



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 Project Evaluation Reminders**

**03 Project Review**

**04 Coming Up Next**

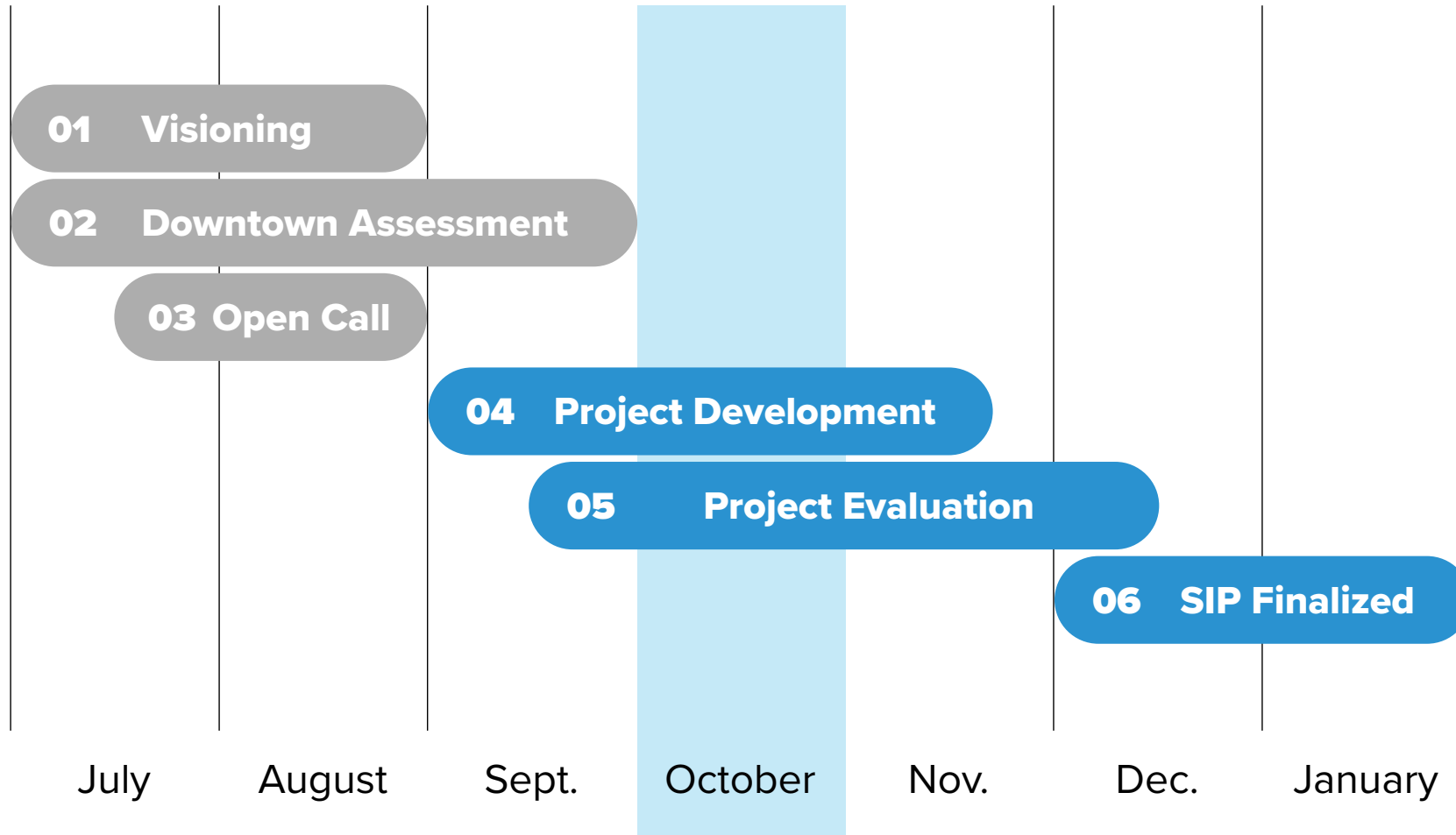
**05 Questions and Comments**



VICTOR NY FORWARD

# *Status* Updates

# Where We Are Now



# Since We Last Met...



Cost estimate  
refinements



Public workshop



Community  
survey

# Public Workshop

October 15

**65**  
attendees



# **Special Guests!**

Thank you to the project sponsors  
joining us today to answer questions!



VICTOR NY FORWARD

# *Project Evaluation* Reminders

# Evaluation Criteria

## Impact

Projects must have a significant positive impact on the revitalization of downtown Victor.

## Readiness

Projects should be well-developed and ready to proceed as soon as possible upon the award of NY Forward funding.

## Eligibility

Projects must be one of the eligible project types and must be located in the NY Forward Area.

## Cost-Effective

Projects must have a realistic budget and must represent an effective use of public resources.

## Co-Benefits

Projects must result in benefits to the community, beyond just the project sponsor, such as additional economic activity or improved quality of life.

## Goals

Projects must advance the vision and goals established by NYS and the LPC for Victor's NY Forward process.

# Victor's Goals

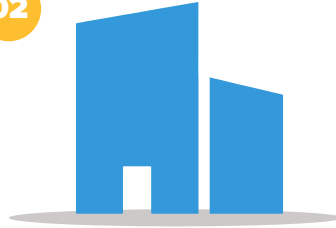
01



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

- ✓ Enhance streetscapes.
- ✓ Improve pedestrian and bicycle connections.
- ✓ Strengthen connections between downtown and local trails.
- ✓ Improve wayfinding, directional signage, and parking options.

02



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

- ✓ Support existing businesses and encourage new development.
- ✓ Encourage rehabilitation and reuse of historic and underutilized buildings.
- ✓ Expand and diversify housing options.
- ✓ Support building and facade improvements.

03



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

- ✓ Upgrade parks and trails.
- ✓ Enhance important community spaces.
- ✓ Create and enhance spaces that support community events.
- ✓ Use programming and placemaking to activate Victor.

04



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

- ✓ Leverage parks, trails, and other recreational assets.
- ✓ Support and expand events, festivals, and seasonal programming.
- ✓ Build a stronger identity for Victor.
- ✓ Explore opportunities to activate and celebrate the railroad corridor.

# New York State's Goals



01

Enhance **downtown living** and quality of life



02

Create an **active downtown** with a mix of uses



03

Provide a diverse mix of **employment opportunities**



04

Create diverse **housing** options for all income levels



05

Provide **public spaces** that serve all ages and abilities



06

Encourage the **reduction of greenhouse gas emissions**



07

Grow the local property **tax base**

# Alignment with Market Opportunities



## **Mixed-Use Redevelopment**

Opportunities to renovate and reuse the historic building stock



## **Expanded Housing Options**

Opportunities to diversify and expand housing options



## **Infill Development**

Opportunities to infill vacant properties



## **Specialty Food Stores**

Opportunities for unique food options or neighborhood grocery



## **Boutique Retail**

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

# Match Targets

**Private Sponsors**

**35%**

Match

**Small Projects**

**25%**

Match

**Public Entities**

**0%**

Match

**Non-profits**

**0%**

Match



VICTOR NY FORWARD

# *Project* Review



NEW YORK  
STATE OF  
OPPORTUNITY.

NY Forward

# Summary of Project Ratings

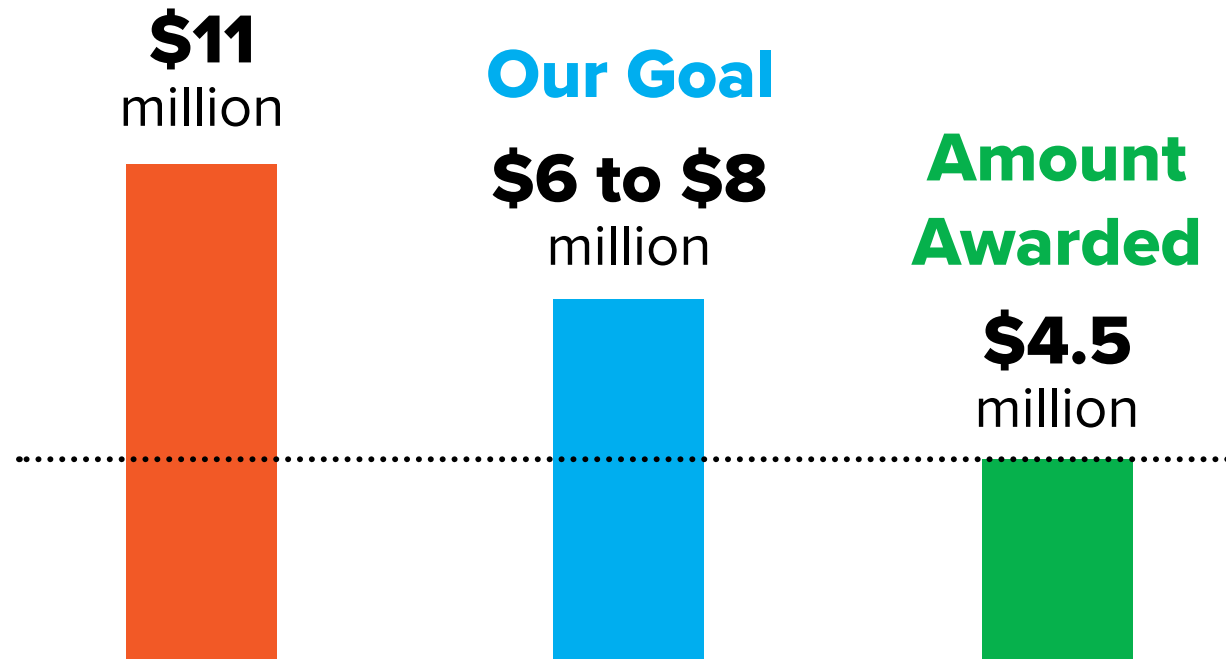
|                  | Community<br>333 Responses | LPC    |                                              |             |
|------------------|----------------------------|--------|----------------------------------------------|-------------|
| 60% +<br>funded  | High                       | High   | Victor-Farmington Library                    | \$568,000   |
|                  | High                       | Medium | Community Pavilion                           | \$550,000   |
|                  | High                       | High   | Auburn Trail Hub                             | \$790,000   |
|                  | High                       | High   | Mead Square Park                             | \$420,000   |
| 40-60%<br>funded | Medium                     | High   | Small Project Grant Fund                     | \$300,000   |
|                  | Medium                     | High   | 57 E. Main Street                            | \$164,000   |
|                  | Medium                     | Medium | First Presbyterian Church                    | \$595,000   |
|                  | Medium                     | Medium | 1-3 E. Main Street Facade                    | \$65,000    |
|                  | Medium                     | Medium | 14 Railroad Street                           | \$605,000   |
|                  | Medium                     | Medium | Community Lodge at Fireman's Field           | \$1,000,000 |
|                  | Medium                     | Medium | Adams Street Enhancements                    | \$530,000   |
|                  | Medium                     | Medium | Wayfinding System                            | \$100,000   |
| < 40%<br>funded  | Low                        | Medium | Victor Insulators Facade Improvements        | \$348,000   |
|                  | Low                        | Low    | 11-13 Moore Avenue Apartments Revitalization | \$25,000    |
|                  | Low                        | Low    | 17 Moore Avenue Apartments Revitalization    | \$95,000    |
|                  | Low                        | Low    | 20 W. Main Street Historic Revitalization    | \$200,000   |
|                  | Low                        | Medium | 10-16 W. Main Street Mixed-Use Development   | \$3,500,000 |

## Important Note!

Community Ratings are **one layer of data** to consider, along with the other evaluation criteria.

# Target NY Forward Request

Where We Are





Even if a project is not recommended for NY Forward funding, it can still be included in the Strategic Investment Plan as a **“Pipeline Project.”**



VICTOR NY FORWARD

# *“Yes”* Projects

**From Last LPC Meeting**

# Mead Square Park

39 W. Main Street, Sponsor: Village of Victor

## Project Description:

- New bandstand
- Gateway sign at Main Street entry
- Enhanced landscaping
- Convert Mead Lane to one-way circulation

**Cost Estimate:** \$420,000

**NY Forward Request:** \$420,000

**Percentage:** 100% request

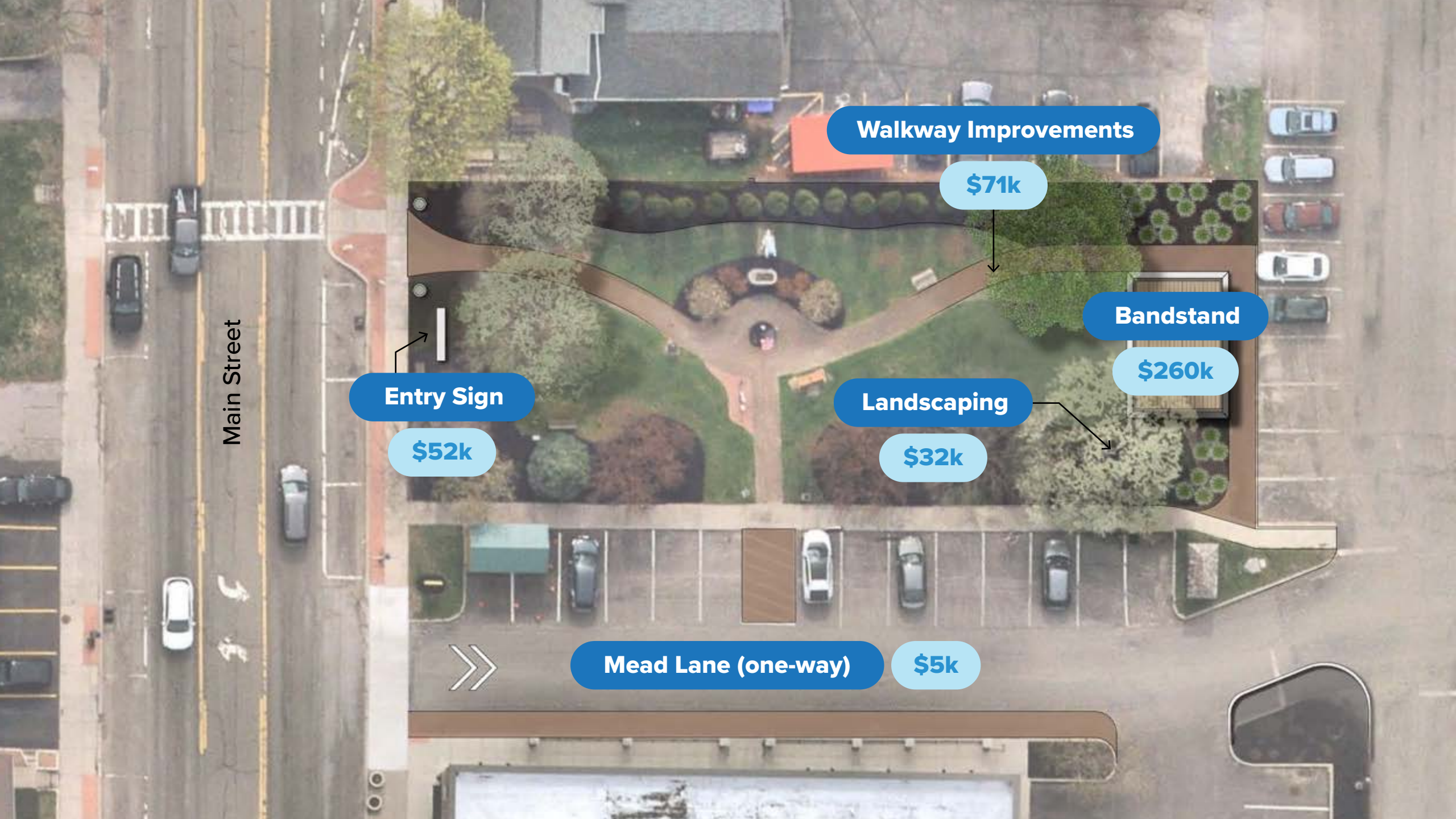
**Community Rating: High**

**LPC Rating: High**



## Community Feedback

Supporters see the park as a central, family-friendly event space, while critics say it's underused or like the green space as it is.



**Walkway Improvements**

**\$71k**

**Bandstand**

**\$260k**

**Landscaping**

**\$32k**

**Entry Sign**

**\$52k**

**Mead Lane (one-way)**

**\$5k**

Main Street

# Wayfinding System

Sponsor: Village of Victor

## Project Description:

- Directional, parking, and identification signage at key gateways, intersections, and parking areas

**Cost Estimate:** \$100,000 (down from \$200k)

**NYF Request:** \$100,000 (down from \$200k)

**Percentage:** 100% request

**Community Rating: Medium**

**LPC Rating: Medium**



### Community Feedback

Opinion is split: some say signage would help visitors and drivers through a confusing village, while more see it as unnecessary in a small, phone-navigable village and question who would maintain it.



## Parking Signs

Cost: \$4,000

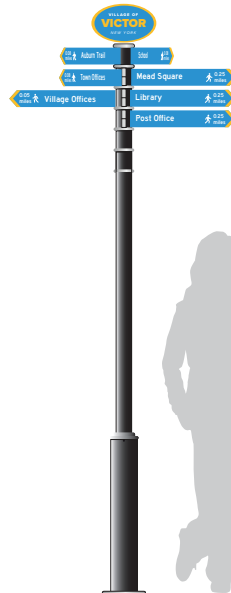
Quantity: 4



## Pedestrian Signs

Cost: \$8,000

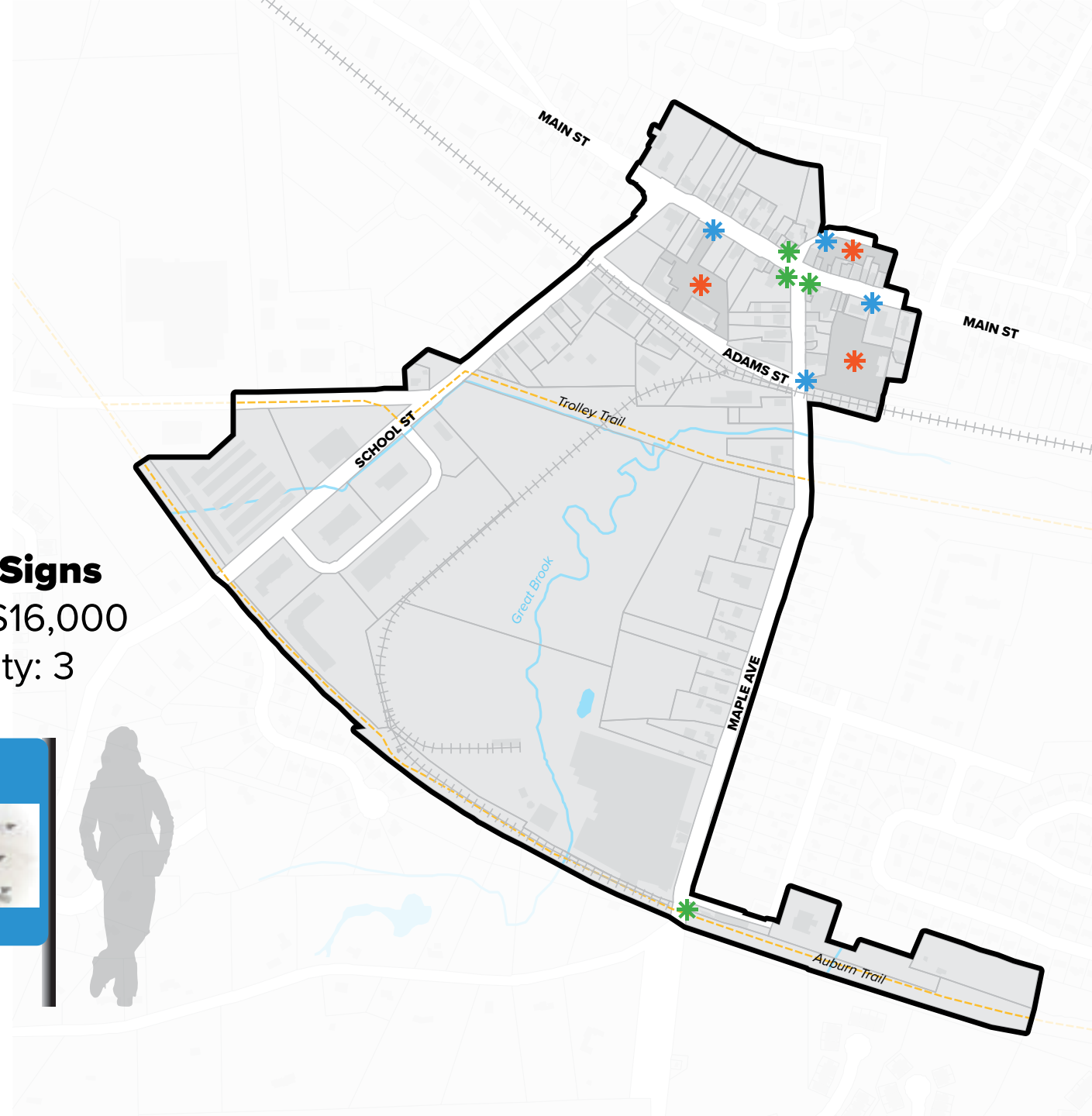
Quantity: 4



## Kiosk Signs

Cost: \$16,000

Quantity: 3



# Small Project Grant Fund

Sponsor: Village of Victor

## Project Description:

- Matching grant fund for small projects, such as facade improvements, renovations, and business assistance

**Cost Estimate:** \$390,000

**NY Forward Request:** \$300,000

**Percentage:** 77% request

Community Rating: Medium

LPC Rating: High

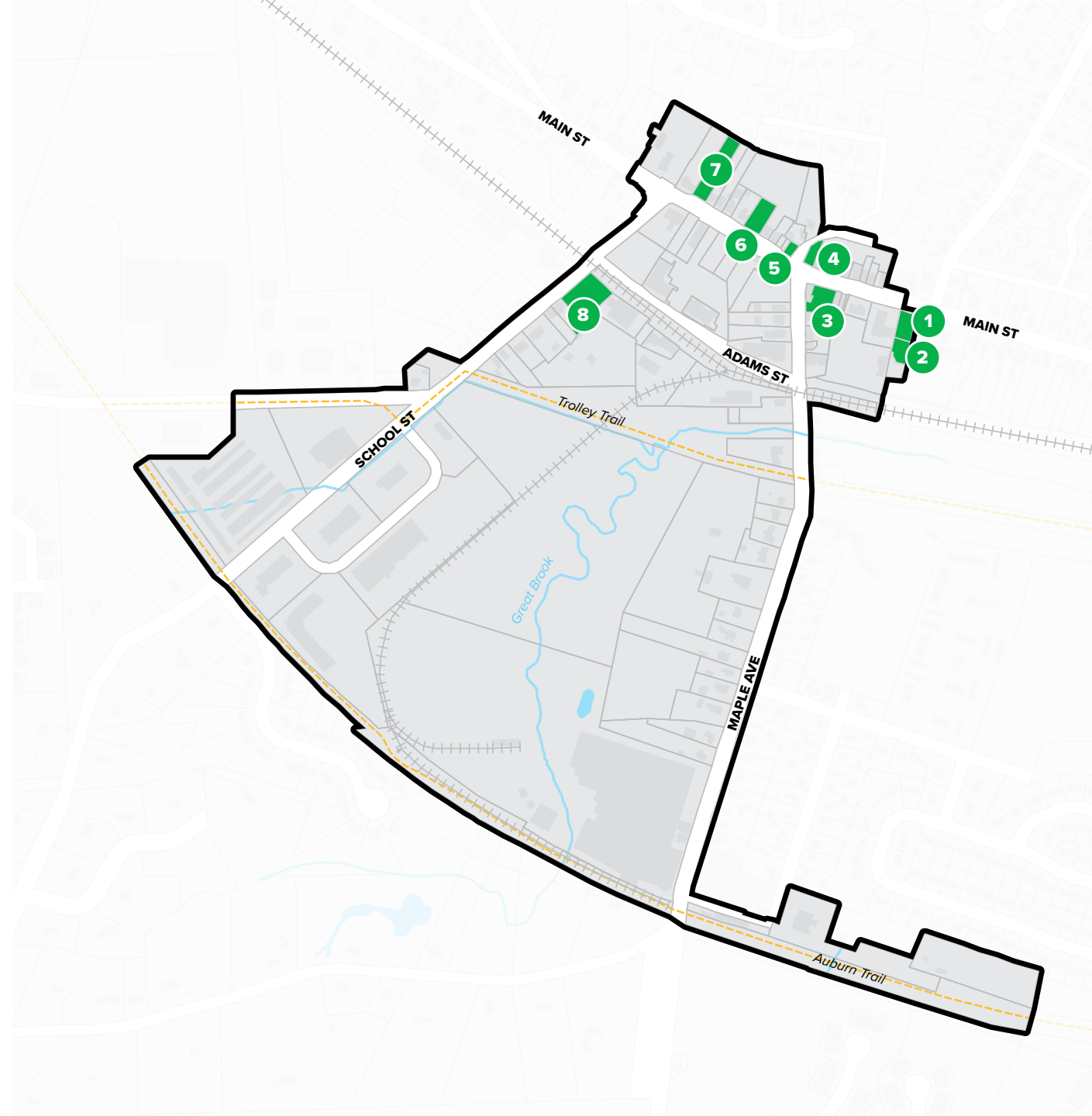


### Community Feedback

Comments are largely positive about helping small businesses improve facades and keep downtown looking cared-for, with suggestions to consider a 50/50 match.

- 1 **90 E. Main:** Facade Improvements  
*\$30,000 request*
- 2 **80 E. Main:** Redevelop laundromat entry  
*\$33,750 request*
- 3 **10 E. Main:** Replace elevator  
*\$86,750 request*
- 4 **1-3 E. Main:** Basement rehabilitation  
*\$56,728 request*
- 5 **2 W. Main:** Renovate storefront  
*\$75,000 request*
- 6 **26 & 32 W. Main:** Replace entry doors  
*\$11,250 request*
- 7 **54 W. Main:** Interior and exterior renovations  
*\$44,475 request*
- 8 **61 School St:** New patio and signage  
*\$32,826 request*

**TOTAL NY Forward Request: \$370,779**



# Auburn Trail Hub

Sponsor: Victor Hiking Trails

## Project Description:

- Open-air pavilion and patio, with ADA-accessible seating and picnic areas
- Kiosk with wayfinding signage
- Composting toilet
- Bike racks and repair stand
- Amenities including phone charging stations, lending library, pollinator garden, chess board table, flag pole, and more

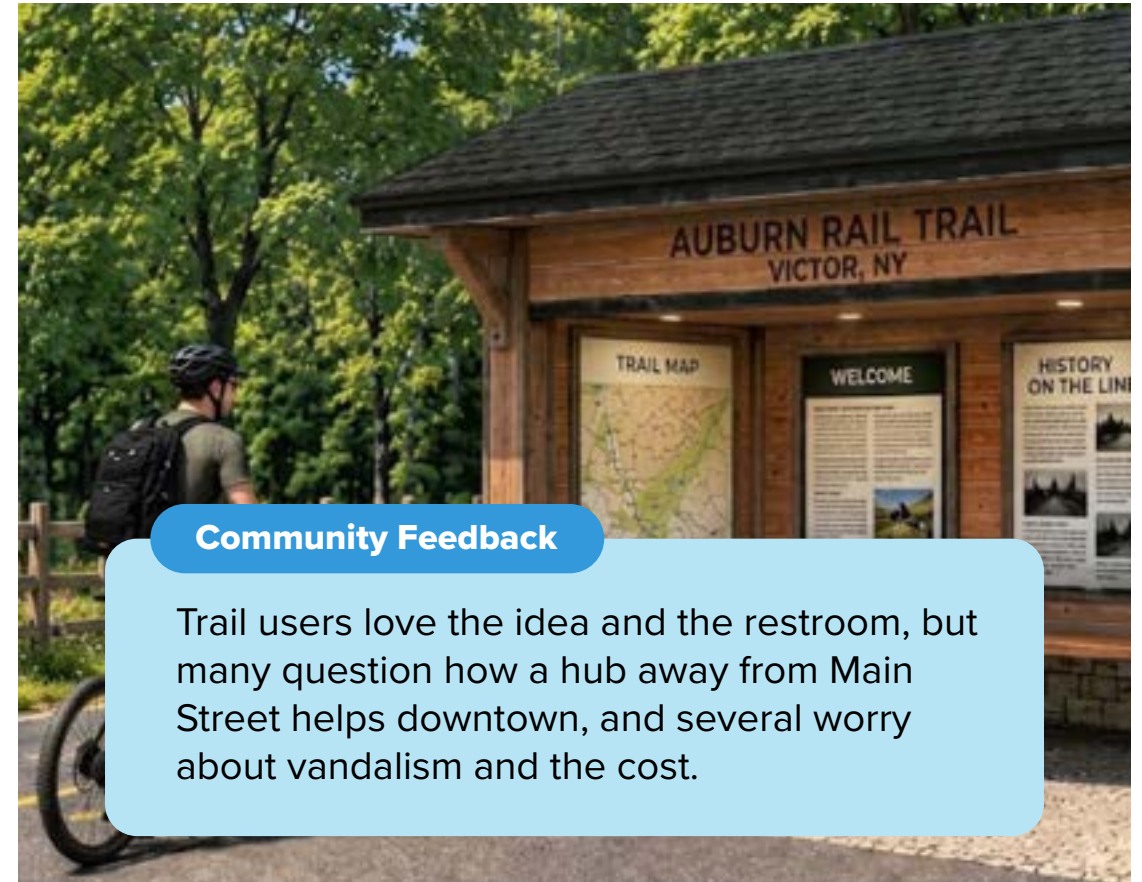
**Cost Estimate:** \$790,000 (up from \$695k)

**NYF Request:** \$790,000 (up from \$695k)

**Percentage:** 100% request

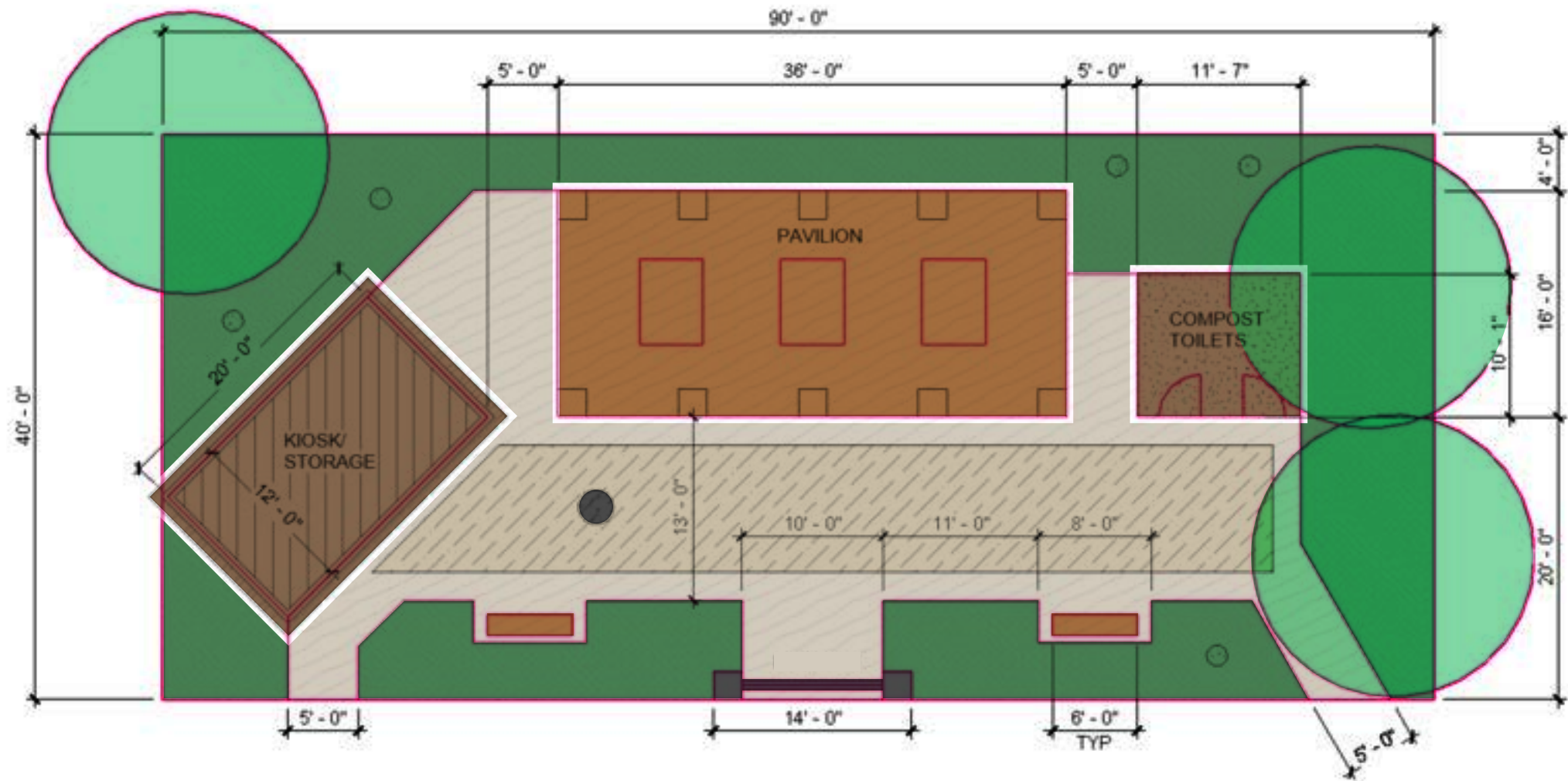
**Community Rating: High**

**LPC Rating: High**



## Community Feedback

Trail users love the idea and the restroom, but many question how a hub away from Main Street helps downtown, and several worry about vandalism and the cost.



Concept Plan - To Scale

# Community Spaces at the First Presbyterian Church

70 E. Main St., Sponsor: First Presbyterian Church

## Project Description:

- Interior and exterior ADA upgrades - \$151k
- Reconfigure sanctuary into multipurpose space with flexible seating and AV equipment - \$238k
- Upgrade kitchen to support community uses - \$33k
- New furnishings and windows in Corey Hall - \$22k
- Restoration of historic clock, bell, and carillon with steeple lighting - \$42k
- Enhance Main Street lawn with seating, landscaping, and other amenities - \$109k

**Cost Estimate:** \$595,000 (up from \$495k)

**NY Forward Request:** \$595,000 (up from \$495k)

**Percentage:** 100% request

Community Rating: Medium

LPC Rating: Medium



## Community Feedback

Supporters strongly back the church's long record of community use and its accessibility upgrades, while a vocal minority objects to public funds going to a religious institution.

# Mixed-Use Redevelopment at 57 E. Main Street

Sponsor: Canandaigua Development Co. LLC

## Project Description:

- Renovate vacant 1,250 SF ground floor retail space (*tenant already secured*)
- Convert 1,250 SF upper floor into two-bedroom apartment

**Cost Estimate:** \$252,000 (up from \$210k)

**NYF Request:** \$164,000 (up from \$135k)

**Percentage:** 65% request

Community Rating: Medium

LPC Rating: High



## Community Feedback

Supporters say this is exactly what a downtown grant is for, filling a need for retail, and they call it cost-effective with the owner's match.

# Library Modernization & Improvements

15 W. Main St., Sponsor: VFL

## Project Description:

- Expand and enhance children’s area with sensory-friendly and inclusive furnishings
- Replace circulation desk with ADA-compliant service hub
- Update aging interior finishes
- Improve floor plan efficiency, traffic flow, and accessibility

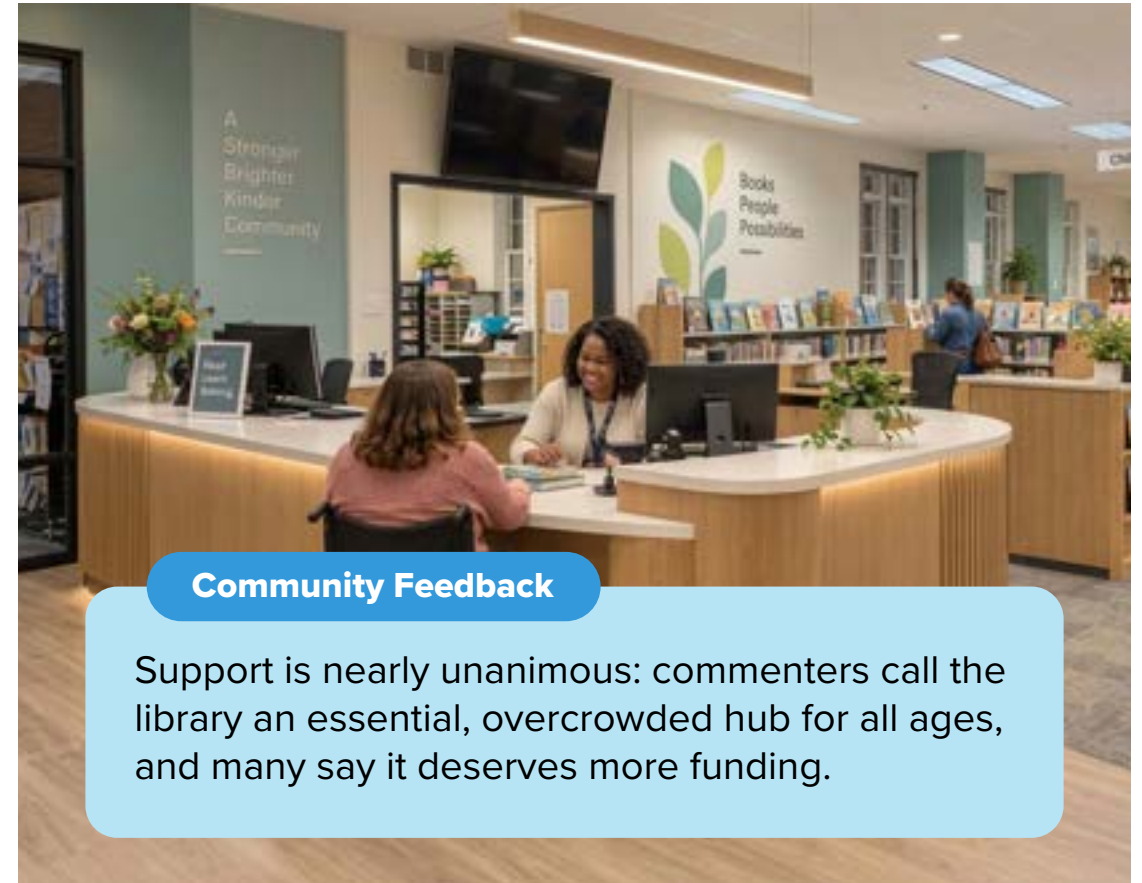
**Cost Estimate:** \$608,000 (up from \$538k)

**NYF Request:** \$568,000 (up from \$498k)

**Percentage:** 93% request

Community Rating: High

LPC Rating: High



## Community Feedback

Support is nearly unanimous: commenters call the library an essential, overcrowded hub for all ages, and many say it deserves more funding.



**Meeting Room**



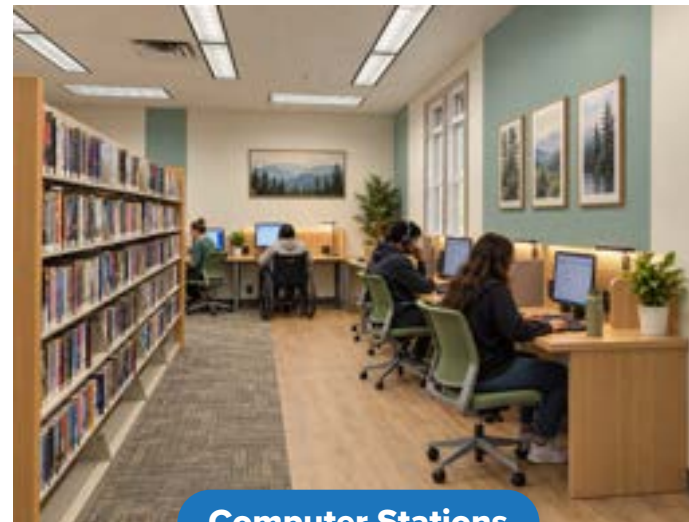
**Seating Area**



**Children's Area**



**Stacks**



**Computer Stations**

# Community Lodge at the Fireman's Field

84 Maple Ave, Sponsor: Victor Fire Department

## Project Description:

- Construct 6,100 SF community lodge with flexible event space, public restrooms, warming kitchen, outdoor seating, and antique fire engine display
- Site improvements including formalized paved parking area and landscaped entry

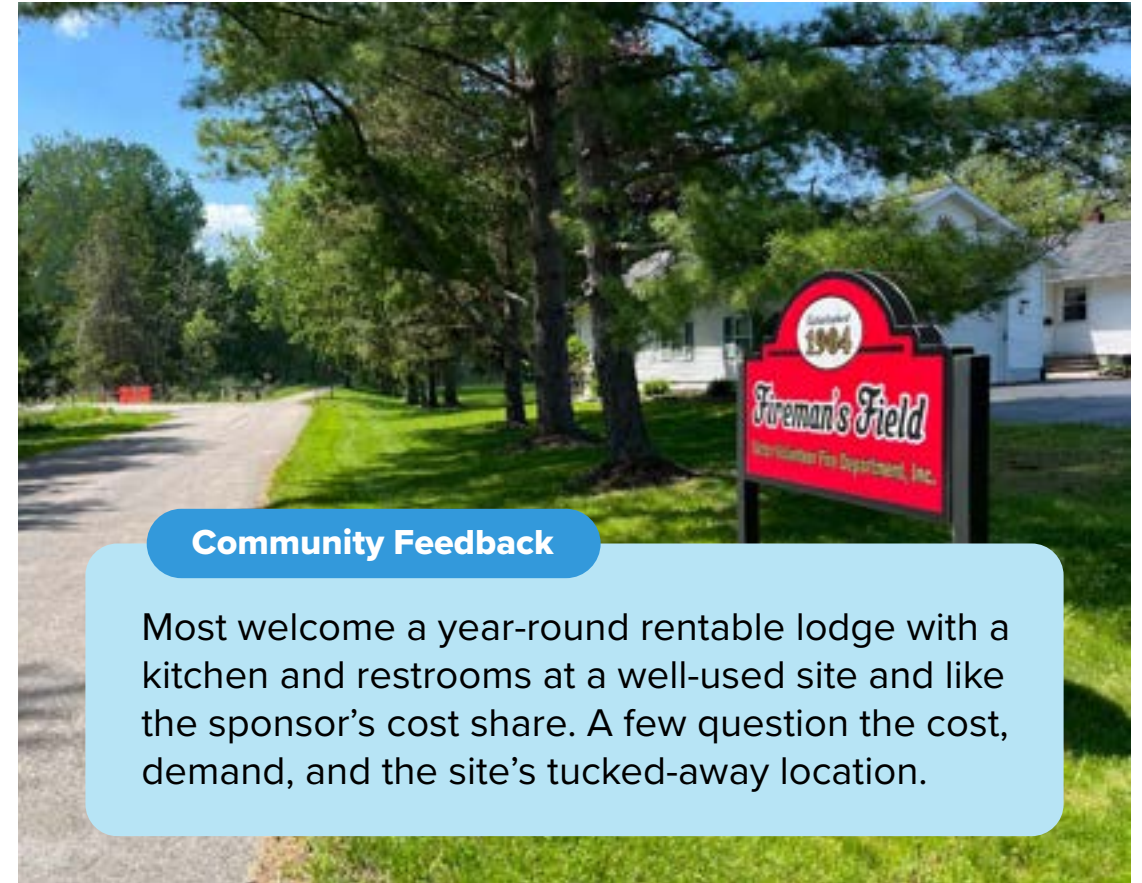
**Cost Estimate:** \$3,500,000

**NY Forward Request:** \$1,000,000

**Percentage:** 29% request

Community Rating: Medium

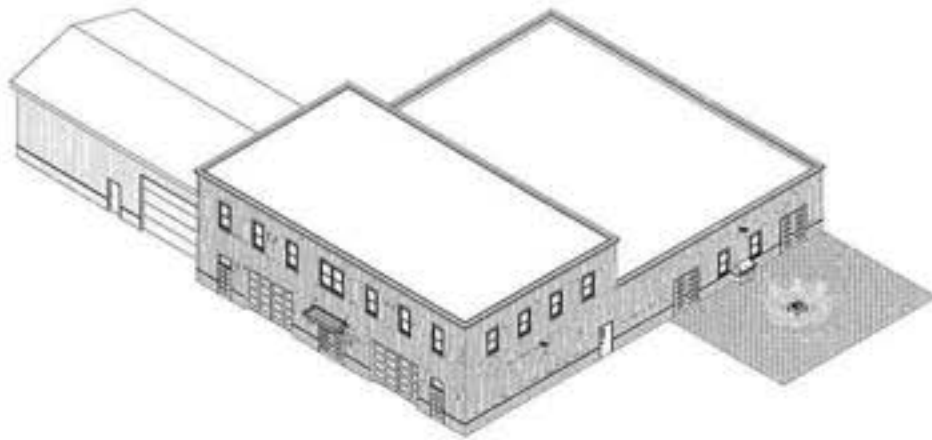
LPC Rating: Medium



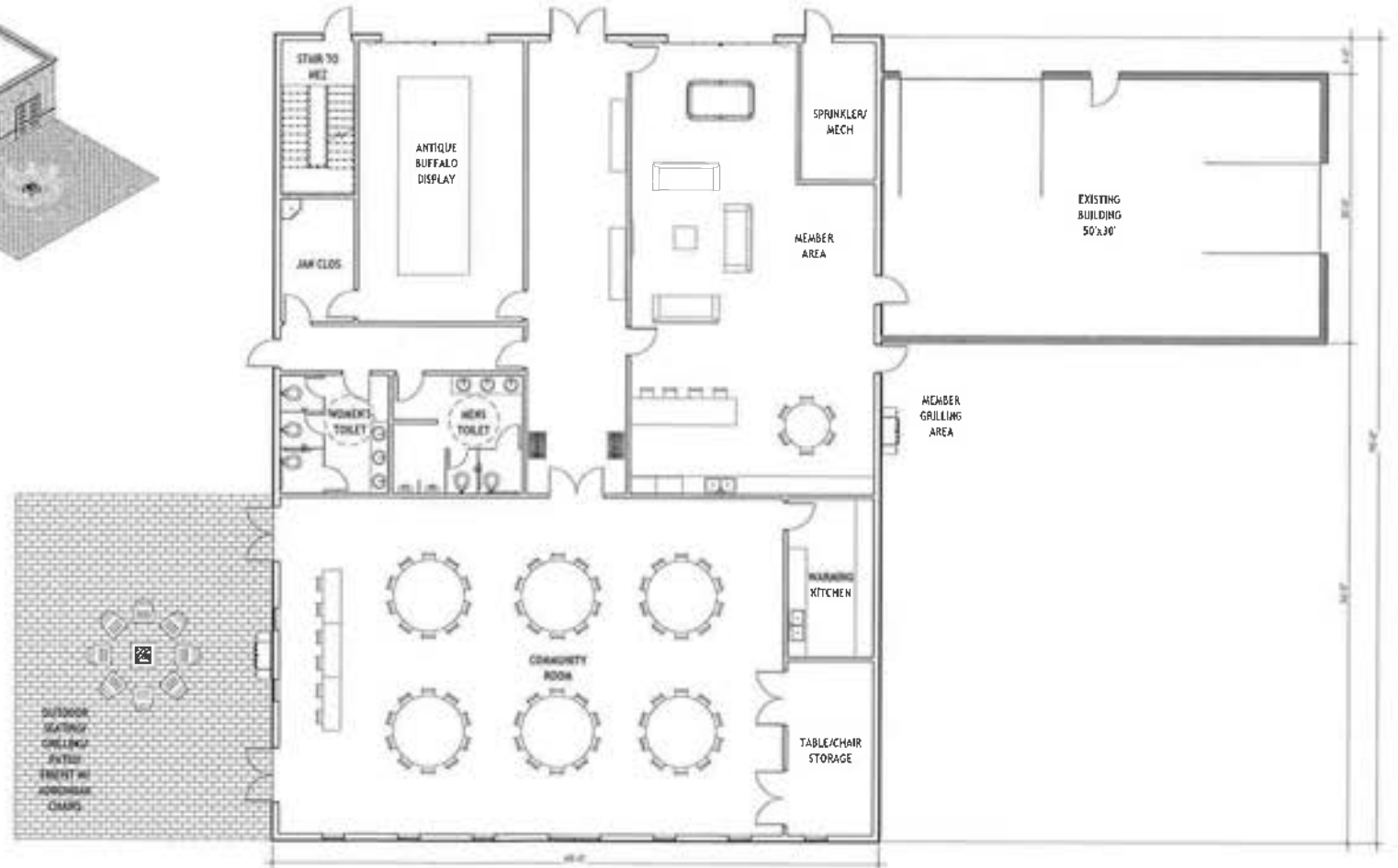
## Community Feedback

Most welcome a year-round rentable lodge with a kitchen and restrooms at a well-used site and like the sponsor's cost share. A few question the cost, demand, and the site's tucked-away location.





Perspective View



First Floor Plan

# Main Street Projects Location Map



## 20 W. Main

Facade improvements and expanded parking area

## 10-16 W. Main

New mixed-use building with retail and housing

## 17 Moore

Facade improvements

## 11-13 Moore

Facade improvements

*\*Must be demolished if 10-16 W. Main development moves forward*

## 2 W. Main

Storefront renovations submitted for Small Project Fund

*\*Upper floor apartments removed from scope*

# 10-16 W. Main Mixed-Use Development

10, 14 & 16 W. Main Street, Sponsor: Northern Saporito Holdings LLC  
& Lilac at Victor Main St LLC

**Community Rating: Low**

**LPC Rating: Medium**

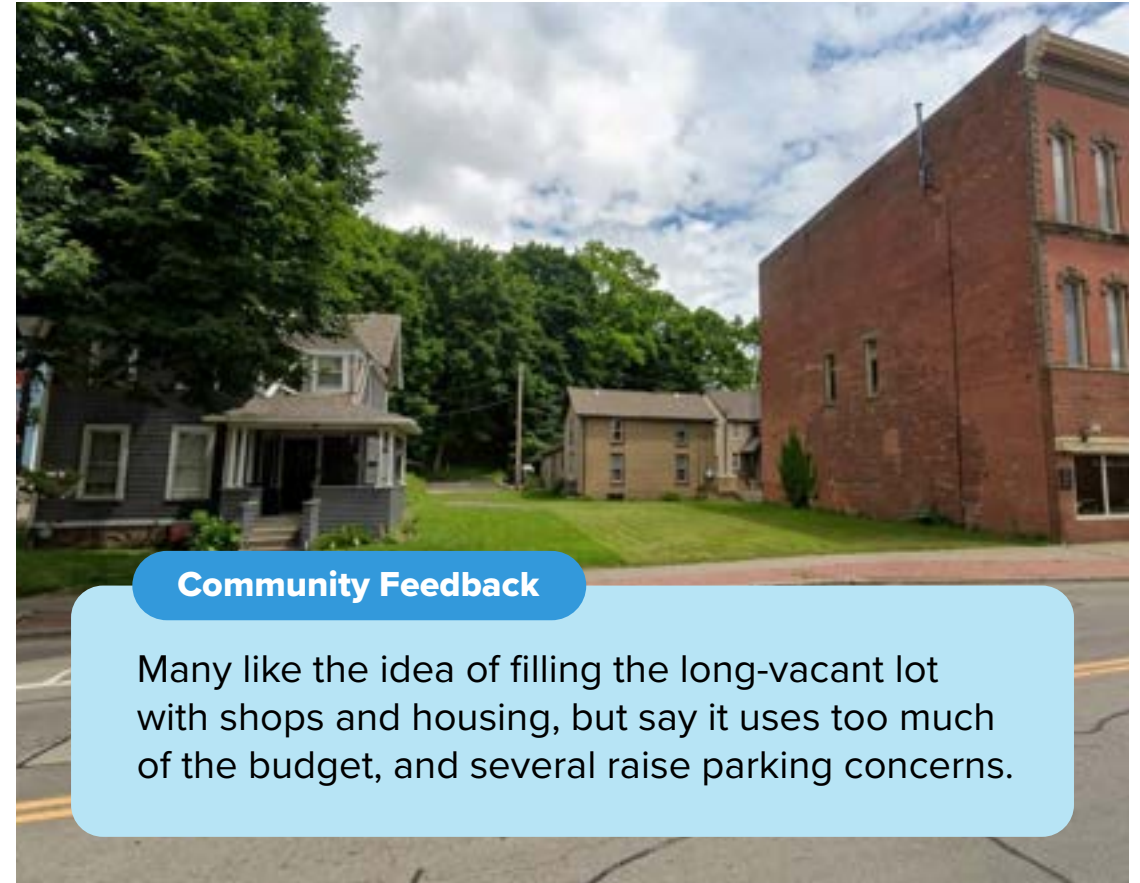
## Project Description:

- New 3-story, 18,900 SF mixed-use building
- 3,500 SF of retail space on ground floor
- 12 upscale apartments on upper floors
- 19 additional parking spaces (13 covered spaces for tenants and 6 on W. Main Street)
- Creation of 7-10 long-term jobs expected

**Cost Estimate:** \$6,856,000 (up from \$5M)

**NYF Request:** \$3,500,000 (up from \$3.25M)

**Percentage:** 51% request

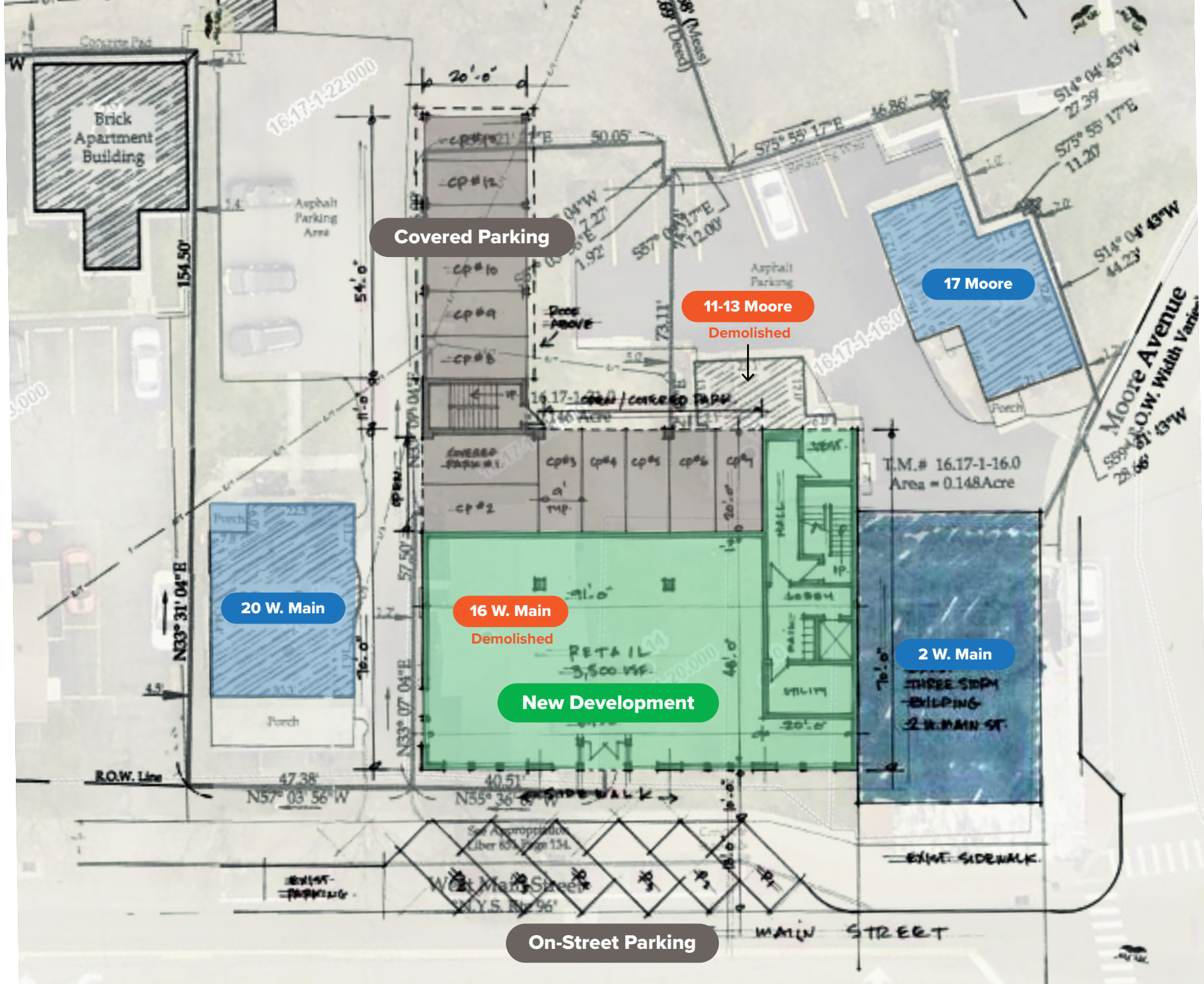


## Community Feedback

Many like the idea of filling the long-vacant lot with shops and housing, but say it uses too much of the budget, and several raise parking concerns.



Rendering



# 20 W. Main Revitalization

Sponsor: Lilac at Victor Main St LLC

Community Rating: Low

LPC Rating: Low

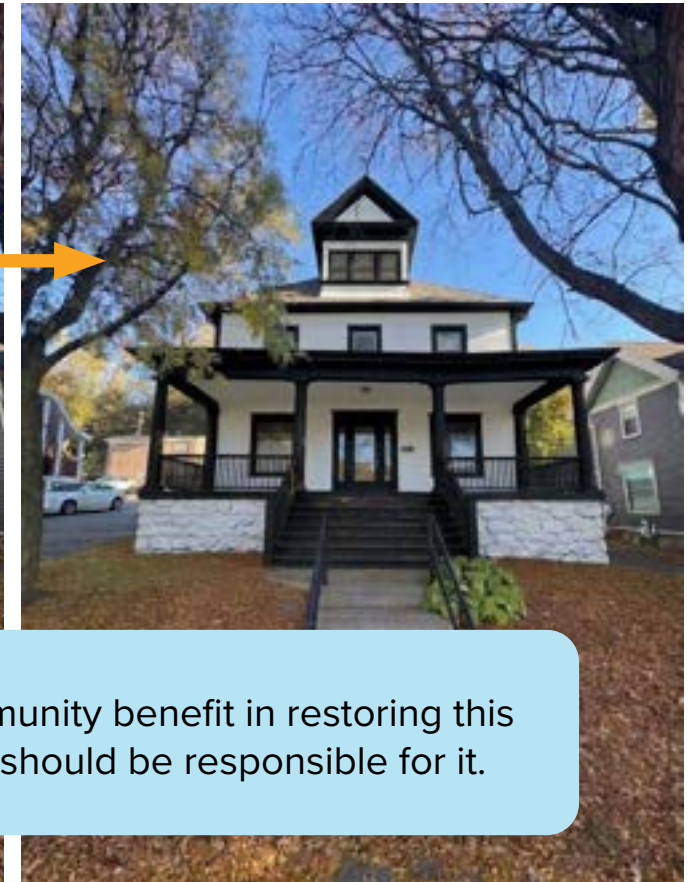
## Project Description:

- Restore historic character of multi-family residence, including siding, porch, windows, doors, and roof replacement
- Add 15-20 parking spaces in rear of property, to be shared with proposed new development at 10-16 W. Main Street

**Cost Estimate:** \$310,000

**NY Forward Request:** \$200,000

**Percentage:** 65% request



## Community Feedback

Commenters saw little community benefit in restoring this property and felt the owner should be responsible for it.

# 17 Moore Ave Revitalization

Sponsor: Lilac at Victor Main St LLC

Community Rating: Low

LPC Rating: Low

## Project Description:

- Upgrade facade
- Replace windows, doors, and roof
- Reconstruct ADA ramp and entries
- Enhance landscaping
- Redesign parking lot

**Cost Estimate:** \$161,000

**NY Forward Request:** \$95,000

**Percentage:** 59% request



## Community Feedback

Comments see little community benefit because the building isn't very visible and adds no new housing, though a few call it a cheap fix for an eyesore.

# 11-13 Moore Ave Revitalization

Sponsor: Lilac at Victor Main St LLC

Community Rating: Low

LPC Rating: Low

## Project Description:

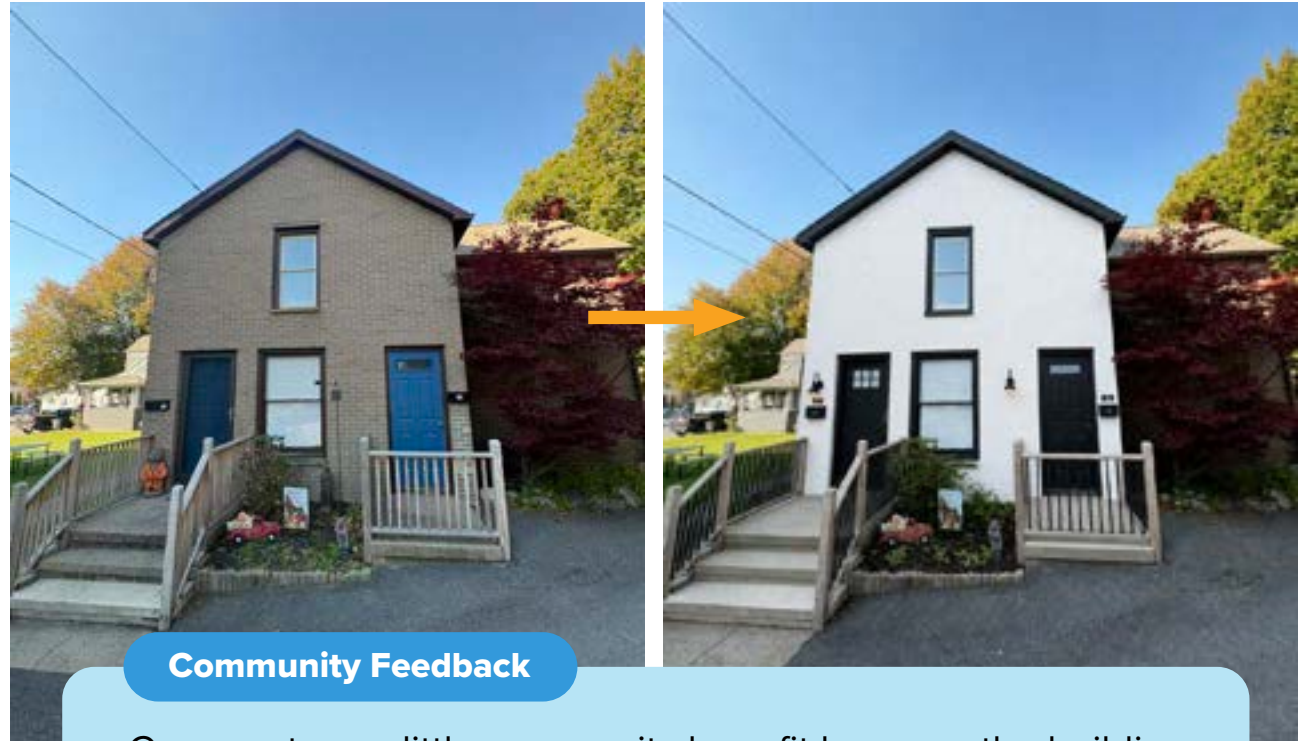
- Upgrade facade
- Reconstruct ADA ramp and entries
- Enhance landscaping

**Note:** If 10-16 W. Main Street development moves forward, this building needs to be demolished.

**Cost Estimate:** \$43,000

**NY Forward Request:** \$25,000

**Percentage:** 58% request



## Community Feedback

Comments see little community benefit because the building isn't very visible and adds no new housing, though a few call it a cheap fix for an eyesore.



VICTOR NY FORWARD

# *“Maybe”* Projects

**From Last LPC Meeting**

# Adams Street Enhancements

Sponsor: Village of Victor

Community Rating: Medium

LPC Rating: Medium

## Project Description:

- Raised table intersection at Maple Ave, with new crosswalk on south side of intersection
- Push-button pedestrian signals at School Street and Maple Ave intersections
- Bike sharrow markings
- ADA & sidewalk connectivity improvements

**Cost Estimate:** \$530,000

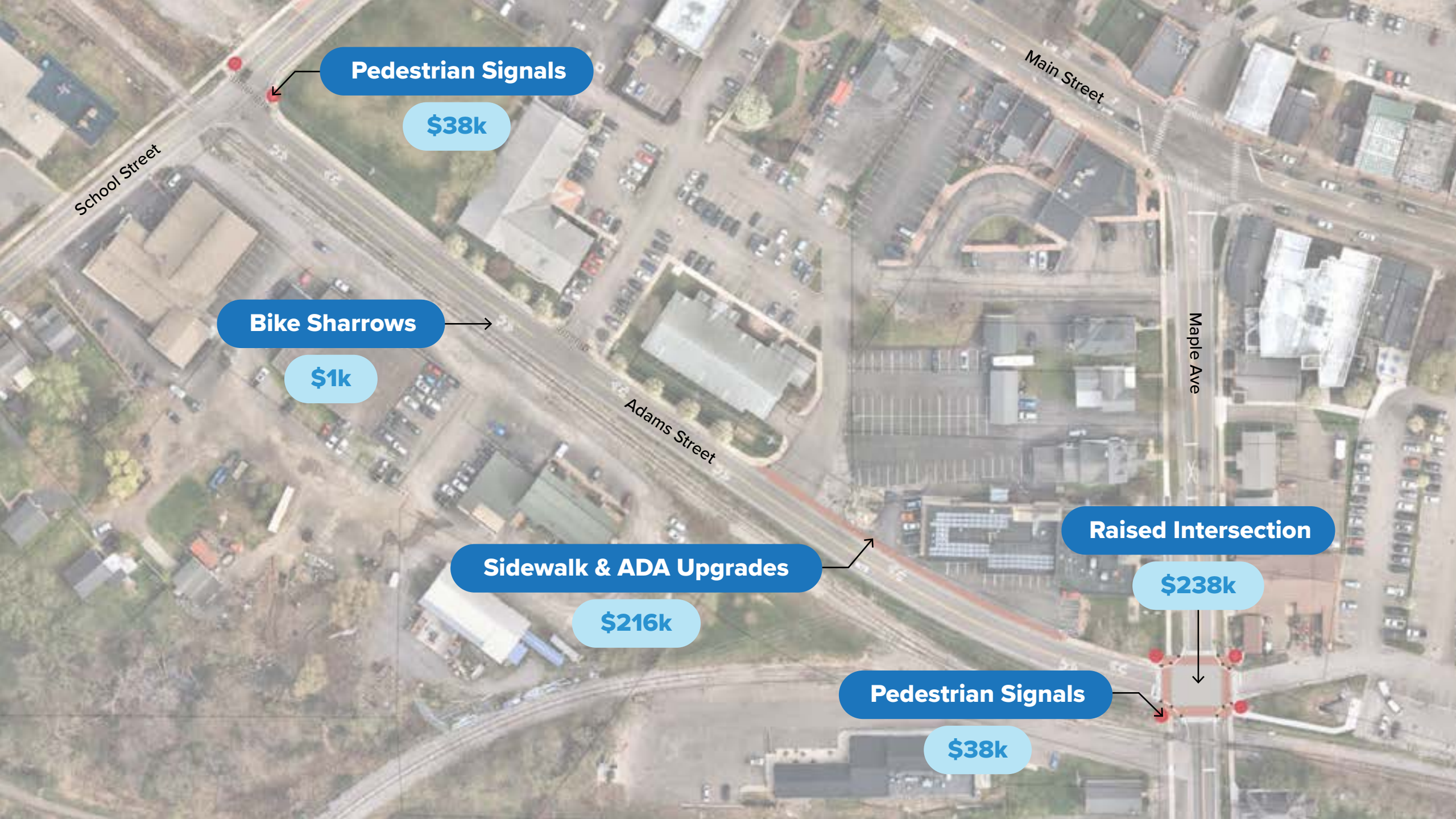
**NY Forward Request:** \$530,000

**Percentage:** 100% request



### Community Feedback

Most commenters welcome safer intersections and walkability fixes, though a few say it costs too much or should be a routine Village DPW project.



**Pedestrian Signals**

**\$38k**

**Bike Sharrows**

**\$1k**

**Sidewalk & ADA Upgrades**

**\$216k**

**Raised Intersection**

**\$238k**

**Pedestrian Signals**

**\$38k**

# Community Pavilion

60 E. Main Street, Sponsor: Village of Victor

## Project Description:

- New 4,500 SF open-air pavilion for community events, such as the Farmers' Market, as well as rental opportunities
- Reconfigure parking lot and circulation

**Cost Estimate:** \$950,000

**NYF Request:** \$550,000 (down from \$950k)

**Percentage:** 58% request (down from 100%)

*Village match to be funded through Capital Improvement Funds for site improvements.*

**Community Rating: High**

**LPC Rating: Medium**



### Community Feedback

This drew the most enthusiastic comments, praising a year-round home for the farmers market and a multi-use gathering space. The main concerns were losing parking spaces, plus some questions about upkeep.

EXISTING TWO-LANE LOT ENTRANCE/EXIT FROM EAST MAIN STREET

MAIN STREET

Village Hall

Restroom

Future Phase

PROPOSED FUTURE RESTROOMS  
AREA: 450 SF  
N: 1087267.4588  
E: 599462.0157

PROPOSED 10' WIDE RAISED CONCRETE CROSSWALK (FARMERS MARKET TO FUTURE RESTROOM)

PROPOSED CONCRETE SIDEWALK/ GRASS CURB AREA

PROPOSED FLOW OF TRAFFIC (TYP.)

Site Improvements

\$400k

Pavilion

(FARMERS MARKET)

\$550k

BURIED TELEPHONE LINE (LOOKS ABANDONED)

EXISTING 2" SVC LINES

30' CURB TO EDGE OF PARKING STRIPE

PROPOSED CONCRETE SIDEWALK/ GRASS CURB AREA (TYP.)

36' LANE DIVIDER TO EDGE OF PARKING STRIPE

24" SLOPP (STORM SEWER)

Frontier Tel Of Rochester  
42 East Main St  
28.06-1-11.200

Frontier LLC  
34 East Main St  
28.06-1-4.000

Kenda Place LLC  
10 East Main St  
28.06-1-3.100

Linday Properties, LLC  
37 Maple Ave  
28.06-1-8.100

Linday Properties, LLC  
33 Maple Ave  
28.06-1-9.000

Knapp Enterprise LLC  
59 Maple Ave  
28.06-1-10.110

EXISTING 12" CMP (LOOKS ABANDONED; V.I.F.)

PROPOSED ACCESSIBLE PARKING STALL (TYP. OF 4)

PROPOSED CONCRETE SIDEWALK/ GRASS CURB AREA

PROPOSED 14' LANE (VILLAGE DRIVE ONLY)

48" CONC. BOX (STORM SEWER)

81" X 59" CMP ARCH PIPE (STORM SEWER)  
STONE BOX CULVERT

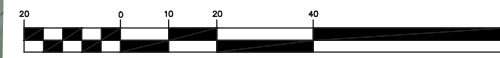
KEEP RIGHT  
R6-7a

EXISTING LIGHTPOST (TYP.)

Village of Victor Maple Avenue

Village of Victor Maple Avenue

GRAPHIC SCALE



( IN FEET )  
1 inch = 20 ft.

# Preserve Historic Facade at 1-3 E. Main Street

Sponsor: 1 East Main St Victor LLC

## Project Description:

- Rehabilitate historic masonry, windows, awnings, and storefront

**Note:** Basement rehabilitation removed from scope & shifted to Small Project Fund.

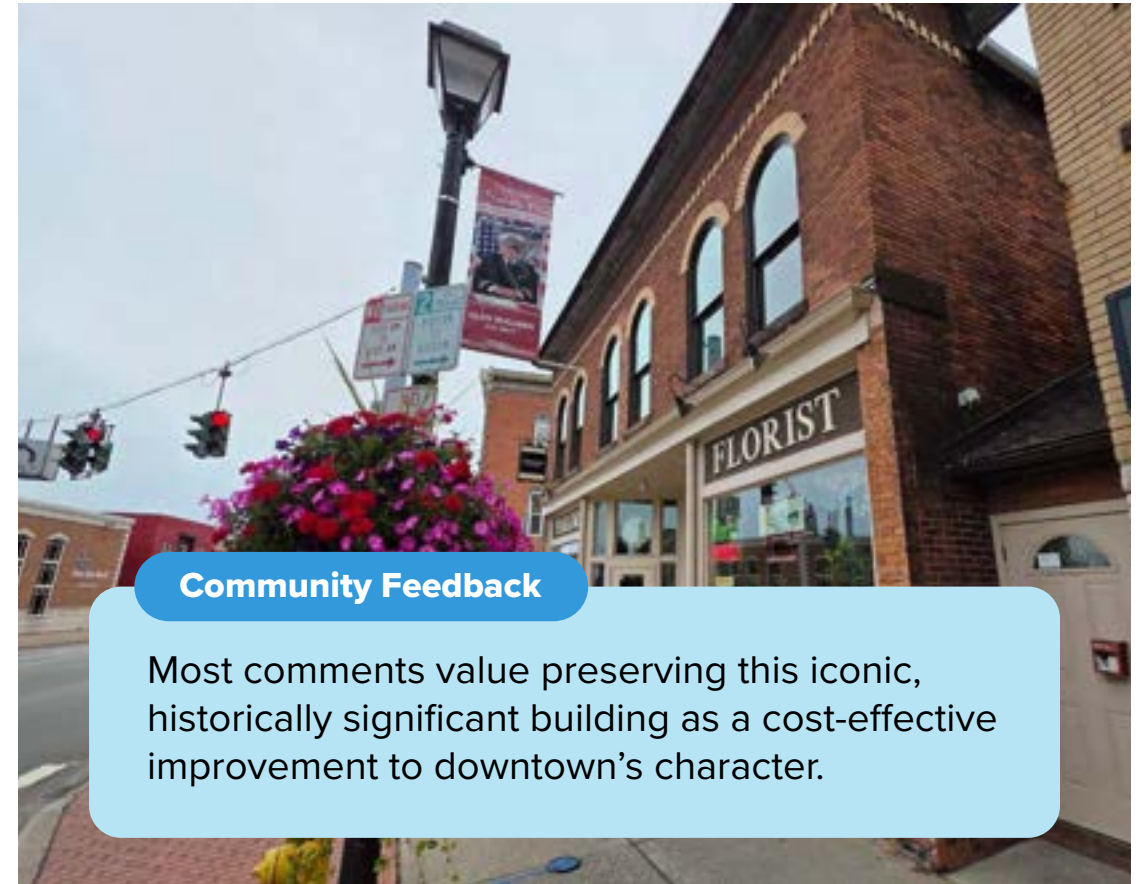
**Cost Estimate:** \$100,000 (down from \$187k)

**NYF Request:** \$65,000 (down from \$121k)

**Percentage:** 65% request

Community Rating: Medium

LPC Rating: Medium



## Community Feedback

Most comments value preserving this iconic, historically significant building as a cost-effective improvement to downtown's character.

# Victor Insulators Facade Improvements

280 Maple Avenue, Sponsor: Victor Insulators

## Project Description:

- Enhance factory and office building facades, including new paint, masonry repairs, signage, and lighting - **\$372k**
- Replace office building roof - **\$296k**
- Upgrade landscaping for curb appeal - **\$28k**

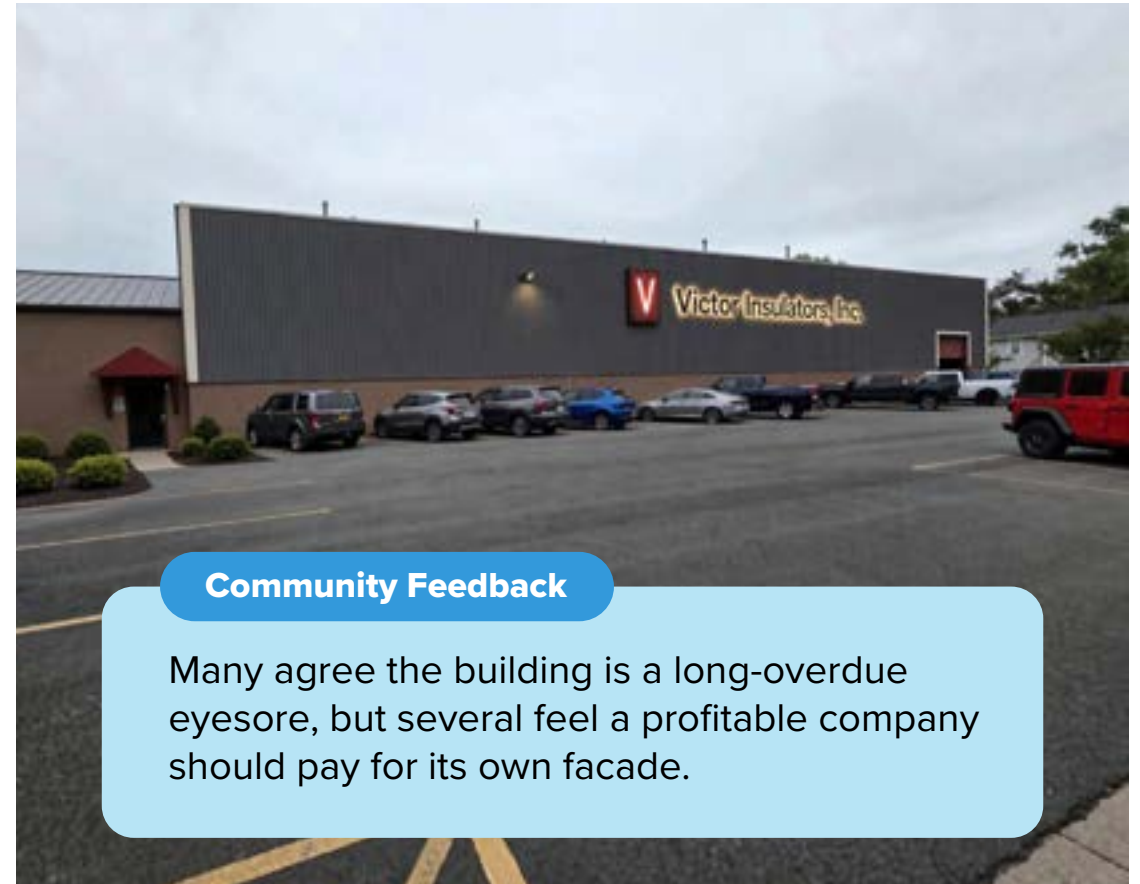
**Cost Estimate:** \$696,000 (up from \$507k)

**NYF Request:** \$348,000 (up from \$253k)

**Percentage:** 50% request

**Community Rating: Low**

**LPC Rating: Medium**



## Community Feedback

Many agree the building is a long-overdue eyesore, but several feel a profitable company should pay for its own facade.

# Pomodoro Grill & Facade Improvements at 14 Railroad St.

Sponsor: VGM 14, LLC &

## Project Description:

- Upgrade facade, porch, ADA, and HVAC - **\$315k**
- Transform vacant 4,900 SF ground floor space into Pomodoro Grill and Wine Bar, a new sit-down restaurant - **\$600k**

**Cost Estimate:** \$915,000

**NYF Request:** \$605,000

**Percentage:** 66% request

**Note:** Combined both projects at this location.

Community Rating: Medium

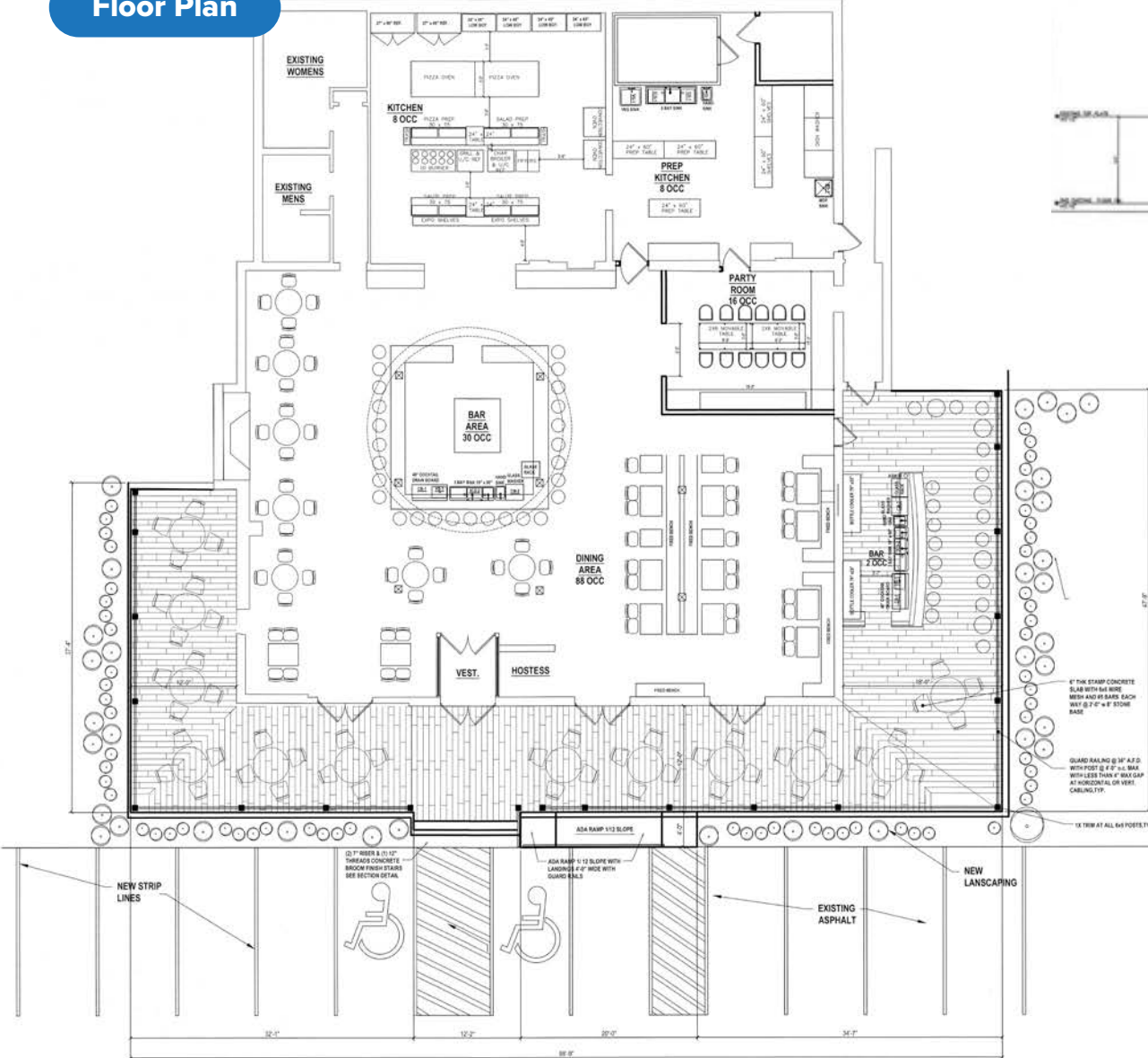
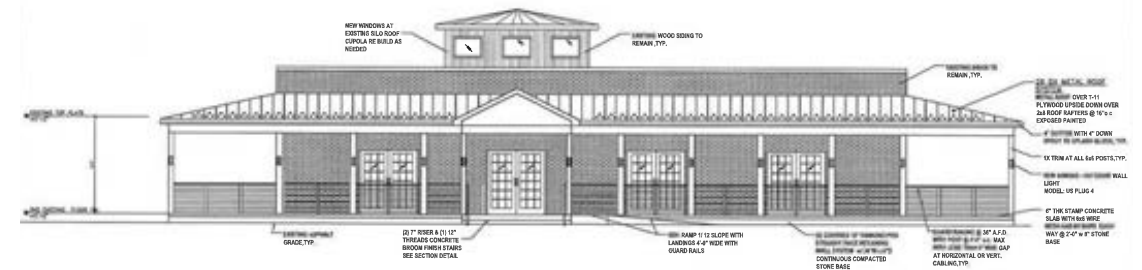
LPC Rating: Medium



## Community Feedback

Many are excited to bring back a sit-down restaurant in a building with history and to draw trail users downtown, but some feel the NY Forward request is too high.

## Floor Plan



## Exterior Elevation



VICTOR NY FORWARD

# *Coming Up* Next...

# Coming Up

**Dec. 3**

## **LPC Meeting 5**

Early Childhood School, 6:00 PM

Continue review and evaluation of projects.  
If ready, sign final ballots.

**\*Dec. 17**

## **LPC Meeting 6 (\*If necessary)**

Early Childhood School, 6:00 PM

Sign final ballots.



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# *LPC* Questions



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# *Public* Comments

[VictorNYForward.com](https://VictorNYForward.com)



# Guidelines

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

Thank you for coming!

