to-day operations.

Key strategies identified in the Plan include:

- Strengthening floodplain management practices and working with FEMA to update Flood Insurance Rate Maps
- Protecting and buffering the Town's 900+ acres of wetlands
- Expanding green infrastructure in commercial and industrial redevelopment, increasing the Town tree canopy and reducing heat island effects in parking areas
- Incorporating LEED green building standards for public projects
- Supporting an active transportation network that accommodates non-motorist users (pedestrians, bicyclists, etc.) to reduce reliance on single-occupancy vehicles for short trips.



Building on investments already made, including \$2.5 million in completed Lake Ontario REDI improvements, this plan positions Webster to protect its ecological assets, reduce climate risk, and ensure a sustainable quality of life for current and future generations.

To further formalize this commitment, Webster could pursue certification through New York State's Climate Smart Communities (CSC) program. This voluntary program provides a structured framework for municipalities to reduce greenhouse gas emissions, adapt to climate change, and access state funding and technical assistance for implementation – making it a natural next step for a community already undertaking the actions the CSC program rewards.

Furthermore, the Town can actively participate in County- and State-wide climate action efforts to reduce greenhouse gas emissions.

The improvements to Sandbar Park were part of the Lake Ontario REDI Project funded by NYS, and provided critical flood resiliency measures to protect the Bay and Lake shoreline.

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.

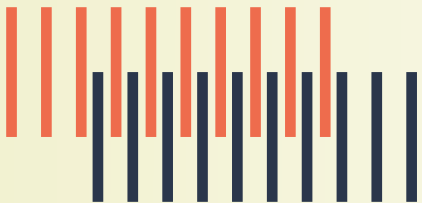
ACTION ITEMS

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.

Community Development Strategy

This section includes a long-term planning framework that guides how Webster's land, resources, and infrastructure should grow and change over time to meet residents' economic, social, and environmental needs.



Community Development Strategy

INTRODUCTION

One of the most important roles that a Comprehensive Plan plays is to inform future land use decisions for local government. This section coalesces all previous elements of the planning process into a cohesive strategy that will be used as a decision-making tool for future investment. 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 in various places 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 exact size and extent of each area may change over time as community preferences and development opportunities change, but should remain generally consistent with the intent of the Plan.

The Community Development Strategy and accompanying map do not negate limitations on development due to other constraints, such as wetlands, floodplains, steep slopes, and NYS Agriculture & Markets protected agricultural districts.

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 has 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.

This Community Development Strategy does not preclude the Town's review boards from making decisions that do not align perfectly with the Community Development Strategy Map, but such decisions should be carefully considered.

The character area envisioned by the Town of Webster are illustrated on the map on the next page. The following pages provide context for each character area and justification for the future land uses shown.

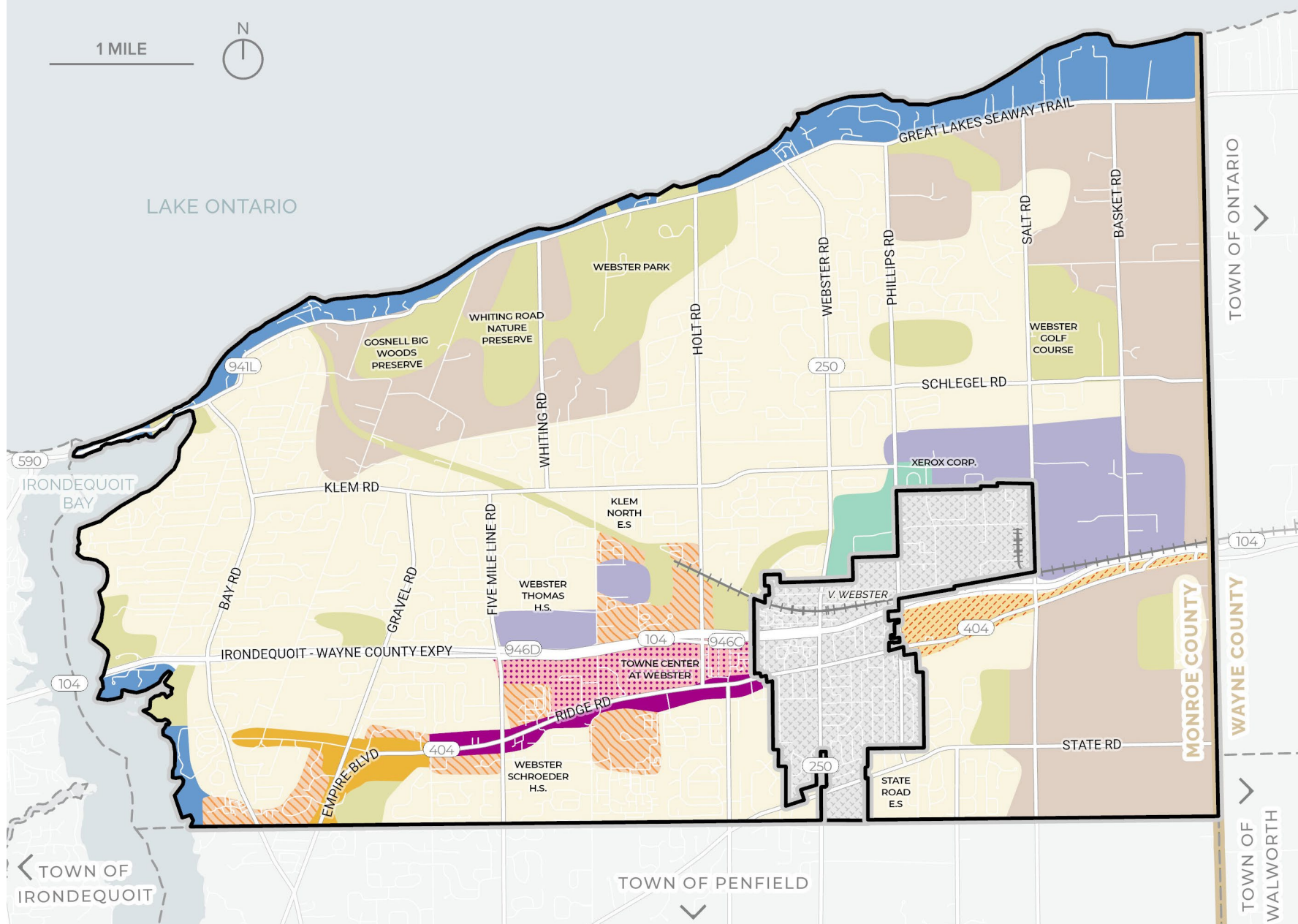
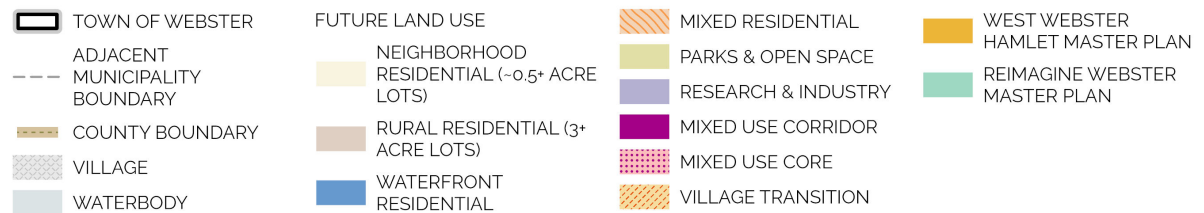


FIG. 11: COMMUNITY DEVELOPMENT STRATEGY MAP



Residential Character Areas

There are four residential character areas identified in the community development strategy. These districts are reflective of a variety of residential densities and typologies - reflecting the need for a wide diversity of housing types and price points to support our residents. Each of the character areas are described below:

Neighborhood Residential

This character area is intended to capture the majority of the residential areas of the Town - which are comprised of single-family homes primarily developed in the mid-20th to early 21st century.

Rural Residential

The Rural Residential character area generally coincides with the Town's existing Large Lot residential zoning district. This area is more rural in character than other residential areas of Webster, and is envisioned to continue to support low-density housing and agricultural operations.

Waterfront Residential

Areas along both Lake Ontario and Irondequoit Bay that are developed as residential areas have been identified as waterfront residential - reflecting a diversity of lot sizes and housing styles, as well as the need to protect the Town's water resources.

Mixed Residential

These are areas of existing or envisioned future residential development that support a variety of housing styles, ranging from smaller-scale single-family homes to medium-density multi-family homes, in close proximity to existing infrastructure and access to goods and services.

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.

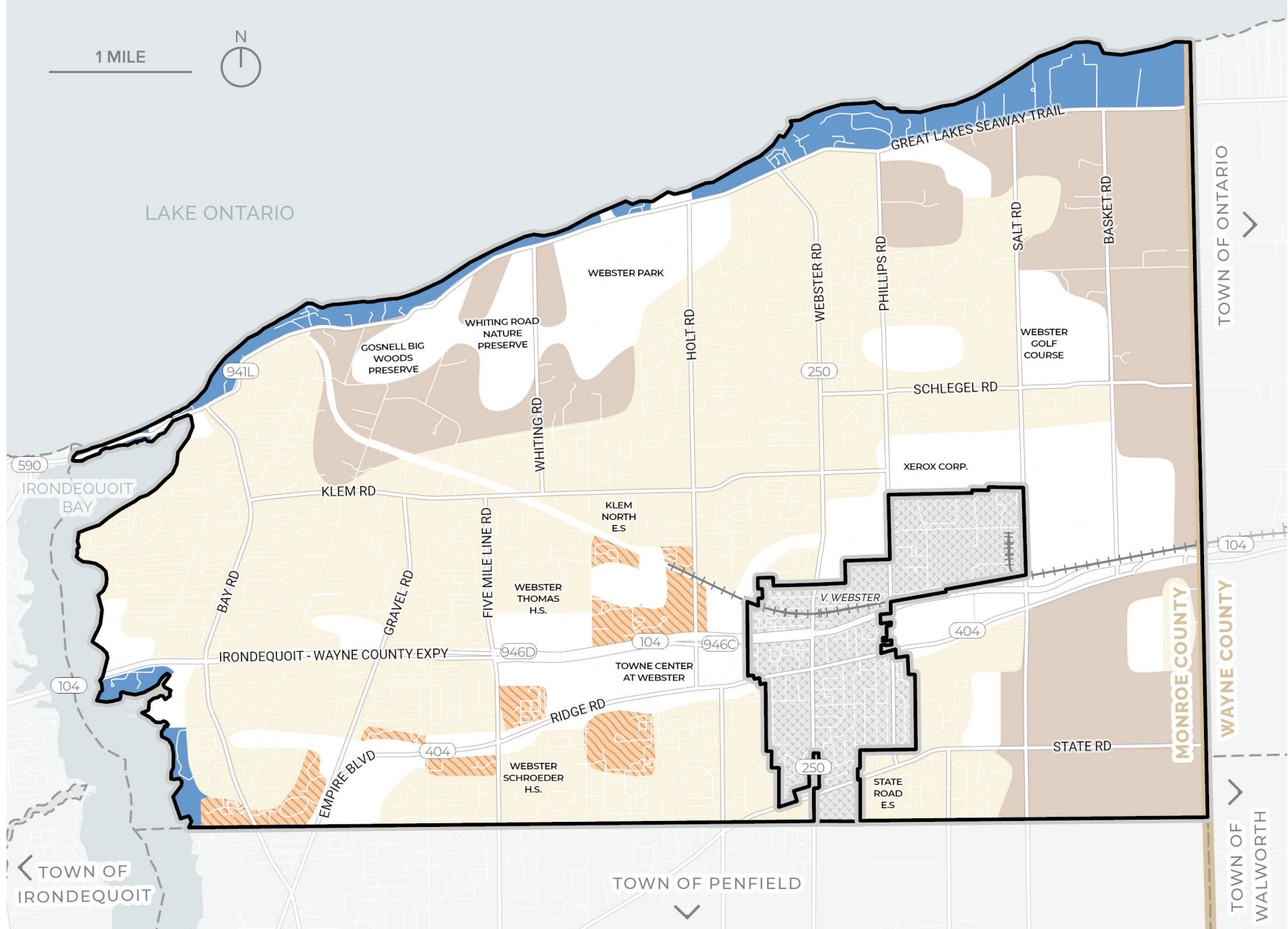
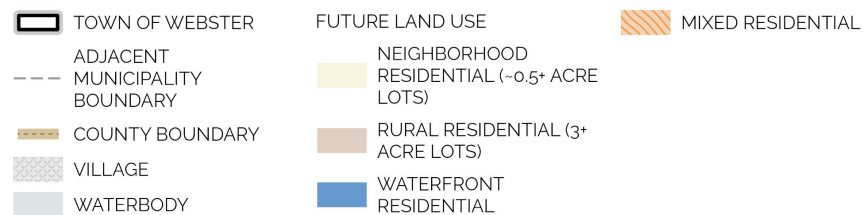


FIG. 12: RESIDENTIAL CHARACTER AREAS



Neighborhood Residential

What is it now?

The Neighborhood Residential category covers Webster's established suburban neighborhoods, extending across the Town, and making up the largest character area by land area. These areas are largely built out, with single-family homes on lots averaging 0.5 acres, and mature tree canopy that contributes to community character and environmental quality. The neighborhoods reflect a traditional mid-to-late 20th century suburban development pattern, with low-density residential streets connecting to main travel corridors, which defines much of Webster's community character.

What is our vision for the future?

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. Higher-density 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.



How will we achieve our vision?

Future development should be consistent with the following:

- Preserve the character of established residential neighborhoods through context-sensitive infill and redevelopment standards.
- Maintain single-family homes as the primary housing type; limit higher-density uses to Mixed Residential and Mixed Use areas.
- Protect green space and mature trees through site plan review and a tree preservation ordinance.
- Promote conservation or “cluster” subdivision design for remaining undeveloped parcels to cluster homes and preserve meaningful open space.
- Enhance bicycle and pedestrian connections from neighborhoods to parks, schools, trails, and commercial areas.
- Protect wetlands, stream buffers, and other ecological resources through rigorous site plan and subdivision review.

What We Heard



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

“Lack of sidewalk. High school students should be able to walk or bike to school without needing to be chauffeured to school. Having a sidewalk will cut down on vehicular traffic and give students more freedom.”

“Bike lanes and/or sidewalks along Klem would be a huge asset to residents and really connect a lot of Webster.”

“The Hojack Trail is an asset but needs to be better maintained for bikers. Crushed stone?”

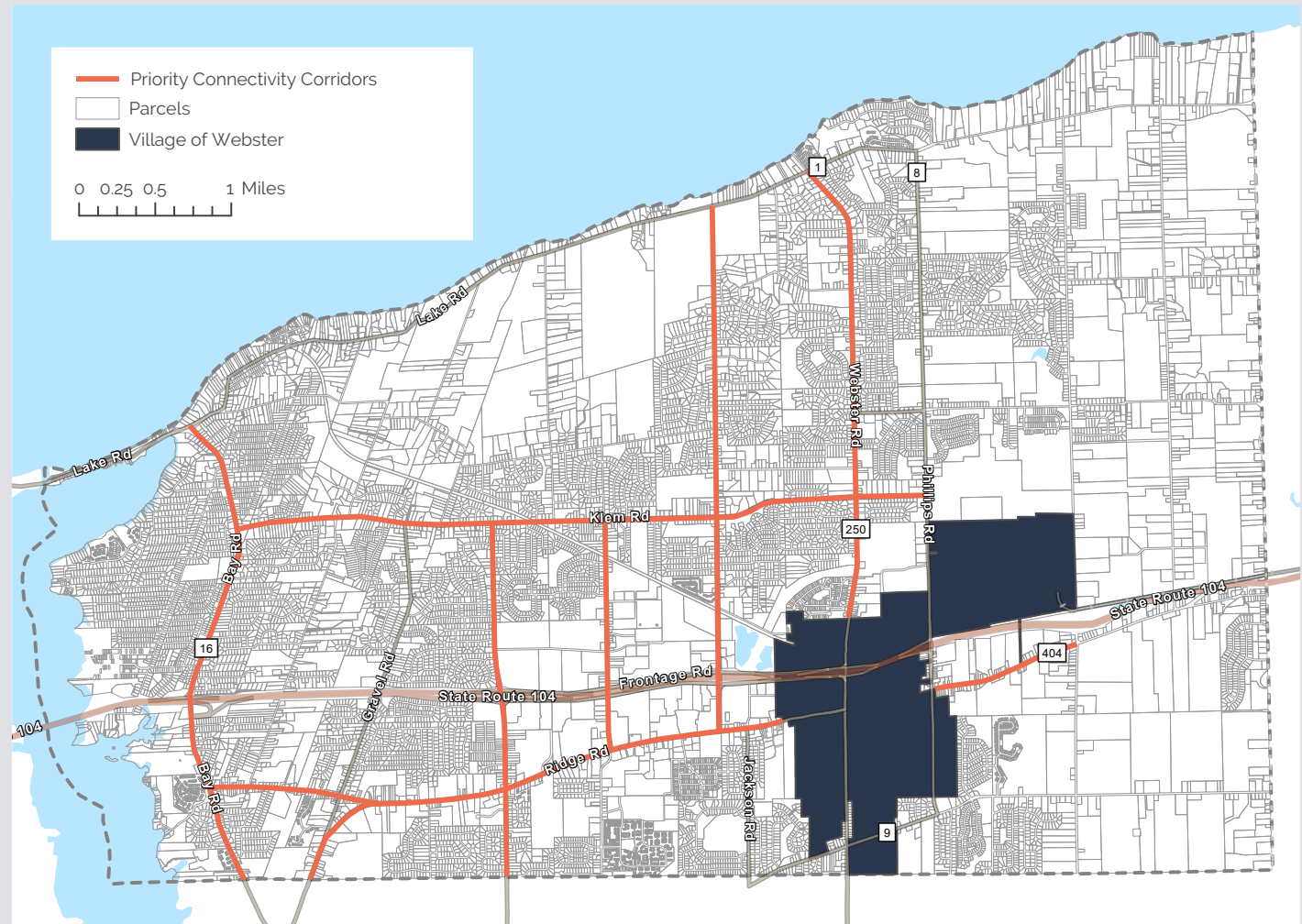
Multi-Modal Connectivity Priorities

Improved pedestrian and bicyclist facilities were one of the most frequently cited desired improvements during the initial public outreach phase of the Plan update process. Residents consistently identified the lack of sidewalks along major corridors as a top concern, citing safety hazards, limited mobility for school-aged children, and barriers to accessing parks, schools, and commercial areas without a car.

The map at right illustrates a potential priority active transportation network focused on key north-south and east-west corridors; forming a Town-wide grid of connected pedestrian and bicycle facilities.

As noted in the Vision & Policy Framework, the Town should develop a formal Active Transportation Plan that inventories existing conditions, confirms network priorities, and defines specific, fundable projects.

Also mentioned in the Vision & Policy Framework, the Town should establish a sidewalk fund requiring developer contributions, ensuring growth helps finance construction and maintenance of these the community connections residents are interested in seeing in the future.



Rural Residential

What is it now?

The Rural Residential character areas encompass the large-lot, low-density lands in the southern and eastern portions of Webster, generally south of Route 104 and east of Holt Road, where the Town transitions from suburban neighborhoods to an agricultural landscape. These areas feature a mix of single-family homes on lots of 3 acres or more, active farms and agricultural uses, and parcels of vacant land. Mature tree cover, open fields, and working farmland are the defining assets of this character area. While development pressure is lower here than elsewhere in the Town, the long-term character of this area depends on proactive policy choices made today.

What is our vision for the future?

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.

Farming and Webster

Webster's landscape and economy were once defined by agriculture. Favorable soils and a Lake Ontario-moderated climate made the Town a thriving center for fruit growing, with apples, peaches, pears, and cherries cultivated across some 400 farms by 1875. Apple drying and cider and vinegar production became key industries, and Webster was once home to the world's largest basket factory. By the mid-20th century, farming had largely given way to residential and industrial development. However, the legacy of agriculture remains an important part of Webster's identity today, with several active farms and many beloved local produce stands.



Apple Harvest. Image Credit: Webster Historian / Webster Museum

How will we achieve our vision?

- Maintain a minimum lot size standard that preserves the rural, low-density character of these areas.
- Support and protect agricultural uses through zoning provisions and coordination with County agricultural programs.
- Promote conservation or “cluster” subdivision design to reduce lot sizes to preserve meaningful open space and farmland on larger parcels.
- Protect mature trees, hedgerows, and ecological resources through site plan review and tree preservation standards.
- Ensure new development is sensitively sited to respect topography, natural features, and adjacency to active agricultural operations.



Agricultural Character on Phillips Road. Image Credit: Google Earth

What We Heard



“Farmland is an asset we should strongly encourage. Please don’t permit it to be converted into housing or commercial use. It adds so much to the town as farmland.”

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

“Preserve Large Lot Zoning/ rural character”

“Areas of rural land are a great asset to Webster”

“Protect farmland and open spaces from development.”

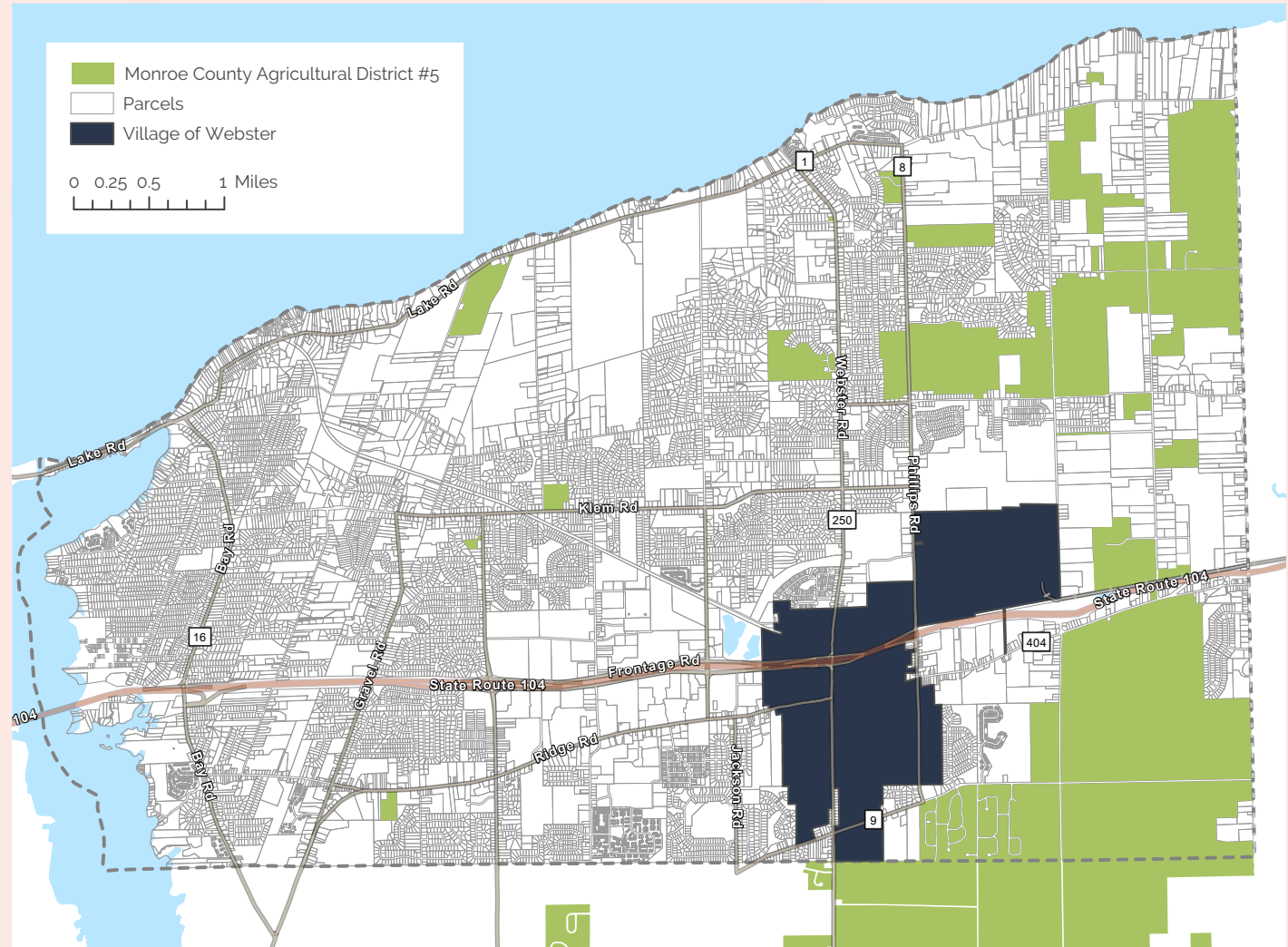
“Agree with a similar comment here. There’s too much development in East Webster. Would like to see larger buffer zones between developments.”

Agricultural Districts in Webster

New York State Agricultural (Ag) Districts, established under Article 25-AA of the Agriculture and Markets Law, are voluntary, landowner-initiated designations that protect viable farmland across New York State. They provide farmers with benefits including reduced property tax assessments (through Agricultural Assessments), protection from overly restrictive local regulations, and limitations on public agency acquisition of farmland.

In Monroe County, Ag Districts are administered by the County and reviewed on an eight-year cycle, with annual enrollment opportunities. Monroe County's Ag District #5 includes some land in Webster (as shown in green on the map at right). The district was last reviewed in 2025.

Unlike zoning districts, which are regulatory tools enacted by municipalities to control the use of private land, County Managed Ag Districts do not dictate land use but instead shield enrolled parcels from regulations and assessments that would discourage viable farming operations. Local zoning may still be applied to County Ag District parcels, but may not overly restrict agricultural uses in accordance with NYS Ag & Markets Law.



Waterfront Residential

What is it now?

The Waterfront Residential character area is designated where existing residential development fronts the Lake Ontario and Irondequoit Bay shorelines. The character of these areas vary significantly, and thus are described by subarea below:

Sandbar Area

The sandbar area describes the isthmus between Lake Ontario and Irondequoit Bay where the recently developed Sandbar Park is located. The area consists of some water-dependent or -enhanced uses, such as a restaurant, park area, and a marina. The remainder of the area is characterized by seasonal or year-round residences, densely populated on small lots, often less than 5,000 square feet in size.

Forest Lawn

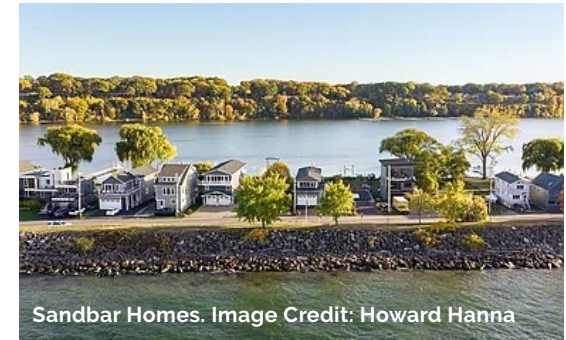
Forest Lawn, located on the shore of Lake Ontario on the western side of Town, was originally developed in the 19th Century as a summer cottage community. Over time, the historic cottages were converted into year-round residences, and the community is well-maintained as single-family homes built on small lots, generally 0.25 acres or less.

Lake Road

The majority of the northern frontage of Lake Road is built out with single-family homes on varied lots, often larger than one acre with setbacks greater than 100 feet. Most homes are oriented towards the water. This development has occurred gradually over the past century, and constitutes a variety of architectural styles.

Bayfront

There are two primary clusters of single-family homes on Irondequoit Bay, both primarily developed in the mid- to late-20th century with varied lot sizes.



What is our vision for the future?

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.

How will we achieve our vision?

Any future development should be consistent with the following:

- Respect the existing residential fabric of the area regarding density and siting.
- Maintain existing viewsheds to the Lake and Bay from public spaces and roadways.
- Protect steep slopes, water quality and prevent shoreline erosion.
- Celebrate design elements and materials that are traditionally associated with the Great Lakes region.

Public realm improvements that will enhance the area include:

- Pedestrian and bicyclist facilities along Lake Road, connecting key destinations.
- Additional park programming at Sandbar Park.

What We Heard



"Webster is 'on the lake' but we have no safe public water access such as Irondequoit, Sodus, Gates, or Greece."

"Protect steep slopes along the Bay from development or erosion."

"Extending safe pedestrian access from the Hojack Trail to Sandbar Park along Lake Road in this section would increase value to residences and improve connectivity and access to the lake and the wonderful new Sandbar Park."

"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."

Mixed Residential

What is it now?

The Mixed Residential character area identifies areas where there is currently a mix of homes, including multi-family, two-family, and single-family homes, and adjacent areas that would be appropriate for future residential development. These areas have historically been developed in close proximity to the Town's commercial centers, Route 104, RTS Bus Service, and existing infrastructure, aligning with Smart Growth Principles.

As stated in the Community Profile section, as well as reflected through discussions with the community, the cost of housing is of significant concern to Webster residents. Broadening housing opportunities can assist in relieving cost pressures and support a variety of residents such as young families, first-time home buyers, and the Town's increasing aging population in securing affordable residential living options.



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

Mixed Density Residential Design Preferences

Most Desirable



CPS Average Score: 3.3



CPS Average Score: 2.8

Least Desirable



CPS Average Score: 2.1

What is our vision for the future?

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.

Shifting Housing Preferences

According to the US Census Bureau's Building Permits Survey and Survey of Construction, regional demand for single-family housing is decreasing. Over the past decade and a half, in NYS the proportion of building permits issued for single-family homes has declined, replaced by permits for two-, and multi-family residential buildings. As of 2020, only 27% of residential building permits in NYS were for single-family homes. This same trend is witnessed in the larger Northeast US as well, where the proportion of new housing construction for two- and multifamily homes has risen in the past two decades. This may be driven by pressure on home builders to provide smaller, less costly, and lower maintenance options desired by seniors, empty nesters, young families, and Millennials.

What We Heard



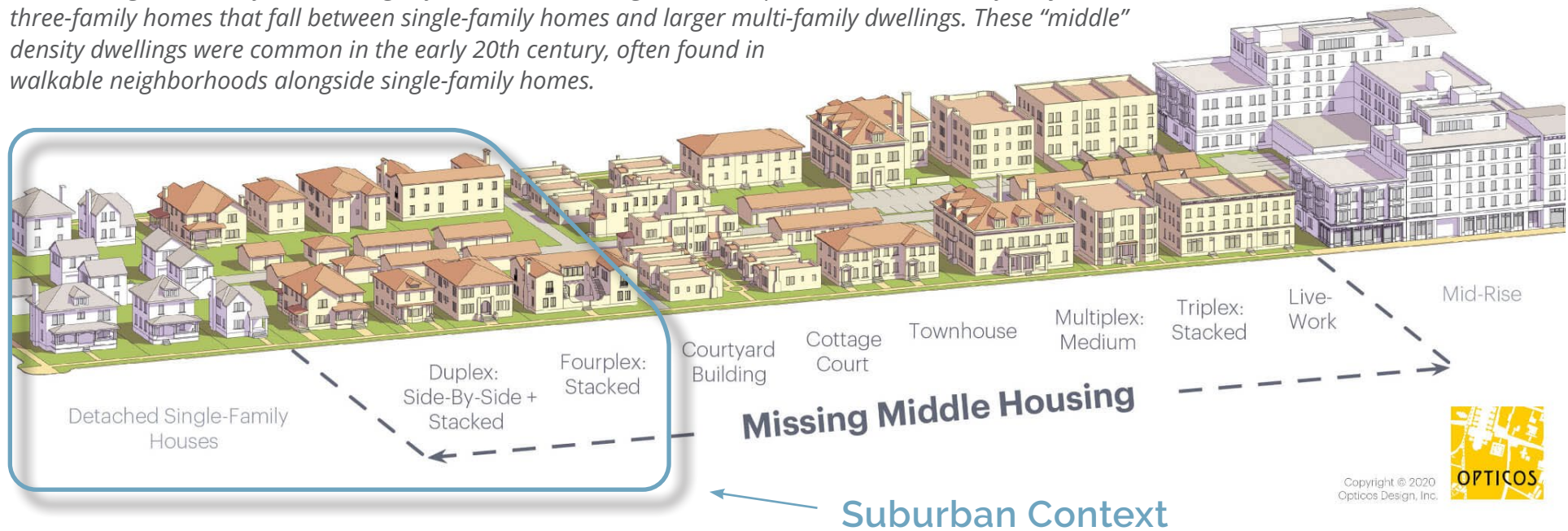
"Webster doesn't need more detached single-family homes; we need higher density options near and in commercial areas."

"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!"

"I would hope that some housing would be available for seniors or others who need single level units."

The “missing middle” refers to a range of residential dwellings with multiple units, such as two-family and three-family homes that fall between single-family homes and larger multi-family dwellings. These “middle” density dwellings were common in the early 20th century, often found in walkable neighborhoods alongside single-family homes.



How will we achieve our vision?

Future residential development in these areas should utilize the following principles:

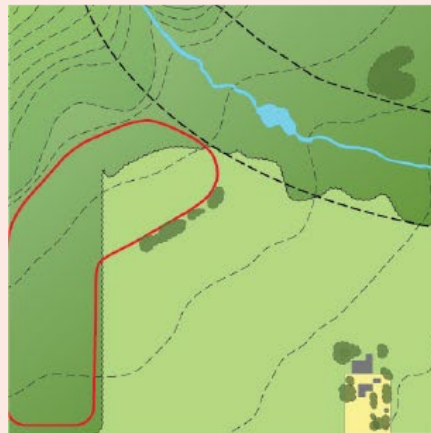
- **Integrate a range of housing types** – Combine single-family homes, townhouses, duplexes, and low-rise apartments within the same development to serve diverse income levels and household size.
- **Prioritize walkability and connectivity** – Design internal street networks, sidewalks, and pedestrian paths that link to schools, transit stops, parks, and commercial areas, reducing car dependency and fostering community interaction.
- **Apply context-sensitive design standards** – Use architectural elements that ensure new multi-family or higher-density units complement the scale, materials, and character of surrounding neighborhoods.
- **Protect natural resources and community assets** – Appropriate siting, landscaping, and buffering should be utilized to ensure significant natural communities are conserved, and any adjacent open space or parkland does not experience adverse impacts from development.
- **Plan for adequate open space and amenities** – Include shared green spaces, playgrounds, and community gathering areas proportional to density, which improves livability, helps promote social interaction and contributes to the quality of design.

Open Space Preservation in Residential Areas

Webster can leverage the development process as a powerful tool for open space preservation by requiring or incentivizing developers to set aside land, fund conservation efforts, or design projects that protect natural resources. This can be accomplished through a variety of tools such as requiring mature vegetation preservation, modifying lot coverage requirements, utilizing environmental protection overlay districts, or employing cluster or conservation subdivision design.

Conservation Subdivision Design (CSD) is an alternative approach to the traditional land subdivision process, in which lots are concentrated in a particular area, while allowing the remaining land to be maintained as undeveloped or open space to protect natural resources, agricultural lands, or scenic viewsheds. Currently, the Town permits cluster development as a part of their existing subdivision regulations (Chapter 296, Subdivision of Land). In order to encourage further open space preservation as a part of any future residential development, the Town can bolster these regulations in a number of ways, including but not limited to:

- Providing a density bonus - incentivizing developers to use CSD by allowing for more units per acre within a concentrated area.
- Requiring the use of CSD in certain areas, such as adjacent to the waterfront, existing park areas, or within EPODs.
- Requiring the use of CSD for a certain threshold of proposed lots (i.e. subdivisions of 10 lots or more).



EXISTING LANDSCAPE

SUBDIVISION SPRAWL

**CONSERVATION
NEIGHBORHOOD**

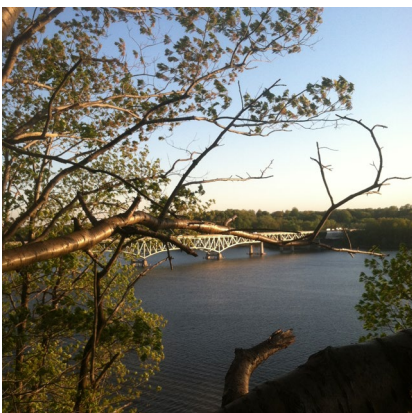
Source: Better Towns Toolkit

Parks & Open Space

What is it now?

The Parks and Open Space character areas identify larger areas of existing and potential future parks, recreational lands, and open space within the Town that are generally larger than 30 acres in size. Several other smaller open space areas exist within the Town, such as the many park district areas within existing residential subdivision areas, as shown on the Open Space Inventory Map produced by the Town in 2024 on page 100.

These spaces range from nature preserves to recreational facilities such as the Webster Golf Course. The Town is fortunate to have approximately 3,000 acres of preserved open space and parkland in the forms of parks, land protected through the purchase of development rights, parks districts, and land maintained as open space through tax incentives. Approximately a third of this area, or 950 acres, is comprised of Webster Park, Gosnell Big Woods Preserve, and Whiting Road Nature Preserve, adjacent to Lake Ontario.



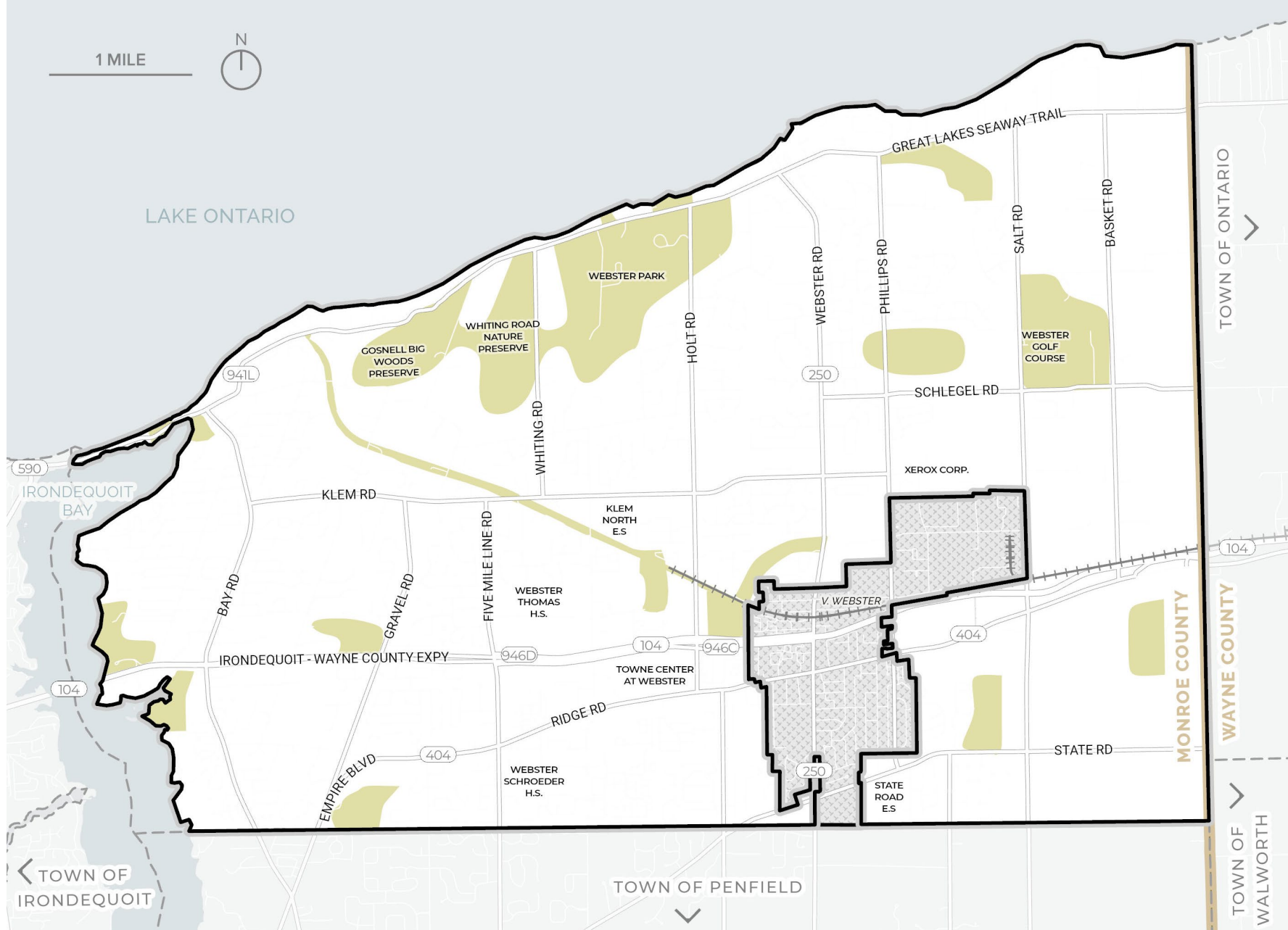
What is our vision for the future?

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.

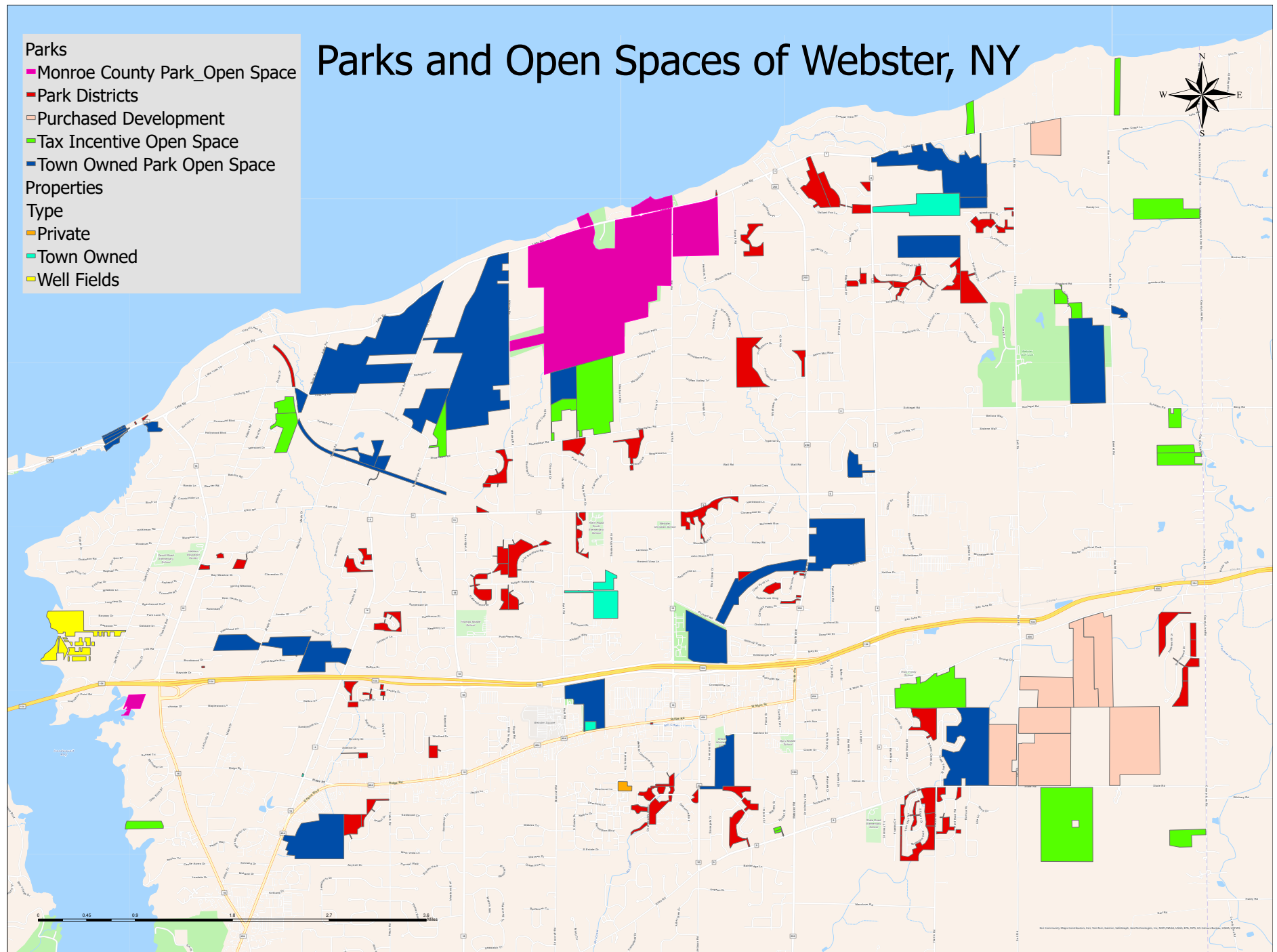
The open space areas identified on the Community Development Strategy Map should remain undeveloped to allow for continued recreational opportunities and to ensure little to no negative environmental impacts occur to the Town's natural resources, including but not limited to Lake Ontario, Irondequoit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

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.



**FIG. 13. PARKS
& OPEN SPACE
CHARACTER AREAS**

- | | | | |
|---|--------------------------------|---|-----------------|
|  | TOWN OF WEBSTER |  | FUTURE LAND USE |
|  | ADJACENT MUNICIPALITY BOUNDARY | | |
|  | COUNTY BOUNDARY | | |
|  | VILLAGE | | |
|  | WATERBODY | | |



How will we achieve our vision?

Town should continue to utilize proactive and reactive preservation strategies that may include, but are not limited to:

- Enhancing and updating the Town's existing Environmental Protection Overlay Districts (EPODs).
- Developing an overlay zoning district or other zoning tool to protect existing parks and open space from adverse impacts of adjacent development.
- Amend the Town zoning code to establish mandatory vegetated buffer requirements along streams and other water resources to protect water quality, reduce stormwater runoff, and preserve riparian habitat.
- Working with property owners to conserve land through conservation easements or the purchase of development rights program.
- Pursuing grant funding for additional open space preservation.
- Continuing to work with Friends of Webster Trails and the Open Space Committee to maintain and update the Open Space Inventory Map.
- Clarify ownership and maintenance responsibilities when dedicating open space during land subdivision process, formally designating responsibilities to specific entity such as a homeowners association or land trust through a conservation easement.

What We Heard



"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."

Mixed Use Character Areas

There are three mixed use character areas identified in the Community Development Strategy. These districts are existing commercial areas today, and have varying intensity and characteristics of mixed use development based on their unique context. Each of the character areas are described below:

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

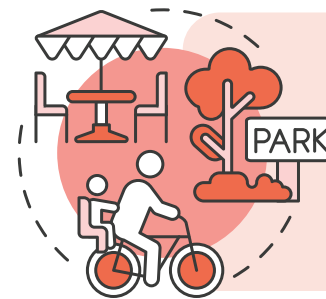
The mixed use corridor area is designated along Ridge Road between the western edge of the Village and Hatch Road. This area, currently predominately developed as single-story, single-use commercial businesses, is envisioned with a more walkable, inviting streetscape with pedestrian-oriented mixed use 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.

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:



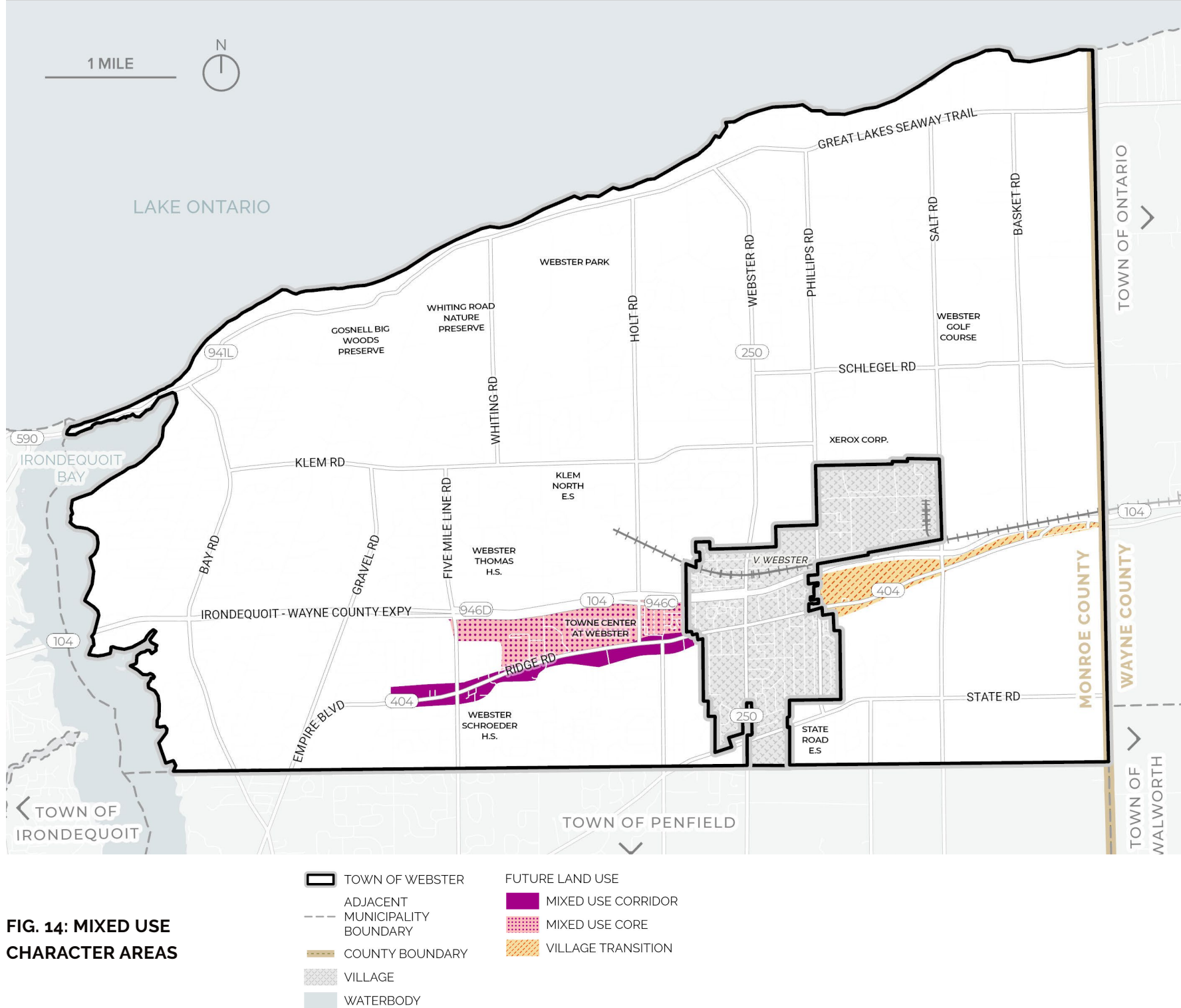
Activation A mix of residential and commercial uses with high quality public spaces will promote a more vibrant community around the clock.



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



Accessibility Multi-modal accommodations and public realm enhancements will support a more inviting atmosphere and increase access for residents of all ages and abilities.



Village Transition

What is it now?

The Village Transition Area is focused on the northern side of the Ridge Road corridor between the eastern edge of the Village and the border with Wayne County. This character area, currently zoned as Low-Intensity Commercial (Class 2), transitions from the denser mixed use environment alongside historic homes at the edge of Village of Webster into a more sparsely developed, low-intensity suburban fringe. Heading east, the north side of corridor currently hosts a mix of single-, two-, and three-family homes; limited commercial establishments, such as self-storage facilities; and some agricultural lands. Bookending the corridor on the east side, a small commercial node exists at the four corners of Ridge Road and County Line Road. Development is sparse and auto-dependent, with minimal pedestrian infrastructure, few curb cuts, and a low-intensity streetscape as the corridor approaches the Monroe–Wayne County line.

What is our vision for the future?

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.

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).

Village Transition Design Preferences

Most Desirable



CPS Average Score: 3.9



CPS Average Score: 3.2

Least Desirable



CPS Average Score: 1.6

How will we achieve our vision?

- **Modify existing zoning district permitted use lists** – Review the Low Intensity Commercial (Class 2) District and replace with updated district or revise use list to support vision of locally-owned businesses (such as coffee shops, restaurants, etc.) and mixed residential development.
- **Develop frontage standards for Ridge Road** – Develop a form-based or frontage-focused zoning overlay along Ridge Road between Phillips Road and Salt Road that requires pedestrian-scaled building placement, consistent streetscape design, and active ground-floor facades along the roadway frontage; building off the existing character of the Village; while permitting parking, drive-throughs, and other auto-oriented uses to be located at the rear of lots.
- **Enhance walkability and connectivity** – Extend sidewalks to the east, beyond where they terminate at Holy Trinity Church, with a priority of extending to Salt Road and the terminus of the Route 104 Trail. Future action should extend to County Line Road to extend bike and pedestrian connectivity further to the east after the Route 104 Trail ends.
- **Apply context-sensitive design standards** – Use architectural elements that ensure new commercial, mixed-use and multi-family homes complement the scale, materials, and character of surrounding neighborhoods and any adjacent agricultural lands.

What We Heard



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

"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."

"We need safer bike and pedestrian access to Ridge Road east of Salt Rd (where the 104 trail ends)."

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

Mixed Use Corridor

What is it now?

The Mixed Use Corridor character area located along Ridge Road between Hatch Road and the western edge of the Village, is dominated by auto-oriented, single-story commercial development built largely in the mid-twentieth century. Strip malls, drive-throughs, gas stations, and auto service uses define the streetscape, and storefronts are set back behind expansive parking lots that create a weak and unwelcoming public realm. Despite their prime location along the Town's most prominent arterial, this corridor lack a sense of place, with numerous vacant or underutilized properties signaling a need for reinvestment and transformation.

What is our vision for the future?

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. Auto-dependent 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.

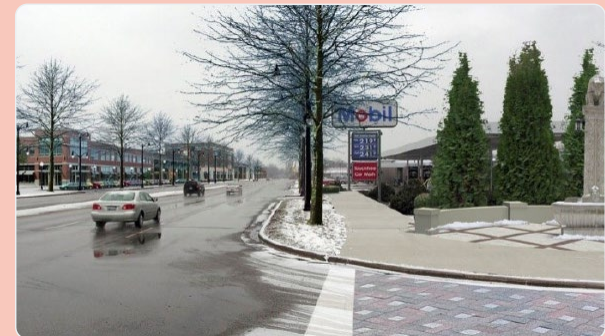
The average score of the images presented in the Community Preference Survey (CPS) illustrate what design elements community members prefer for the Mixed Use Corridor area (1: Least Preferred to 5: Most Preferred).

Mixed Use Corridor Design Preferences

Most Desirable



CPS Average Score: 3.8



CPS Average Score: 3.4

Least Desirable



CPS Average Score: 1.8

How will we achieve our vision?

The following recommendations guide the Town in repositioning its commercial corridors as walkable, mixed-use destinations.

- Rezone Mixed Use Corridor areas to require or incentivize mixed-use, multi-story development with ground-floor commercial uses.
- Establish form-based design standards that require buildings to be sited close to the street with parking located to the side or rear.
- Prohibit new auto sales and service, gas stations, and self-storage uses within the corridor.
- Require high-quality architectural design and landscaping as part of site plan review.
- Prioritize sidewalk installation on both sides of corridor roadways and improve pedestrian crossing safety at key intersections.
- Implement access management regulations to consolidate curb cuts and improve multi-modal safety along the corridor.
- Plant street trees and low-maintenance vegetation to enhance the visual quality and walkability of the corridor.
- Capitalize on infill opportunities by incentivizing redevelopment of vacant and underutilized commercial properties.

What We Heard



"Adding sidewalks here that attach to the Penfield ones and run to the one that start at Five Mile Line Rd would greatly improve pedestrian access and safety."

"Change zoning to be mixed use for existing house like buildings; apartment upstairs with business downstairs like West Webster 4 corner plan."

"Gateway signage to West Webster Hamlet."

"Have residential on top of commercial where it makes sense."

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

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.



Illustrative Concept Plan. The rendering shown at left and the conceptual site plan layout shown on the following page were developed using generative AI software based on a potential build-out concept developed in ArcGIS Urban, as shown above. The concepts shown are only for illustrative purposes, and do not reflect any current or anticipated development proposals.

Infill development should be located closer to the street's edge, and place parking the rear or side of the lot.

Design standards could reinforce high-quality facades, and elements such as outdoor seating.



Street trees can add to aesthetic appeal, act as traffic calming features, and reduce urban heat island effects.

Any future roadway improvements, such as dedicated bike facilities, would need to be coordinated through NYSDOT.

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).

Mixed Use Core

What is it now?

The Mixed Use Core area includes some of the Town's largest shopping centers and plazas, such as the Towne Center, Holt Road Wegmans, Library Plaza, former K-Mart Plaza, and Lowes. These plazas function efficiently as regional shopping destinations but reflect a conventional suburban development pattern with large-format auto-oriented retail with expansive surface parking fields that dominate the site. While a few big box retailers still anchor these plazas, the market for 60,000+ square foot leasable retail space is shrinking, as evidenced by the increase in vacant spaces and high turnover of the last decade. Furthermore, the vast expanses of parking spaces far exceed the number needed to support the development, resulting in underutilized lands and lost tax revenue.

Circulation at these sites is designed primarily for vehicles, with wide drive aisles and multiple access points from surrounding arterials, while pedestrian connectivity is secondary, requiring movement across large parking areas with few defined pathways. Pedestrian connectivity is an important consideration, as even those driving to these destinations become pedestrians in the parking lot.

The sites lack a cohesive, welcoming environment, with minimal gathering spaces and landscaping largely confined to sparse parking lot islands and perimeter buffers. However, the scale of the properties, their visibility and access from major corridors, and excess parking capacity present significant opportunities for incremental infill, enhanced connectivity, and transformation into a more compact, mixed-use activity center.

Mixed Use Core Design Preferences

Most Desirable



CPS Average Score: 4.1



CPS Average Score: 3.0

Least Desirable



CPS Average Score: 1.6

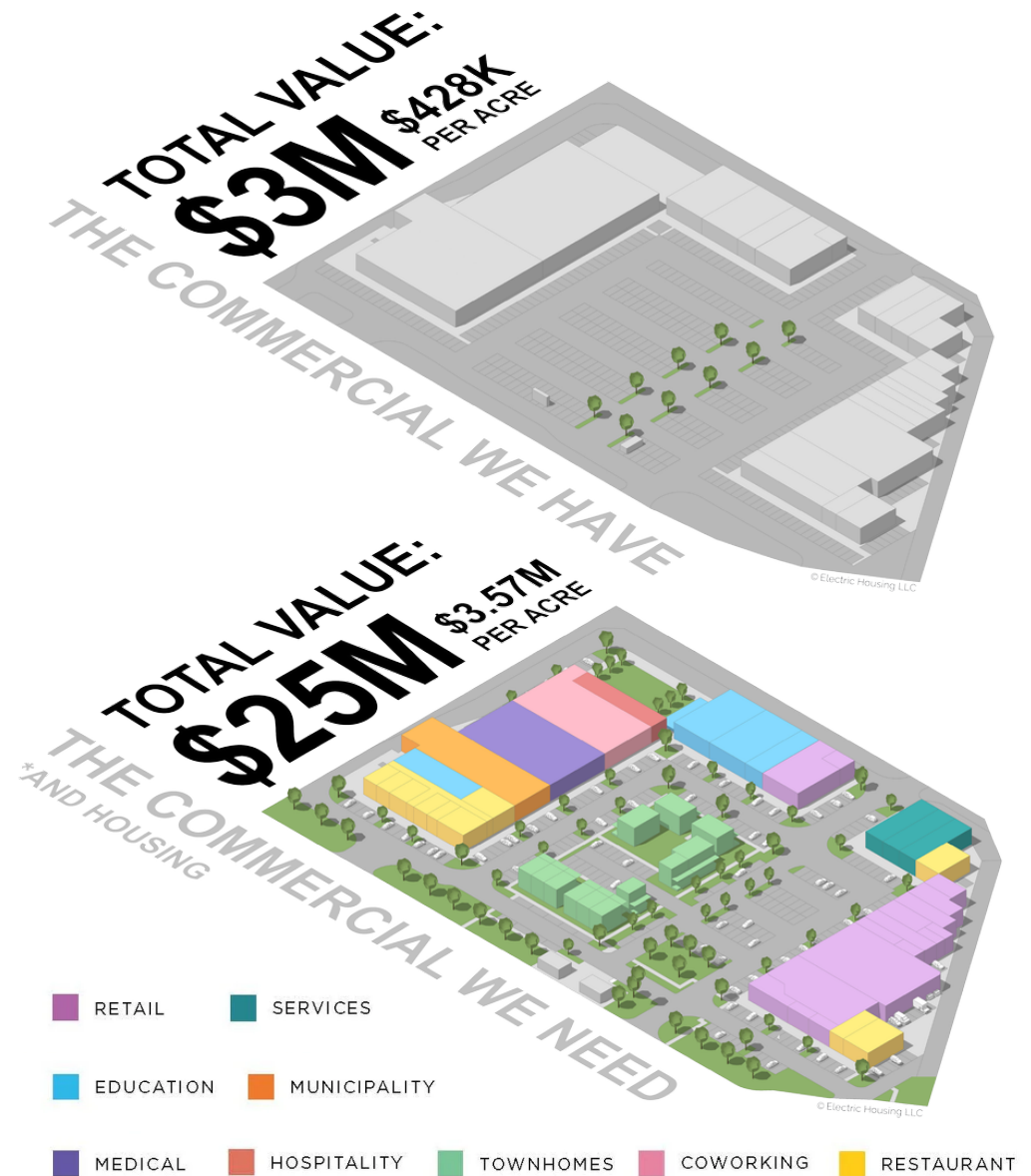
What is our vision for the future?

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.



The graphics above show the anticipated property value impact of infill and mixed use core development on an underutilized commercial plaza in Wheatland, Texas. Source: Electric Housing.

How will we achieve our vision?

Redevelopment of these areas will require key zoning changes which may be achieved individually or as part of a Mixed Use Activity Center Overlay zoning district. Key elements may include:

- Permitting vertical and horizontal mixing of uses, broaden permitted uses to include a variety of residential, retail, office, entertainment, and civic uses.
- Reducing minimum lot size requirements to permit smaller-scale outparcel development and encourage infill of large parking expanses.
- Ensuring buildings are located close to the street and internal drives through a 10-25 foot built-to zone and 60-75% minimum building frontage occupancy requirement.
- Requiring minimum building height of 2 stories along key frontages and maximum height of 3 stories.
- Leveraging shared and joint parking agreements, and consider standards for structured parking to be integrated into building design.
- Establishing building design standards to maintain active storefronts and reduce large expanses of blank walls.
- Implementing a usable public space or open space requirements for pedestrian plazas, greens, outdoor dining areas, etc.
- Requiring direct pedestrian connections to building entrances and to adjacent parcels and streets.
- Expanding stormwater management practices to encourage green infrastructure as part of building and site design, and ensure stormwater facilities serve environmental, aesthetic, and recreational purposes.

What We Heard



"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."

"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."

"Rebuild plazas where buildings are empty."

Site Design Considerations

As commercial and mixed-use investment occurs in Webster, the Town has an opportunity to establish stronger site design standards that promote sustainability, aesthetic quality, and safe access. The following improvements were discussed as concerns throughout the planning process, and should be considered for incorporation into the Town's zoning and site plan review process.

Alternative Energy Provision. New commercial and mixed-use developments should be encouraged to incorporate supportive energy infrastructure such as conduit rough-in, rooftop solar-ready construction, or solar-covered surface parking, with larger developments required to install photovoltaic systems. This positions Webster to meet long-term sustainability goals while reducing operating costs for businesses.

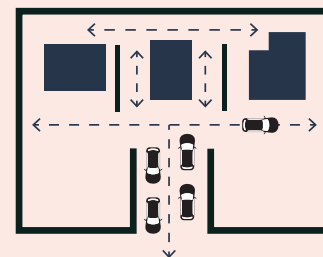
Long-Term Landscaping Health. Landscaping requirements should be strengthened to ensure that approved plantings are maintained in healthy condition over time. The Town should update their code language to encourage or require drought-resistant, native plantings, with specific maintenance and replacement requirements to ensure that trees, shrubs, and other required vegetation are replaced if they die or are removed.

Safe and Accessible Commercial Corridors. Access management should be a central consideration in all new development and redevelopment. New curb cuts and driveways should be designed to minimize conflict points with pedestrians and cyclists, consolidate access where possible, encourage shared driveways between adjacent parcels, and align with existing or planned signalized intersections. The Town should reference Monroe County and NYSDOT access management guidelines when evaluating site plans along state and county roadways.

Together, these standards will help ensure that new investment enhances Webster's visual character, supports environmental goals, and contributes to a safer, more connected transportation network.

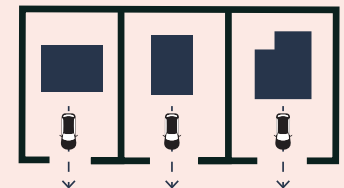


PROMOTE



Continued Cross Access Agreements
Shared Driveways
Interconnected Parking Lots
On-Site Circulation

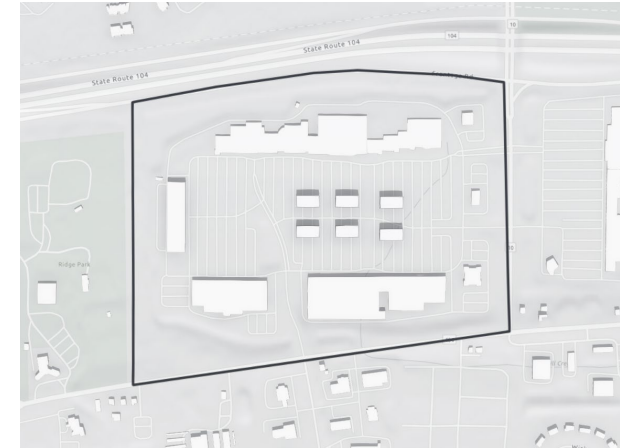
AVOID



Graphic Adapted from
Wisconsin Department of
Transportation

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.



Illustrative Concept Plan The rendering shown at left and the conceptual site plan layout shown on the following page were developed using generative AI software based on a potential build-out concept developed in ArcGIS Urban, as shown above. The concepts shown are only for illustrative purposes, and do not reflect any current or anticipated development proposals.

Potential infill development may consist of mixed use buildings and/or residential living opportunities.



Potential for reuse as mixed use and residential spaces with smaller footprints.

Enhanced landscaping and green infrastructure

Public Gathering Spaces / Plazas

Research & Industry

What is it now?

The Research & Industry character area encompasses the Town's existing industrial areas – namely, the Xerox campus on the east side of Town and the areas immediately adjacent, as well as concentrations of existing light industrial uses off of Hard Road just north of Route 104.

In addition to the Xerox campus, the industrial area in the east side of Town has seen recent major investments, such as Tessy Plastics on a former Xerox campus site and the fairlife facility off of Basket Road. There are several compatible commercial uses and smaller scale industrial entities along Basket Road, including contractor businesses, manufacturing, equipment rental, and auto repair shops.

The smaller Research & Industry areas along Hard Road reflect existing light industrial uses such as a robotics company and a machining manufacturer, as well as public uses such as the Town Highway Department and the School District bus garage.

What is our 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.



The Town should encourage and reward high-quality design for industrial operations, and ensure site design best practices are incorporated such as green infrastructure, native plantings, and pedestrian accommodations within large surface parking areas.



A combination of buffering and screening will reduce harmful impacts of industrial operations on adjacent residential properties.

How will we achieve our vision?

The following recommendations will help the Town align future economic investment opportunities in this area while respecting community character:

- **Review and revise the Town's existing Industrial District.** Review permitted uses and bulk and industrial uses to ensure they meet modern day needs and opportunities.
- **Consider revision or replacement of Office Park District.** Consider rezoning the current existing industrial areas within the Office Park District to reflect market trends and existing character – limiting new enclosed, light industrial development to infill and reinvestment in existing industrial spaces.
- **Develop landscaping, buffering, and screening requirements.** Create standards within the Town's zoning code for specific landscaping requirements such as appropriate species, minimum plant sizes, and minimum requirements by landscape area type (e.g. parking areas or building foundations). Develop specific buffering and/or screening requirements between industrial and residential development.
- **Continue to support the reinvestment in the Xerox Campus** – The Town should continue its partnerships with WEDA, Xerox, and State and County agencies to support reinvestment in the Xerox campus – focusing its efforts on reuse of existing and former industrial areas rather than greenfield development.

What We Heard



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

"Please consider using the Xerox acreage for future industrial zoned development."

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

"Focus commercial/industrial/retail uses along the 104/404 corridor"

"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."

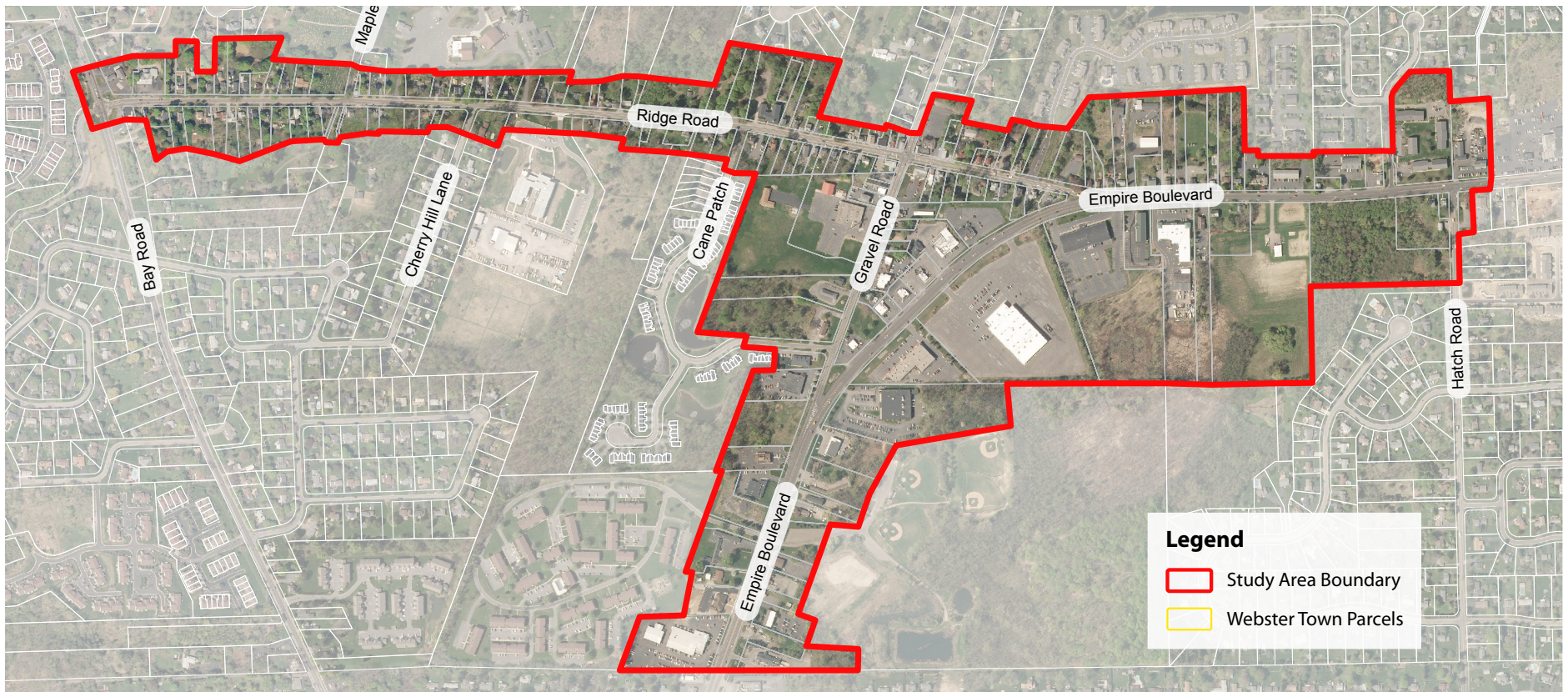
West Webster Hamlet

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 through the following recommendations:

- Create a new Hamlet Mixed-Use District with a walkable Core, a Transition zone, and a larger Corridor precinct.
- Introduce a Mixed Residential District allowing duplexes through four-plexes along Ridge Road.
- Reduce parking minimums and adjust setbacks to encourage street-facing development.
- Install sidewalks, planted tree lawns, and street trees along Ridge Road, Gravel Road, and Empire Boulevard.
- Redesign key intersections at Ridge/Empire and Gravel/Empire to improve safety and create gateways.
- Reduce Bay Road from four lanes to three to improve pedestrian and bicycle conditions.
- Install ADA-compliant curb ramps, high-visibility crosswalks, and pedestrian signals at major intersections.
- Pursue trail connections north to the Route 104 Trail via Bay Road and Gravel Road.
- Implement a community-selected “Vintage” theme through gateway signs, streetscape elements, and public art at the three Hamlet gateways and Four Corners.
- Prioritize redevelopment of the two vacant corner properties at Ridge and Gravel Roads as catalysts for revitalization.
- Establish the Hamlet as a Priority Investment Zone, pursuing grants, facade improvement programs, and partnerships with local economic development organizations.
- Strengthen property maintenance enforcement near the Four Corners.



Proposed improvements on Empire; Image Credit: West Webster Revitalization Plan / Ingalls Planning & Design



Hamlet Revitalization Boundary. Image Credit: Ingalls Planning & Design



Proposed improvements at Four Corners; Image Credit: West Webster Revitalization Plan / Ingalls Planning & Design



Example of Hamlet signage; Image Credit: West Webster Revitalization Plan

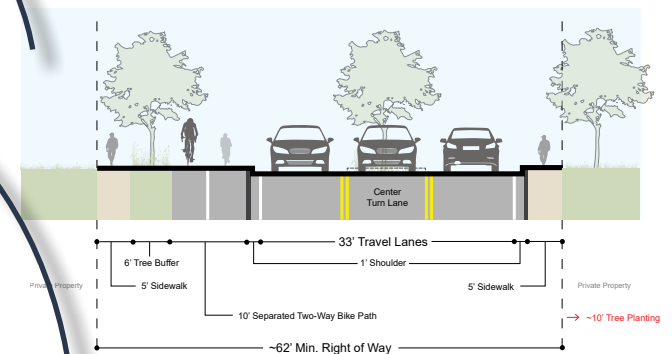
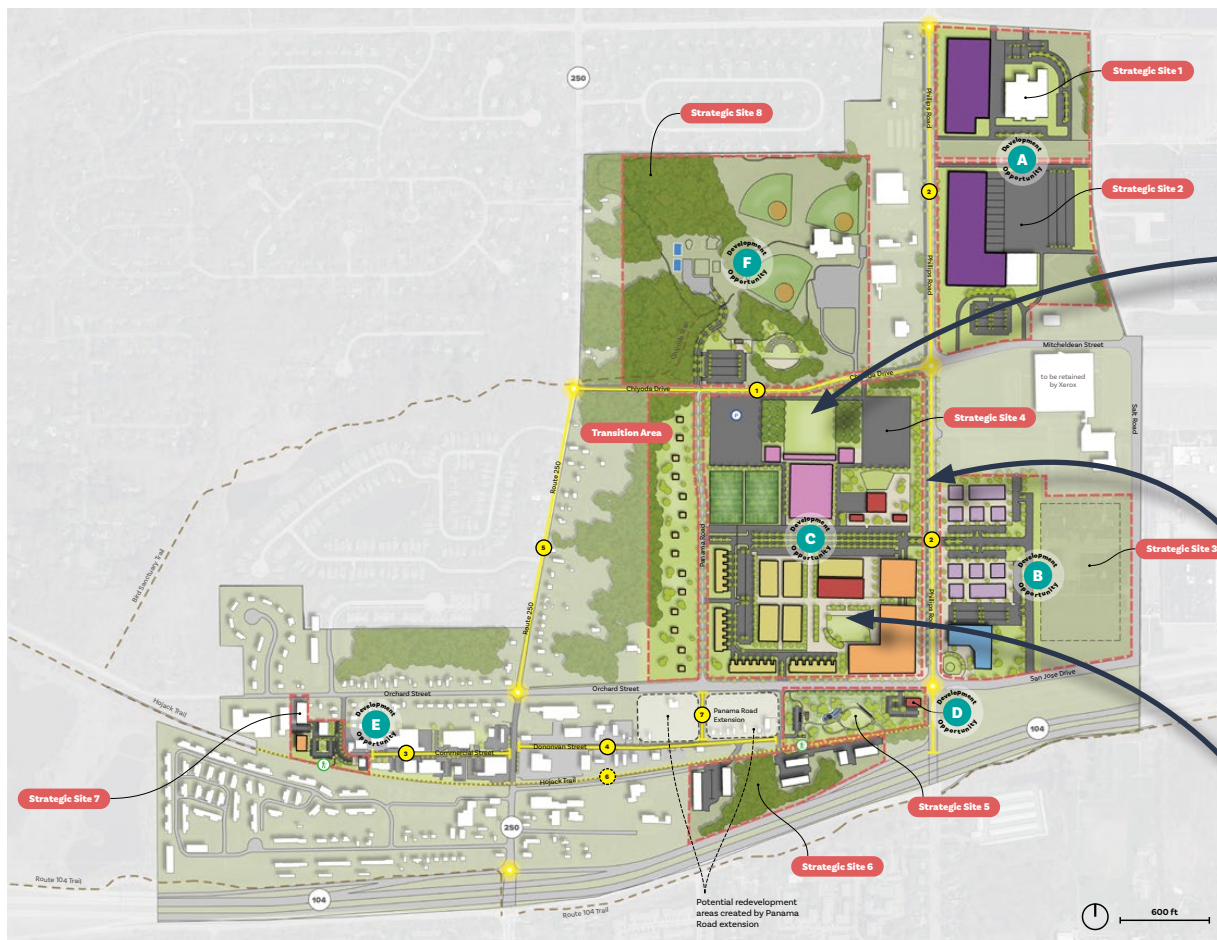
Reimagine Webster

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 fall into four interconnected themes:

- **Connectivity & Public Realm:** Redesign Phillips Road as a complete street; extend Chiyoda Drive to Route 250 with a shared-use path; and connect the Hojack, Chiyoda, and Birdsong trails into a continuous loop network anchored by a new Hojack Rail Park.
- **Light Industrial Reinvestment:** Support infill light industrial development and reinvestment along the east side of Phillips Road in the northern portion of the study area, building on existing assets including Xerox Buildings 300 and 205 to strengthen the corridor as a hub for flex, manufacturing, and R&D uses.
- **Mixed-Use Development:** Develop the northern end of the West Campus with mixed-use development that transitions to light industrial uses at the Town boundary, creating a dynamic edge between the Xerox Campus and the surrounding community.
- **Recreation & Placemaking:** Enhance the Town of Webster Recreation Complex with targeted facility improvements; update zoning to reflect the envisioned residential and mixed uses on the West Campus; and install gateways, public art, and wayfinding inspired by Webster's canning and basket-making heritage.



Reimagine Webster Study Area. Image Credit: Reimagine Webster Brownfield Opportunity Area Plan.



Development Opportunities (See page ix)

- A** Light Industrial Corridor
- B** Industrial Campus Development
- C** West Campus Town Center Development
- D** Commercial Street Development at Phillips Rd/Orchard Street
- E** Commercial Street Redevelopment
- F** Town Recreation Complex Enhancements

Public Realm Improvements (See page x)

- 1** Chiyoda Drive Improvements
- 2** Phillips Road Complete Streets Project
- 3** Commercial Street Corridor Enhancements
- 4** Donovan Street Improvements
- 5** Route 250 Bike Lane
- 6** Hojack Trail Improvements
- 7** Panama Road Extension

Strategic Sites (See page xi)

- 1** Xerox Building 300
- 2** Xerox Building 205
- 3** Xerox - Multiple Buildings on Phillips Rd
- 4** Xerox West Campus
- 5** Vacant Land at 800 Phillips Rd
- 6** Future Light Industrial Park
- 7** Commercial Street Property
- 8** Town Recreation Complex

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

Community Development Strategy + Vacant Lands

The Community Development Strategy map was overlaid with vacant parcels across the Town, illustrating where remaining development opportunities exist across Webster and how those opportunities align with the community's long-range planning vision. When vacant parcels are viewed in the context of future land use designations, a clear picture emerges: meaningful infill opportunity exists across several zones, but true greenfield development potential is largely limited, with most undeveloped land already embedded within areas that have seen prior investment and activity.

This map reveals a community at an important planning inflection point. With limited undeveloped land remaining outside of already-active corridors, Webster's growth future lies not in outward expansion but in the creative reimaging of underutilized commercial areas and the strategic cultivation of vibrant, mixed-use nodes; all while preserving the residential neighborhoods and open spaces that define the Town's character.

Immediately adjacent to the Village on its western side, the Village Transition character area is one of the areas with larger parcels available for development. This area sits between the Village's established core and the suburban/rural fabric to the east, making it ideally suited for development that bridges those two contexts. Particularly on the western edge of the character area this area could serve as a natural extension of Village life by accommodating

modestly scaled mixed-use or residential development that reinforces walkability, supports local businesses, and strengthens the overall identity of Webster.

Just north of the Village transition area, the Research and Industry zone, encompassing the former Xerox campus, contains several large vacant parcels suited for employment-generating redevelopment. Rather than greenfield development, this area represents adaptive reuse and reinvestment in a previously developed employment hub.

Across the broader Neighborhood Residential areas, vacant parcels are scattered and relatively small, consistent with typical suburban infill rather than large-scale new development. These lots exist within an already-built fabric, meaning any growth here fills gaps rather than extending the development pattern outward.

The open space designations, waterfront areas, and rural residential lands in the northern and western portions of town are either environmentally constrained, actively preserved, or already built out - further reinforcing that Webster's development future is one of infill and reinvestment rather than outward expansion. The overall Community Development Strategy focuses on enhancing existing development areas while keeping open spaces intact, neighborhoods stable, and Webster's future land use vision grounded in the kind of place its residents already value.

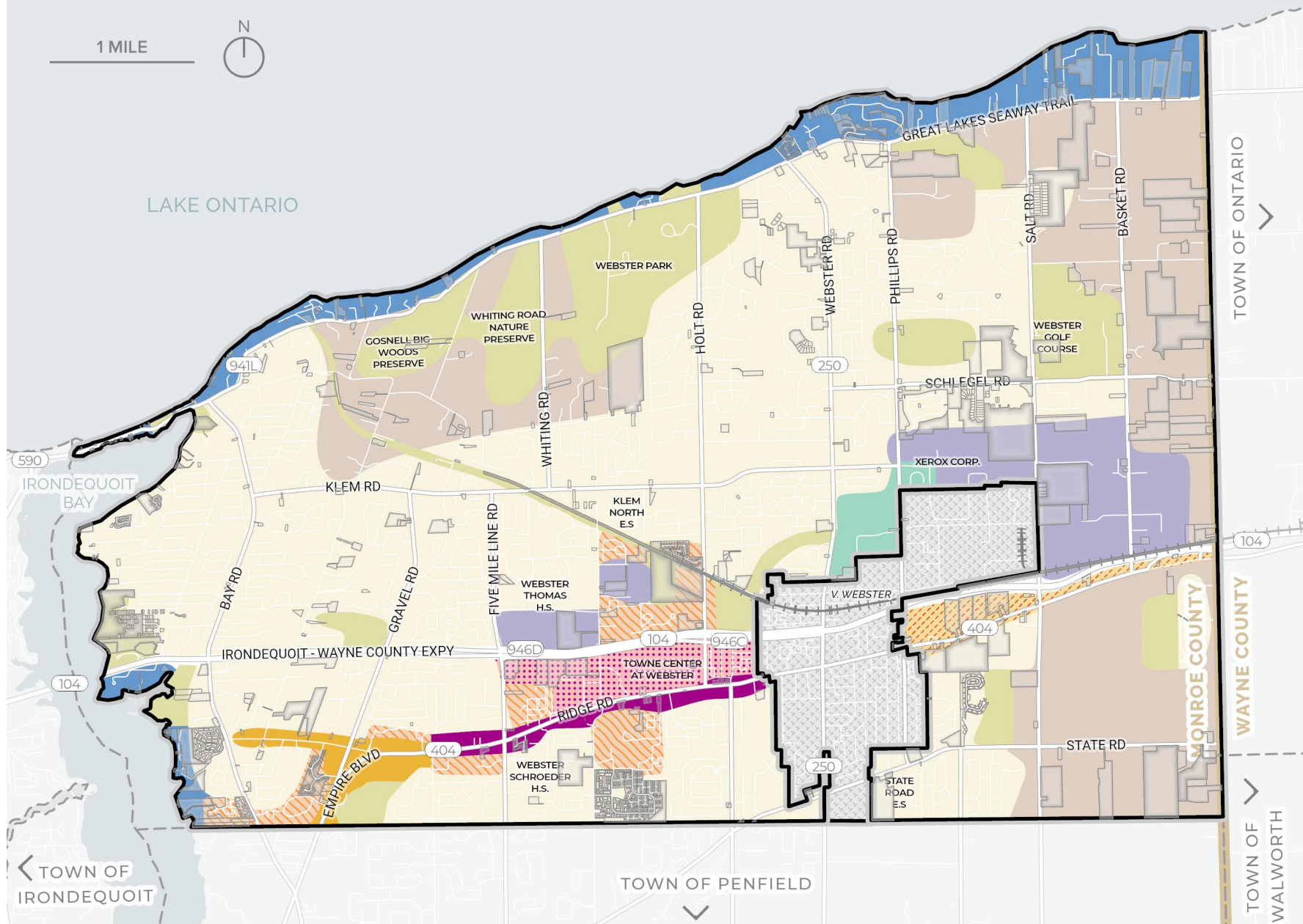


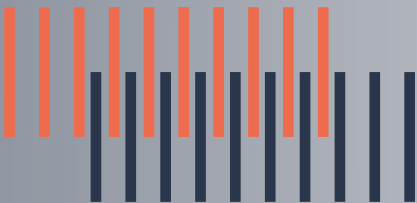
FIG. 11: COMMUNITY DEVELOPMENT STRATEGY MAP



Priority Action Plan

The Priority Action Plan is in draft form, and will be refined based on public input received during the Public Open House!

This section identifies the actions that were deemed highest priority for the Town to implement over the next decade, and provides an implementation framework for achieving them.



Priority Action Plan

A sub-set of the actions in the Vision & Policy Framework that have been identified as priorities for achieving the overall vision of the Plan.

OVERVIEW

The table on the following page is a list of priority action items stemming from Comprehensive Plan Update process. The priority actions were selected based through key themes and major concerns that were identified through conversations with the committee and the general public throughout the planning process.

These items include key ideas or catalytic projects that warrant immediate attention from the Town for implementation. That is not to say the other action items listed in this Plan are not important or significant to the future success of the Town. Rather that these action items have been highlighted as a top priority due to their potential for a greater overall positive impact to the community.

The table is organized by policy area and provides basic information on the priority action items for ease of reference. Each column includes:

- **Policy:** The goal under which the action item can be found in the Vision & Policy Framework.
- **Action Item:** A description of the specified action item.
- **Timeframe:** An estimated timeframe required to complete the action item. Timeframes are meant to

describe the estimated time an action will take to complete, not how soon the action item should be accomplished.

- **Cost Estimate:** Cost Estimates are based on order of magnitude, using the symbols below to reflect the following estimated cost ranges:

\$: Under \$10,000

\$\$: Between \$10,000 and \$100,000

\$\$\$: Over \$100,000

NA: No Cost

- **Responsible Party / Parties:** The lead agency or organization to undertake the action.
- **Partner(s):** Any group, agency, organization, or board that the Town may desire to partner with in order to implement the specific action item.
- **Potential funding sources:** Grant funding or other sources of funding to help support the initiative.

Policy	Action Item	Timeframe	Cost Estimate	Responsible Party / Parties	Partner(s)	Potential Funding Sources
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Transportation, Access, and Connectivity

Develop an Active Transportation Plan that inventories and analyzes existing and potential vehicular, pedestrian, bicycle, and transit routes for improved connectivity and access.	1-2 Years	\$	Town Department of Community Development	Genesee Transportation Council (GTC), Monroe County Department of Planning, Monroe County Department of Transportation	GTC Unified Planning Work Program (UPWP)
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.	2-5 Years	\$\$\$	Town Highway Department / Town Engineer	Monroe County Department of Transportation, Town Planning Department	NYSDOT TAP/CMAQ Program, CHIPS Funding, Federal RAISE/BUILD Grants, Monroe County Municipal Sidewalk Funding, Potential Future Developer Sidewalk Fund
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.	1-2 Years	\$	Town Department of Community Development / Town Attorney	Town Board, Planning Board	NA (Regulatory/Policy Action)
Increase education, awareness, and enforcement and implement traffic calming techniques where appropriate to decrease speeding on major roadways.	Ongoing	\$	Town Highway Department, Webster Police Department	Monroe County Department of Transportation, NYSDOT, Town Engineer	NYS DOT Highway Safety Improvement Program (HSIP), CHIPS Funding, Town Capital Budget

Policy	Action Item	Timeframe	Cost Estimate	Responsible Party / Parties	Partner(s)	Potential Funding Sources
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Parks, Recreation, and Community Services

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.	5+ Years	\$\$\$	Town Board / Town Administrator	Town Department of Community Development, Parks & Recreation Department, Webster Public Library, Webster Central School District	NYS Consolidated Funding Application (CFA), CDBG, Town Capital Budget, Bonding
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.	Ongoing	\$	Town Department of Community Development / Parks & Recreation Department	Open Space Committee, Friends of Webster Trails, Genesee Land Trust, Monroe County	"NYS Environmental Protection Fund (EPF), Land and Water Conservation Fund (LWCF), NYS OPRHP Grants, Municipal open space bond"

Local Economy, Industry, and Investment

Evaluate site plan review process to clarify requirements and incentivize projects that align with the community's vision for future development.	1-2 Years	\$	Town Planning Department	Planning Board, Town Board, Webster Economic Development Alliance (WEDA)	NA (Administrative Action)
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.	1-2 years	\$\$	Town Department of Community Development / Town Attorney	Town Board, Planning Board, Webster Chamber of Commerce, Webster Economic Development Alliance (WEDA)	NYSDOS Smart Growth Planning and Zoning Grants, Town Operating Budget

Policy	Action Item	Timeframe	Cost Estimate	Responsible Party / Parties	Partner(s)	Potential Funding Sources
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Local Economy, Industry, and Investment

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.	1-2 Years	\$\$	Town Planning Department	Planning Board, Town Board, Webster Economic Development Alliance (WEDA)	NYSDOS Smart Growth Planning and Zoning Grants, Town Operating Budget
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Neighborhood Living

Conduct a housing market study to determine the strengths and weaknesses of the Town's owner and renter housing supply.	1-2 Years	\$\$	Town Department of Community Development	Town Board, Monroe County Planning Department, Webster Economic Development Alliance (WEDA), Housing / Economic Development Consultant	NYS HCR Community Development Block Grant (CDBG), NYS DOS Local Planning Assistance, Town Operating Budget
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.	1-2 years	\$	Town Department of Community Development / Town Attorney	Town Board, Planning Board, Monroe County Planning Department	NA (Regulatory/Zoning Action); NYSDOS Smart Growth Planning and Zoning Grants
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.	1-2 Years	\$	Town Department of Community Development / Town Attorney	Town Board, Planning Board, Conservation Board	NA (Regulatory/Zoning Action); NYSDOS Smart Growth Planning and Zoning Grants

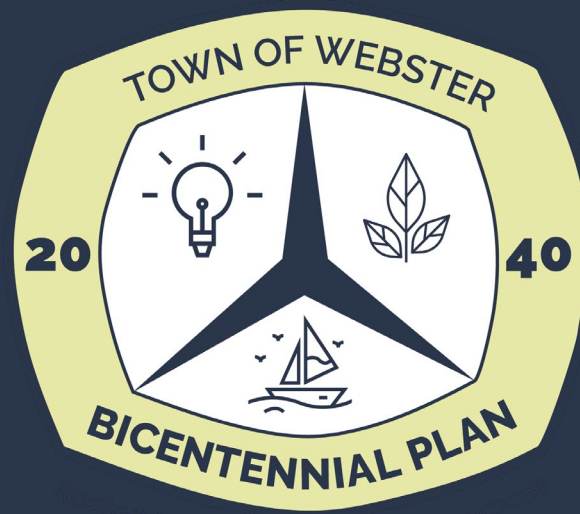
Policy	Action Item	Timeframe	Cost Estimate	Responsible Party / Parties	Partner(s)	Potential Funding Sources
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Neighborhood Living

Bolster the Town's cluster development provisions and consider conservation subdivision design, including provisions for maintenance of preserved open / communal space.	1-2 Years	\$	Town Department of Community Development / Town Attorney	Town Board, Planning Board, Conservation Board	NA (Regulatory/Zoning Action); NYSDOS Smart Growth Planning and Zoning Grants
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Natural Resources, Open Space, and Resiliency

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.	1-2 years	\$	Town Department of Community Development/ Town Attorney	Town Board, Planning Board, Conservation Board, Genesee Land Trust, NYS DEC	NA (Regulatory/Zoning Action); NYSDOS Smart Growth Planning and Zoning Grants
Develop a community-wide Open Space Plan to prioritize open areas in Webster for conservation based on natural, scenic, and cultural values.	1-2 Years	\$\$	Town Department of Community Development	Open Space Committee, Friends of Webster Trails, Conservation Board, Genesee Land Trust, Planning Consultant (if desired)	NYS EPF, LWCF Planning Grants, NYS OPRHP
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.	1-2 Years	\$\$	Town Department of Community Development	Conservation Board, NYS DEC, Monroe County Planning Department	Town Operating Budget, NYS CFA program - Local Government Efficiency



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