

## West Webster Hamlet Revitalization Plan

### Scope of Work

#### A. Objective

To develop a revitalization plan for the West Webster Hamlet to strengthen the identity of place through active transportation and safety improvements, increased connectivity, and the promotion of sustainable development and land use patterns.

#### B. Background

The Town of Webster, in cooperation with the Webster Economic Development Alliance, is seeking to strengthen the identity of the West Webster Hamlet as a neighborhood center.

The study will address two primary geographic areas: the West Webster Hamlet and the adjacent Route 404 Corridor. The study seeks strategies and recommendations to improve pedestrian safety and bolster economic opportunity within the historic West Webster hamlet. An expansion of pedestrian and bicycle infrastructure that links adjacent neighborhoods with community services and commercial/retail opportunities will enhance resident quality of life and economic opportunity, with a notable focus on the hamlet. The study will also seek recommendations to improve pedestrian and vehicular safety along the Route 404 Corridor (ADT 19,300) through cross sectional improvements, intersection reconfigurations, access management practices, and land use regulations.

The Study will include recommendations for land use, development, and transportation enhancements at/near the Ridge Road intersection with Bay Road (ADT 15,300). This small commercial node has the potential to provide much needed convenience services to the local population, thereby reducing single-purpose trips to regional destinations further south along Route 404/Bay Road. Further, the presence of commercial nodes at the 'book ends' of the Old Ridge Road corridor make pedestrian/bicycle accessibility much more plausible for hamlet residents and adjacent neighborhoods along Gravel Road, Maple Road, Cherry Hill Lane and Cane Patch. Recommendations to improve pedestrian connectivity along 'Old' Ridge Road will bolster an enhanced quality of life for hamlet residents.

The Study will build public consensus on future development patterns, focusing on the West Webster Hamlet node at Ridge and Gravel. In addition to a focus on economic development and hamlet revitalization, the project will also identify potential improvements that enhance pedestrian/bicycle access, safety, and connectivity of adjacent neighborhoods, shopping destinations, and adjacent recreational resources. Recommendations will be identified for improvements to the transportation system and changes to land use policies that encourage sustainable development in the historic community node.

The Study Area is bounded by and includes the following transportation corridors: Route 404 from Hatch to the municipal boundary with Penfield; Gravel Road from Ridge to Empire Boulevard; Ridge Road from Empire Boulevard to Bay Road.

The Study Area is completely contained within Census Tract 112.07 which includes a diverse socio-economic cross section. Moderately high levels of affluence north of Ridge Road are offset in the aggregate by a concentrated area of poverty evident within the core area of the Hamlet near the Ridge

and Gravel intersection. This brings the median household income down to \$33,000 and a household poverty rate of 5.6 percent. The hamlet is typified by housing stock older than 100 years on small lots, with the increased density of 'Old Ridge' in sharp contrast to the surrounding suburban pattern.

Within the Study Area, NYS Route 404 (ADT 19,300) includes signalized intersections at Hatch Road and Ridge Road. In 2016, PM Peak traffic levels were measured between 800-1000 cars/hr. Portions of the 404 Corridor have widened shoulders for use by bicyclists, yet there are several pinch points where the shoulder diminishes significantly. In summer of 2020 a group of pedestrians was struck at one such narrowing, resulting in one fatality. This also coincided at a speed limit increase from 40 to 45 mph. There are several large public and private open spaces within the Study Area. However, absent the ball fields of Empire Park, there is a lack of passive or planned recreational space that is accessible and useful for the local population.

The lack of safe pedestrian / bike accommodations within the Study Area is a further economic disadvantage to the Hamlet's population living in poverty, forcing residents to prioritize the expense of vehicular travel over walking/biking to nearby destinations. Portions of the 404 Corridor have widened shoulders for use by bicyclists, yet vehicular speed, traffic levels and extensive turning movements from driveways make cycling and/or walking relatively dangerous.

The West Webster Hamlet is a historic urban node within the surrounding community, with narrow lots and shallow front setbacks. However, the 'Old' Ridge Road corridor is not consistent with this quasi-village/urban development pattern. The gutters and splash pads currently in place visually broaden the corridor, while failing to adequately separate pedestrian and vehicular traffic.

The land use patterns along Ridge Road, Empire Boulevard, and Gravel Road are a mixture of historic small-scale development with sporadic redevelopment/infill with large format, higher traffic demand generators. Several land use suggestions from the 1999 Route 404 Corridor Study and 2008 Comprehensive Plan were put in place. However, these recommendations were made over 10 years ago, and the Town's development trajectory is exceeding that envisioned at the time. The 404 corridor continues to be a source of development pressure, and a thorough study of the area's infrastructure and land use is required to adequately plan for the next 10-20 years of growth.

The revitalization of the West Webster Hamlet is a Town of Webster priority identified in its adopted 2008 Comprehensive Plan. The successful revitalization of the hamlet will correlate with efforts to enhance physical connectivity Empire Boulevard. The Study also seeks land use policies that encourage spill-over effects from Route 404 into economic activity in the historic center of West Webster.

## C. Tasks

1. Establish a Project Advisory Committee (PAC)
2. Develop & Issue Request for Proposals (RFP) for Consultant Services
3. Evaluate RFP responses and select Consultant
4. Conduct Existing Conditions Analysis of transportation systems and land use/zoning policies
5. Conduct SWOT Analysis with PAC and hold visioning session with public (Public Meeting #1)
6. Identify target areas / potential transportation improvements / conflicts with land use & zoning policies
7. Hold Public Design Session (Public Meeting #2) to generate specific recommendations for target areas
8. Develop draft revitalization plan for West Webster to include recommendations for transportation improvements and changes to land use and development policies, including tools for implementation
9. Hold Public Meeting #3 to present draft recommendations and solicit final round of public feedback
10. Incorporate public comments/priorities on recommendation; develop into final plan, including a funding and implementation strategy and present to Town Board.

## D. Products

1. Draft Report
2. Final Report to include:
  - a. Identification of vision, goals, and strategies for the revitalization of the West Webster Hamlet.
  - b. Summary of public engagement efforts and participation results.
  - c. Recommendations for transportation improvements.
  - d. Identification of changes to land use policies and zoning required to implement study area vision.
  - e. Target area development plans, including an Empire Boulevard Pedestrian / Bicycle Accessibility Plan to establish infrastructure, connectivity, and land use policies for inclusion into the Town's Zoning Ordinance.
  - f. Identification of improvements to the vehicular and pedestrian transportation network with sufficient detail to obtain future federal funding for implementation.
  - g. Maps, concept designs, and illustrative graphics.
3. Executive Summary
4. PowerPoint Presentation

## E. Public Participation Plan

The Town of Webster is committed to a robust public participation process for this project that engages all interested parties, including area residents, business owners, and other vested stakeholders. The Town has already identified several stakeholders that participated in a recent visioning exercise for the area. A project advisory Committee (PAC) will be formed to expand upon that effort.

The Town will utilize its existing communication mechanisms to promote the study and opportunities for citizen participation at public meetings. These methods will include posts to the Town's website and social media accounts like Facebook, Instagram and Twitter, weekly community newsletter, articles or ads in the local newspaper (*The Webster Herald*) or the Town's quarterly magazine (*Webster Today*) which is mailed to every household in Webster. Development of surveys and other more creative activities to illicit feedback will be developed and incorporated into the planning process. There will be a minimum of (3)

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public meetings held during the project, as well as a final public hearing, prior to adoption of the plan by the Town Board.

F. Schedule

1.	Scope of work approved	August 2021
2.	Project Advisory Committee Formed	September 2021
3.	Development of Request for Proposals (RFP)	September 2021
4.	Issue RFP	October 2021
5.	Evaluate Responses / Select Consultant / Develop Contract	November -December 2021
6.	Project Initiation Meeting	January 2022
7.	Inventory existing conditions	January-February 2022
8.	Identify Issues / Opportunities	February 2022
9.	First Public Meeting	March/April 2022
10.	Identify Target Areas	April 2022
11.	Second Public Meeting	May 2022
12.	Develop draft projects / recommendations	June 2022
13.	Develop Master Plan for Hamlet Core	August 2022
14.	Develop Implementation Plan	September 2022
15.	Third Public Meeting	October 2022
16.	Final Report Completed	November/December 2022
17.	Adoption by Town Board	December 2022
18.	Financial closeout of project	December 2022

G. Project Budget

Sources of Funds		Uses of Funds	
	FY 2021-22		FY 2021-22
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$90,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	\$90,000	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	0	Contractual	100,000
Local (Cash)	10,000	In-kind Exp.	0
Subtotal	\$10,000	Subtotal	\$100,000
<u>Total</u>	<u>\$100,000</u>	<u>Total</u>	<u>\$100,000</u>