

Victor NY Forward

Local Planning Committee Meeting 2

Victor High School
August 25, 2026 at 6:00 PM

Attendees

LPC:

- Sean McAdoo (Co-Chair), Village of Victor Mayor
- Tracey Dello Stritto (Co-Chair), Finger Lakes REDC
- Paris Albert, ESL Federal Credit Union
- Romy Barbato, Victor-Farmington Library
- Emily Knickerbocker, Victor Insulators
- 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

LPC Members Not in Attendance:

- Aimee Cain, AE Gifts & Clothing

Project Team:

- Melissa Keller, Department of State (DOS) Project Manager
- Greg Parker, Empire State Development (ESD)
- Kimberly Baptiste, Colliers Engineering & Design Project Manager
- Emma Fisher, Colliers Engineering & Design
- Allison Harrington, Sustainable Planning Design

Municipal Representatives:

- Brittnee Schmith, Village Clerk

Other Attendees:

- Approximately 15 community members



Welcome and Preamble

Kimberly Baptiste, Project Manager with Colliers Engineering & Design (Colliers), welcomed LPC members to the meeting. The required Preamble was read, and LPC members were asked to disclose any potential conflicts of interest. No conflicts of interest were noted at this meeting.

Project Status

Kimberly updated LPC members on the status of the NY Forward planning process. The Project Team is currently completing the Downtown Assessment, and the Open Call for Project Applications is under way. Over the coming months, the process will move into project development and project evaluation, with the Strategic Investment Plan (SIP) finalized in early 2027.

Public Workshop 1 Recap

Kimberly shared a recap of Public Workshop 1, held on August 6. Comments from community members included:

- 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.

Vision, Goals, and Strategies

Kimberly presented the community vision for downtown Victor, as follows:

“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.”



A series of goals and actionable strategies were developed to support this vision. The goals and strategies are as follows:

- **Goal 1: 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.

- **Goal 2: 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.

- **Goal 3: 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.



- **Goal 4: 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.

LPC Feedback on Goals

- Traffic control measures should be added to the goal language.
- More parking is needed. The goals encourage more events and visitors, and downtown needs to be able to accommodate the additional visitors.

Project Application Updates

Kimberly provided an update on the Open Call for Project Applications process. The Open Call gives community members the opportunity to submit Project Applications for consideration for potential NY Forward funding. The application submission period closes on August 31.

Project applications will be shared with LPC members via email beginning September 1, and LPC members are asked to review the application materials in full. In mid-September, each LPC member will individually complete an online LPC Project Evaluation Survey that evaluates each project against the criteria. The committee will begin discussing the projects as a group at LPC Meeting 3 on September 24.

Downtown Assessment

Allison Harrington, from Sustainable Planning Design, presented key findings from the Downtown Assessment, which describes the physical, demographic, and market conditions of the NY Forward Study Area. These findings are intended to inform LPC decision-making when considering which projects to recommend for potential NY Forward funding.



Study Area and Regional Context

- **Study Area:** The NY Forward Study Area is 65 acres and includes 88 parcels.
- **Regional Location:** The Village is located between the City of Rochester and the Finger Lakes, with access to the NYS Thruway (I-90) in under 10 minutes.
- **Route 96:** 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), and Eastview Mall (10 minutes north).

Land Use and Zoning

- **Land Use:** Commercial land is the largest use (34%). Residential is the second largest use (22%), most of which is single-family homes with some two- and three-family residences and apartments. Vacant parcels (15%) include a prime development parcel at the corner of School and Adams, as well as a cluster of parcels along the Trolley Trail. The remainder is community services (14%), public services (10%), and parks (5%).
- **Village Center Business Zoning (39%):** Promotes a vibrant, pedestrian-friendly, historic downtown. Planning Board design review is required for new construction and renovation.
- **Industrial Zoning (25%):** Light industrial and service uses compatible with surrounding neighborhoods.
- **Southside Business Zoning (6%):** Supports continuation of existing commercial and business uses.
- **Residential Zoning:** One Family Residential (R-1) makes up 17% of the area, Multiple Residence (R-3) 7%, and Senior Citizen Multiple Residential (SCR-3) 6%.

Cultural Assets

- 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 Main Street.
- 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.

Transportation

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



Environmental Conditions

- Great Brook crosses through the NY Forward area and is visible at Maple Avenue and along the Trolley Trail.
- 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.

Downtown Key Findings

Circulation

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

Gathering

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

Commerce

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



Market Analysis

Kimberly presented findings from the Market Analysis, which provides context on the demographic, housing, and retail conditions that may influence which projects are best suited for Victor.

Demographics

- **Population Decline:** From 2010 to 2026, the Village's population declined by about 3%, while the Town (+10.3%) and the County (+4.5%) both grew. This presents an opportunity to capture regional population growth in the Village.
- **Aging Population:** Older households (65+) in the Village are projected to increase by 8.0% by 2031, while younger households (under 65) are projected to decline by 2.1%. 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. Owner-occupied units make up 66% of housing, renter-occupied 28%, and vacant 6%. The share of rental housing in the Village (28%) is higher than in the Town (19%), and the 6% vacancy rate is healthy.
- **Decreasing Household Size:** Household size in the Village has declined 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.
- **Strong Rental Market (County):** For multi-family housing, the market has consistently absorbed new units. Year-to-date in 2026, the County vacancy rate is only 4%, signaling a tight market. Low vacancy and limited new supply support demand for incremental new rental housing.

Retail

- **Low Vacancy Rates (Town):** The local retail market in the Town of Victor is tight, with a vacancy rate of 2% in 2026. This points to strong demand for retail space and potential opportunities for additional businesses.
- **High Household Incomes:** Median household incomes in the Village (\$99,500) and the Town (\$125,900) outpace the County (\$86,000), New York State (\$90,000), and the U.S. (\$85,900). This allows for heightened discretionary retail spending in and around the NY Forward area.



Market Opportunities

Based on the market analysis, Kimberly outlined several opportunities for downtown Victor, including mixed-use redevelopment, expanded housing options, infill development, specialty food stores, retail boutiques, recreation-based businesses, convenience retail, events, tourism, and community spaces.



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

Next Steps

- **August 31:** Project applications close
- **September 1:** LPC members begin reviewing project applications, which will be shared via email
- **September 12:** Explore Victor Fest pop-up
- **Mid-September:** LPC members individually complete the online LPC Project Evaluation Survey
- **September 24, 6:00 PM at the Early Childhood School:** LPC Meeting 3. The LPC will begin reviewing and evaluating project applications and start narrowing down the list of proposed projects
- **October 15, 6:00 PM at the Early Childhood School:** Public Workshop and Project Spending Activity, where community members will “spend” \$4.5 million on the projects they would most like to see funded



LPC Questions

- How do we encourage new development and calm traffic while still having enough parking for new visitors?
 - **Answer:** Creative design will be needed to accomplish all of these goals.
- Will LPC members be provided with paper copies of all project applications?
 - **Answer:** LPC members will receive digital copies of all project applications and attachments. Each LPC member will also receive a paper copy of the summary spreadsheet.
- Are applicants responsible for providing proof of funding with their applications?
 - **Answer:** Yes, all applicants will need to provide proof of funding with their applications.

Public Comments

All LPC meetings are open to the public. Time is reserved at the end of each meeting for a public comment period. All comments are recorded. The Project Team and the LPC do not respond directly to comments unless clarification is needed. The following comments were received at this meeting:

- **Randy Shea:**
 - Has concerns about the mission statement and would like the terms “visiting” and “working” to be included.
 - Is concerned about the downtown boundary and would like all of W. Main Street to be included.
 - Requested that the Open Call for Project Applications be delayed by one month.
- **Kathleen Wagner:** Asked whether the presentation slides will be posted on the website.
 - **Answer:** Yes, the slides will be available the following day.

