

Victor NY Forward Local Planning Committee Meeting 3

Victor Early Childhood School
September 24, 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
- Aimee Cain, AE Gifts & Clothing
- Emily Knickerbocker, Victor Insulators
- Chris Mergler, Village Planning Board
- Dawn Pierson, Victor Urban Renewal Agency
- Kathy Rayburn, Victor Local Development Corporation
- Scott Reinhart, Victor Hiking Trails

LPC Members Not in Attendance:

- Charlie Parkhurst, Victor-Farmington Rotary

Project Team:

- Melissa Keller, Department of State (DOS) Project Manager
- Greg Parker, Empire State Development (ESD)
- Kimberly Baptiste, Colliers Engineering & Design Project Manager
- Jeanette Petti, Colliers Engineering & Design

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. The following LPC members recused themselves from discussion of the projects below:

- **Sean McAdoo:** Community Lodge at the Fireman's Field
- **Emily Knickerbocker:** Victor Insulators Facade Improvements
- **Scott Reinhart:** Auburn Trail Hub
- **Romy Barbato:** Victor-Farmington Library

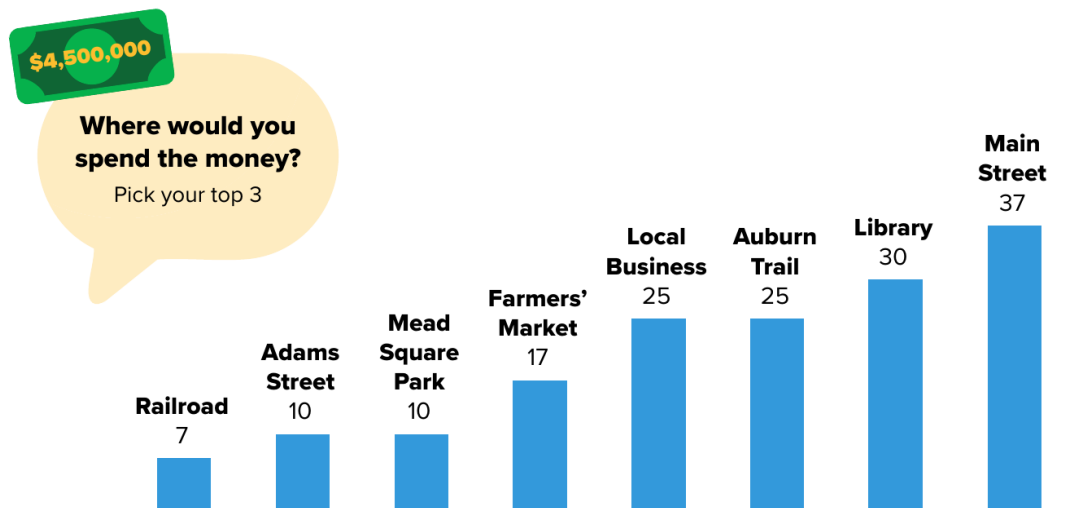


Project Status

Kimberly updated LPC members on the status of the NY Forward planning process. The Downtown Assessment is wrapping up, the Open Call for Project Applications has closed, and the process is now moving into project evaluation. Between this LPC meeting and the next, the Project Team will work with project sponsors to develop their proposed projects, and the Project Team's architects will review and update cost estimates. The remaining LPC meetings will be used to evaluate and narrow down the list of projects to a final slate to be recommended to New York State for potential funding. The Strategic Investment Plan (SIP) is anticipated to be finalized in early 2027.

Explore Victor Fest Pop-Up

At the Explore Victor Fest pop-up on September 12, community members were asked where they would spend the \$4.5 million. Main Street (37 votes) and the Library (30) were the most popular, followed by Local Businesses and the Auburn Trail (25 each).



Market Analysis Updates

Kimberly shared two updates from the Market Analysis presented at LPC Meeting 2:

- **Short-term rentals suggest modest demand for hospitality:** The Town of Victor has a small short-term rental inventory, averaging just four to five active listings annually, which indicates modest demand for alternative lodging. New residential and mixed-use development is likely to have a greater impact on housing availability than current short-term rental activity.
- **Strong opportunities to diversify downtown housing options:** Demand for housing is coming from two age brackets, 65+ and 34 and under, which have different housing needs. In addition, 49% of renter households in the Town are cost-burdened. A broader mix of housing types and price points could better serve Victor's changing housing needs.



Proposed Projects

Kimberly provided an overview of the project applications submitted through the Open Call for Projects. A total of 30 project applications were received: 5 public projects, 17 private and non-profit projects, and 8 small project letters of interest.

In total, \$14.4 million in NY Forward funding was requested: \$2.4 million for public projects (including a \$300,000 Small Project Grant Fund) and \$12 million for private and non-profit projects. The LPC will need to narrow down the list of projects so that the total NY Forward request is between \$6 million and \$8 million. Ultimately, \$4.5 million in funding will be awarded.

Project Evaluation Reminders

Kimberly reminded the LPC of several things to keep in mind when evaluating projects, including:

- **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 located in the NY Forward area
- **Cost-effectiveness:** Projects must have a realistic budget and represent an effective use of public resources
- **Co-benefits:** Projects must result in benefits to the community beyond the project sponsor
- **Goals:** Projects must advance the vision and goals established by New York State and the LPC for Victor's NY Forward process

She also outlined the match targets for each type of project:

- **Private Sponsors:** 35% match (65% target NY Forward request)
- **Small Projects:** 25% match
- **Public Entities:** 0% match
- **Non-profits:** 0% match

Importantly, Kimberly reminded LPC members that, 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," which will help get the project on the radar of local and State officials for future funding opportunities. In addition, a road map will be included in the final Strategic Investment Plan to document strategies that can support revitalization beyond NY Forward. The roadmap can identify other potential funding sources for projects that may not be a fit for NY Forward at this time.



Summary of LPC Project Review

Kimberly reviewed the projects proposed with the committee. Prior to this meeting, LPC members independently completed a survey to evaluate all the projects. These evaluations were combined to create an overall rating for each project: “High” (80% or more of LPC members supported funding), “Medium” (40 to 79% supported funding), or “Low” (less than 40% supported funding). A summary of the LPC rating and feedback for each project is shown below. The LPC discussion about each project is summarized on the following pages.

#	Project	LPC Rating	NY Forward Request	LPC Feedback
01	Mead Square Park	HIGH	\$420,000	YES Keep under consideration
02	Adams Street Enhancements	MEDIUM	\$530,000	MAYBE Need cost breakdown
03	Downtown Wayfinding	MEDIUM	\$200,000	YES Explore cost and sign placement
04	Small Project Grant Fund	HIGH	\$300,000	YES Keep under consideration
05	Farmers’ Market Pavilion	MEDIUM	\$950,000	MAYBE Vet cost
06	Heritage Rail Adventures	LOW	\$318,000	NO Readiness concerns
07	Welcome Center & Heritage Depot	LOW	\$1,875,000	NO Readiness concerns
08	Auburn Trail Hub	HIGH	\$695,310	YES Keep under consideration
09	First Presbyterian Church	MEDIUM	\$495,997	YES Keep under consideration
10	57 E. Main Street	HIGH	\$135,000	YES Keep under consideration
11	The Place in Victor Village	MEDIUM	\$86,750	SHIFT To Small Project Grant Fund
12	1-3 E. Main (Facade + Basement)	MEDIUM LOW	\$121,599 + \$56,728	MAYBE Facade; NO Basement
13	Main St. New Mixed-Use Dev.	MEDIUM	\$3,250,000	YES Need detail; request lower match
14	Main St. & Moore Ave.	LOW	\$2,453,750	YES Need detail; request lower match
15	Victor-Farmington Library	HIGH	\$498,346	YES Keep under consideration
16	Papa Jack’s	LOW	\$90,375	NO Outside Study Area
17	27 & 33 Maple Avenue	LOW	\$70,260	NO Not a fit for NY Forward
18	Community Lodge, Fireman’s Field	MEDIUM	\$1,000,000	YES Keep under consideration
19	Victor Insulators	MEDIUM	\$253,439	MAYBE Need cost breakdown
20	14 Railroad (Facade + Restaurant)	MEDIUM LOW	\$204,898 + \$400,000	MAYBE Combine into one project

LPC Ratings: High = 80% or more of LPC members supported funding; Medium = 40 to 79%; Low = less than 40%.

LPC Feedback: Yes = keep under consideration; Maybe = keep under consideration pending more information;

Shift = use as justification for the Small Project Grant Fund; No = not a fit for NY Forward; remove from consideration.



Summary of LPC Discussion

The LPC discussed the projects in detail and categorized each project into one of three categories:

- **Yes:** Keep under consideration for funding, and continue discussing at the next LPC meeting.
- **Maybe:** Keep under consideration for funding, but need answers to outstanding questions.
- **Not a Fit for NY Forward:** Remove from consideration for NY Forward funding at this time.



01 Mead Square Park

HIGH \$420,000 (100% request) | Village of Victor

New bandstand, gateway sign at the Main Street entry, enhanced landscaping, and conversion of Mead Lane to one-way circulation.

LPC DISCUSSION

- The park in its current form is not conducive to concerts and performances
- The Village currently uses a portable stage that takes up parking spaces
- This feels like a low-cost project that would make a big improvement
- Converting Mead Lane to one-way is good for traffic and safety

YES Keep this project under consideration.



02 Adams Street Enhancements

MEDIUM \$530,000 (100% request) | Village of Victor

Raised table intersection at Maple Ave, push-button pedestrian signals at School Street and Maple Ave, bike sharrows, and ADA and sidewalk improvements.

LPC DISCUSSION

- This is a dangerous road; it is the bypass for Main Street
- A raised intersection would be a huge improvement, since people drive so fast down Maple Ave
- Pedestrian signals would be great, especially since the Adams/School intersection is now a 3-way stop instead of a 2-way stop
- There is currently nowhere for someone to walk or ride a bicycle in front of the Fire Department (pedestrians are walking in the apron of the driveway)
- Bike sharrows visually narrow the road slightly, which helps with traffic calming. The community does not want speed humps
- Hesitation about the long-range goal for Adams Street and how this project fits in. Counter that safety needs to be brought under control first

MAYBE Keep this project under consideration. Request a price breakdown of the project elements.





03 Downtown Wayfinding

MEDIUM \$200,000 (100% request) | Village of Victor

Directional, parking, and identification signage at gateways, intersections, and parking areas. Signage is for public facilities and areas, not private businesses.

LPC DISCUSSION

- One LPC member rated this project high because they are not from Victor and do not always know where to go when they visit
- Beneficial to businesses in the Village, since many are tucked away and hard to find if you are not from the area
- Many people use the Auburn Trail but do not know what is happening just to the north
- The placement of the signs is critical
- Long-term maintenance cost is a reservation. The signage is a general sign, but businesses could pay to be included on it, or a QR code could link to Discover Victor
- The Village is currently working on a sign code
- This project checks a lot of boxes

YES Keep this project under consideration. Explore costs and create a plan for where signs will be placed.



04 Small Project Grant Fund

HIGH \$300,000 (77% request) | Village of Victor

Matching grant fund for small projects such as facade improvements, renovations, and business assistance. Recipients must provide a minimum 25% match.

LPC DISCUSSION

- Victor has had four NY Main Street grants so far, and this model has been successful for the community previously
- Strong support for this project

YES Keep this project under consideration.





05 Community Pavilion

MEDIUM \$950,000 (100% request) | Village of Victor

New 4,500 SF open-air pavilion for public events, such as the Farmers' Market, as well as rental opportunities, with a reconfigured parking lot and circulation. A public restroom adjacent to Village Hall would be a future phase of this project.

LPC DISCUSSION

- Concern about the loss of 12 to 14 parking spaces on Farmers' Market days, although there are a similar number of spaces just south of Village Hall that are rarely used. If this project moved forward, the Village trucks would move to the 8 Village-owned spaces on the east side of the Village Hall
- Concern that this parking lot serves many buildings in the area, most of which do not have their own parking, and it always feels full already
- People use this lot to cut around the Maple/Main intersection, so the reconfigured parking lot could help with traffic calming
- Initially, this project was referred to as the Farmers' Market Pavilion, but this was noted as a misrepresentation since the pavilion would be used for more than the Farmers' Market. There are no defined programming plans yet, but the Village has had conversations and would like to see the pavilion used multiple days a week for multiple events
- Worried about the high cost
- Village might consider requesting funding for only the pavilion construction, and complete the site work with other resources

MAYBE Keep this project under consideration. Vet and breakout cost estimate.



06 Heritage Rail Adventures

LOW \$318,000 (79% request, exceeds 65% target) | Heritage Rail Adventures LLC

Rail-bike excursion hub with a ticket office, boarding area, restrooms, community pavilion, and storage building, with excursions from Maple Ave to the Farmington town line. The tracks are county-owned, and operator selection is expected in early 2027.

LPC DISCUSSION

- If we do not know the outcome of the track situation right now, it is hard to keep this project under consideration at this time
- The Village has not rendered an opinion about whether the proposed building would be allowed on Village land
- Concerns about readiness

NO Remove from consideration for NY Forward funding due to readiness issues. Could potentially be considered a "Pipeline Project" in the Strategic Investment Plan if supported by the LPC.





07 Victor Welcome Center & Railroad Heritage Depot

LOW \$1,875,000 (100% request) | Friends of the Railroad

1,500 SF railroad-inspired welcome center with flexible space for exhibits, meetings, and events, public restrooms, and a landscaped site with seating, walkways, and interpretive elements.

LPC DISCUSSION

- There are several issues with the proposed location, including loss of parking spaces, a major drainage collection point, and fiber optic cables running under this area of the parking lot
- The sponsor has not officially talked to the Village about use of the land, and the Village has not committed either way. If the Village was to divest itself of this property, it may have to be put to bid
- NY Forward funding should be put toward the future rather than celebrating the past
- Quite expensive, and there are many questions that might not be answered before the project is completed

NO Remove from consideration for NY Forward funding due to readiness issues. Could potentially be considered a “Pipeline Project” in the Strategic Investment Plan if supported by the LPC.



08 Auburn Trail Hub

HIGH \$695,310 (100% request) | Victor Hiking Trails

Open-air pavilion and patio with ADA-accessible seating, a wayfinding kiosk, composting toilet, bike racks and repair stand, and amenities such as charging stations, a lending library, and a pollinator garden.

LPC DISCUSSION

- This project checks the boxes for the purposes of the grant and gives people who use the Auburn Trail a destination
- Bathroom is a great benefit of this project
- Is there enough parking? Parking is currently private, and the Village is working in good faith with the current property owner to reach an agreement. The idea is for most people to walk there
- There is nothing on the site now. It has been cleared and grubbed, with the Village’s permission, by Victor Hiking Trails
- Wayfinding signage would be good to have. There is a sidewalk on one side of Maple Ave to connect from the trail to downtown

YES Keep this project under consideration.





09 Community Spaces at the First Presbyterian Church

MEDIUM \$495,997 (100% request) | First Presbyterian Church

Sanctuary reconfigured as multipurpose space, upgraded kitchen, new furnishings and windows in Corey Hall, restoration of the historic clock, bell, and carillon, Main Street lawn enhancements, and ADA upgrades.

LPC DISCUSSION

- Like the multipurpose space and its potential availability to the community. The Village needs multipurpose space
- Like the community kitchen. The Town has gotten requests from food-related businesses looking for space, and the teaching kitchen could be a jumping-off point
- Is restoring the clock really a good use of the money? Counter that the clock is a very visible symbol on Main Street
- The Church does a lot of community work, including community dinners and Girl Scouts, and this would allow it to expand what it already does and better serve the community
- The interior is worth considering; less agreement about the outdoor improvements

YES Keep this project under consideration. Request cost breakdown.



10 Mixed-Use Redevelopment at 57 E. Main Street

HIGH \$135,000 (64% request) | Canandaigua Development Co. LLC

Renovate a vacant 1,250 SF ground floor retail space (tenant already secured) and convert the 1,250 SF upper floor into a two-bedroom apartment.

LPC DISCUSSION

- The ground floor tenant is a retail tenant
- The building has been vacant for a while and the new owner is interested in investing in the property
- Small funding request seems reasonable
- Project checks the box of being ready to go and meets a lot of goals

YES Keep this project under consideration.





11 The Place in Victor Village ADA Improvements

MEDIUM \$86,750 (65% request) | KANDA Properties LLC

Replace the elevator to ensure continued ADA access to this three-story, multi-tenant office and retail building.

LPC DISCUSSION

- The elevator definitely needs to be replaced
- This project does not seem like it would have a transformative impact on downtown
- Would be a better fit for the Small Project Grant Fund

SHIFT Shift this project to be used as justification for the need for a Small Project Grant Fund.



12 1-3 E. Main Street

MEDIUM Facade: \$121,599 (65% request) | 1 East Main St Victor LLC

LOW Basement: \$56,728 (65% request) | Hopper Hills Florist

Facade application: rehabilitating the historic masonry, windows, awnings, and storefront. Basement application: installing a concrete floor, windows, lighting, and dehumidification in the dirt-floor basement. The basement scope overlaps across both projects.

LPC DISCUSSION

- This is a very visible building
- Not sure that the basement could actually become usable space. Even if it is converted to usable space, basement project does not seem to have a transformational impact
- The property owner just received NY Main Street funding, so this might be an opportunity to spread funding to other properties

MAYBE Keep the facade project under consideration. Shift the basement project to be used as justification for the need for a Small Project Grant Fund.





13 Main Street New Mixed-Use Development

MEDIUM \$3,250,000 (65% request) | Northern Saporito Holdings, LLC

Rehabilitate the facade of 2 W. Main and convert upper floors to apartments, and build a 16,000 to 18,000 SF addition with 8 to 10 commercial spaces and 12 to 15 apartments.

LPC DISCUSSION

- This area has been identified as an area for improvement for a long time, and this is the first time an impactful project has come forward. This area is one of the spots that the Urban Renewal Agency was created to address
- This project could encourage other building owners to make investments too
- Concerns about parking and traffic flow with so many new retail and residential units being proposed here
- 2 W. Main Street recently used a NY Main Street grant for facade work, and its two ground floor storefront spaces are currently occupied
- Checks all the boxes, but more detail is needed
- The cost estimate seems low

YES Keep this project under consideration. Request more detail and ask sponsor if they can lower the NY Forward request amount.



14 Main Street & Moore Avenue Mixed-Use Revitalization

LOW \$2,453,750 (65% request) | Lilac at Victor Main St LLC

Demolish an existing home at 16 W. Main for mixed-use development, rehabilitate the exterior of 20 W. Main, and enhance the facades of apartment buildings at 11-17 Moore Ave. The 16 W. Main element overlaps with the previous project.

LPC DISCUSSION

- Interested to understand how this project relates to the previous project but need more detail before making a decision

YES Keep this project under consideration. Request more detail and ask sponsor if they can lower the NY Forward request amount.





15 Victor-Farmington Library Modernization & Improvements

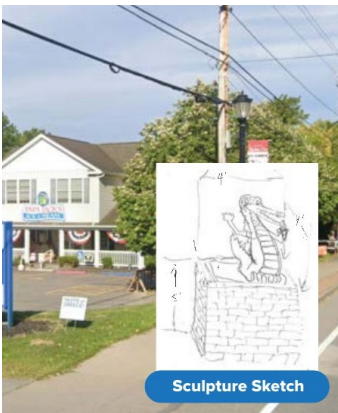
HIGH \$498,346 (93% request) | Victor-Farmington Library

Expanded children's area with sensory-friendly furnishings, an ADA-compliant service hub, updated interior finishes, and an improved floor plan.

LPC DISCUSSION

- The Library is a highly utilized building
- This project checks all the boxes
- Strong support

YES Keep this project under consideration.



16 Papa Jack's Sculpture & Gateway Improvements

LOW \$90,375 (75% request, exceeds the 65% target) | Cretekos Restaurants Inc. (outside Study Area)

Waving alligator sculpture as a gateway element on Main Street, energy-efficient light poles, and a resurfaced and re-stripped parking lot.

LPC DISCUSSION

- Like the business, but the project does not check the boxes for NY Forward
- Also located too far outside the Study Area

NO Remove from consideration for NY Forward funding. This project could be eligible for a West Main Street NY Main Street Grant, if the Village decides to pursue one in the future.





17 ADA and Parking Improvements at 27 & 33 Maple Avenue

LOW \$70,260 (88% request, exceeds the 65% target) | Lindav Properties

New ADA access ramp to 33 Maple Avenue and parking lot upgrades with pedestrian walkways and designated ADA spaces.

LPC DISCUSSION

- The parking is private, but the owner allows public use for community events
- The project does not check enough boxes to be a good fit for the NY Forward program

NO Remove this project from consideration for NY Forward funding.



18 Community Lodge at the Fireman's Field

MEDIUM \$1,000,000 (29% request) | Victor Fire Department

6,500 SF community lodge with flexible event space, public restrooms, a warming kitchen, outdoor seating, and an antique fire engine display, plus a paved parking area and landscaped entry.

LPC DISCUSSION

- There is a need for interior community space. Reservations at Town parks need to be made six weeks in advance due to demand
- A site plan proposal is up for review now, suggesting readiness
- The rental charge has not been decided yet, but it would likely be a fee, like the Town does with its parks

YES Keep this project under consideration.





19 Victor Insulators Facade Improvements

MEDIUM \$253,439 (50% request) | Victor Insulators, Inc. (outside Study Area)

New signage and lighting for the factory facade, paint, masonry repairs, and a new roof for the office building, and upgraded landscaping.

LPC DISCUSSION

- The request amount is reasonable
- This is a prominent building that is currently an eyesore
- The company has some job openings right now, showing growth, and is an anchor institution in the community
- Could the facade improvements shift to the Small Project Grant Fund?

MAYBE Keep this project under consideration. Break out the cost to understand it more.



20 14 Railroad Street

MEDIUM Building: \$204,898 (65% request) | VGM 14, LLC

LOW Pomodoro: \$400,000 (67% request) | VGM 14, LLC

Building improvements application: facade, covered front porch, patio with ADA entrance, rooftop HVAC. Restaurant application: transforming the vacant 4,900 SF first floor into the Pomodoro Grill and Wine Bar.

LPC DISCUSSION

- This is a gateway building in a well-known location
- The building is in rough shape, but there is a good tenant on the basement (lower) level
- Like that it is close to the Trail Hub. If this is the first business you see coming off the trail right now, you might turn around because of its condition
- Is Pomodoro's committing any funding to this project or just the developer? Are they a confirmed tenant if this moves forward?

MAYBE Keep these projects under consideration, but more detail is needed. The two projects could be combined into one project to be more competitive.



Boundary Modification

The LPC discussed whether to modify the NY Forward boundary in light of project applications submitted outside it. Committee members noted that the Project Team did its due diligence and encouraged everyone to apply, even if they were outside the boundary. The LPC took the following positions:

- **Expand the boundary to enclose Maple Avenue (inclusive of Victor Insulators):** Yes, because this area was within the hook-shape created by the original boundary.
- **Expand the boundary to include small projects adjacent to the boundary (90 E. Main Street and Lilac Laundromat):** Yes, because these properties are immediately adjacent to the original boundary.
- **Expand the boundary down W. Main Street to Papa Jack's:** No (did not receive a majority vote). The boundary submitted by the Village in the original application for NY Forward funding was intended to reflect public comment and projects that came forward during the initial application process. Based on the NY Forward program goals, it was discussed that the boundary is intended to be compact. It was also noted that projects on W. Main Street could be eligible for a West Main Street NY Main Street Grant, if the Village decides to pursue one in the future.

Next Steps

- **October 15, 6:00 PM at the Early Childhood School:** Public Workshop 2 and Project Spending Activity, where community members will “spend” \$4.5 million on the projects they would most like to see funded. Results will be shared at LPC Meeting 4.
- **October 29, 6:00 PM at the Early Childhood School:** LPC Meeting 4, to continue the review and evaluation of projects
- **December 3, 6:00 PM at the Early Childhood School:** LPC Meeting 5, to continue the review and evaluation of projects

LPC Questions

- Can we modify the match targets as a whole or on a case-by-case basis?
 - **Answer:** The LPC can modify match targets on a project-by-project basis.
- Are these concept designs?
 - **Answer:** The designs presented for the public projects are concept designs. If funding is awarded for these projects, they will go through a full design process with public review.
- Can we pick apart some of these elements of the scope?
 - **Answer:** Yes, the LPC can request changes to scope elements and the Project Team will work with projects sponsors to understand if the requested changes are feasible.



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.

- At Public Workshop 2, do we share \$4.5 million across all attendees or does each attendee get \$4.5 million to spend?
 - **Answer:** Each attendee will get \$4.5 million to spend on their favorite projects!

