



REIMAGINE WEBSTER



ABOUT

The Village of Webster has been awarded funding from NYS Department of State to develop a Master Plan for a targeted area north of 104, as shown on the map below. Referred to as the Reimagine Webster Initiative, the project is a joint effort of the Village of Webster and the Webster Economic Development Alliance in cooperation with the Town of Webster.

The Master Plan will identify opportunities for new businesses, housing, roadway improvements, the expansion of trails and sidewalks, the future of Xerox lands on the west side of the campus and open space / recreational area improvements. Upon completion of this master plan the Village, Town and properties within the boundary will have a clearly defined vision for future enhancements, as well a strategy for how to make that vision become a reality.

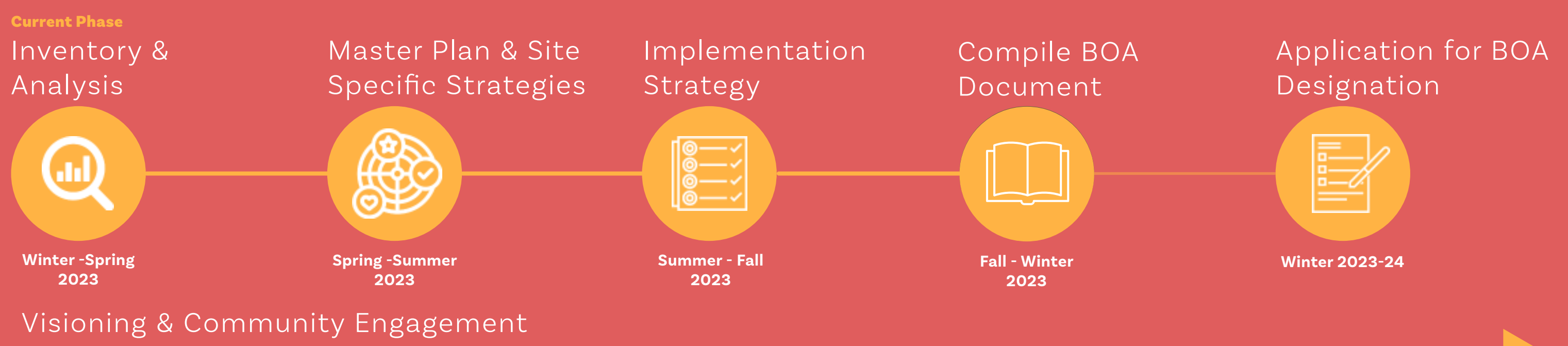


← STUDY AREA

The study area, located in the Village of Webster and Town of Webster in Monroe County is the historic industrial hub of the community and includes a mix of residential, industrial, and commercial uses. The study area is made up of approximately 569 acres and 227 parcels.



PROJECT TIMELINE



BENEFITS OF THE PROJECT

REDEVELOPMENT + INVESTMENT
Identifies strategies for business attraction and investment

PREDICTABILITY
Adds predictability to site clean-up and redevelopment

EMPOWERMENT
Ensures future plans reflect vision of the community

ADVOCACY
Support from NYS DOS + DEC helps connect the community to resources from other agencies + funding sources

PRIORITY + PREFERENCE
Designated BOAs receive priority + preference from the state funding programs

TAX CREDITS
Development projects may be eligible for tax credits





BUILDING OFF MOMENTUM!

VILLAGE COMPREHENSIVE PLAN

The 2011 Comprehensive Plan represents a collective, community effort to address the opportunities and challenges of the Village, and acts as a roadmap for future investment in the community. The plan contains a set of goals, objectives, and strategies to ensure the future of Webster aligns with the desires of the community.

2011

Village of Webster
Comprehensive Plan



VILLAGE CIRCULATION STUDY

The purpose of the Village of Webster Core Circulation, Accessibility, and Parking Study was to develop feasible planning, design, and regulatory concepts that aim to improve circulation, accessibility, parking, and safety for pedestrians, bicyclists, and motorists alike.

Village of Webster

Village Core Circulation, Accessibility and Parking Study



NORTH AVE CONNECTOR

The North Avenue Connector Project consisted of three distinct segments that collectively compose 0.57 miles of State Route 250 (North Avenue) from Orchard Street south to State Route 404 (Ridge Road/Main Street) in the Village of Webster. Each of the segments contained physical or psychological barriers which limited pedestrian and bicyclist safety and connectivity between an expanding population base north of State Route 104 (Expressway) and the Four Corners District along Ridge Road.



PHILLIPS ROAD IMPROVEMENT

Monroe County is "right-sizing" Phillips Road by considering travel lane adjustments, improving intersections, and accommodating bicycle and pedestrian infrastructure between Route 104 and Schlegel Road. Construction is anticipated to begin in 2026



COMMUNITY INVESTMENT

In 2015, Webster put together a Community Investment Strategy (CIS). The CIS outlines a set of goals, objectives, and priority projects aimed towards enhanced livability and quality of life in the Town and Village. The CIS highlighted Village Downtown Revitalization as one of the top priorities - fostering a vibrant, mixed-use environment for residents and visitors to enjoy.

FAIRLIFE INVESTMENT

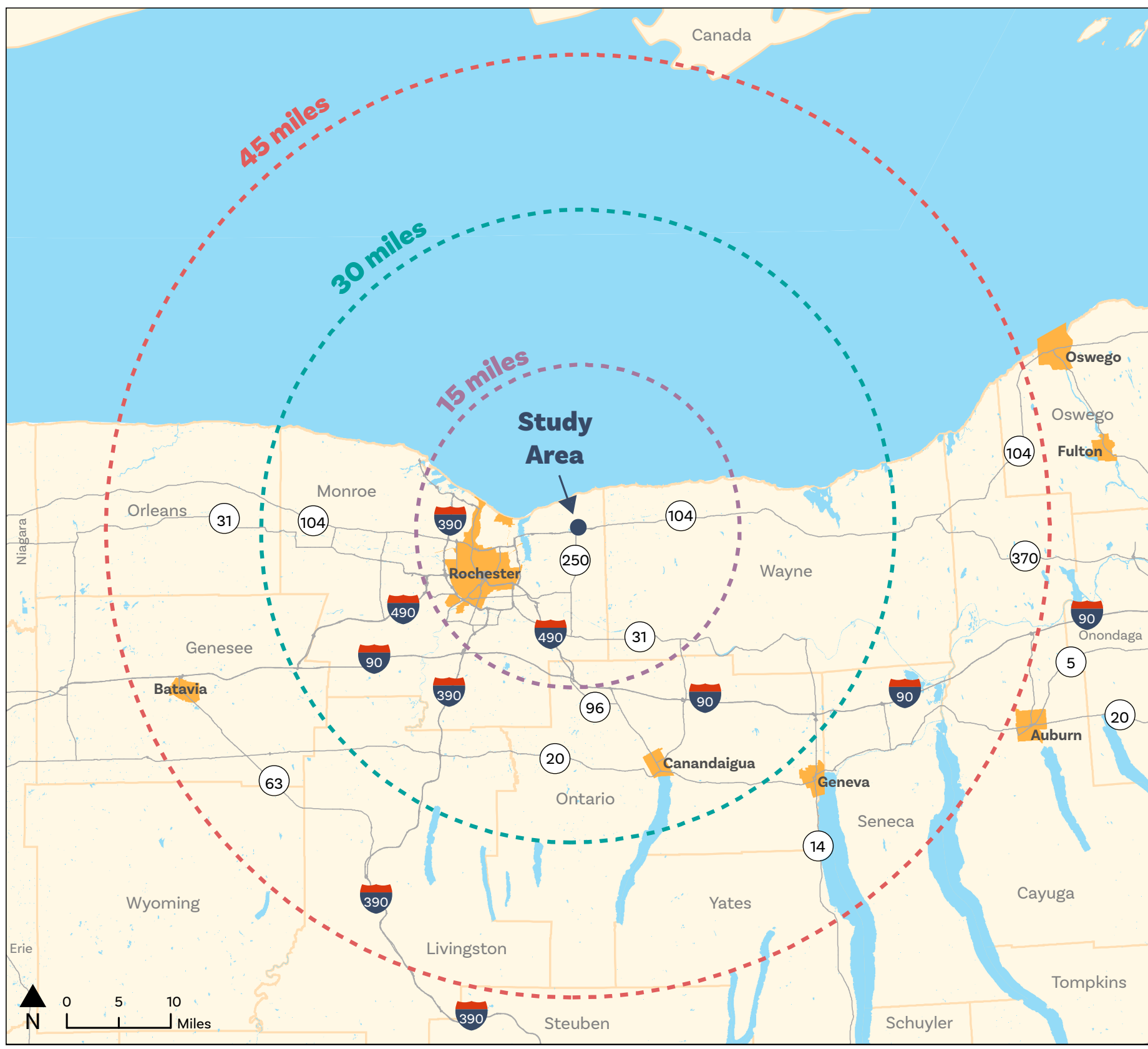
Fairlife, LLC a subsidiary of The Coca-Cola Company plans to construct a new facility in Webster, which includes approximately 745,000 SF of milk processing area, warehouse and support services buildings. The project is located at the east end of Tebor Road and is comprised of multiple parcels.



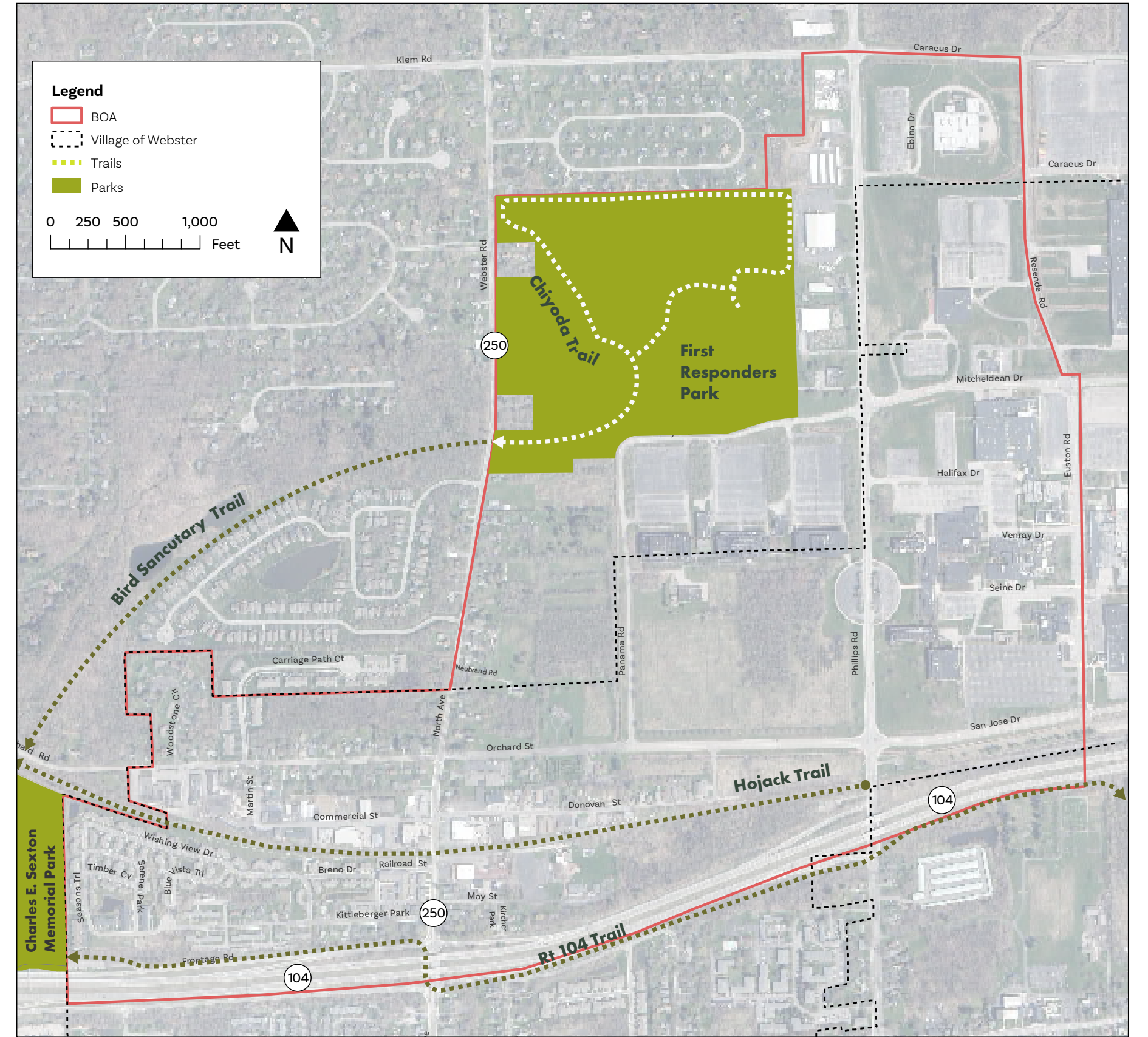


UNDERSTANDING THE CONTEXT

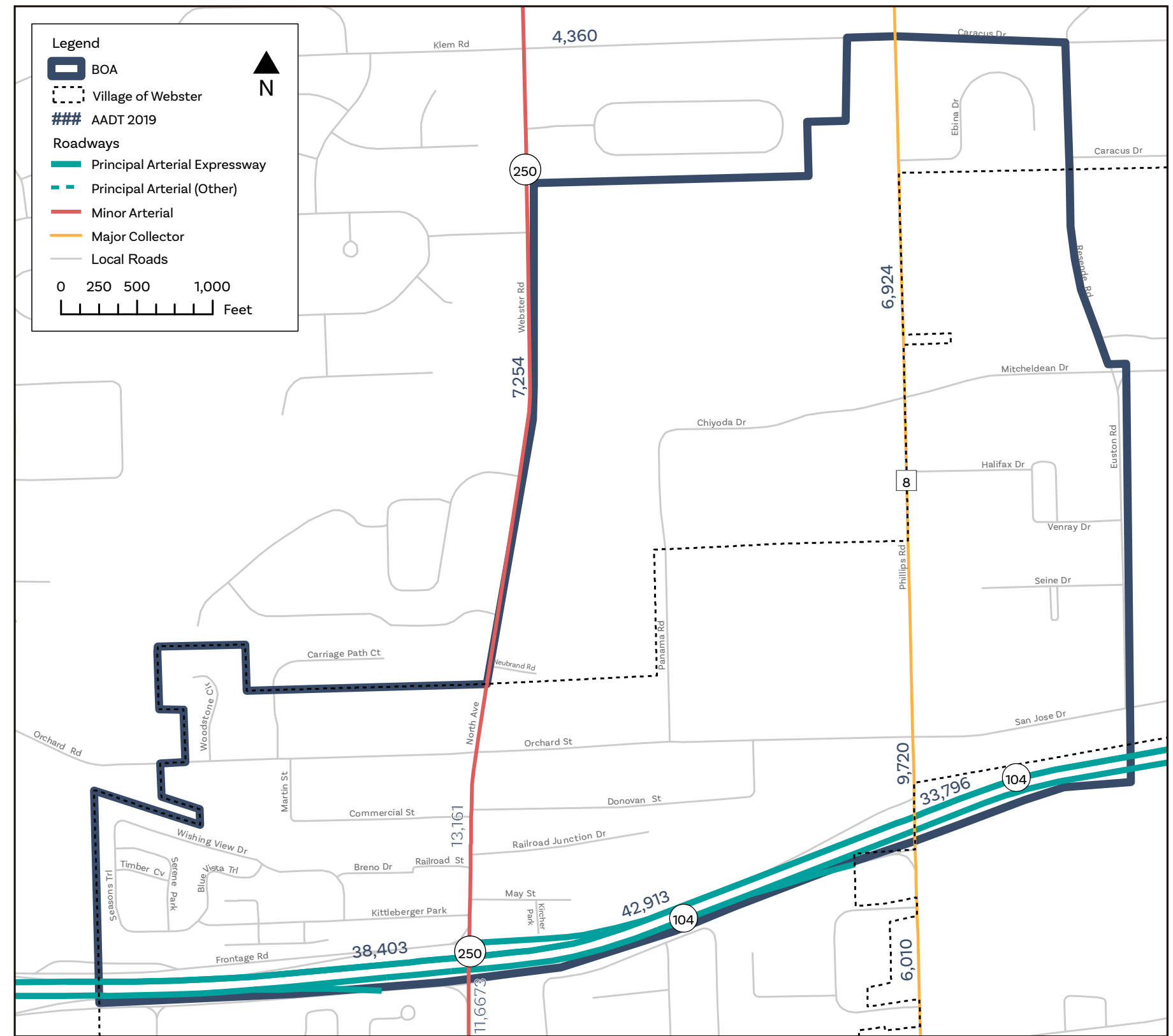
Regional Context



Parks & Trails

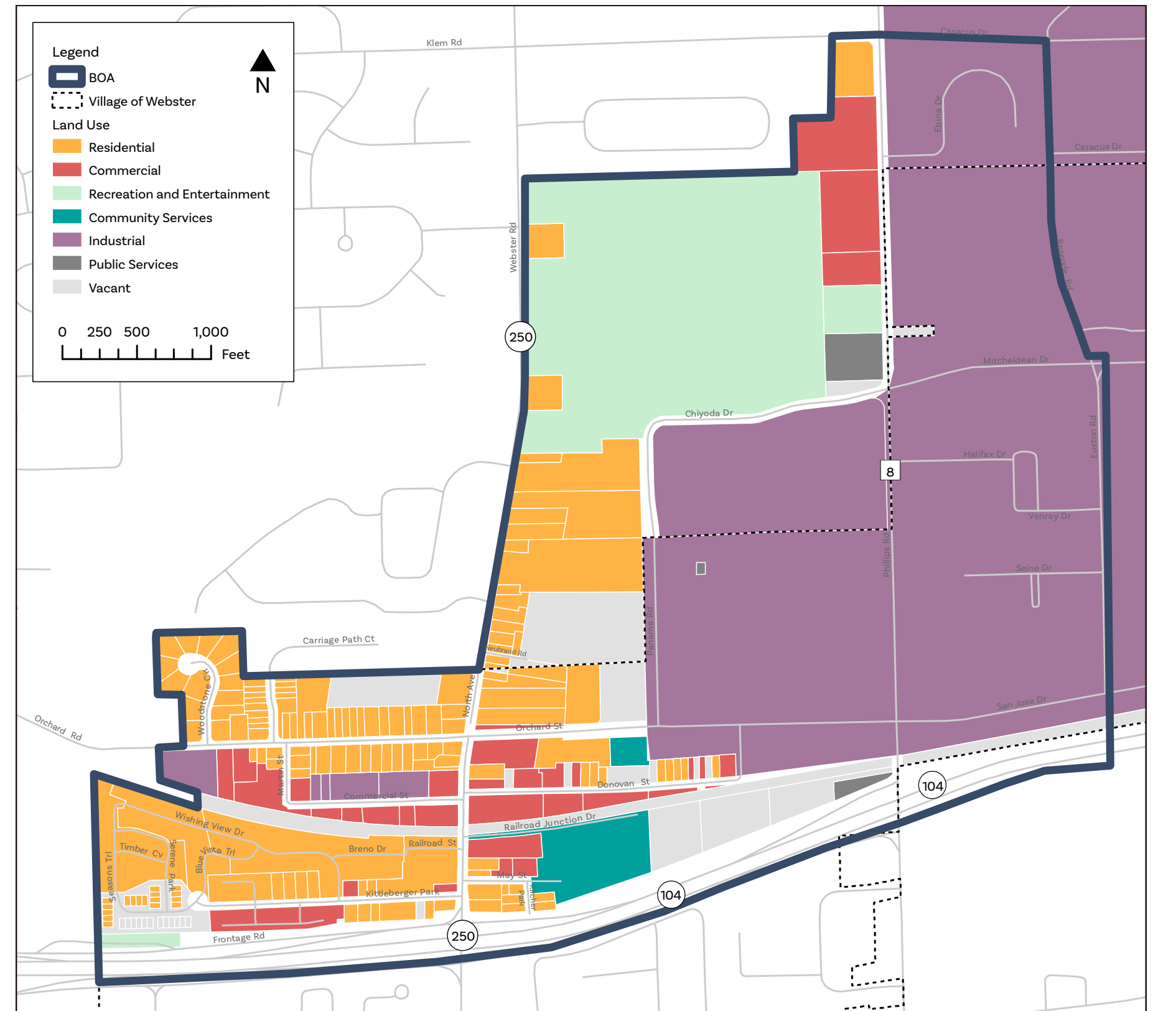


Transportation Network



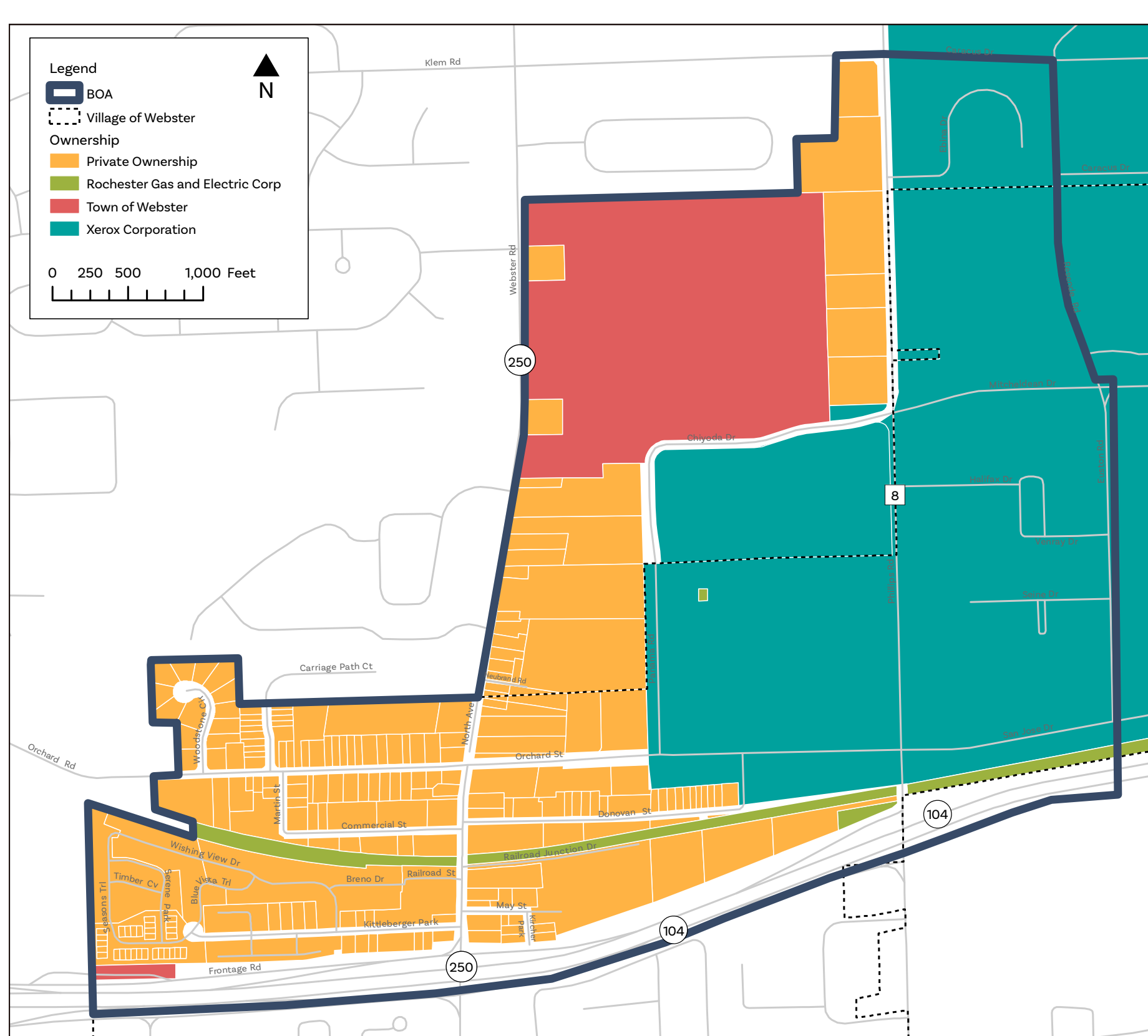
The heaviest traveled roadway in the Study Area is Route 104, followed by Route 250, then Phillips Road.

Existing Land Use



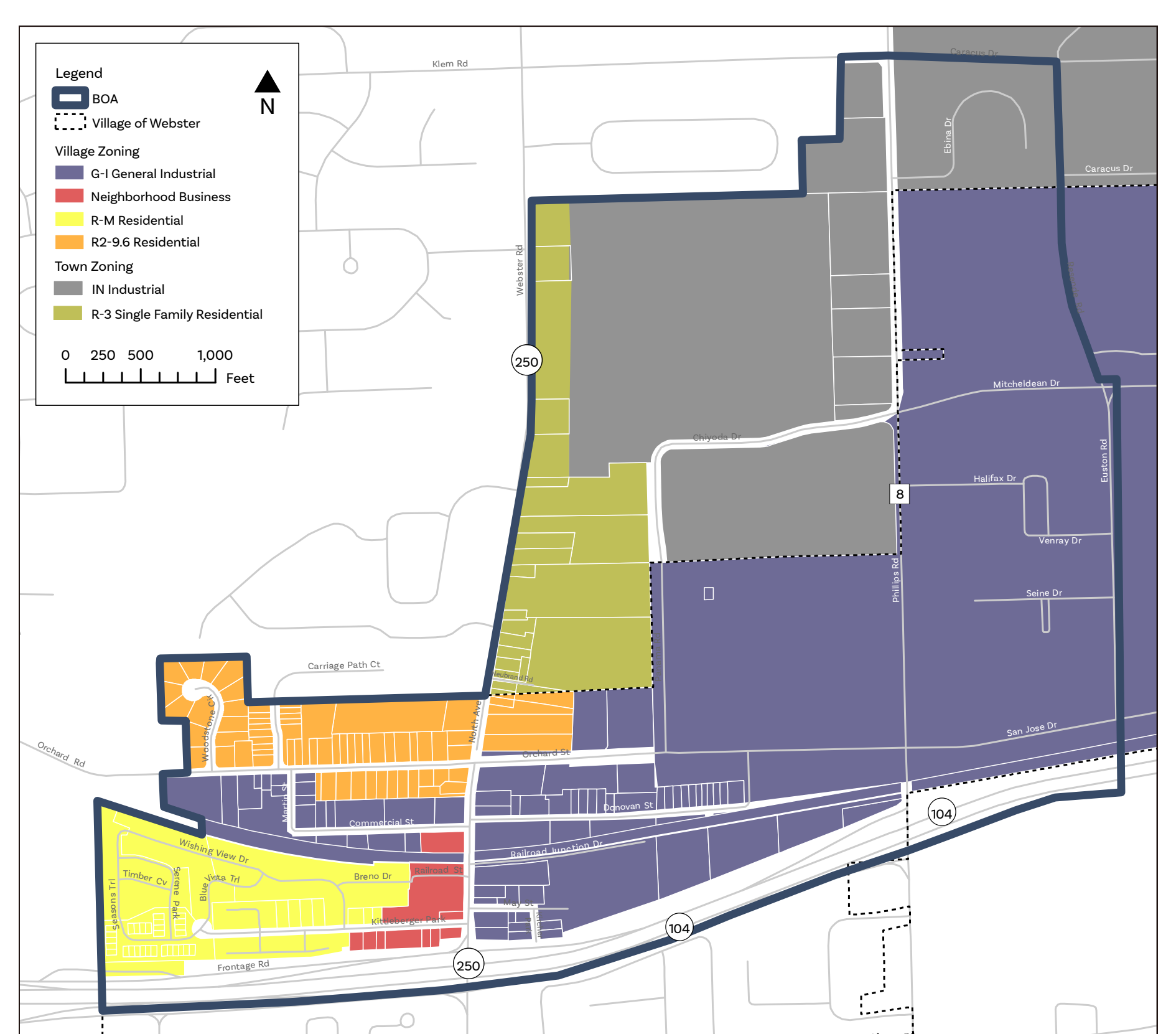
The most prevalent land use in the Study Area is industrial (46%), followed by residential (21%), then recreation and entertainment (16%).

Property Ownership



The majority of the Study Area is privately owned - 45% of which is owned by the Xerox Corporation. 15% of the land is owned by the Town of Webster.

Existing Zoning



The majority of the Study Area are zoned GI (General Industrial), followed by IN (Industrial) - the Town's industrial zoning district.

THINK BIG!

Please use the sticky notes or dots provided to identify potential opportunities and/or public improvements you would like to see in this area of Webster.



Legend
BOA Study Area
Webster Village

0 162.5 325 650 Feet



TELL US WHAT WEBSTER NEEDS!

PLACE A STICKER NEXT TO THE DEVELOPMENT TYPES YOU THINK ARE APPROPRIATE WITHIN THE NORTH END BOA STUDY AREA

Note: the images below are representative, and not located within the study area.

COMMERCIAL DEVELOPMENT

FUELING STATIONS



PROFESSIONAL OFFICE SPACE



DRIVE-THROUGH RESTAURANTS



RETAIL DEVELOPMENT



MIXED-USE DEVELOPMENT

TOWN CENTER



LIVE-WORK DEVELOPMENT



HORIZONTAL MIXED-USE



(i.e. different uses in adjacent buildings)

VERTICAL MIXED-USE



(i.e. different uses within a singular building)

RESIDENTIAL DEVELOPMENT

SINGLE FAMILY HOMES



TOWNHOMES



MULTI-FAMILY DWELLINGS



SENIOR LIVING



INDUSTRIAL DEVELOPMENT

WAREHOUSING



SELF-STORAGE



LIGHT INDUSTRIAL/RESEARCH



MIXED-USE INDUSTRIAL





TELL US WHAT WEBSTER NEEDS!

PLACE A STICKER NEXT TO THE IMPROVEMENTS YOU THINK ARE MOST NEEDED IN THE STUDY AREA

Note: the images below are representative, and not located within the study area.

STREETSCAPE ENHANCEMENTS

PLANTERS



ENHANCED CROSSWALKS



PEDESTRIAN-SCALED LIGHTING



PUBLIC ART



TRAIL IMPROVEMENTS

TRAILHEAD ENHANCEMENTS



TRAIL SIGNAGE



BIKE STATIONS



TRAIL CROSSINGS



PUBLIC SPACE

SEATING AREAS



COMMUNITY GARDENS



PUBLIC PLAZAS



FARMERS MARKET



PARK IMPROVEMENTS

TURF FIELDS



SPLASH PADS



OUTDOOR VENUE/AMPHITHEATRE



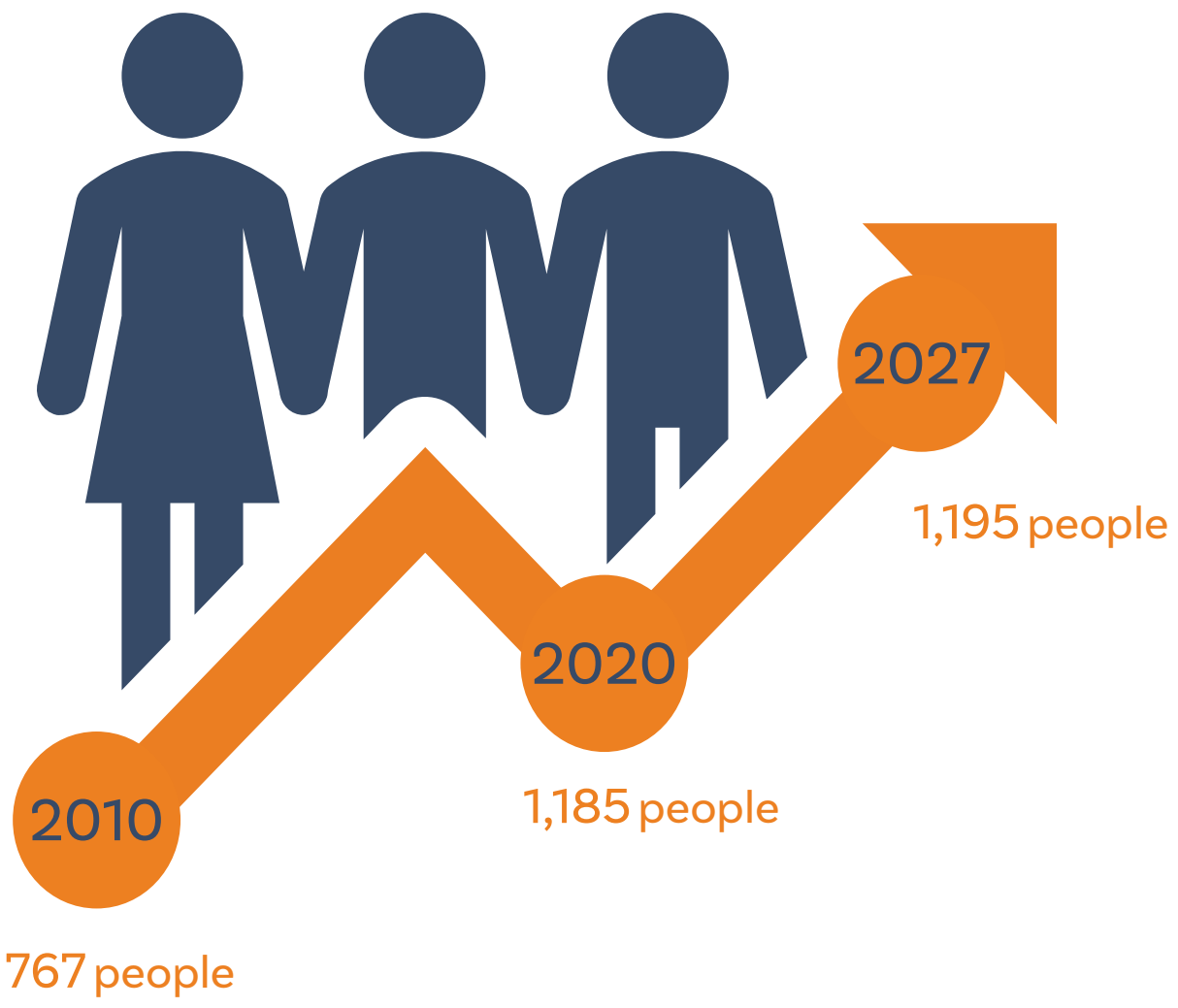
INDOOR SPORTS FACILITIES





WHO IS IN THE STUDY AREA?

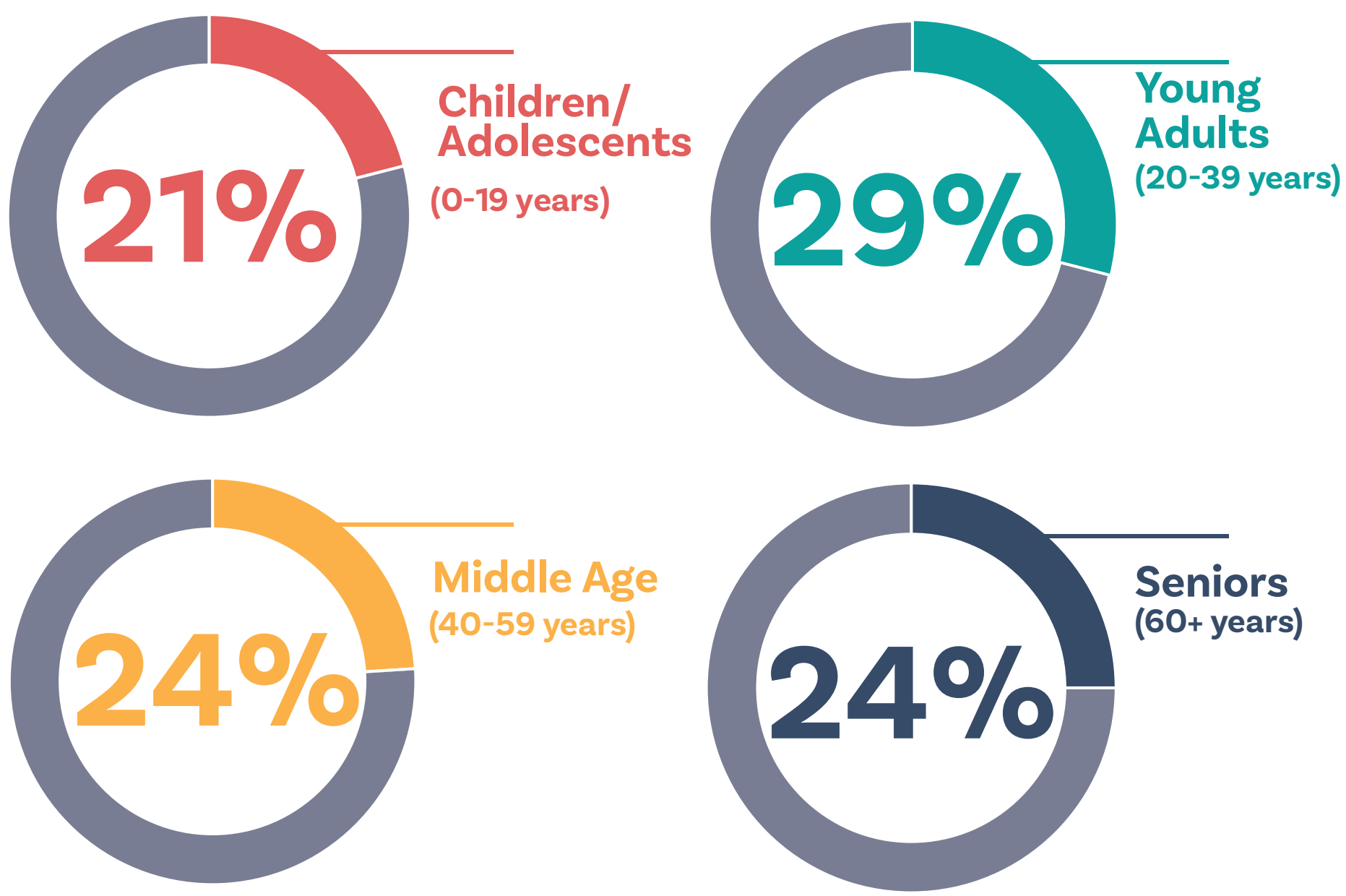
POPULATION GROWTH (Study Area)



DEMOGRAPHICS

Understanding local and regional population trends, age characteristics, and other demographic factors is critical to developing recommendations for future redevelopment and revitalization. The recommendations in this Plan are informed by the socioeconomic analysis below and is tailored to the unique needs and vision of the Reimagine Webster Initiative. The data in this report were acquired from the U.S. Census Bureau, Census 2010, Census 2020, and 2019 American Community Census (ACS).

AGE



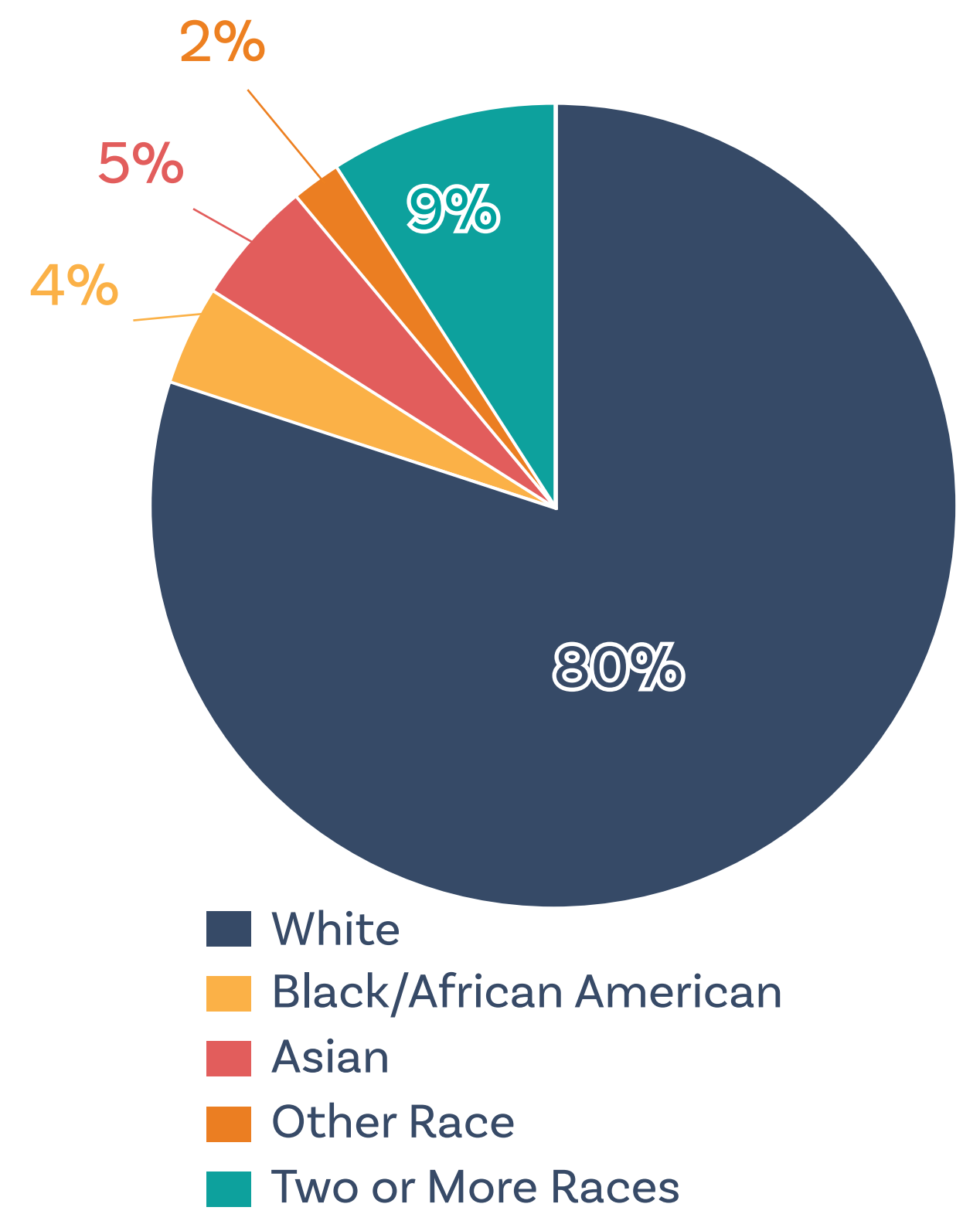
AGE

The study area's median age in 2010 was one of the oldest of the comparative geographies at 41.1. Only Webster Town had a higher median age in 2010 at 42.9. The median age of the study area population is expected to increase only slightly over the next five years, which is in line with the surrounding region and state.

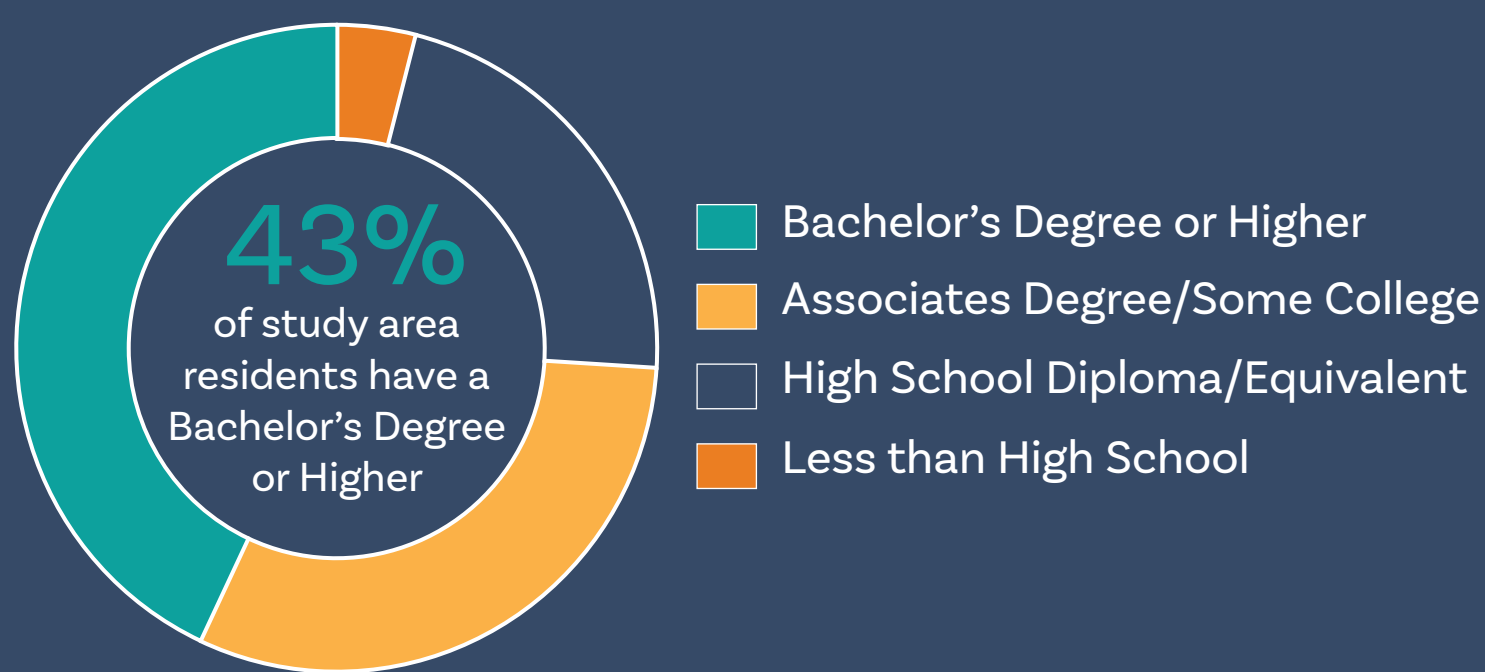
RACE & ETHNICITY

The study area is anticipated to have a higher non-white population than the Town of Webster in 2027 (80% vs 86%), but this rate is the same or lower than the Village, County, and State. The change in racial composition between 2022 and 2027 for Study Area shows a decline in its White population and growth in the other racial categories.

RACE & ETHNICITY



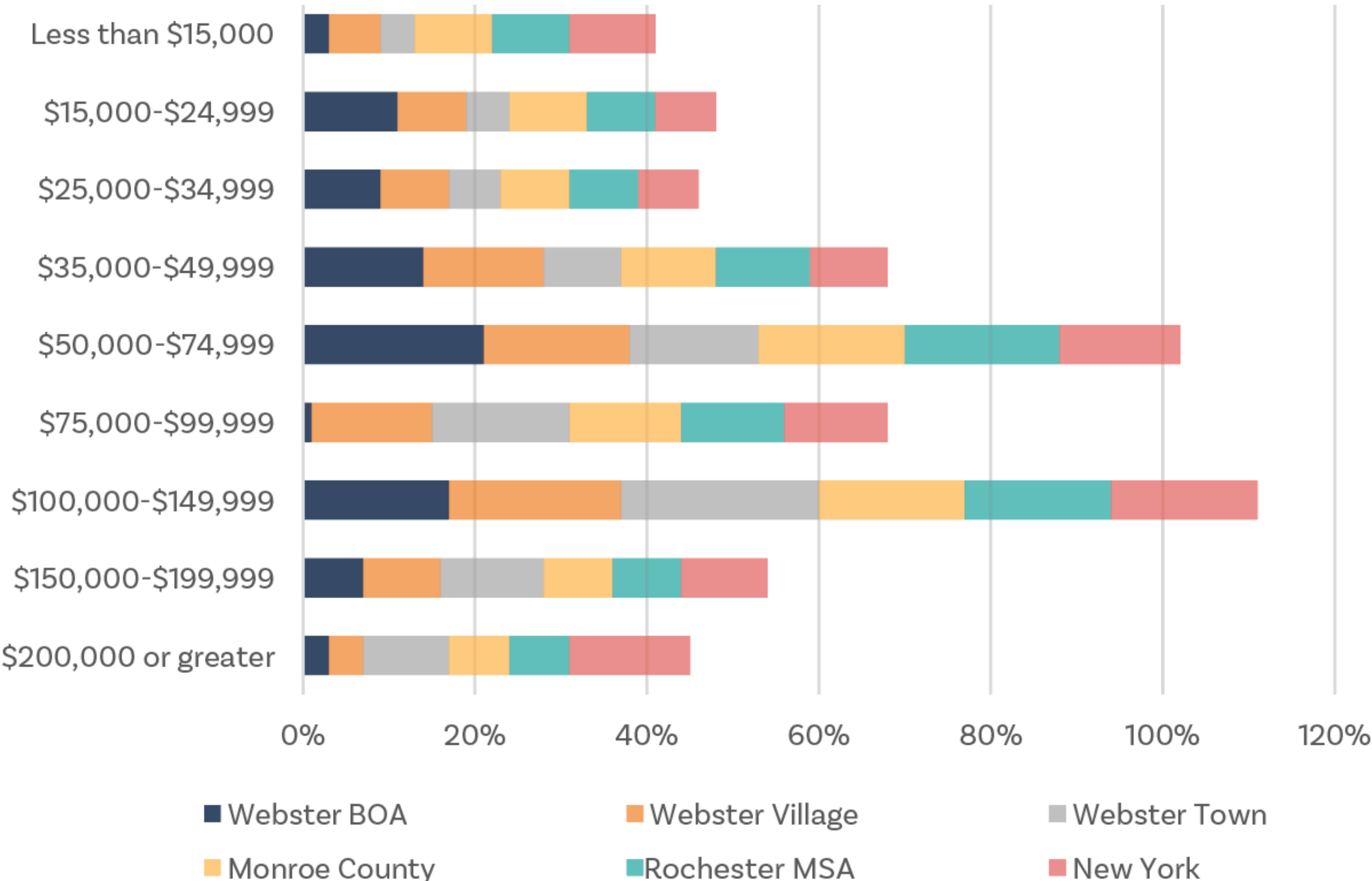
EDUCATION



HOUSEHOLD SIZE



COMMUTING & MOBILITY



HOUSEHOLD INCOME

The most common income bracket for the Study Area's households is \$50,000 - \$74,999 - accounting for 21% of all households. The study area had the highest percentage of incomes within this range as compared to the other geographies displayed on the chart at left. The median income for the Study Area in 2022 was \$62,342 - which was the lowest median income of the comparative geographies.



MARKET ANALYSIS



MARKET OPPORTUNITIES

A quantitative and qualitative market analysis of the Reimagine Webster Study Area in the northern area of the Village of Webster and a part of the Town of Webster was conducted will provide context and support for the development of plans for specific developments and projects within the Study Area. A host of relevant data points on demographics, economics, and market data for residential, commercial, industrial, and retail real estate were collected and summarized. Below is a summary of the identified opportunities followed by more specific findings.

MARKET OPPORTUNITIES AND CONSTRAINTS BY SECTOR

Residential



An extremely low inventory of homes to purchase and little availability of rental units.

Retail & Entertainment



Much of the local population's retail needs are currently being met.

Office



Demand projections suggest little future office growth demand

Hospitality



Hotel market metrics suggest that conditions are unfavorable for new establishment in the area.

Industrial



The Study Area is best suited for more small- and mid-size tech-related manufacturing opportunities.

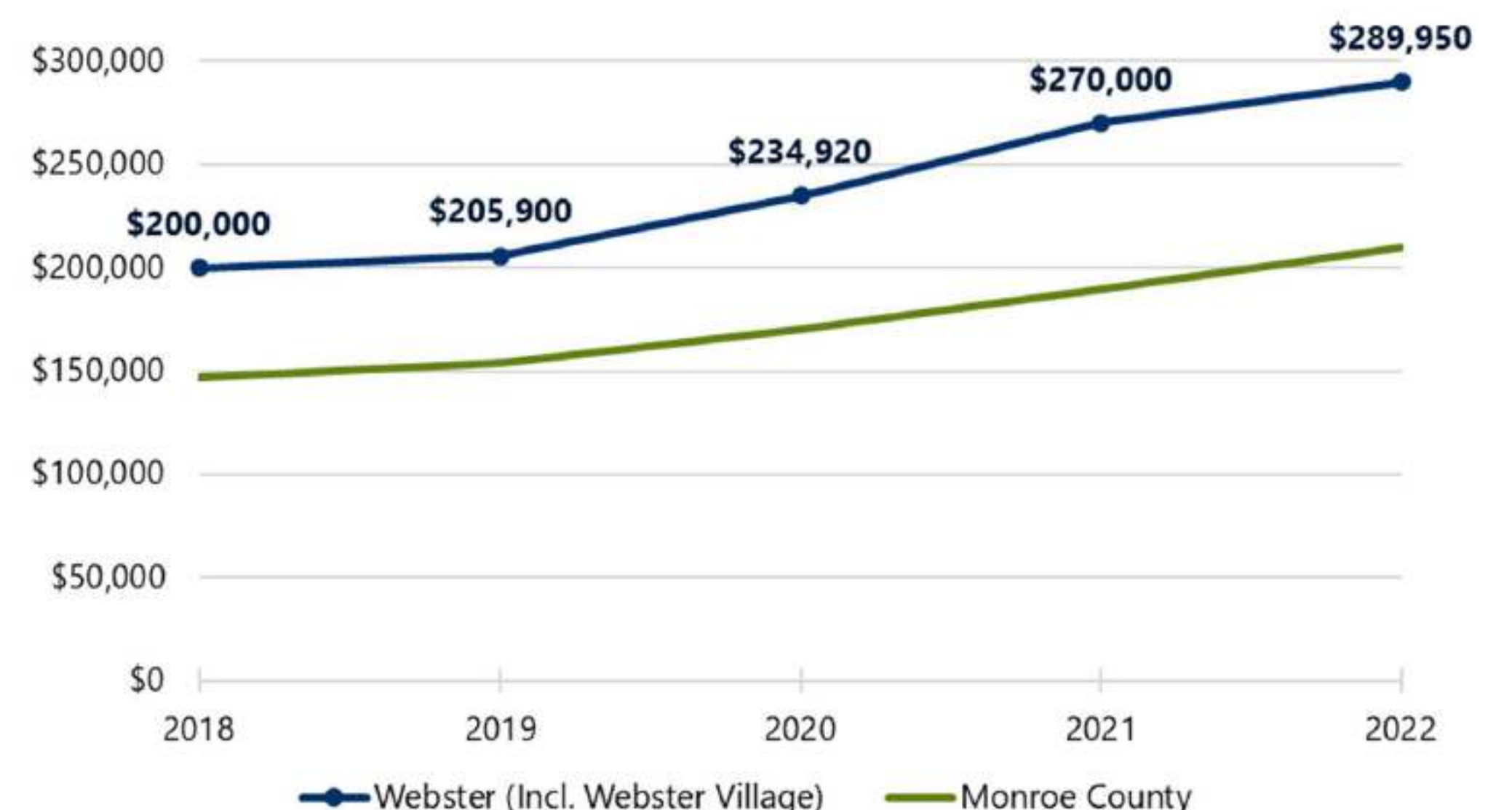
USE	MARKET POTENTIAL	DESCRIPTION
Residential	Very High	<ul style="list-style-type: none"> Opportunity for a variety of housing types including apartments, single-family homes, townhouses/condos, senior housing, and affordable housing options.
Retail and Entertainment	Moderate	<ul style="list-style-type: none"> Strong consumer spending potential but limited gaps and locational competitive disadvantage. Some potential for restaurants, gas stations, and retail/entertainment options if integrated with a mixed-use development.
Commercial Office	Limited	<ul style="list-style-type: none"> Limited office development potential overall. Potential medical office opportunity as a specific niche sector. Some limited professional office space as an "ancillary" use may have potential from demand from those in local spaces of lower quality. Co-working space is another niche office opportunity related to growth in remote working but would likely require co-location with attractive amenities.
Hospitality	Limited	<ul style="list-style-type: none"> Current hotel market conditions are not favorable for new hotel/lodging development in the Study Area without a new demand driver.
Industrial	Moderate to High	<ul style="list-style-type: none"> Strong market demand in the Rochester region poses opportunities for Webster and the Study Area to tap into. Space for tech and advanced manufacturing sectors are a promising market opportunity as well as general flex space suitable for a variety of users.

HOUSING OPPORTUNITY

There is strong unmet demand for both for-sale and for-rent residential development in the Study Area. The market analysis found that over the next five years, the Study Area has market potential for...



Home Price Trends (2018-2022)



Source: Greater Rochester Association of Realtors



MARKET ANALYSIS

KEY FINDINGS FROM MARKET ANALYSIS

Economic and industry trends can influence the future of development in the Study Area. Due to the COVID-19 pandemic, the Study Area and surrounding neighborhoods have seen a fluctuation of data that influences economic trends.



POPULATION GROWTH

From 2010 to 2022, the Study Area population increased by around 418 people. This is a significant jump of around 55% from the existing population in 2010 of 767.



UNEMPLOYMENT

Webster's rate of job loss was slightly higher than Rochester (-3.6%) and almost double the loss realized by the State (-1.9%).



PROJECTED JOB GROWTH

Although total jobs have not yet returned to pre-pandemic levels, Webster is projected to grow by 2.3% from 2022 to 2027.



KEY SECTOR PERFORMANCE

Construction has shown significant growth in number of jobs and percentage growth. Health Care and Social Assistance has remained steady. Arts, Entertainment, and Recreation have added the most jobs, while Manufacturing and Retail Trade are expected to continue to lose jobs through 2027.



TOP OCCUPATIONS

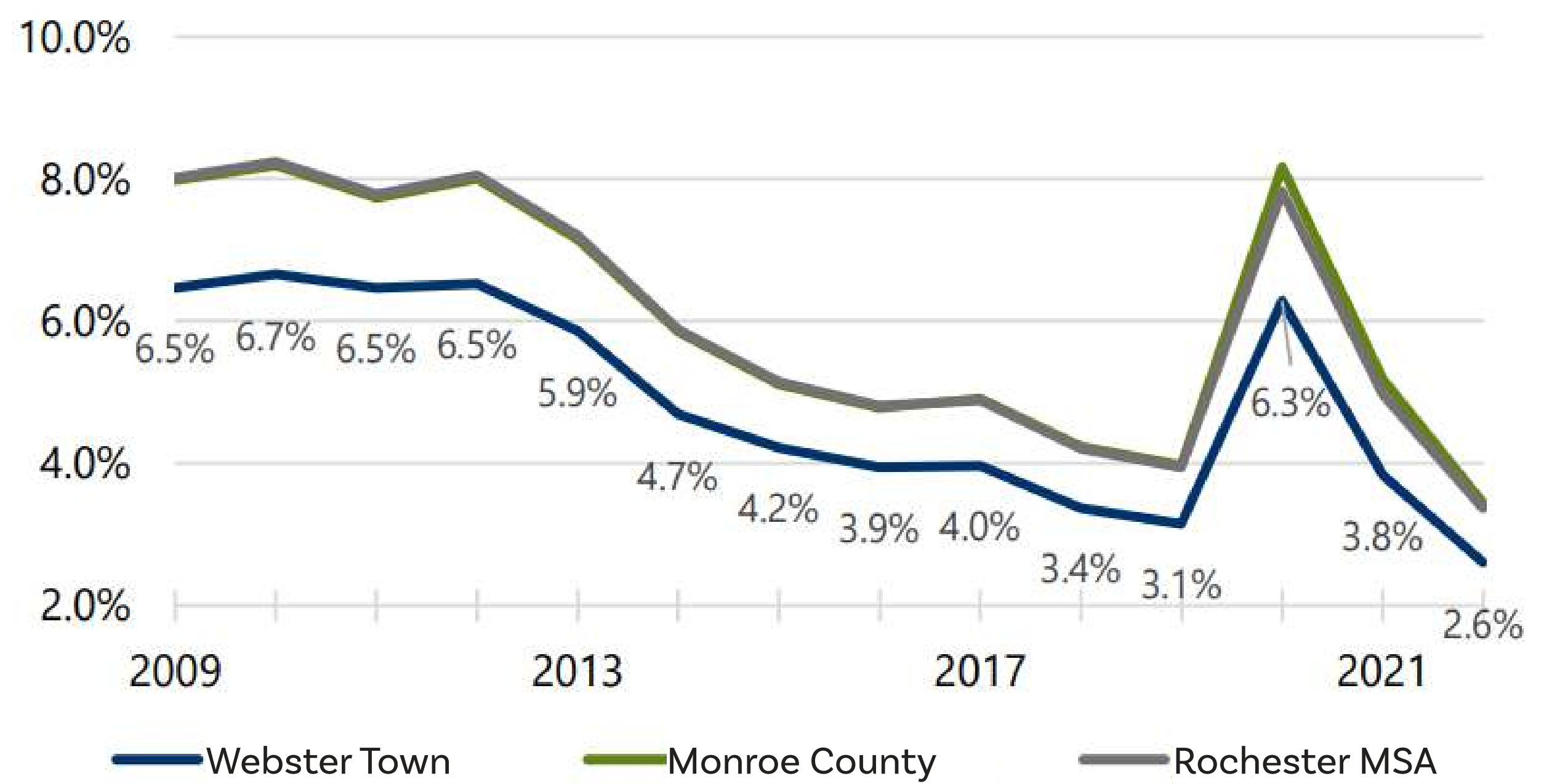
The top three occupations that are expected to add the most jobs through 2027 are Food and Beverage Serving Worker, Home Health and Personal Care Aides, and Cooks and Food Preparation Workers.



Jobs, Webster vs Rochester MSA



Unemployment Rate



TOP INDUSTRIES IN WEBSTER*

*AS OF 2022



1. MANUFACTURING



2. RETAIL TRADE



3. HEALTH CARE AND SOCIAL ASSISTANCE



4. ACCOMMODATION AND FOOD SERVICES



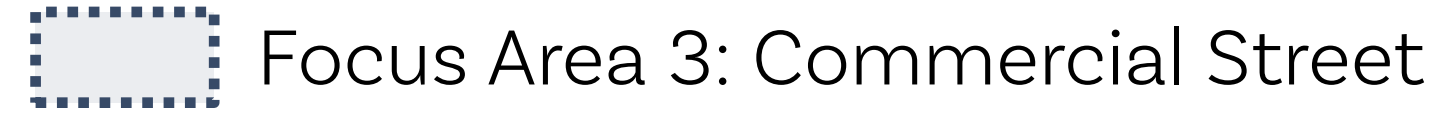
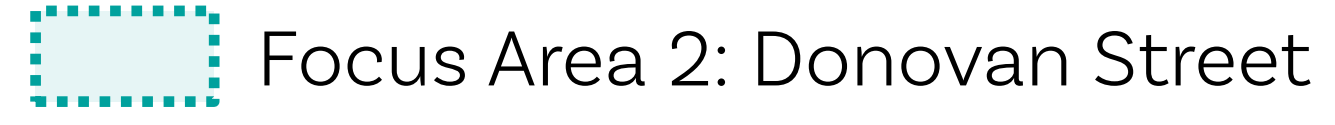
STRATEGIC SITES

Legend



Village of Webster

Focus Areas



Strategic Sites

1. Xerox Building 300
2. Xerox Building 205
3. Xerox - Seine Drive / Venray Drive
4. Xerox West Campus
5. Vacant Land - Xerox Owned
6. Vacant Land - Donovan Street

