



NY Forward

Agenda

01 What is NY Forward?

02 Eligible Projects

03 Evaluation Criteria

04 Proposed Projects

05 Coming Up Next

06 Q&A Session

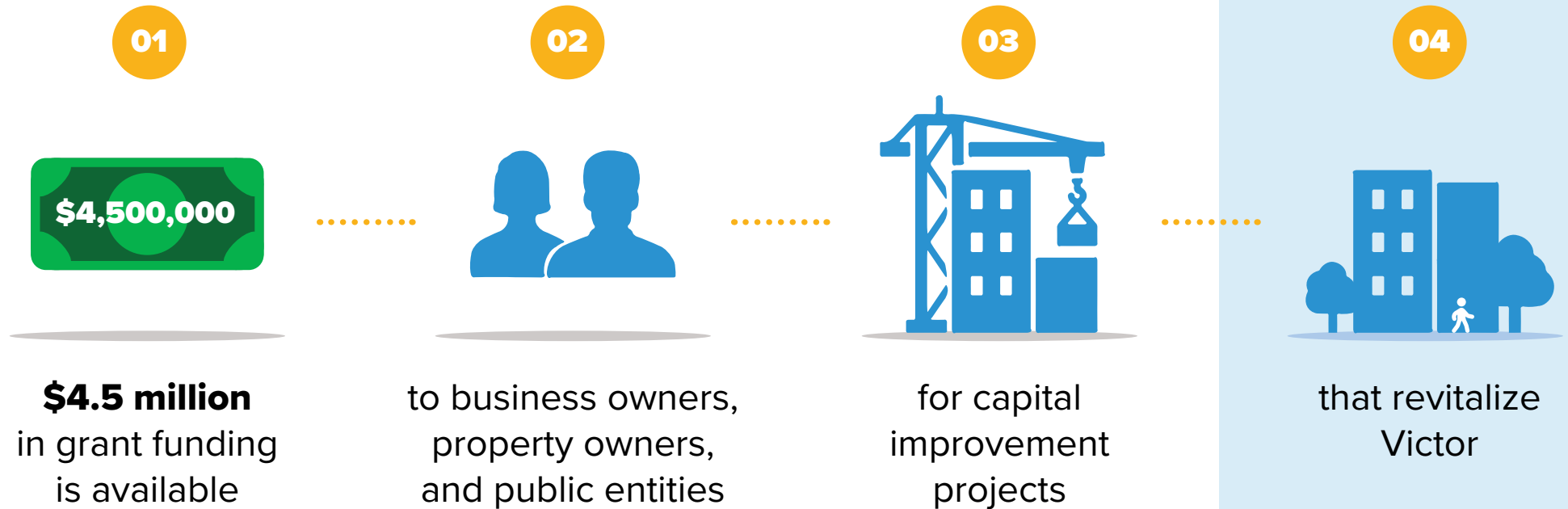
07 Interactive Spending Activity!



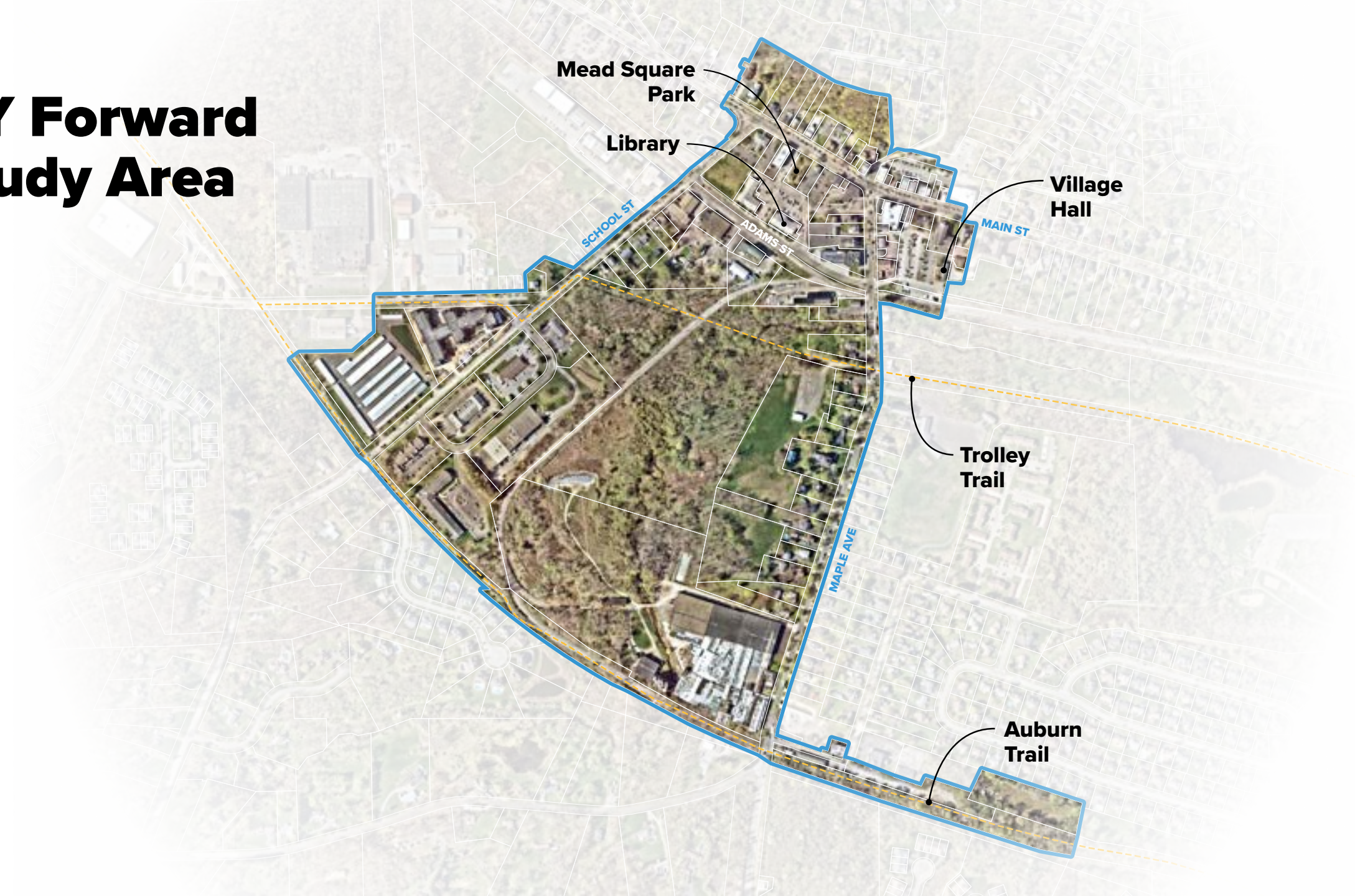
VICTOR NY FORWARD

What is NY Forward?

NY Forward Basics



NY Forward Study Area



Who is Involved?



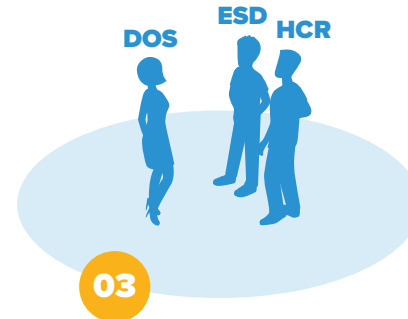
Local Planning Committee (LPC)

Group of local community members who guide the planning process and will identify the projects that have the most potential to benefit downtown.



Project Team

Subject matter experts in planning, architecture, and economic development who facilitate the planning process.



State Agencies & Representatives

Representatives from New York State agencies that oversee the planning process.



Community Members

Community members can get involved by proposing their projects for potential funding and providing feedback throughout the process.

Local Planning Committee



LPC Co-chairs:

- Mayor Sean McAdoo, Village of Victor
- Tracey Dello Stritto, Finger Lakes Regional Economic Development Council

Members:

- Paris Albert, ESL
- Romy Barbato, Victor Farmington Library
- Aimee Cain, AE Gifts & Clothing
- Emily Knickerbocker, Victor Insulator
- Chris Mergler, Village Planning Board
- Charlie Parkhurst, Victor-Farmington Rotary
- Dawn Pierson, Victor Urban Renewal Agency
- Kathy Rayburn, Victor Local Development Corporation
- Scott Reinhart, Victor Hiking Trails

Timeline

June 2026

NY Forward Process Begins

Victor is selected as a NY Forward community and the planning process begins.

July to Aug.

Open Call for Project Applications

Community members submit project applications for consideration for potential NY Forward funding.

We are here!

Sept. to Dec.

Project Evaluation by the LPC

Project applications are reviewed and evaluated by the Local Planning Committee (LPC).

Timeline

Early 2027

Recommended Projects Submitted to New York State for Review

The LPC will recommend select projects to NYS for potential funding in the *Strategic Investment Plan*.

Tentatively

Summer 2027

NY Forward Awards Announced

New York State will make the final decision on which projects recommended by the LPC will receive NY Forward grant awards.

2027 to 2030+

Project Implementation

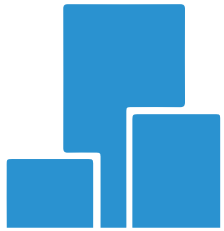
NY Forward project work is completed.



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Eligible Projects

Eligible Project Types



New Development or Rehabilitation

for mixed-use, commercial,
residential, or public uses



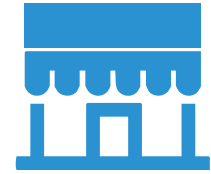
Public Improvements

such as parks, public spaces,
and streetscape improvements



Downtown Branding

such as promotional
materials and branding
for downtown Victor



Small Projects

such as minor interior/
exterior renovations, facade
improvements, and public art



Ineligible Costs

Planning activities, operations and maintenance, property
acquisition, existing programs, and costs already incurred to date.

Past Project Examples

Oswego, Litatro Mixed-Use Development & Restaurant

Before



After



Past Project Examples

Oswego, Buckhout-Jones Building Facade Restoration

Before



After



Past Project Examples

Albany, Federal Park

Before



After



Past Project Examples

Albany, Clinton Avenue Streetscape

Before



After





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Evaluation Criteria

Evaluation Criteria

Impact

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

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.”

Victor's Goals

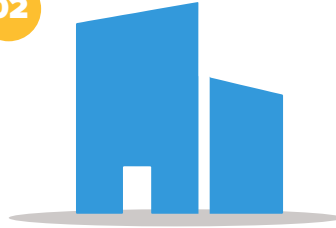
01



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



Enhance **downtown living** and quality of life



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



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



Encourage the **reduction of greenhouse gas emissions**



Provide a diverse mix of **employment opportunities**



Grow the local property **tax base**



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

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



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Proposed Projects



Important

For the purposes of today's exercise,
**cost estimates have been rounded
to their nearest \$50,000.**

Mead Square Park

39 W. Main Street, Sponsor: Village of Victor

Public Project

Project Description:

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

Cost Estimate: \$400,000

NY Forward Request: \$400,000

Percentage: 100% request





Main Street

Entry Sign

Bandstand

Mead Lane (one-way)

Adams Street Enhancements

Sponsor: Village of Victor

Public Project

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: \$550,000

NY Forward Request: \$550,000

Percentage: 100% request





Pedestrian Signals

Main Street

School Street

Bike Sharrows

Adams Street

Maple Ave

Pedestrian Connection

Raised Intersection

Pedestrian Signals

Wayfinding System

Sponsor: Village of Victor

Public Project

Project Description:

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

Note: Signage is for public facilities and areas, not private businesses.

Cost Estimate: \$100,000

NY Forward Request: \$100,000

Percentage: 100% request



Small Project Grant Fund

Sponsor: Village of Victor

Public Project

Project Description:

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

Note: Grant recipients must provide a minimum 25% match.

Cost Estimate: \$400,000

NY Forward Request: \$300,000

Percentage: 75% request



Community Pavilion

60 E. Main Street, Sponsor: Village of Victor

Public Project

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

NY Forward Request: \$550,000

Percentage: 58% request



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

MAIN STREET

Village Hall

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.)

BURIED
TELEPHONE LINE
(LOOKS ABANDONED)

EXISTING
2" SVC
LINES

24" SLOPP
(STORM SEWER)

36"
LANE DIVIDER
TO EDGE OF
PARKING
STRIPE

Pavilion

PROPOSED
CONCRETE SIDEWALK/
GRASS CURB AREA
(TYP.)

MAIN
PARKING
LOT

30'
CURB TO
EDGE OF
PARKING
STRIPE

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

PROPOSED
CONCRETE SIDEWALK/
GRASS CURB AREA

PROPOSED ACCESSIBLE
PARKING STALL (TYP. OF 4)

PROPOSED
14' LANE
(VILLAGE DRIVE ONLY)

48" CONC. BOX
(STORM SEWER)

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

GRAPHIC SCALE



(IN FEET)

1 inch = 20 ft.

Auburn Trail Hub

Sponsor: Victor Hiking Trails

Non-Profit Project

Project Description:

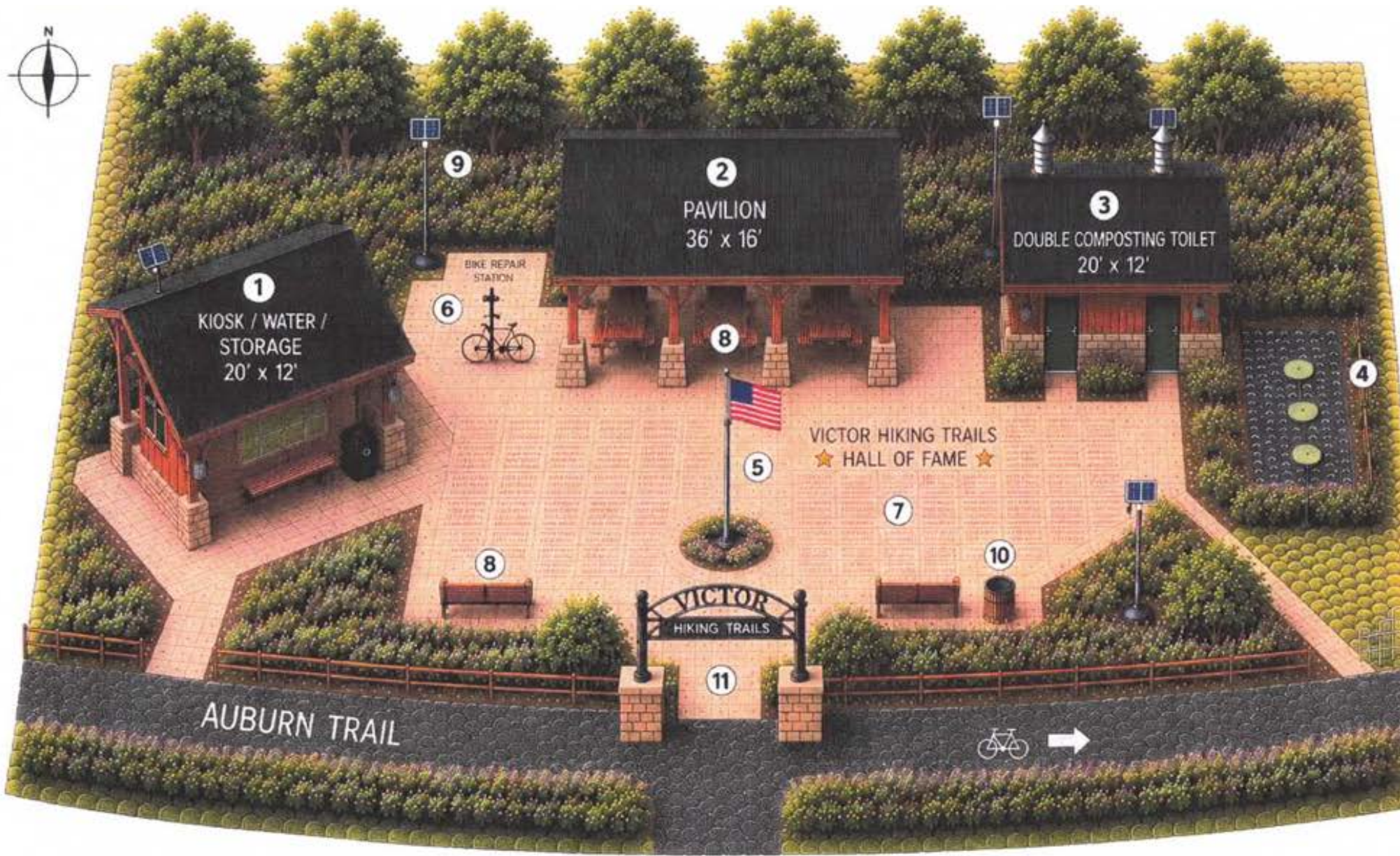
- Open-air pavilion and patio, with ADA-accessible seating and picnic areas
- Kiosk with wayfinding signage
- Composting toilet
- Bike racks and repair stand
- Amenities including phone charging stations, lending library, pollinator garden, chess board table, flag pole, and more

Cost Estimate: \$700,000

NY Forward Request: \$700,000

Percentage: 100% request





Community Spaces at the First Presbyterian Church

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

Project Description:

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

Cost Estimate: \$500,000

NY Forward Request: \$500,000

Percentage: 100% request

Non-Profit Project



Mixed-Use Redevelopment at 57 E. Main Street

Sponsor: Canandaigua Development Co. LLC

Private Project

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: \$250,000

NY Forward Request: \$150,000

Percentage: 60% request



Preserve Historic Character of 1-3 E. Main Street

Sponsor: 1 East Main St Victor LLC

Project Description:

- Rehabilitate historic masonry, windows, awnings, and storefront

Cost Estimate: \$100,000

NY Forward Request: \$50,000

Percentage: 50% request

Private Project



Main Street Mixed-Use Development

Private Project

2, 10, 14 & 16 W. Main Street

Sponsor: Northern Saporito Holdings LLC
& Lilac at Victor Main St LLC

Project Description:

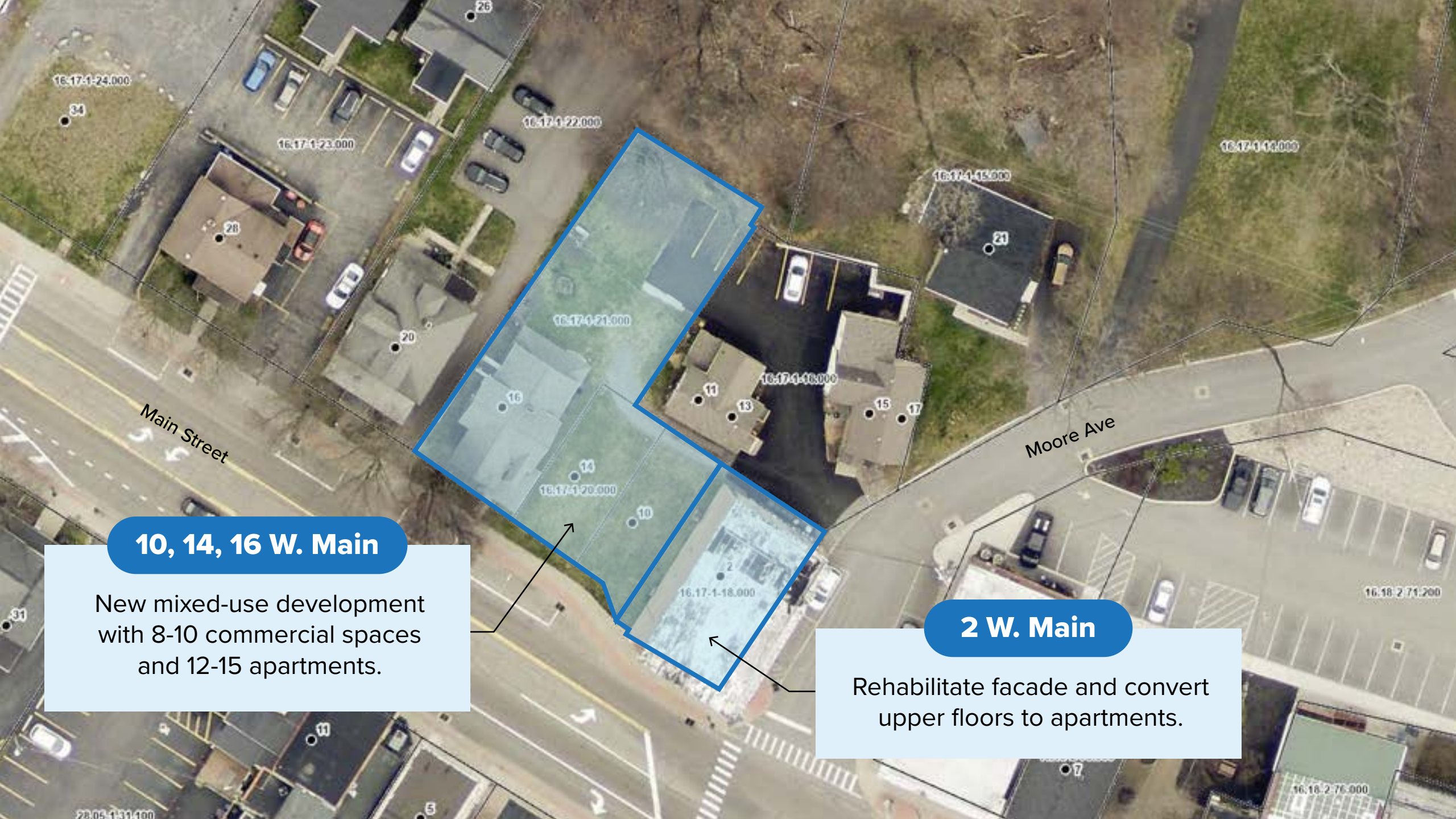
- **2 W. Main:** Rehabilitate facade and convert upper floors into luxury apartments
- **10, 14, 16 W. Main:** Construct 16,000 to 18,000 SF mixed-use building with 8-10 commercial spaces on first floor and 12-15 apartments on upper floors

Cost Estimate: \$6,000,000

NY Forward Request: \$3,000,000

Percentage: 50% request





10, 14, 16 W. Main

New mixed-use development with 8-10 commercial spaces and 12-15 apartments.

2 W. Main

Rehabilitate facade and convert upper floors to apartments.

20 W. Main Historic Revitalization

Sponsor: Lilac at Victor Main St LLC

Private Project

Project Description:

- Restore historic character of facade, including refreshing siding, redesigning front and rear porches, and replacing roof
- Expand parking area in rear of property, to be shared with proposed new development at adjacent properties (2-16 W. Main Street)

Cost Estimate: \$350,000

NY Forward Request: \$200,000

Percentage: 57% request



Moore Ave Apartments Revitalization

Private Project

11-17 Moore Avenue

Sponsor: Lilac at Victor Main St LLC

Project Description:

- Upgrade facades of existing apartment buildings to fit in better with the character of downtown

Cost Estimate: \$200,000

NY Forward Request: \$100,000

Percentage: 50% request



Library Modernization & Improvements

15 W. Main St., Sponsor: Victor-Farmington Library

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: \$550,000

NY Forward Request: \$500,000

Percentage: 91% request

Non-Profit Project





Community Lodge at the Fireman's Field

84 Maple Ave, Sponsor: Victor Fire Department

Non-Profit Project

Project Description:

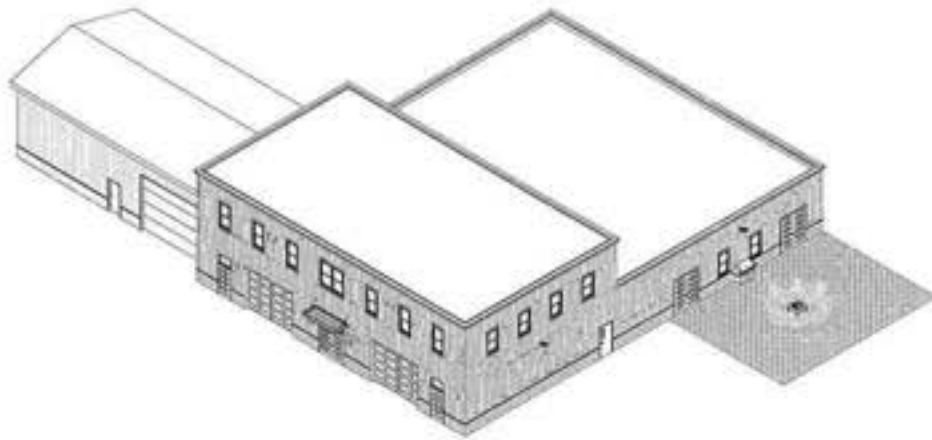
- Construct 6,500 SF community lodge with flexible event space, public restrooms, warming kitchen, outdoor seating, and antique fire engine display
- Site improvements including formalized paved parking area and landscaped entry

Cost Estimate: \$3,500,000

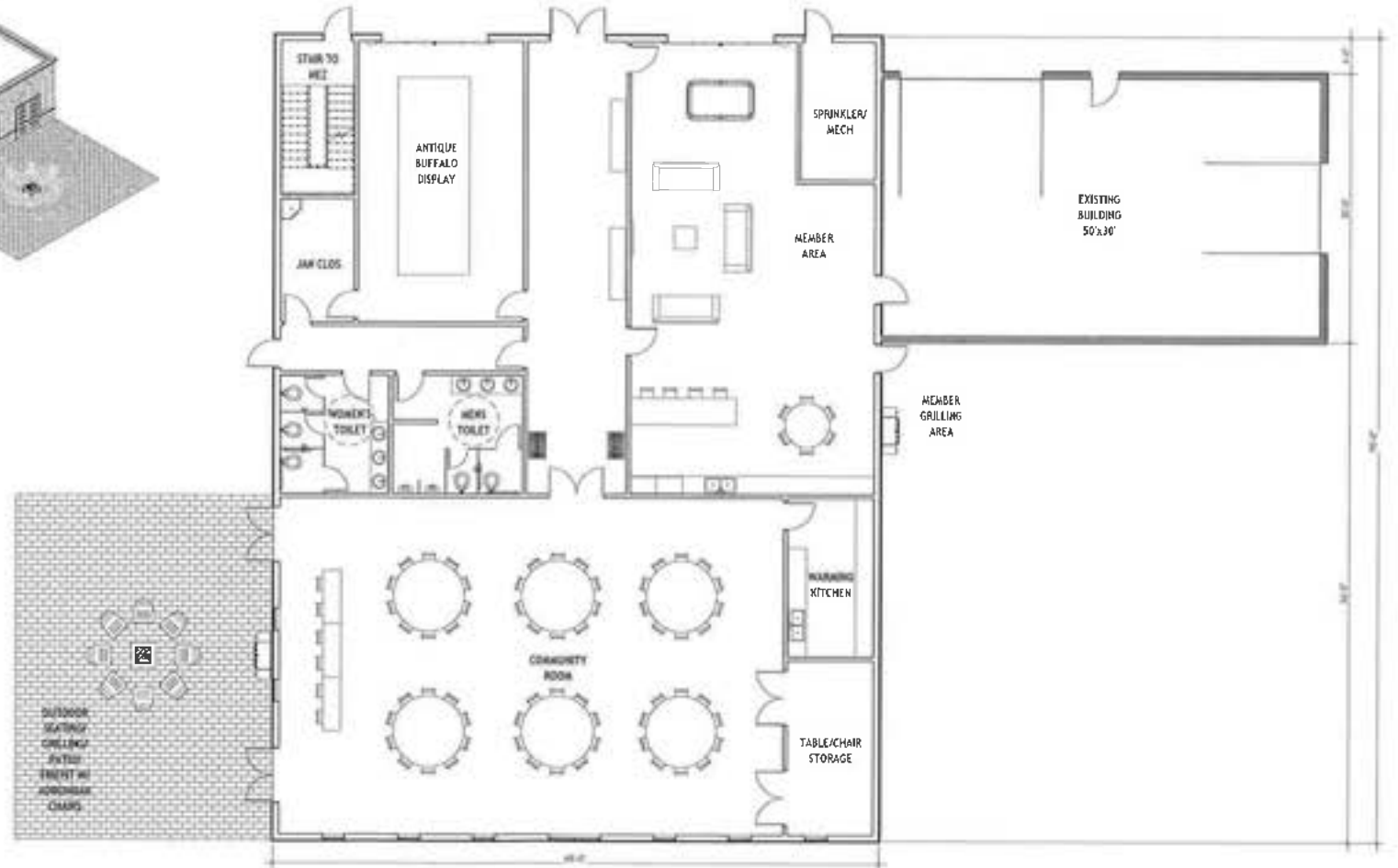
NY Forward Request: \$1,000,000

Percentage: 29% request





Perspective View



First Floor Plan

Victor Insulators Facade Improvements

280 Maple Avenue, Sponsor: Victor Insulators

Project Description:

- Enhance factory facade with new signage and lighting
- Enhance office building with new paint, masonry repairs, and roof replacement
- Upgrade landscaping for curb appeal

Cost Estimate: \$500,000

NY Forward Request: \$250,000

Percentage: 50% request

Private Project



Pomodoro Grill & Facade Improvements at 14 Railroad Street

Private Project

Sponsor: VGM 14, LLC & Pomodoro Grill

Project Description:

- Upgrade building facade and covered porch, and install patio with retaining wall and ADA-accessible entrance
- Transform vacant 4,900 SF ground floor space into Pomodoro Grill and Wine Bar, a new sit-down restaurant offering dining and beverage options

Cost Estimate: \$900,000

NY Forward Request: \$600,000

Percentage: 67% request





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Coming Up Next...

Coming Up

Oct. 29

OPEN TO THE PUBLIC

LPC Meeting 4

Early Childhood School, 6:00 PM

The LPC will continue reviewing and evaluating the proposed projects. Project sponsors will have an opportunity to briefly present to the Committee. Results from the Project Spending Activity will be shared.

Dec. 3

OPEN TO THE PUBLIC

LPC Meeting 5

Early Childhood School, 6:00 PM

The LPC will continue reviewing projects and, if ready, will finalize its slate of recommended projects, which will be submitted to New York State for a final funding decision.



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Any Questions?

VictorNYForward.com



NY Forward



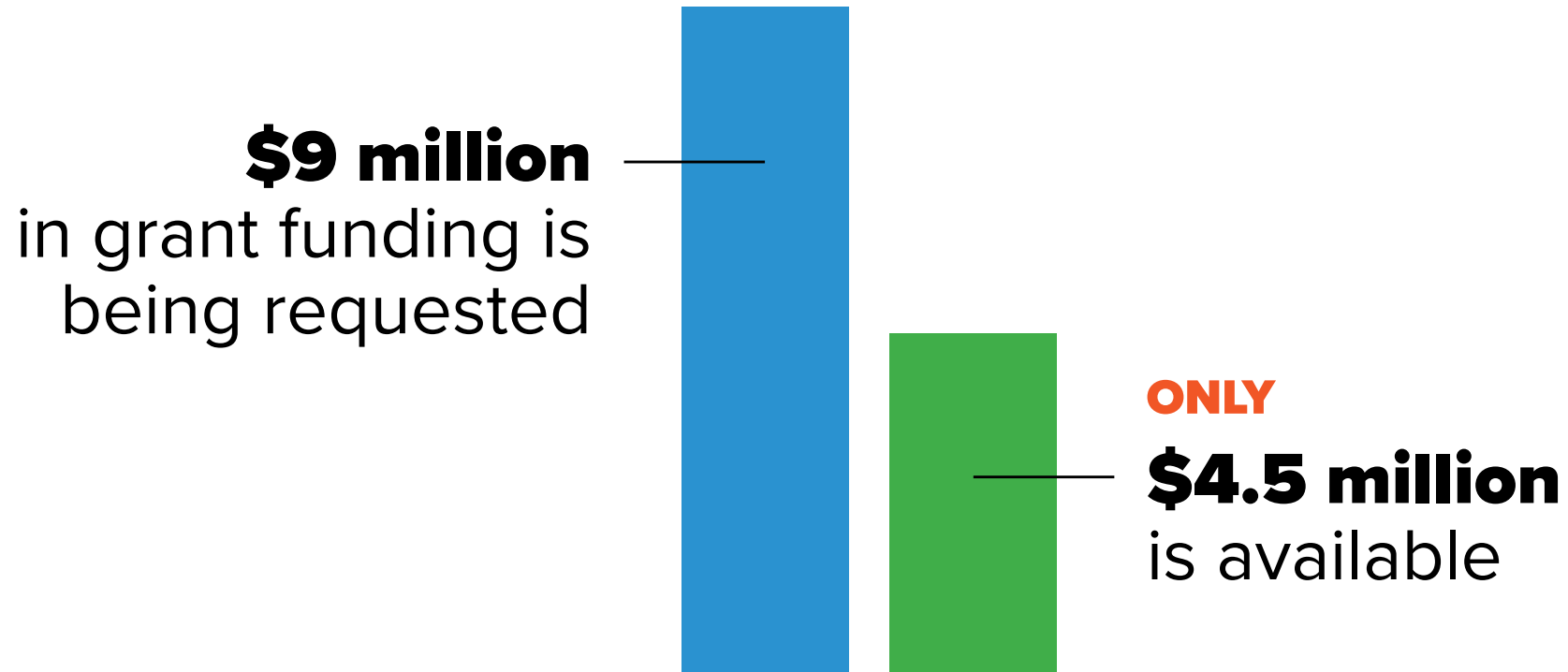
VICTOR NY FORWARD

Interactive Spending Activity!



NY Forward

Purpose of this Activity



Instructions



Review the projects

Review the project boards and let us know if you have any questions.



Spend your money!

For the projects you want to fund, place the correct amount in the jar.



Leave comments

Write comments or concerns on the sheets in front of each project.

Your Bank: \$4,500,000



x 10

+



x 40

Reminder: Evaluation Criteria

Impact

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

Readiness

Projects should be well-developed and ready to break ground within two years of the award of NY Forward funding.

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 one or more of Victor's goals including:

- Creating a more connected, walkable, and accessible Victor.
- Strengthening Victor as a place to live, shop, and do business.
- Enhance Victor's community spaces, parks, and public realm.
- Establish Victor as a destination for recreation and tourism.