



NY Forward

Preamble

- 01 Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting.**

If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, you are on the board of the organization proposing the project, or you are a member that believes you or any other member(s) are the subject of improper influence.

In addition, a member who has provided any assistance to a sponsor of a project or anyone associated with a project under consideration by the Committee must declare the name of the project contact and the time and type of assistance provided.

- 02 Do any LPC members need to make a disclosure to the Committee?**

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

Agenda

01 Status Updates

02 Vision and Goals

03 Downtown Assessment

04 Market Analysis

05 Coming Up Next

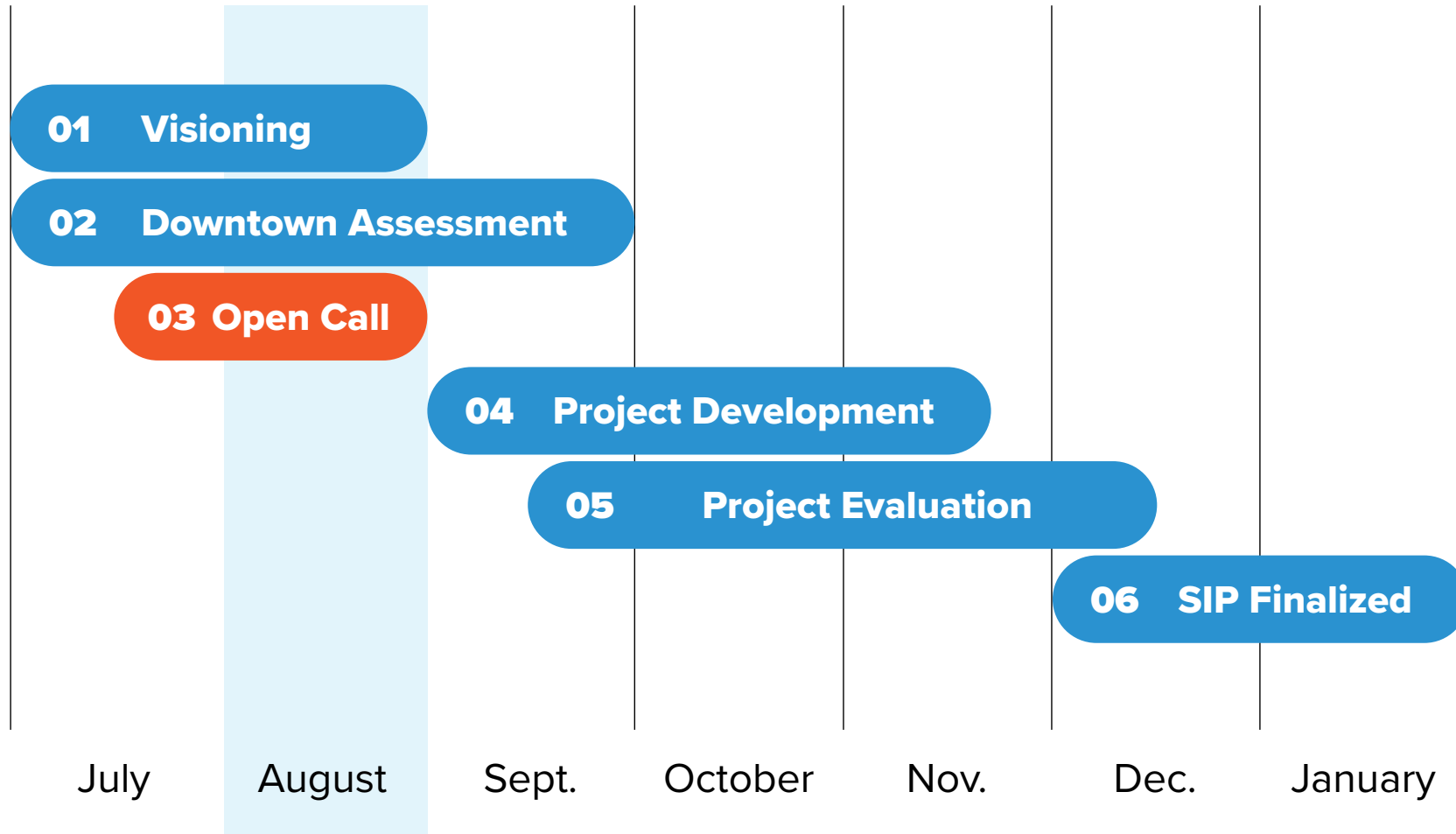
06 Questions and Comments



VICTOR NY FORWARD

Status Updates

Where We Are Now



Public Workshop Recap

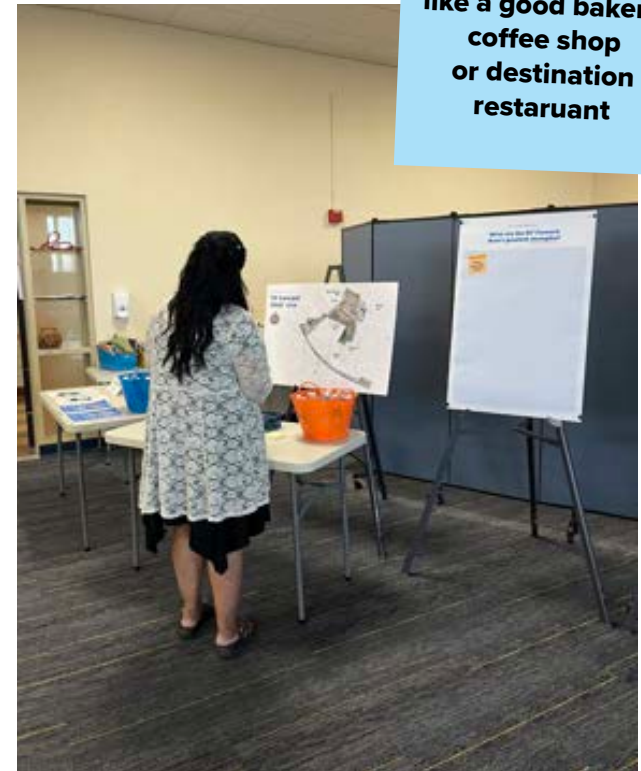
August 6

Downtown should be a destination that people choose to travel to for dining, shopping, and more

The NY Forward area is ideal for active transportation!



We need places like a good bakery, coffee shop or destination restaurant





VICTOR NY FORWARD

Community Vision



NEW YORK
STATE OF
OPPORTUNITY.

NY Forward

Community Vision

“

The Village of Victor is a welcoming, walkable area celebrating its small-town historical charm as it grows into a more vibrant connected community. Our vision incorporates our downtown's unique role as the heart of daily life for both Town and Village residents, continually aspiring to build connections that reinvigorate gathering spaces, recreational activities, and promotes small business. We actively support the enhancement of our centralized downtown park, local Main Street services, and library campus, motivated to leverage even greater future connection-driven networks. The Village's unique collaborations across public and private partnerships augment long-term economic aspirations towards strategic housing development, commercial offerings, as well as community recreation, and gathering. There is robust momentum for our future downtown area that reflects a stronger sense of place, enhanced quality of life and greater connection-based access opportunities for coming together to live, work, play and belong.”

Goals and Strategies



Create a more connected, walkable, and accessible Downtown Victor.

- **Enhance downtown streetscapes** to create safer, more comfortable, and attractive corridors for pedestrians, bicyclists, motorists, and people of all ages and abilities.
- **Improve pedestrian and bicycle connections** throughout downtown by strengthening connections, improving crossings, and calming traffic.
- **Strengthen connections between downtown and local trails** through enhanced wayfinding and expanded connections that encourage trail users to visit Downtown Victor.
- **Improve wayfinding and directional signage** to help residents and visitors navigate between downtown businesses, parking, trails, community facilities, and other destinations.

Goals and Strategies



Strengthen Downtown Victor as a place to live, shop, and do business.

- **Support existing businesses and encourage new business development** to diversify downtown shopping, dining, and entertainment options.
- **Encourage the rehabilitation and reuse of historic and underutilized buildings**, including opportunities for mixed-use development with upper-story housing and active ground-floor commercial uses.
- **Expand and diversify downtown housing** with options that are attractive and accessible to everyone, including young people and seniors.
- **Support building and façade improvements** that complement downtown's historic character and strengthen the visual appeal of Main Street.

Goals and Strategies



Enhance Downtown Victor's community spaces, parks, and public realm.

- **Upgrade parks and trails** with additional amenities to expand recreation options and promote community health.
- **Enhance important community spaces** to support expanded programming and promote quality of life.
- **Create and enhance spaces that support community events**, such as festivals, performances, and farmers markets.
- **Use programming and placemaking** to activate downtown, encouraging regular events and activities that draw residents and visitors to Downtown Victor.

Goals and Strategies



Establish Downtown Victor as a destination for recreation, tourism, and community experiences.

- **Leverage trails, parks, railroad heritage, and other recreational assets** to attract visitors to downtown.
- **Support and expand events, festivals, and seasonal programming** that bring residents and visitors downtown and showcase Victor's businesses, history, recreation, and community traditions.
- **Build a stronger identity for Downtown Victor** as a destination, using wayfinding, placemaking, and public art.
- **Explore opportunities to activate the railroad corridor** for tourism and recreation, while celebrating its historic significance to Downtown Victor.



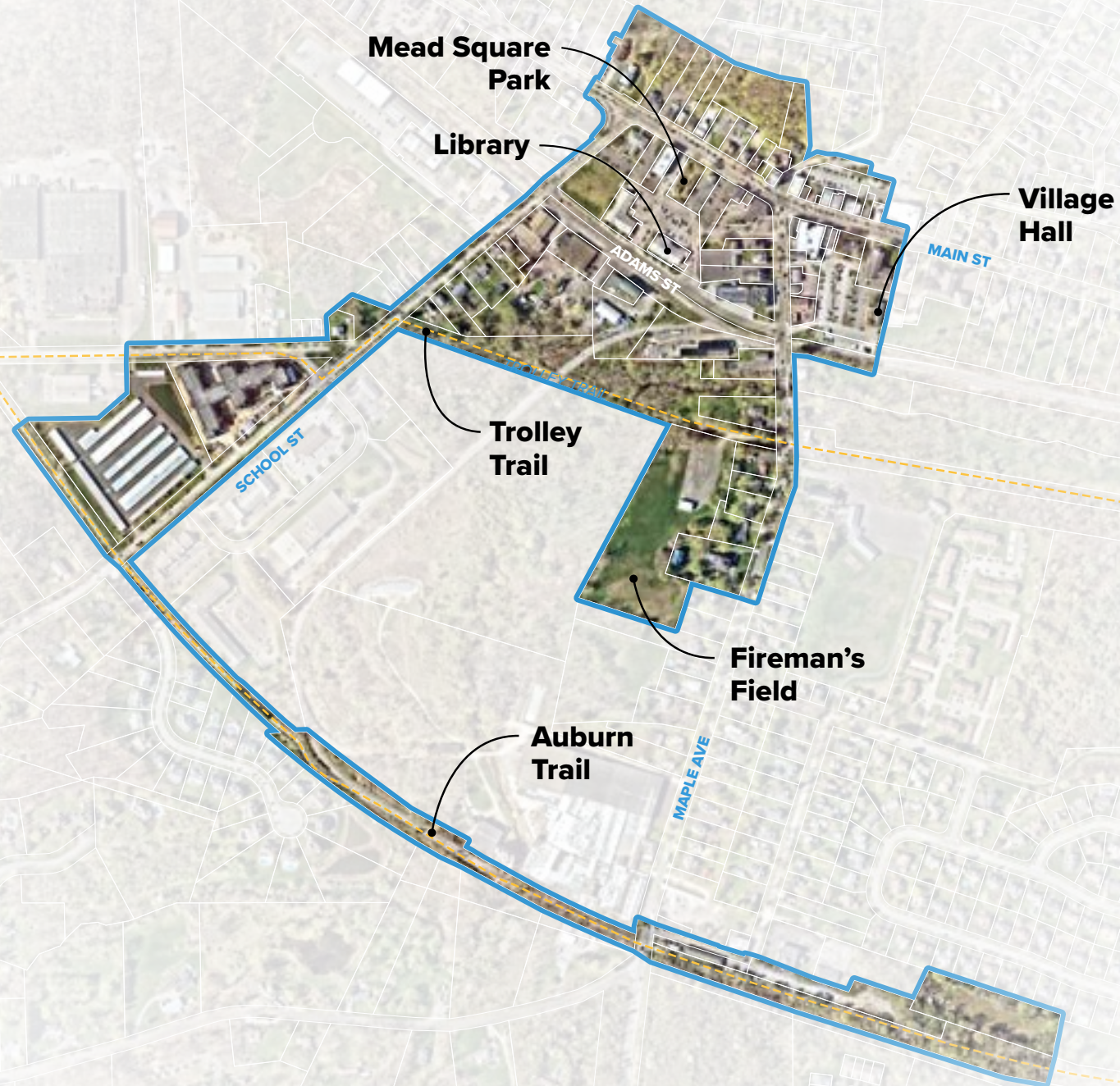
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Downtown Assessment

NY Forward Study Area

65
acres

88
parcels



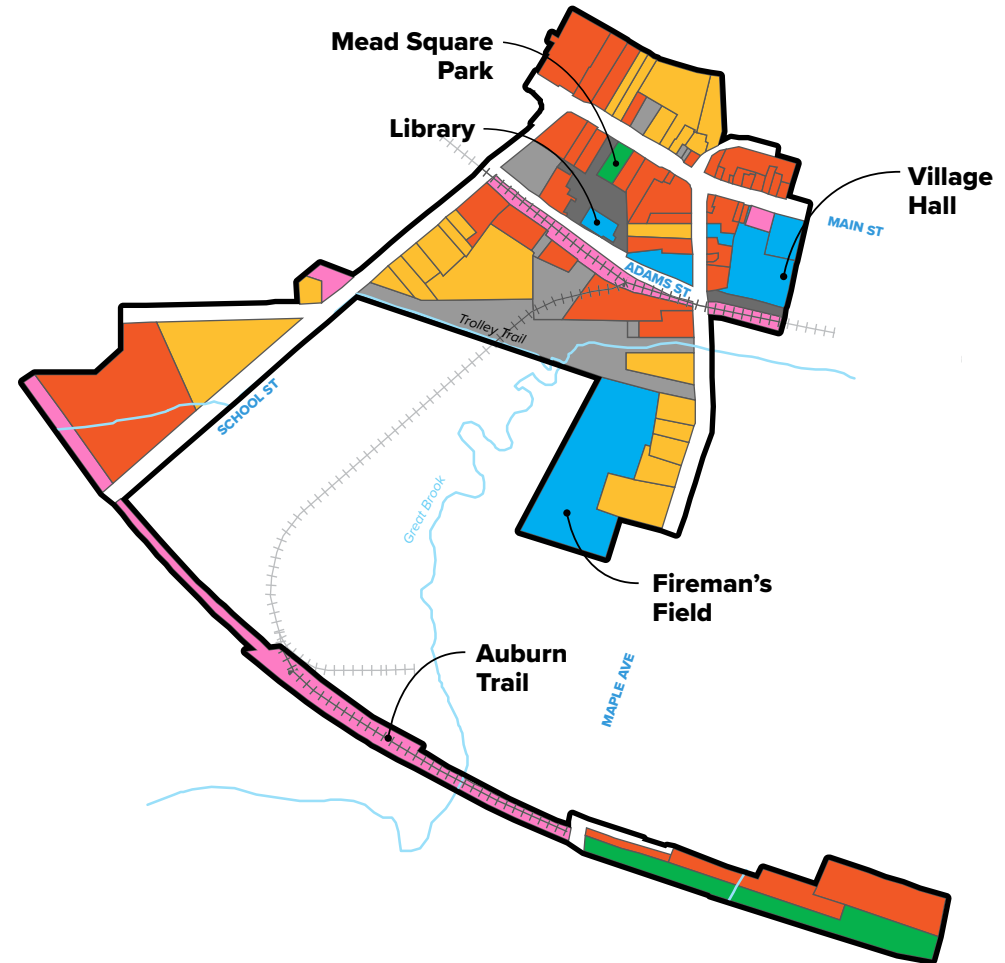
Regional Context

- 01** The Village is located between the City of Rochester and the Finger Lakes.
- 02** Access to the NYS Thruway (I-90) is under 10 minutes.
- 03** Route 96 travels through the NY Forward Area and connects to:
 - I-490 and the City of Rochester (25 minutes north),
 - Route 332 and Canandaigua Lake (20 minutes south)
 - Eastview Mall (10 minutes north)



Land Use

- **Commercial land is the largest use** and includes the row buildings on Main Street.
- **Residential is the second largest use, most of which is single-family homes** with some two- and three-family residences and apartments.
- **Vacant parcels include a prime development parcel** at the corner of School and Adams, as well a cluster of parcels along the Trolley Trail.



Zoning

Village Center Business

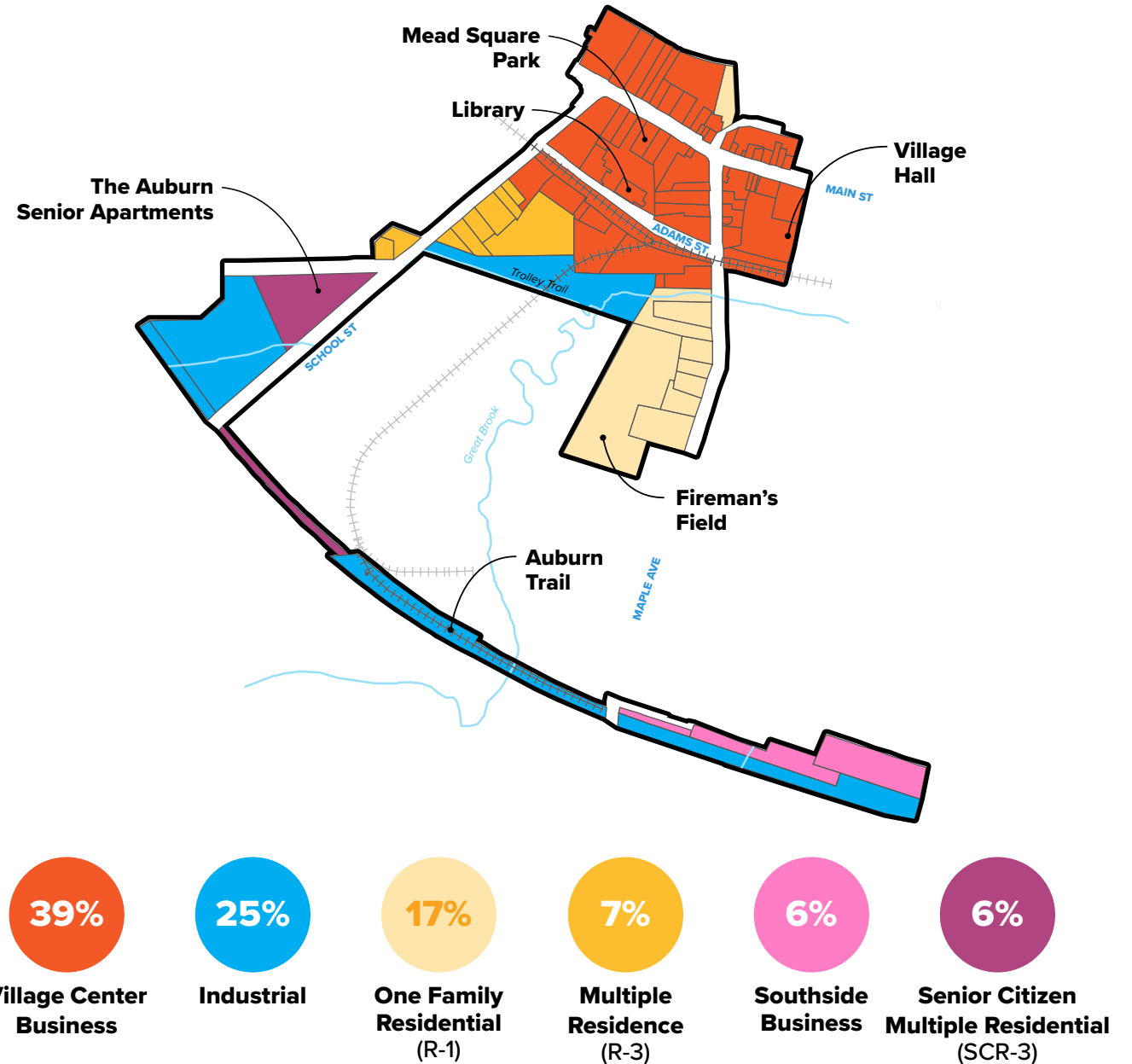
- Promotes a vibrant, pedestrian-friendly, historic downtown.
- Planning Board design review is required for new construction/renovation.

Southside Business

- Supports continuation of existing commercial and business uses.

Industrial

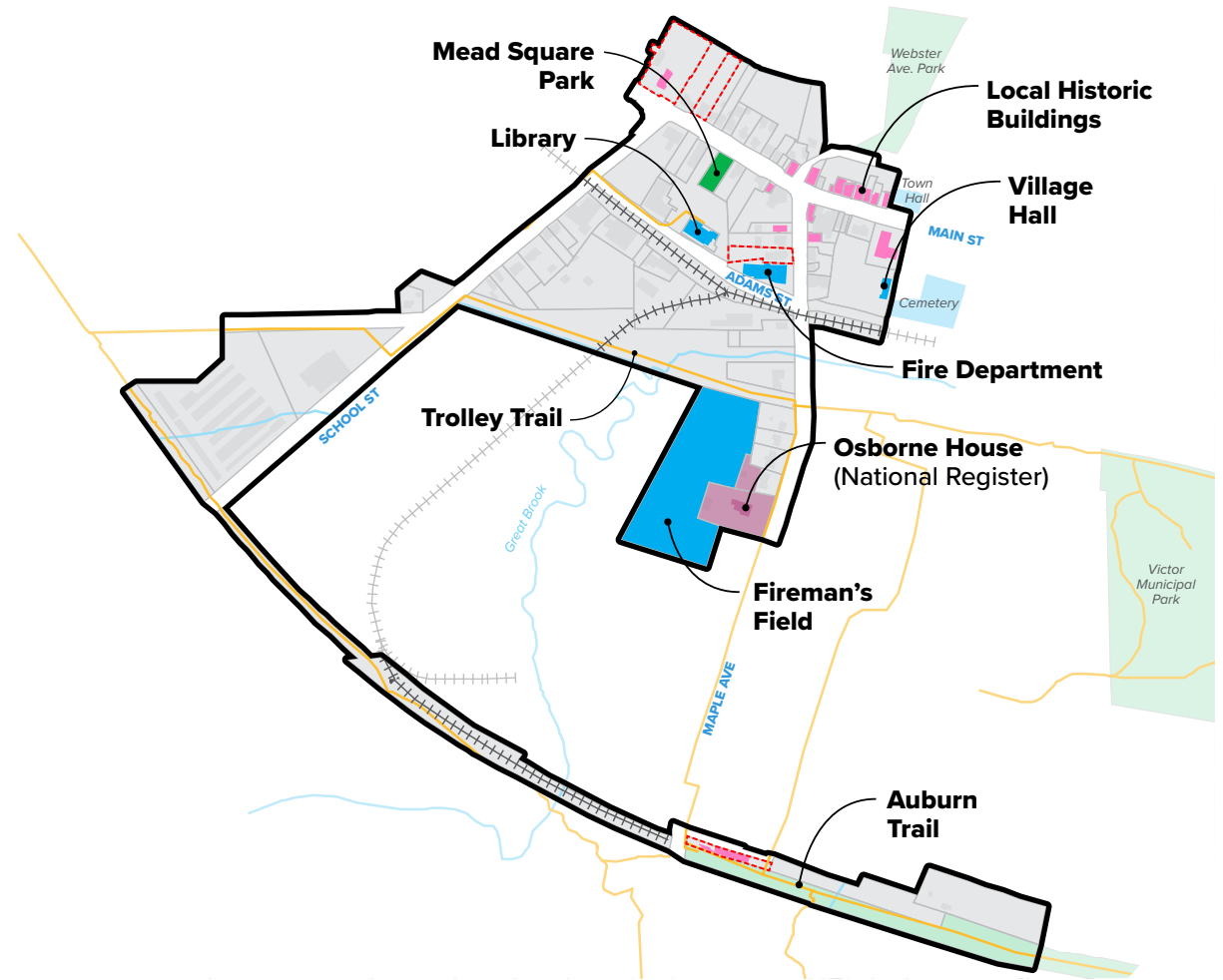
- Light industrial and service uses compatible with surrounding neighborhoods.



Cultural Assets

01 Community spaces such as Village Hall, Mead Square, the Victor Farmington Library, the Victor Fire Department, and Fireman's Field are all within easy walking distance of commercial properties along Main Street.

02 Downtown is distinguished by **historically significant buildings**, including 16 locally recognized buildings and the Osborne House, which is listed on the National Register of Historic Places.



Community
Resources



Parks



Trails



National Register
Historic Buildings



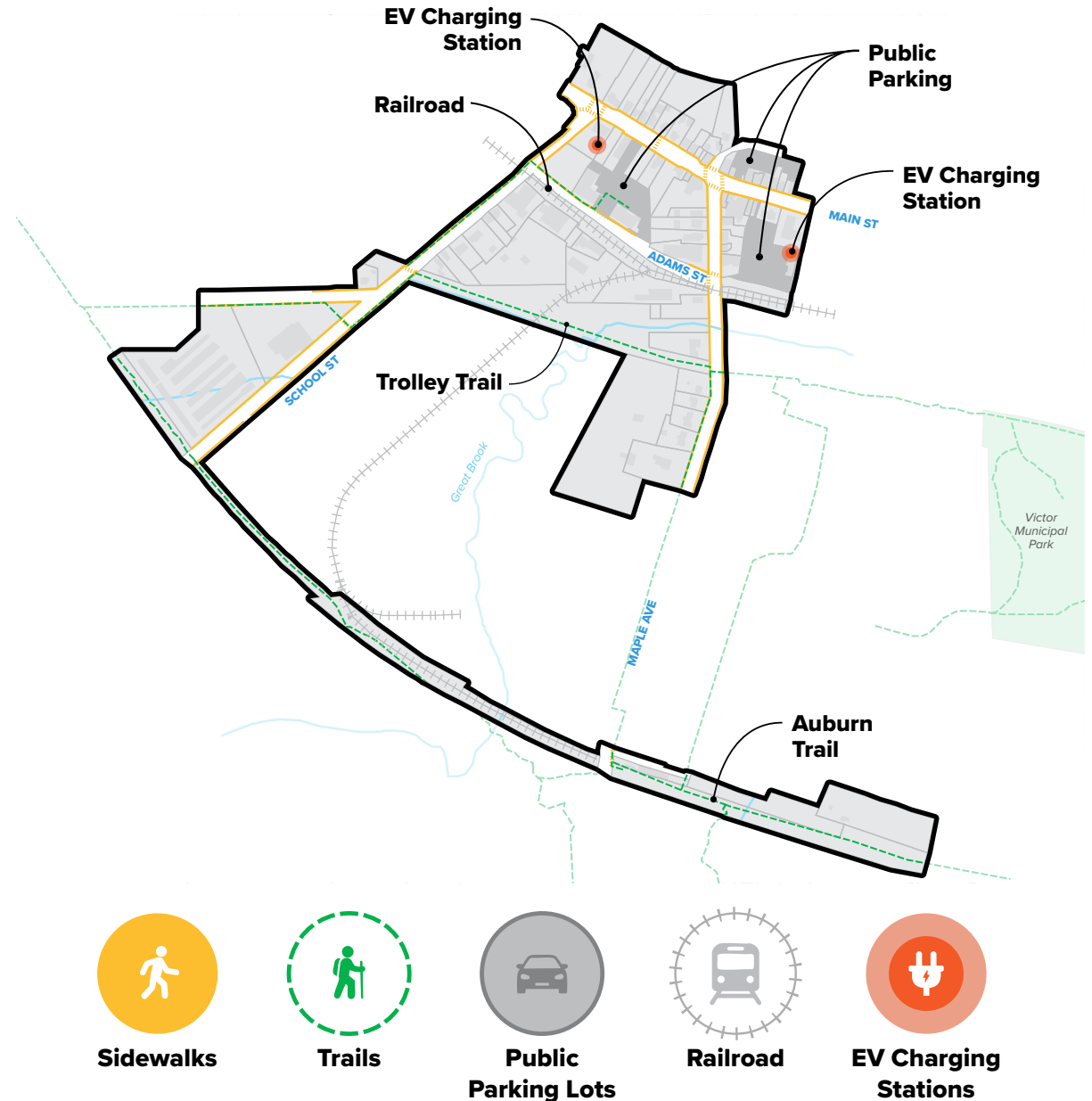
National Register
Eligible Buildings



Local Historic
Buildings

Transportation

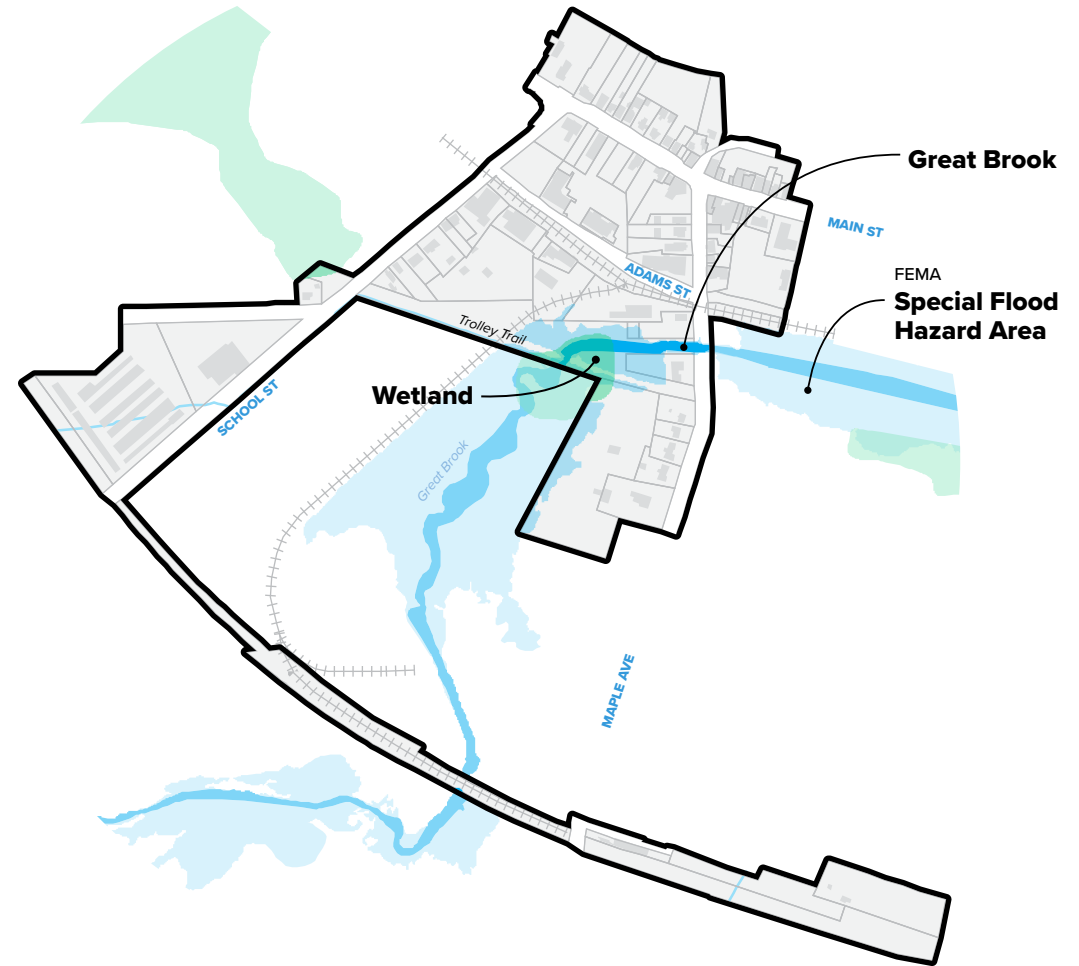
- 01** As of January 2025, Route 96 through the NY Forward Area carried an AADT of **26,000 vehicles per day**.
- 02** **The Trolley Trail provides a 4-mile trail** from Victor Municipal Park to Main Street in Fishers, with connections to the Auburn Trail.
- 03** **The Auburn Trail offers a 9-mile route** between Farmington and Pittsford, with 40,000+ annual users.



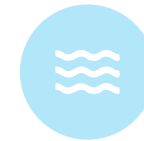
Environmental

01 **Great Brook** crosses through the NY Forward Area and is visible at Maple Avenue and along the Trolley Trail.

02 The stream corridor includes a **regulatory floodway**, a **FEMA Special Flood Hazard Area**, and **NYS DEC-identified wetlands**, most of which overlap with vacant land in the NY Forward Area.



**Great Brook
Regulatory
Floodway**



**FEMA Special
Flood Hazard
Area**



**NYS DEC
Informational
Wetlands**

Key Finding:

Circulation

- 01** The combination of sidewalks and trails make pedestrian and cyclist activity a key feature of downtown.
- 02** Gaps within the circulation system limit connectivity, particularly around parking lots and between the trails and downtown.
- 03** Regional trail connections offer multi-modal transportation alternatives in addition to the Route 96 corridor.



Key Finding:

Gathering

- 01** Mead Square, Fireman's Field, and downtown public parking lots provide opportunities for both formal and informal community gathering.
- 02** Gathering spaces are located near key community features and along primary transportation corridors.
- 03** For a community with regular events, there is a lack of permanent event facilities and limited wayfinding.



Key Finding:

Commerce

- 01 A combination of historic and modern buildings makes downtown a unique commercial destination.
- 02 Expanded wayfinding and stronger partnerships between businesses and events present an opportunity for growth.
- 03 Community beautification efforts can support a pedestrian-friendly atmosphere along commercial corridors.





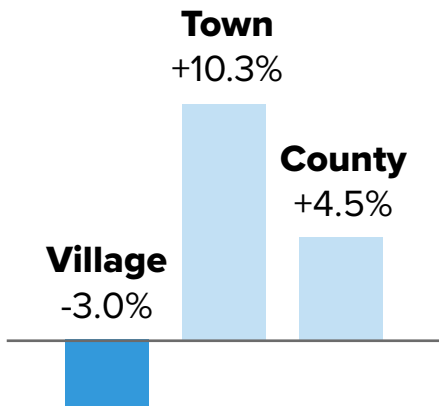
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Market Analysis



NY Forward

Demographics

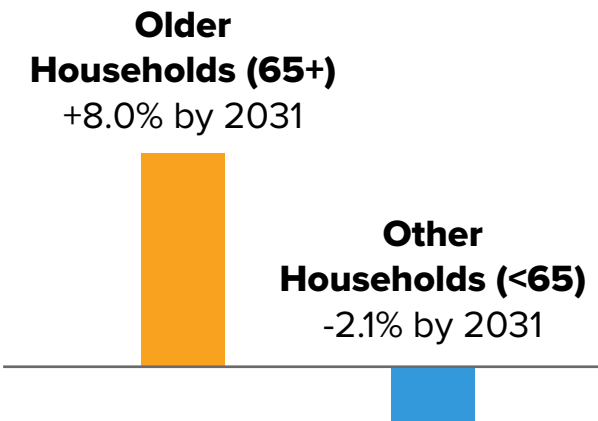


Population Decline

From 2010-2026, the Village saw population decline around 3%, while the Town and County both saw growth.



There is an opportunity to capture regional population growth in the Village.



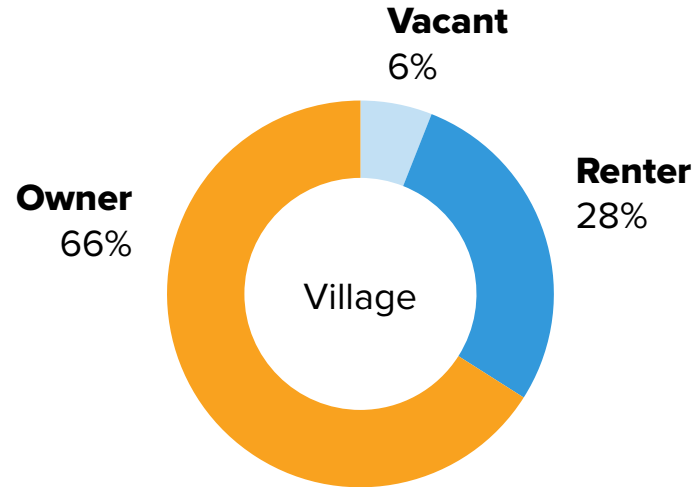
Aging Population

Older households (65+) in the Village are projected to jump by 8% over the next 5 years.



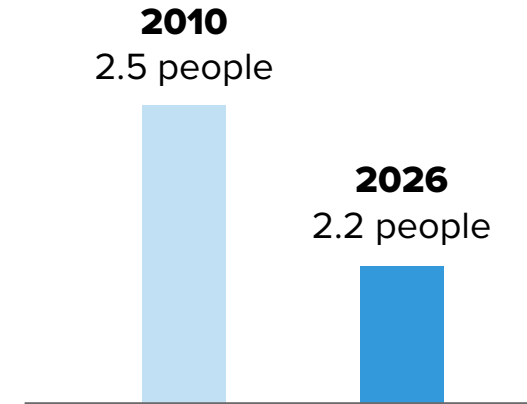
Older households place greater value on walkability, accessibility, and low-maintenance living.

Housing



Balanced Housing Mix

The Village has a varied mix of housing options, with a higher share of rental housing in the Village (28%) than the Town (19%). Vacancy in the Village is healthy at 6%.



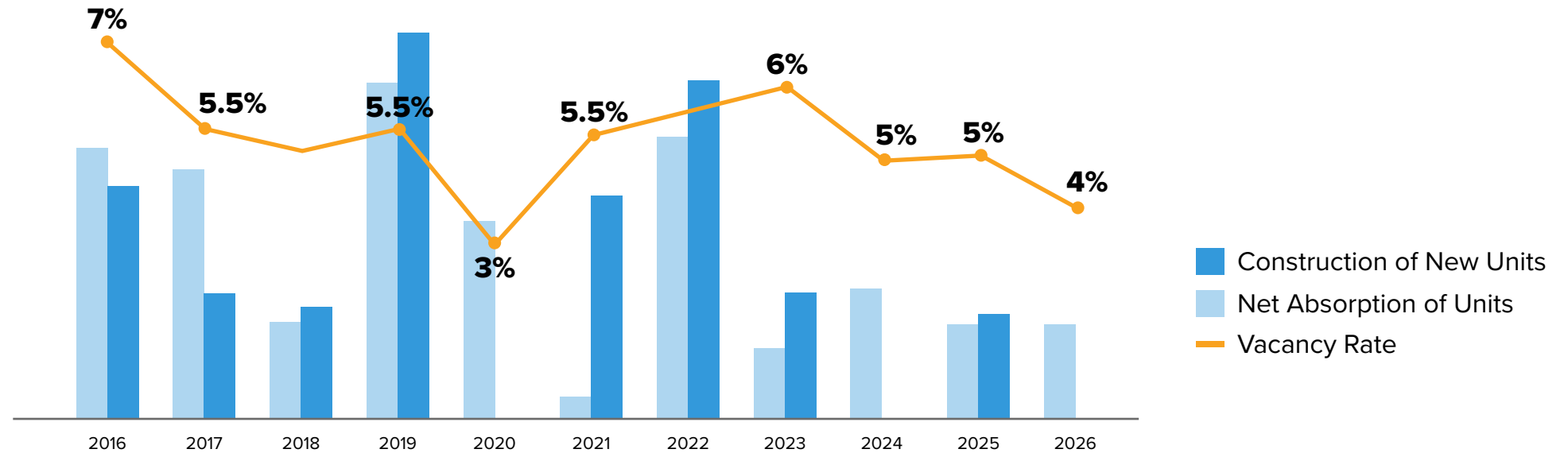
Decreasing Household Size

Household sizes are declining in the Village, down from 2.5 people in 2010 to 2.2 people in 2026.



Smaller households tend to favor townhomes, smaller single-family homes, and multi-family products.

Housing



Strong Rental Market (County)

For multi-family housing products, the market has consistently absorbed new units. Year-to-date in 2026, the vacancy rate is only 4%, signaling a tight market.

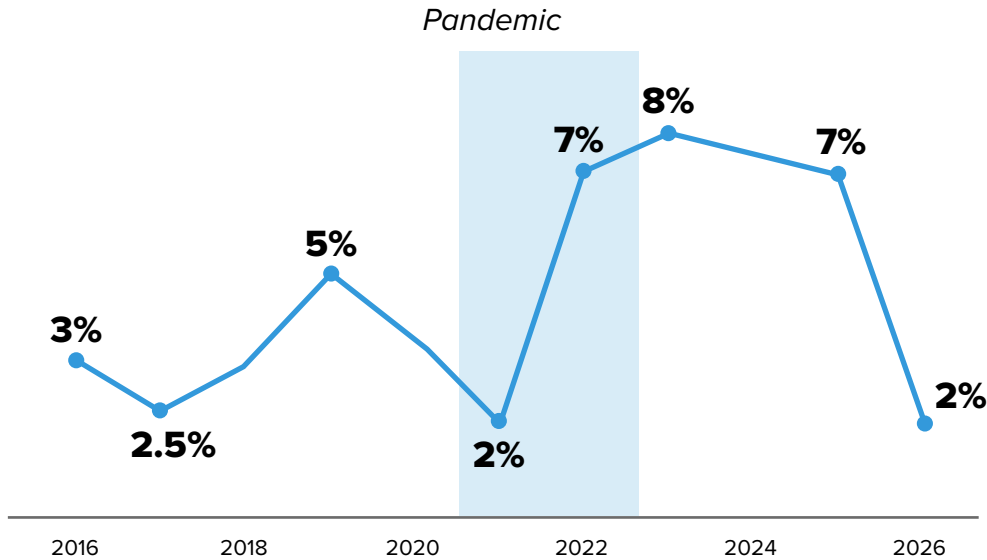


Low vacancy and limited new supply support demand for incremental new rental housing.

Retail Context



Retail

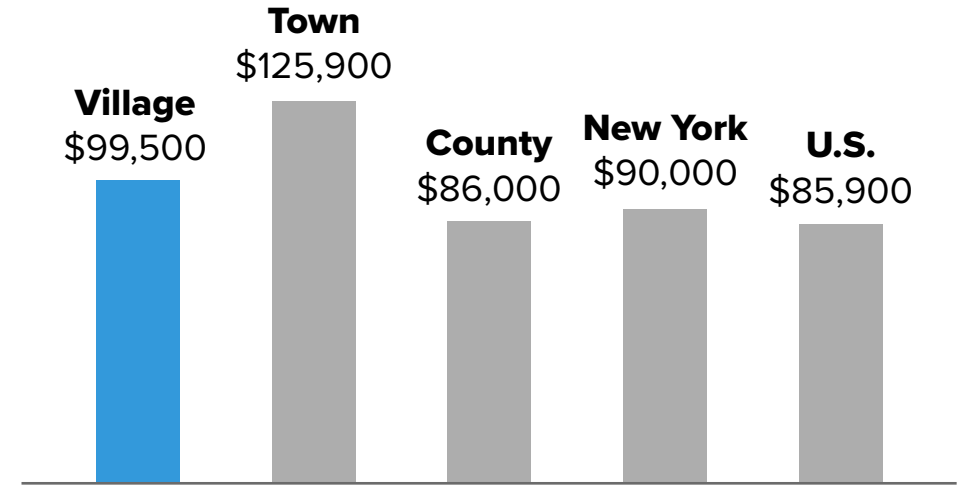


Low Vacancy Rates (Town)

The local retail market in the Town of Victor is tight, with vacancy rates sitting at 2% in 2026.



This points to strong demand for retail space and potential opportunities for additional businesses.



High Household Incomes

Household incomes in the Village and Town outpace County and State averages.



This allows for heightened discretionary retail spending in and around the NY Forward Area.

Market Opportunities



Mixed-Use Redevelopment

Opportunities to renovate and reuse the historic building stock



Expanded Housing Options

Opportunities for conversion of upper-stories of downtown buildings into housing



Infill Development

Opportunities to infill vacant properties



Specialty Food Stores

Opportunities for unique food options or neighborhood grocery



Retail Boutique

Opportunities for higher-end boutique retail to leverage discretionary spending



Recreation-Based Businesses

Opportunities for outdoor gear shops, bike repair or rentals, grab-and-go food options



Convenience Retail

Opportunities for retail that supports daily needs, such as pharmacies or convenience stores



Events

Opportunities to support and grow events and programming offerings



Tourism

Opportunities to leverage assets such as trails, railroad heritage, and programming for tourism growth



Community Spaces

Opportunities to improve community spaces and the public realm, and enhance quality of life



VICTOR NY FORWARD

Coming Up Next...

Coming Up

August 31

Project Applications Close

Sept. 12

Explore Victor Fest Pop-Up

Sept. 24

LPC Meeting 3

Early Childhood School, 6:00 PM

Begin review and evaluation of project applications.

Oct. 15

Public Workshop & Project Spending Activity

Early Childhood School, 6:00 PM

Community members get to “spend” \$4.5 million on the projects they’d most like to see funded!

Come get some

SWAG

Your Homework

Sept. 1

Begin Reviewing Project Applications

Project applications will be shared with committee members via email. Please review application materials in full.

Mid-Sept.

LPC Project Evaluation Survey

Committee members will individually complete an online survey evaluating each project against the criteria.

Sept. 24

Be Ready for Discussion! – LPC 3

The committee will begin discussing projects as a group and start to narrow down the list of proposed projects.



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LPC Questions



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Public Comments

VictorNYForward.com



NY Forward

Guidelines

- ✓ Please **state your name**.
- ✓ Please limit your comments to **3 minutes**.
- ✓ Please be **respectful**.

Thank you for coming!

