

2024 NY Forward Program

TODAY'S AGENDA

1. NY Forward Program Overview
2. Local Planning Committee Organization
3. Open Call for Projects
4. Strategic Investment Plan
5. Public Engagement/Stakeholder Involvement

2024 NY Forward Program

GOALS

- Create an active downtown with a strong sense of place
- Create a robust mix of retail, entertainment & service options
- Provide job opportunities for a variety of skills and salaries
- Enhance public spaces for arts and cultural events
- Grow the local property tax base
- Provide amenities that enhance downtown living
- Create compact, walkable development patterns

2024 NY Forward Program

We Won!! But, Now What??

- \$4.5M in State assistance earmarked for Village of Webster Projects
- State-funded technical assistance to develop a **Strategic Investment Plan**.
- Planning process April to October 2024, identifies slate of projects.
- Investment plans submitted for State approval late 2024.
- Selected projects identified in early 2025 may begin in 2025/26.

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Local Planning Committee Established

- 10-12 members, will meet 5-6 times during the planning process.
- As the steering body of the process, the LPC will meet regularly to brainstorm ideas, provide direction to the consultant team, review planning products, discuss potential projects, and prioritize actions.
- 2 Co-Chairs: Village Mayor & State Appointed Representative
- The LPC will be the group deciding on what slate of projects are submitted to the State for review/funding.
- **In addition, there is a Core Team of local/state agency staff and officials to help manage logistics and process**

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ELIGIBLE PROJECTS - Requirements

- **Project Sponsors** - Public, private, non-profit: sponsors must have authority and capacity to undertake the project.
- **Timing** - Projects must be able to break ground within **2 years**
- **Matching Funds** - matching funds will be determined on a project-by-project basis, yet leverage of other funding sources is a plus

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OPEN CALL FOR PROJECTS

- **ALL** Projects must submit a proposal for LPC review/consideration...NO projects have been guaranteed funding at this time.
- Anticipated timeline for Open Call is May 2024, with a short time frame for response, likely in the 30-60 day range.
- Submitted Projects will be reviewed, and the list of proposed projects will be refined and narrowed over the course of the following 3-4 months.
- At this point, no project is too big or too small; we would prefer to have a substantial list of projects to consider for funding, however.....

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ELIGIBLE PROJECTS FOR CONSIDERATION

- **Public improvement projects**
 - Parks/plazas, streetscape, public art, broadband, trails, other public realm projects
- **New Development/Building Rehab**
 - Anchor or catalytic projects with a visible, functional, and transformative impact
- **Grant or Revolving Loan Fund**
 - Locally managed fund to undertake smaller downtown projects (facades, public art, etc)
- **Branding & Marketing**
 - One-time expenses for branding and marketing campaigns, including materials/signage

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INELIGIBLE PROJECTS FOR CONSIDERATION

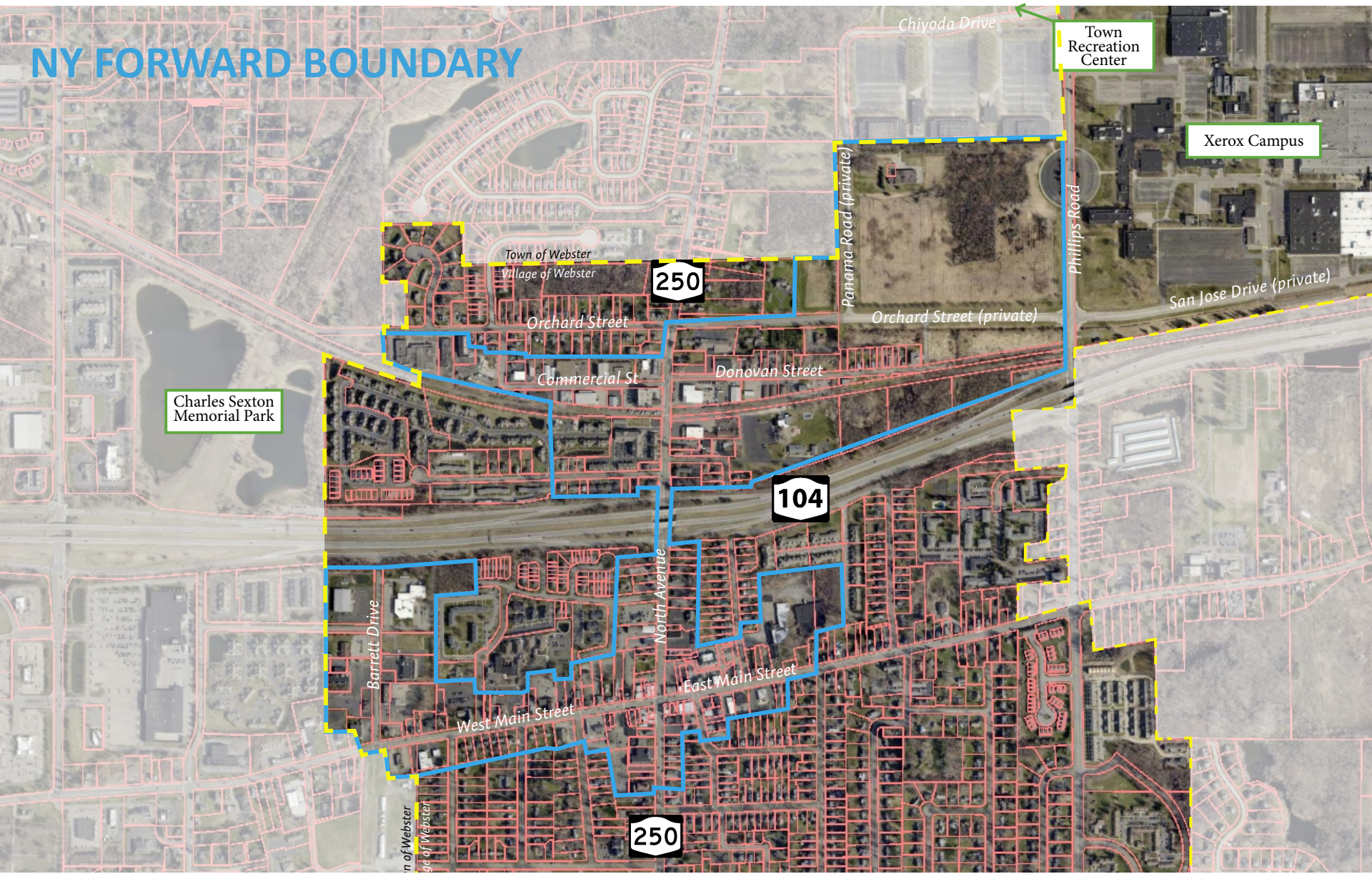
- **Operations and Maintenance:** funds cannot be used for ongoing/routine expenses, salaries and wages, rent, utilities, and property upkeep.
- **Pre-Award Costs:** no Reimbursement for costs incurred before the completion of the SIP and the announcement of funding awards.
- **Property Acquisition:** cost of property acquisition can be included in the overall project budget, but the acquisition must be funded by another funding source
- **Training or Planning Activities:** funds are a one-time infusion and cannot be used to cover continuous costs, such as training costs and expenses related to existing programs, or planning of future projects.
- **Funds must be used for implementation of NEW capital projects.**

2024 NY Forward Program

PUBLIC ENGAGEMENT

- **Local Planning Committee Meetings**
 - 5-6 Meetings
- **Public Workshops**
 - 1 meeting upfront to educated public, 1 meeting after project slate has been identified by LPC
- **Local Outreach Activities**
 - Will be coordinated with Village, BID, School District and other organizations to coincide with pre-planned community events throughout the spring/summer

NY FORWARD BOUNDARY



Transformative Opportunities

Transformational Investments

The Master Plan lists several transformational and public realm projects identified as potentially catalytic investments that collectively would not be possible absent NY Forward funding assistance due to their complexity, level of risk, or lack of financial resources available to the project sponsors. Each project will be described further in the narrative below.

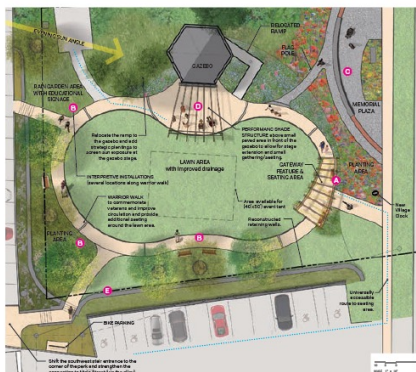
Public Realm Projects

1. Veteran's Memorial Park Improvements

Primary improvements to Veteran's Memorial Park (VMP) would focus on enhancing the site's ability to support large gatherings of residents, visitors and veterans. The Village BID organizes and coordinates several events throughout the year staged in VMP, including movies in the park, concerts in the park, music festivals, wine tastings, food trucks and more, often with several hundred people in attendance. Changes will include accessibility, comfort and convenience, and infrastructure improvements to enhance visitor experience. The Village is proposing to enhance/replace the existing Gazebo as the Village's signature performance structure with a larger stage area. The current configuration is insufficient for the needs of larger bands or theater performances. The final design for this element will be determined through outreach to the BID, local performers and the local Veteran community.

The proposed changes to the park also include and expansion and improvement of the existing Veteran's Memorial. The changes will provide a more respectful, contemplative site for visitation by local families, and will further celebrate the sacrifices made locally in support of our Nation's engagements throughout the world. Local veteran's groups have been consulted during the initial planning stages and have voiced general support for improvements to the park. Expanded outreach to the veteran community will continue during final design.

Anticipated Total Project Cost - \$550,000 to \$750,000



A GATEWAY FEATURE
Incorporating a gateway element to enhance the park entry and strengthen identity.
The entry feature will announce the entrance to the park and can be an opportunity for a seating area with movable seating or swinging benches. Incorporating lighting can further strengthen the park's identity in the evening.

Transformative Opportunities

2. Village Market Square

The current Village Hall entry drive and parking lot is the single largest public space in the Village yet is designed for and utilized exclusively by cars. The goal of this project is to expand the flexible use of this space to accommodate cars/parking and DPW use during the weekdays, yet to also permit the programmatic use by the public during evening/weekend events; such as Farmers' Market, Jazz Fest, Family Game Night, etc. The most noticeable change will be a redesign of the entry driveway to support flexible use for events, seating, dining and outdoor public gatherings. This may include conversion to one-way traffic to provide additional space for a new public plaza connected to the open area in front of Village Hall.

The project will provide electrical infrastructure and enhanced lighting in the front portion of the parking lot between the Fire Hall and Main Street to support events and vendors, with the goal of becoming a venue for the local Farmers' Market.

A signature Gateway entry treatment at Main Street may potentially include a commissioned piece of public art. New festival-style overhead lighting of the proposed Plaza will support a more intimate scale for BID events and potentially a communal outdoor dining space for use by local restaurants.

Anticipated Total Project Cost - \$500,000 to \$750,000



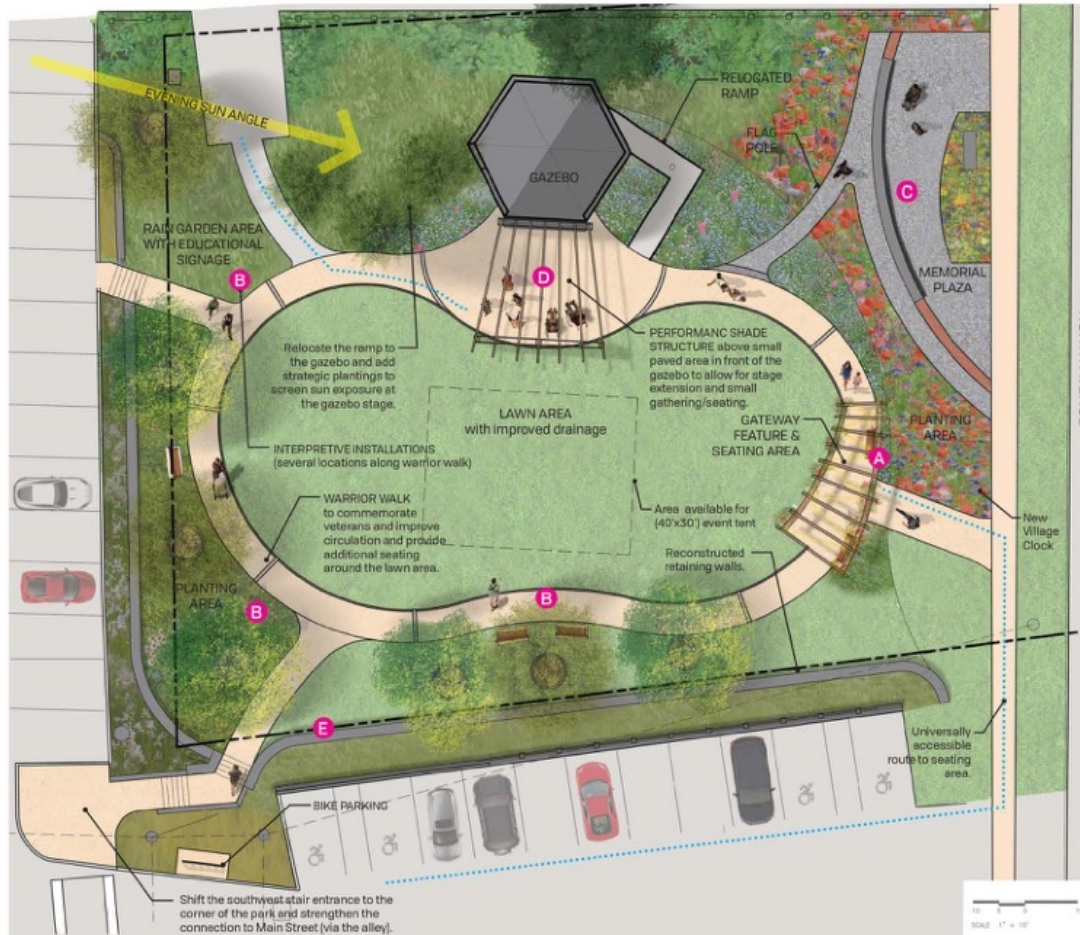
San Antonio's Market Square provides a similar vibe to that which is envisioned for Webster's Village Market Square.



Frenchman Art Square in New Orleans is representative of the Village's vision for a flexible public space for Market Square.

Example Project: Veteran's Park Revitalization

CONCEPTUAL MASTER PLAN



A GATEWAY FEATURE

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The entry feature will announce the entrance to the park and can be an opportunity for a seating area with movable seating or swinging benches. Incorporating lighting can further strengthen the park's identity in the evening.



B WARRIOR WALK

A series of interpretive and sculptural elements installed throughout the park will compliment the existing park and village character.

The artwork could be thematically tied to the Veterans Memorial, strengthening a sense of community ownership and pride. The sculptures would provide an opportunity to tell a story about our veterans.



C VETERANS MEMORIAL PLAZA

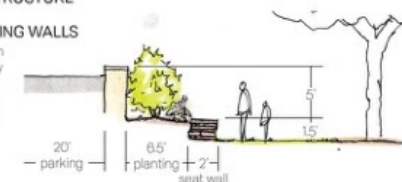
Shifting the plaza to North Avenue and adding a significant planting bed will better define and separate the park programs (active vs passive). Memorials throughout the park can be relocated and incorporated into the plaza.



D PERFORMANCE SHADE STRUCTURE

E RECONSTRUCTED RETAINING WALLS

Terraced retaining walls will room for larger plant material to visually screen the walls and parking lot and also visually soften the park edges. Diverting stormwater can allow for green infrastructure opportunities where feasible.



NEXT STEPS

- Local Planning Committee Invitations
 - Invitations sent out end of March
 - LPC Training in early April, 1st meeting in late April
- Continued outreach to local community in advance of Open Call for Projects to ensure maximum participation
- Village to start organizing its slate of projects