

Webster

Community of Choice
2007

A Vision for the Future



Prepared by
Case For Business Committee

Webster Chamber of Commerce
26 East Main Street, Webster, New York 14580
Phone (585) 265-3960 Fax (585) 265-3702
<http://www.websterchamber.com>

A Message from the Webster Chamber of Commerce

Welcome to the enhanced vision report of the Case for Business Committee.

Since the initial C4B vision report, issued in 1999, Webster has seen a lot of growth and has been recognized as Monroe County's 'boom town'. Population has grown 15% within 6 years, 3,000 acres have been developed residentially and commercially within the same time frame. Residents, large national retailers, hotel chains and businesses have discovered Webster as the place to be and many new projects are under way.

Our education system, feeder to internationally acclaimed, local University of Rochester, Simon Business School, Rochester Institute of Technology and others has followed the demand with high standards and has received recognition and awards from around the country. Webster is big in sports with state of the art facilities and community involvement, which earned Webster the name 'Sportstown for the Empire State' by *Sports Illustrated*.

Webster is one of the anchors that earned the Greater Rochester Metropolitan Area a ranking among the 30 top areas for quality of life in the nation.

What are Webster's success factors? Here are a few of them:

- Available land
- Highly trained workforce
- Top ranked educational institutions
- Accessibility via major transportation corridors
- Home to major national and international corporations
- Lake Ontario shoreline as natural and recreational asset
- Close cooperation between Town, Village, Chamber of Commerce, Businesses and the School District

Along with Webster, the Chamber of Commerce has also seen strong growth. Our role is to envision Webster's economic future, further its development and assist businesses with coming to and succeeding in Webster. With this report, we share our vision of Webster's future economic development.

This report compliments Webster's Comprehensive Plan, which is updated by the Town of Webster at the same time. You will find this report as a living document along with additional resources on our web site <http://www.websterchamber.com>.

If you would like to know more about "Doing Business where Life Is Worth Living" contact:
Webster Chamber of Commerce
26 East Main Street
Webster, NY 14580
Phone (585) 265-3960
bbernard@websterchamber.com

WEBSTER: COMMUNITY OF CHOICE

Table of Contents

I.	Executive Summary	3
II.	The Current State of Webster	
	View on Webster	3
	A Community of Choice	6
	Sports and Recreation	6
	Education/Schools	7
	Community Involvement	8
	Infrastructure	8
	Business and Industry	9
	Tax Base	9
	Summary	9
III.	The Vision	10
A.	The 404 (Ridge Road) Corridor	10
	Vision	10
	Goals and Objective Areas	11
B.	Basket / Salt Corridor (North East Area for Technology)	13
	Chilled Water Cooling Cost Comparison Chart	15
C.	The Village	
	Description of the Village	16
	Present Situation	16
	Vision for the Village	18
	Current Projects	19
V.	Recommendations / Next Steps	20
VI.	Appendices	21

View on Webster

Purpose:

The Webster Chamber of Commerce's top strategic objective is "to continually improve the economic health of the Webster community." Economic health is defined as "an effective balance of residential, retail, commercial, industrial, and open (or green) space that creates a sustainable local economy and a high quality of life for residents, workers and visitors."

For this report, the Webster Community is defined as the market area for Webster businesses; roughly from the Irondequoit line through the western parts of Wayne County and Penfield, and north including all of Webster.

Progress has been made towards improving Webster's economic health since the original *A Case For Business* was published in 1999. This report lays out the current state and opportunities facing the Webster market area over the next five to ten years to assure that Webster will be the "Community of Choice."

Current State:

Webster is a thriving community with many major assets that contribute to an excellent quality of life and an attractive business environment. A number of the projects described in *A Case For Business (1999)* have come to fruition adding to the community asset base.



For example, a community ice arena, an aquatic center including a 50-meter swimming pool, field house, Willink Middle School, the Village BID (Business Improvement District) and additional commercial developments are now operational or in process.

Community collaboration was key to the success of these efforts. For example, the aquatic center and field house were part of a major program by the Webster School District and supported by the Town to bring assets not only to the schools, but also to the entire community.

The Webster Central School District is not only one of the community's high quality assets, but currently has the second lowest true value tax rate in Monroe County.

The Chamber believes that a thoughtful plan for growth can help to keep taxes and services in balance. In collaboration with many community groups and individuals, a number of possible scenarios for the future are laid out in the body of this report.

Consider The Possibilities:

People choose to move to, stay in and/or do business in a community for many reasons. Those that usually top the list are:

- * Attractive and affordable housing
- * Good schools
- * Safe neighborhoods
- * Good shopping and professional services
- * Recreational activities indoors and out
- * Value received for the taxes paid

Webster is a destination that combines all of these in a very attractive setting, touched by water on two sides and populated with parks, trees and open spaces.



Some areas of the community present opportunities to improve our economic health. Some of these opportunities are:

- * Traffic has increased through residential and commercial growth. Route 404, the main economic artery from Irondequoit to Wayne County, bears the brunt of this increase.

There are a number of possibilities for creating solutions that enhance various sections of 404 by creating focal points of commerce and services.

- * The economic balance that addresses “value received for taxes paid” is beginning to shift to residential.

Effective business development of the Basket Road / Salt Road corridor can assist in maintaining a balanced tax base. One of the many possibilities being explored is the creation of a chilling district that could lower utilities costs for businesses in this area.

- * Traffic and parking access within the Village is perceived as limited.

Some proposed design concepts partnered with signage would give a new focus and enhance business opportunities.

Conclusion:

Growth and change will happen with or without planning. The advantage of planning is that the growth can be shaped to serve all of the community members. The Webster Community has the distinct advantage of being an attractive destination with many major assets. To grow in a way that maintains or enhances those assets is an opportunity that should be captured.



The Webster Chamber of Commerce is an active participant in finding optimal solutions to current opportunities by working with many community stakeholders who play key roles in planning and development. This report is a guide for Webster's continuing to be the Community of Choice.

A COMMUNITY OF CHOICE

Since the initial Case for Business report, published in 1999, several major goals have been achieved, resulting in Webster continuing to become a community of choice. These provided significant benefits for Webster residents, participants and spectators of sports and leisure activities, retail shopping, business and industry's customers.

Webster has been one of the fastest growing residential communities in Western New York. A logical question is; "Why is Webster attracting such growth?" Let's look at some factors that make Webster a community where many people choose to live and work.

For purposes of this report, we define a Community of Choice as one having the following elements: Setting and natural resources, high quality and quantity of sports and recreation opportunities, high quality education, access to shopping and professional services, parks and open spaces, a well-maintained infrastructure and a balance of residential, retail, commercial and industrial property resulting in a good value for taxes paid.

Setting and Natural Resources

Webster enjoys the benefits of being surrounded by water on two boundaries, Lake Ontario to the North and Irondequoit Bay to the West. The parks and trails for hiking and bicycling in and around Webster are plentiful and pleasurable, adding to the quality of life. Currently the Town of Webster is in the process of acquiring additional land as part of an open-space program as supported in a community referendum.



Sports and Recreation

In 2003, Webster was named *Sports Illustrated* Sportstown for the Empire State. That designation came about because of the number and variety of sports and recreational assets in Webster.

Major sources of community pride include our state of the art athletic facilities, with an Olympic size swimming pool at the Webster Aquatic Center, Indoor Field House and all-weather track.

These facilities are the product of a unique partnership between the Webster Central School District (WCSD) and the Town of Webster. This collaboration continues to benefit Webster in several ways:

- as an organized and cost effective way of scheduling and maintaining over 90 athletic fields and the pools shared by the Town and WCSD.
- by creating balanced programming aimed at school students and town residents, and attracting many visitors for athletic events.

Other community assets, which offer high-quality sports and recreational opportunities, are the Webster Community Ice Rink, which provides ice-skating, hockey programs and events



and an indoor soccer facility, Skate Park, numerous Park Lodges, renovated Library, over 3,000 acres of Open Space and a currently developing Community Center.

These facilities and the competitions they attract draw a significant number of visitors to Webster – over 1 million visitors in 2005. By shopping, eating and entertaining at local businesses, these visitors create a positive economic impact on our community.

Schools

When asked why they chose to move to or live in Webster, the top reason residents gave is “the Webster Central School District”. Since the last Case For Business report, a new middle school and bus garage have been built and a former middle school was converted for use as a high school. Webster’s total educational programs; academic, athletic, music, arts and extra-curricular are recognized as making it one of the best public school systems in the Monroe County area.

Webster offers its high school students more Advanced Placement opportunities than any other school district in the area.

- SAT & ACT scores are above the state and national mean
- 2006 graduates received over \$1.5 million in scholarships
- Music Program is in the nation’s top 100

- Nationally ranked Science Olympiad Teams
- Nationally ranked Robotics Team
- Nationally ranked Marching Band
- Intel Science Award Winner
- Athletic programs that produce sectional, regional, state and national champions

The WCSD sees itself as a citizen of the community, beyond providing instructional programs for students, it plays an active role in the Chamber of Commerce and its Partnership Program with the Town of Webster provides recreational benefits to the community.

Community Involvement:

A primary factor in Webster’s vibrancy is the degree of involvement in various groups by its



residents. Webster has long been a community of people working together to improve circumstances for its citizens. A prime example of this is the Webster Community Chest, which has fulfilled its mission “neighbors, helping neighbors” since 1948. All of these groups welcome individuals who want to get involved. This synergy is a key factor in Webster’s qualitative growth, allowing a community of 40,000 plus to maintain a small town feel.

Shopping:

Webster has experienced a retail boom in the last five years. Since the last Case For Business report, many major retailers have opened in Webster’s Community Core district, including Lowe’s and most recently a 750,000 square foot Webster Town Center offering Target, Dick’s Sporting Goods, Barnes & Noble, Jo-Ann Fabrics, PetSmart, Bed Bath & Beyond, Kohl’s, Old Navy and several regional and national restaurants which provide quality and variety in eating choices for shoppers.

The Village of Webster offers many other unique shopping and dining opportunities with its traditional village charm.

Well-Maintained Infrastructure:

People also choose to live in the Webster Community because of the services provided by the Town and Village. The Public Works, Highway, Sewer, Parks and Recreation and Webster Police Departments provide valuable services at a reasonable cost. The network of volunteer medical and fire departments make Webster a safe community.

Business and Industry:

Webster is home to major manufacturing and operational facilities of two Fortune 1,000 Companies, Xerox and Paychex. Xerox has recently chosen to build the world's largest toner manufacturing facility on its Webster campus. Trident Manufacturing, 1996 Malcolm Baldrige Award recipient, is also located in Webster. These entities are situated along the Basket/Salt Road corridor in northeast Webster. It is an ideal area for light industrial, high-tech, agri-business, biotech and other industries given its zoning, accessibility, availability, and proximity to fresh water (Lake Ontario). The highly skilled workforce in the Monroe County area is also a key factor to their success.

Balanced Tax Base:

Residents of The Town of Webster enjoy this desired quality of life while experiencing the second lowest, true value school tax rate in Monroe County. Webster's businesses help to offset the residential school tax burden. The Chamber applauds and encourages collaboration and partnership between the Town, Village, School District, businesses and residents to continue to achieve this balanced result.

Summary:

Recognizing and building on these factors will continue to make Webster the Community of Choice in the future. Webster's population has grown significantly with any potential negative effects being offset by the positive partnerships and cooperation described above.

A community working together has been the result. Although Webster can no longer be considered a small rural town, it does continue to have a small town feel.



VISION FOR WEBSTER AS A COMMUNITY OF CHOICE

The 404 (Ridge Road) Corridor: The ‘Ribbon of Activity’ Tying Webster Together

Vision

The Webster Chamber of Commerce, in actively promoting the safe, efficient and economically viable redevelopment of the Route 404 corridor, has developed the following vision statement for future development:

Webster’s 404 corridor is a ribbon of activity that ties the community together. It is a collection of varied destinations, linked by a framework of choice, accessibility, convenience and safety that enhances the quality of life for Webster residents. The 404 corridor is safe and accessible for pedestrians and motorists, as well as a convenient and successful environment offering a multitude of services. Corridor offerings include choices in entertainment, shopping, and cultural opportunities, together with work, play and living arrangements for those within and outside the Town of Webster.

Creation

The creation step is where three target area destinations within the 404 corridor are (re)discovered or (re)created. These areas were chosen by building upon the existing patterns and characters present in the corridor, while seeking to strengthen those patterns that are positive and redirect those that are not.

Promotion

Most importantly, a professionally managed marketing campaign of the framework plan and renewed corridor identities should take place to gain the support of local merchants, organizations, and residents to increase the viability and visibility of Webster’s economic artery.

Next Steps: Corridor Goals and Objective Areas

The following 4 primary goals will provide a unified vision throughout the development of the vision for each of the target areas.

Goals

1. An enhanced quality of life through the improvement and augmentation of the following:
 - a. Safety for pedestrians, bicyclists and motorists
 - b. Accessibility for those without motorized transportation
 - c. Convenience for those frequenting corridor establishments
 - d. Positive experience for visitors and residents traveling along the corridor
2. Create a framework of choice that will promote successful, high quality mixed-use development in targeted areas along the corridor, including offering of connected open space, recreation and housing alternatives.
3. Distinguish itself both within the Town of Webster and from other traditionally commercial corridors in the region.
4. Increase the vitality of Main Street in the Village of Webster through targeted development and enhancements to pedestrian safety, accessibility, streetscape elements, creation of an arts center and signage.

Objective Areas

A. Target Area 1: West Webster Entertainment Hub

Establish a pedestrian oriented and family-friendly mixed-use hub centered on entertainment at the confluence of Empire Boulevard and Ridge Road which may extend to throughout the 'triangle' to the intersection of Old Ridge and Gravel Roads at the center of West Webster.

This entertainment district will benefit from its central location between the retail clusters at Bay Towne Plaza in the Town of Penfield and the commercial areas within the Town of Webster to their east. The portions of 404 within the entertainment district should be visually distinct from other segments along the corridor by using streetscape elements and district architectural/site plan guidelines that create a strong sense of place. The inclusion of multi-family housing should be considered to provide the foot traffic necessary for a vibrant mixed-use district.

B. Target Area 2: Coordinated "Auto-Alley"

Promote a coordinated 'auto-alley' from Hatch Road to Five Mile Line Road through the creation of service roads, shared access, and signalized entrances, while supporting a cohesive marketing and promotional campaign amongst the target area's business owners. The end goal of this coordination and reconstruction effort is to

improve safety and accessibility for consumers, while creating a strong identity for this section of 404, and a user-friendly atmosphere for comparison shopping along the corridor.

C. Segment B: Five Mile Line Road to Hard Road

The improvement of traffic conditions leading up to the Five Mile Line intersection will be key to the continued development of this segment of the 404 corridor. Future (re)development projects should make every effort to provide for cross access within parcels and shared access to 404 to limit the number of curb-cuts along the corridor. Pedestrian and non-motorized access should be improved from those developments and neighborhoods adjacent to the corridor to encourage more foot traffic and less vehicular travel in the area.

Conclusion

The creation of unique destinations along the 404 corridor along with the promotion of targeted development within those varied locations will lay the framework for Webster to continue to offer high quality choices in shopping, recreational, business and housing opportunities.

Basket / Salt Corridor – North East Area for Technology

The NEAT or North East Area for Technology is an industrially zoned area roughly bounded by Route 104 to the South, Schlegel Rd. on the north, Salt Road on the West and County Line Road on the East. The NEAT already is home to Baldrige Award winning companies XEROX, (Joseph Wilson Campus for Technology) and Trident Precision Manufacturing as well as Paychex, Boulter Industrial Park, KAL Tool, and UPS Supply Chain Solutions. All of this property is zoned for industrial use and approximately 50 % remains undeveloped.

The Chamber has always championed industrial development in the industrially zoned areas of town. Industrial neighbors enlarge the tax base, use the least amount of town resources, provide jobs for our residents and generally bring more business to our community.

The Monroe County Water Authority has proposed a new water treatment plant that would be located in the NEAT. Its proximity to Lake Ontario and large capacity transmission mains will provide a virtually limitless supply of potable water to the area and, by virtue of the discharging from the plant, extremely high fire flow capabilities. Since the NEAT would be supplied from more than one of the Authority's treatment plants, water supply reliability for this area is excellent.

The treatment plant is being designed such that it could provide a safe source of energy-efficient cooling. Deep Lake Cooling, a concept similar to one that has been successfully employed at Cornell University and the city of Toronto, would provide an alternative that would reduce dependence on mechanical chillers which must utilize a chemical refrigerant. Cornell University, using the deep water of Cayuga Lake has seen an 87% decrease in energy use while the city of Toronto expects to use 75% less energy overall. In addition, this method reduces emissions of carbon dioxide, sulfur dioxide, nitrous oxides, acid rain and ozone depleting CFCs. This potential source of low-cost cooling, combined with the plentiful supply of potable water would be particularly advantageous for industries such as food processing and cold storage, pharmaceutical and chemical production, electronic manufacture, mechanical fabrication and even office complexes.

With rising energy costs and the Governor's commitment to ensuring that 25% of New York State's energy comes from renewable sources, the Chamber of Commerce, with help from its members, decided to evaluate the potential benefits of a cooling district in the NEAT. The following document prepared by Lighthouse Energy, LLC illustrates the economic viability of a similar project using both mechanical chillers and lake cooling for the NEAT.

Since the Webster Salt/Basket Road corridor has an excellent stock of commercial warehouses, is adjacent to the Monroe County Water Authority planned treatment plant and is in close proximity to Route 104, this area has potential for providing cooling to agricultural cold storage, commercial operations and manufacturing or high tech businesses.

The case studies included researching the potential cooling energy savings for three types of operations – A) Light Manufacturing, B) an Office/Operations Center and C) Cool/Cold Storage for agricultural products.

A) The Light-Manufacturing case study was based on a 145,000 square foot facility with an air conditioning unit utilized for both comfort cooling and the manufacturing process. The units ranged in age from 7 years to 20 years. The cooling schedule assumed 40 hours/week, year-round for the manufacturing load.

B) The Cool/Cold Storage case study covered multi-buildings totaling 145,000 square feet of cold/freezer storage facility for fruit and other area produce. These buildings operate year round to maintain both temperature and humidity for the perishable produce. The age of the conditioning/freezer equipment ranges from 3 years to over 25 years.

C) The Office/Operations Center case study was based on a 116,755 square foot building. With the exception of one small unit for a computer room, all of the air conditioning is used for comfort cooling. These units were between 3 years and 20+ years old. Other than the small computer unit (which was assumed to run 24 hours a day, 7 days a week), the cooling load was predominantly summer, comfort cooling. Again, the load was based on CDD information with nominal air conditioning during the weekends, off-hours and holidays.

The saving for each case study can be found in the table form on the next page. Each potential customer should be evaluated based on the characteristics of their operation, the current age of their equipment and the type of facility they own/operate.

Comparison of Energy Cost Saving Potential Using Lake Assisted Cooling

Facility Type	A) Light Manufacturing	B) Food Industry Cool & Cold Storage	C) Office/Operations Center
Square Footage of Facility	145,000	235,313	116,755
Average Monthly Cooling Cost – Conventional	\$ 4,695	\$ 15,871.20	\$ 2,721.50
Average Monthly Cooling Cost – Lake Assisted	\$ 2,715	\$ 7,177.02	\$ 1,605.69
Average Monthly Savings *	\$ 1,987	\$ 8,694.18	\$ 1,115.81
Percent Energy/Cooling Savings **	Approximately 40 - 45%	Approximately >50%	Approximately 35 - 40%
Potential Annual Savings	\$ 23,844	\$ 104,330.16	\$ 13,390
Savings per Square Foot	\$ 0.1644	\$ 0.443	\$ 0.1147
Savings per 100,000 Square Foot by Type of Facility	\$ 16,440/Year	\$ 44,300/Year	\$ 11,470/Year

* Savings will vary by individual facility. Case studies provided are indicative of the savings by facility type.

** Efficiency of existing system is approximated at 1.0 Kw/Ton; estimated efficiency for Lake Assisted cooling is in the .55 - .65 Kw/Ton range

THE VILLAGE OF WEBSTER

The center of the Village is at the intersection of NYS Route 404 and Monroe County Route 250. It consists of a central business district: bordered by neighborhood business districts which transition to residential neighborhoods. Some of these are zoned for multiple family dwellings as well as single-family homes.

The residential areas of the Village consist of homes that were constructed between 1890 in the older sections to those that were constructed during the Xerox growth years in the early 1960's. There have been two parcels that were built in the late 1990's: one of which was a development of 13 single-family homes, the other is a development of 41 patio homes, new apartments from Mark IV built in the 1980's and Larry Frumusa in 2006.

PRESENT VILLAGE SITUATION

While the residents of the Village are very happy with their neighborhoods, there has been a desire for a Village Center that better serves such beautiful tree lined residential areas.

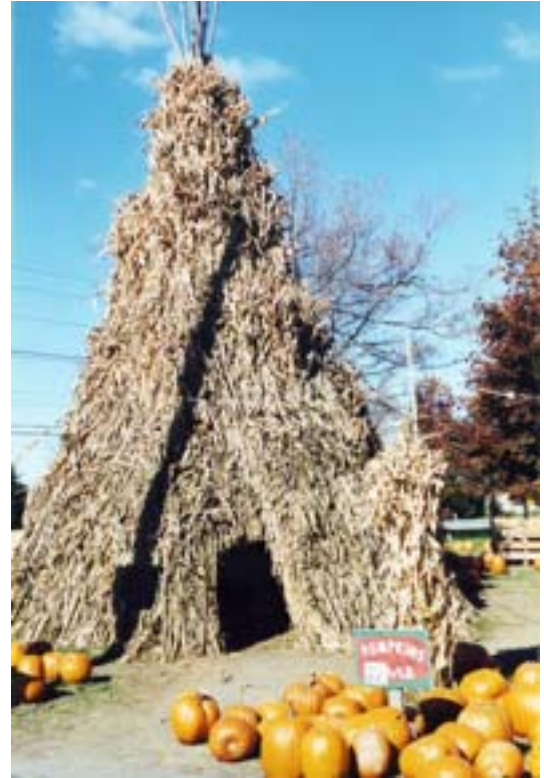


A Veteran's Memorial Park was constructed and dedicated in 2000. It contains a memorial brick walkway to honor the Veterans of Webster, several benches and beautiful flowerbeds as well as stately older trees. There is also a Gazebo where a series of concerts are held during the summer months. There has been a concerted effort to enhance Main Street with the use of hanging flower baskets as well as flower beds wherever possible.

The Business Improvement District, a group consisting of landowners and business owners, was established in May of 1999. There have also been efforts made by the BID to enhance the business atmosphere in the Village. They have contracted a banner company to hang banners lining the Business District of the Village. The BID has also been instrumental in reviving the decade's old tradition of the Good Neighbor Festival - now known as Village Days - which is held in the middle of the summer. This festival consists of a craft fair, a barbeque, concerts and a street dance. They have also sponsored a Halloween Walk and the traditional Christmas Night in the Village.

VISION FOR THE VILLAGE

Our vision for the Village of Webster is one of economic revitalization. It is important that the Village become an area that compliments the rapid expansion of retail and dining establishments that are in close proximity in the Town of Webster and Penfield. There is a need for services that cannot be offered by the large franchised operations, which are attractive for the residents of the Village and are within walking distance of their neighborhoods. It will also be a destination for others who are looking for that personal touch that can only be provided by a small, locally owned store or restaurant.



Parking

- Parking areas require signage that motorists can easily recognize as they are driving into the Village
- The parking areas on the North side of the Village need good access to Main Street. Covered walkways, stairs or ramps are options.

Traffic

- There is an opportunity to create more focused signage to direct motorists from NYS Route 104 into the Village.
- Sidewalk and bicycle paths would create access from the Community Core and the Town Center at Holt Road and Rte 404. These walks and paths should be attractively landscaped and well lit for safety. This will create an inviting approach to the Village.

Economic and Development Position

- The employment of this person would be invaluable to marketing the Village. The vision for this person is one of a goodwill ambassador; someone who would foster good relations with the current business owners. This person would also actively recruit new business to the area by marketing the Village.

Aesthetics

- There is an opportunity to improve the façades of the older buildings in the Central Business District.

- Continue with present effort to beautify area with plantings. These create a more visually inviting area.
- Improved lighting and signage for businesses in the Central Business district will encourage more pedestrians in the evening.

Retail Shops and Restaurants

- There are several successful businesses that serve as anchors for the Village.
- The Village in cooperation with the BID should actively recruit niche retail and dining establishments that would compliment the growth in the Town of Webster.
- Suggestions include antique shops, hobby shops, boutique clothing and gifts stores, upscale cafes and coffeehouses, which can also provide entertainment.



CURRENT VILLAGE PROJECTS

The following plans and projects are progressing at the time of this report:

- The area bounded by the Village/Town line to the west and the neighborhood business to the east has been changed to the West End Business District. This change in zoning will be more in agreement with the character of the business properties that exist in this area at present. The businesses in the Central Business District have their storefronts directly on the sidewalk with most of the off street parking in the rear of the building. The West End District will allow the buildings to have additional setbacks with parking in front of the business. This will be more harmonious with the properties in the town that are on the border of the Village.
- The Business Improvement District along with the Village of Webster's Board of Trustees is promoting the Village as a destination for Arts and Culture. The vision is to incorporate works of art such as metal sculptures, unique benches and sidewalk mosaics to add to the streetscapes. Participation can come from the entire community including students, individuals, various groups and organizations that wish to promote their talents in support of the community.
- The Village and the Town are working towards the goal to add sidewalks to connect the area along Rte 404 between Hard Road and the Village.

- The Gazebo at the Veteran's Park has become home to two very popular events. The Sounds of Summer Concert Series will continue into its fifth year. The Business Improvement District (BID) has been successful in seeking sponsorship from local businesses to fund the concerts and attendance has grown each year. The Webster Shakespeare Festival performed *A Midsummer Night's Dream* before record crowds during its inaugural season. The BID has joined forces with this new theatrical group and plans are underway to delight audiences with an outdoor production of *Twelfth Night* in August 2007.



- The Business Improvement District along with the Village of Webster's Board of Trustees is promoting the Village as a destination for Arts and Culture. The vision is to incorporate works of art such as metal sculptures, unique benches and sidewalk mosaics to add to the streetscapes. Participation can come from the entire community including students, individuals, various groups and organizations that wish to promote their talents in support of the community.
- The Village and the Town are working towards the goal of adding sidewalks to connect the area along Route 104 between Hard Road and the Village.

Recommendations/Next Steps

- Include The Case For Business – 2007 as part of the Town of Webster Comprehensive Plan update 2007
- Urge adoption by the Webster Town Board
- Urge endorsement by the Webster Village Board and adding as an amendment to their Comprehensive Plan
- Communicate with the NYS Department of Transportation to update them on the current plans and opportunities they present
- Present the updated plan to County and local State legislators to elicit their support and potential funding support to begin implementation of this plan
- Hire a Planner to be shared between the Town and the Village to help facilitate the Community Vision and work with developers

Appendices

Community Asset List

Community Organizations

American Legion (*Est. 1921*)

American Legion Auxiliary (*Est. 1925*)

Damascus Shrine Temple (*Est. 1876*)

Friends of the Webster Public Library

Kiwanis Club of Webster (*Est. 1957*)

Knights of Columbus Trinity 4618 (*Est. 1958*)

The Auxiliary of Trinity Council, Webster Knights of Columbus

Nine Mile Point Home Bureau (*Est. 1920*)

Webster-Fairport B.P.O.E. (Elks #2396)

Webster-Fairport Lady Elks

Webster Lions Club (*Est. 1950*)

Camp Smile (*Est. 1971*)

Webster Masonic Temple (*Est. 1863*)

Order of the Eastern Star-Chapter #171 (*Est. 1899*)

Webster Rotary Club (*Est. 1946*)

Ridge Webster Post #9483 Veterans of Foreign Wars (*Est. 1947*)

Ukrainian Home of Rochester

VFW Ladies Auxiliary #9483 (*Est. 1950*)

Webster Business & Professional Women's Club - BPW (*Est. 1963*)

Webster Grange #436 (*Est. 1880*)

Women's Club of Webster (*Est. 1965*)

Webster Parks, Recreation & Community Services Department

Webster Parks & Recreation Advisory Board

Webster Arboretum Advisory Committee

Webster Arboretum Association

Friends of the Arboretum

Friends of the Trails

Churches:

Assembly of God
Bethlehem Lutheran, E.L.C.A.
Calvary Chapel of Webster
Church on the Ridge
Crossroads Community Church
Episcopal Church of Good Shepherd
First United Methodist Church of West Webster
Holy Cross Anglican Church
Holy Spirit Roman Catholic
Holy Trinity Roman Catholic (*Est. 1859*)
Trinity House of H.O.P.E.
Immanuel Evangelical Lutheran, E.L.C.A. (*Est. 1885*)
Oasis Christian Fellowship
Penfield Wesleyan Church
St. Martin Evangelical Lutheran
St. Paul's Roman Catholic
St. Rita's Roman Catholic
Baha'is of Webster
Union Hill United Methodist Church
United Church of Christ Congregational
United Methodist Church of Webster (*Est. 1832*)
Webster Baptist Church (*Est. 1809*)
Webster Bible Church (*Est. 1958*)
Webster Christian Reformed Church
Webster Community Church
Webster Presbyterian Church (*Est. 1825*)
Webster Council of Churches
Webster Congregation of Jehovah's Witnesses

Process used to develop this report: Committee Make-up:

The Case For Business committee is made up of approximately 20 people who represent small, medium and large businesses in the Webster market area. There are also members from Webster Central School District, the Village and Town boards, the Webster Community Partnership and community volunteers. As broad as the committee representation is, it is difficult to fully represent community views. Therefore, the committee brought in resources from stakeholders in and out of Webster at a number of junctures in the process of developing this report.

Process Objectives:

The Case For Business Committee had several process objectives for developing this 2006 report. Many of them were carried over from the process used to develop the 1999 Case For Business Report as they were found to have been very successful.

- Facilitate creation of a vision for the Webster community for the future. The time-frame chosen was the year 2014.
- Include all key Webster stakeholders in the process at major milestone points - initial visioning, during report development, as part of draft / content review and upon publication / dissemination.
- Engage organizations / groups outside of Webster as appropriate.

Timetable:

The preparation for this version of Case For Business began in 2003 with a review of the 1999 Case and what had been achieved or was in process. Not everything that had been projected had been completed, however, the committee's assessment was that a sufficient amount was done or in process. Therefore, the decision was made to begin the look forward again.

A series of visioning sessions were held, during 2003, with stakeholders such as the Town and Village boards, the Chamber board, the Town and Village Planning boards, the WCSD board, The Webster Community Partnership board, the Arboretum Committee, etc.

Once the material from the visioning sessions was compiled, the Committee began to work on possible scenarios for sections of Webster. Section sub-committees were formed for: the Community Core, the Webster / Penfield / Baytown area, the Basket Road / Salt Road corridor and the Village.

Each of the sub-committees engaged stakeholders and community resources as they further developed the vision for each economic component of the larger Webster community.

The sub-committees and larger committee began to pull the general direction of this report together in 2005. Data needed was identified and the sub-committees were reconfigured to align with the emerging direction. The sub-committees became Route 404, including from Baytown through the Village and the North East Area for Technology, including Basket / Salt and a potential Chilling District.

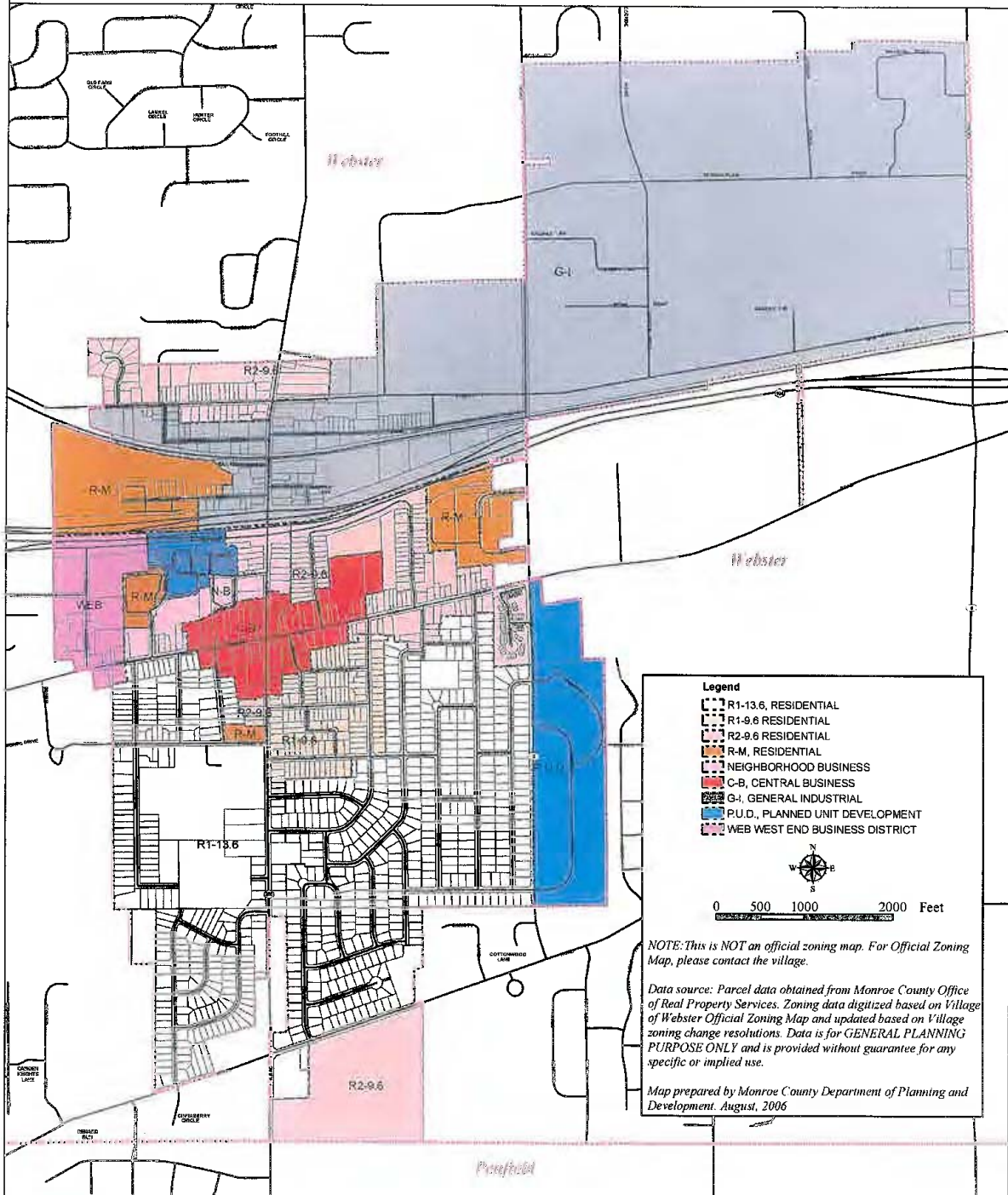
In 2006, the report rough draft was prepared and a series of review and input sessions were scheduled with the key stakeholder groups. Once that input was incorporated, the final product summary was reviewed at a Chamber Membership meeting. With member approval, the report was published.

Dissemination Plans:

The published report will be distributed to every Chamber business member, the members of key stakeholder boards, developers interested in the Webster community opportunities, members of Genesee Transportation Council, NYS Department of Transportation, Greater Rochester Enterprise and local legislators (Town, Village, Monroe County, New York State and Federal). There will also be informational presentations on the report on Webster Cable Television and to various interested community groups.

It is the hope of the Case For Business Committee that this report will help to inform the Webster comprehensive planning process and become an appendix to the new plan as its predecessor did in the last comprehensive planning cycle.

VILLAGE OF WEBSTER, NEW YORK



Legend

- R1-13.6, RESIDENTIAL
- R1-9.6 RESIDENTIAL
- R2-9.6 RESIDENTIAL
- R-M, RESIDENTIAL
- NEIGHBORHOOD BUSINESS
- C-B, CENTRAL BUSINESS
- G-1, GENERAL INDUSTRIAL
- P.U.D., PLANNED UNIT DEVELOPMENT
- WEB WEST END BUSINESS DISTRICT

0 500 1000 2000 Feet

NOTE: This is NOT an official zoning map. For Official Zoning Map, please contact the village.

Data source: Parcel data obtained from Monroe County Office of Real Property Services. Zoning data digitized based on Village of Webster Official Zoning Map and updated based on Village zoning change resolutions. Data is for GENERAL PLANNING PURPOSE ONLY and is provided without guarantee for any specific or implied use.

Map prepared by Monroe County Department of Planning and Development, August, 2006

Zoning Map

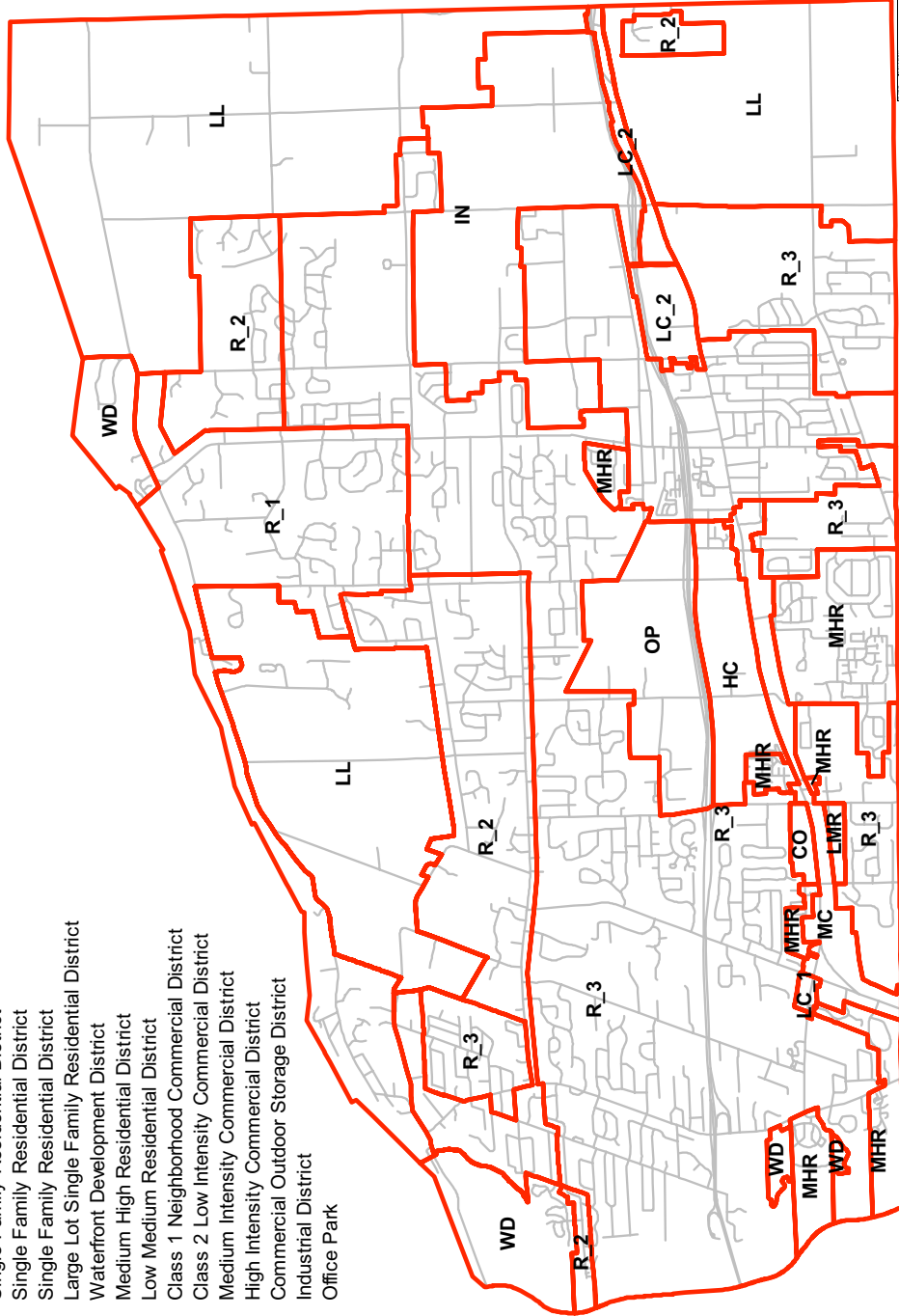
Department of Planning and Development

Town of Webster Zoning Map

Date: 8/10/08

- R-1 Single Family Residential District
- R-2 Single Family Residential District
- R-3 Single Family Residential District
- LL Large Lot Single Family Residential District
- WD Waterfront Development District
- MHR Medium High Residential District
- LMR Low Medium Residential District
- LC-1 Class 1 Neighborhood Commercial District
- LC-2 Class 2 Low Intensity Commercial District
- MC Medium Intensity Commercial District
- HC High Intensity Commercial District
- CO Commercial Outdoor Storage District
- IN Industrial District
- OP Office Park

- R-1 Single Family Residential District
- R-2 Single Family Residential District
- R-3 Single Family Residential District
- LL Large Lot Single Family Residential District
- WD Waterfront Development District
- MHR Medium High Residential District
- LMR Low Medium Residential District
- LC-1 Class 1 Neighborhood Commercial District
- LC-2 Class 2 Low Intensity Commercial District
- MC Medium Intensity Commercial District
- HC High Intensity Commercial District
- CO Commercial Outdoor Storage District
- IN Industrial District
- OP Office Park



Code	Description
R-1	Single Family Residential District
R-2	Single Family Residential District
R-3	Single Family Residential District
LL	Large Lot Single Family Residential District
WD	Waterfront Development District
MHR	Medium High Residential District
LMR	Low Medium Residential District
LC-1	Class 1 Neighborhood Commercial District
LC-2	Class 2 Low Intensity Commercial District
MC	Medium Intensity Commercial District
HC	High Intensity Commercial District
CO	Commercial Outdoor Storage District
IN	Industrial District
OP	Office Park

Northeast Area for Technology Land Legend

A1 Available

A2 Available with Building

D Developed

U Undeveloped

UA Undeveloped and Available

