



Department of State
Downtown Revitalization
Initiative & NY Forward

LOCAL PLANNING COMMITTEE MEETING

#1



NY FORWARD

JULY 15, 2026

AGENDA

1. Welcome and Introductions
2. Code of Conduct Refresher
3. Roles and Responsibilities
4. DRI/NY Forward Program Overview
5. LPC Meetings and Timeline
6. Public Engagement
7. Irondequoit's NY Forward Application
8. What's Next?

Thank you for
serving on the Local
Planning Committee
for your community!

WELCOME AND INTRODUCTIONS



CODE OF CONDUCT REFRESHER



DRI/NY FORWARD CODE OF CONDUCT

- Guidelines, standards, and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest.
- LPC members must sign the Code of Conduct for Members of New York State NY Forward Local Planning Committees (Code of Conduct).
- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

D.

**Disclose conflicts of
interest**

A.

**Act in the public
interest**

D.

**Disqualify as
necessary**

DOCUMENTING CONFLICT(S)

- Members must identify if they have a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit an official **Recusal Form**.
- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s) where a potential conflict of interest exists.

Recusal Form

LPC Member Name _____ Date _____

DRI or NYF Name _____

Applicable Project Title(s) _____

Reason(s) for Recusal

(Check all that apply.)

- ☐ I or a relative or family member have a financial interest in the project. (Describe below.)
- ☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor. (Describe below.)
- ☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project. (Describe below.)
- ☐ Other: _____

Please provide a description of each conflict. (Be complete and specific. Attach additional pages if necessary.)

Member Signature _____

DOCUMENTING CONFLICT(S)

- A list of recusals together with the recusal form completed by each recused member will be maintained for each project for the duration of the DRI and NY Forward planning process.
- The recusal list will be updated at each meeting.
- A Preamble will be read by a LPC co-chair at the beginning of every LPC meeting reminding members of their obligation to act in the public interest and recuse if necessary.

VOTING ON RECOMMENDED PROJECTS

- All LPC members will vote on a slate of projects to be recommended to the state for DRI / NYF funding.
- Voting will take place via an official LPC ballot to be submitted to the State.
- LPC members must recuse themselves from voting on individual projects where a conflict of interest exists.
- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.

(Insert DRI/NYF Community) **DRI/NY Forward Ballot**

LPC Member Name: _____

DRI/NY Forward funding amounts are recommendations of the Local Planning Committee. Projects will be selected for funding by New York State and will be reviewed for project readiness and eligibility, among other criteria. Projects listed at \$0 are not recommended for DRI/NY Forward funding but are additional priorities of the LPC and will be included in the Strategic Investment Plan.

Place an "✓" in one of the following boxes.

- ☐ I am in favor of submitting the DRI/NY Forward Strategic Investment Plan with the slate of projects listed below as proposed by the full Local Planning Committee, except as noted by a recusal due to actual or perceived conflict of interest.
- ☐ I oppose submitting the DRI/NY Forward Strategic Investment Plan with the below-listed slate of projects.

Place ✓ in Box to Recuse	Project Name/Description	DRI/NYF Funding Request
		\$
		\$

QUESTIONS ON THE CODE OF CONDUCT?

Any general or clarifying questions the project team can answer now?

If you do have specific questions, contact the DOS Ethics Office:

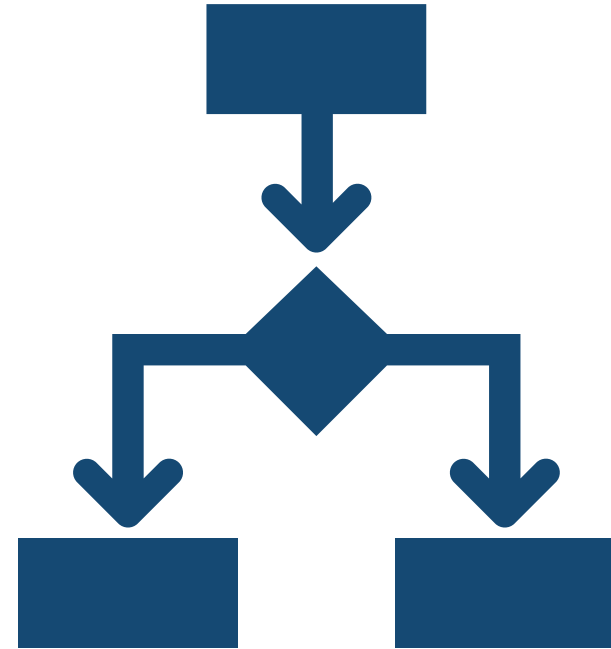
Anais Vasquez, Ethics Officer

(518) 948-0275

Anais.Vasquez@dos.ny.gov



ROLES AND RESPONSIBILITIES



STATE AGENCY TEAM

Department of State

Melissa Keller

Empire State Development

Greg Parker

Homes and Community Renewal

Tirzah Peters

- Provide guidance and support for the DRI / NY Forward planning process
- Manage and assist the consultant team
- Participate in preparation and review of DRI / NY Forward documents
- Engage other State agencies, when needed

CONSULTANT TEAM

Lead

Colliers Engineering & Design

Sub-Consultants

Camoin Associates

Sustainable Planning Design

Prospect Hill

STC Design

- Lead all public engagement
- Prepare program documents
- Assist LPC with identification, development, and evaluation of potential projects
- Conduct research, as necessary

MUNICIPAL REPRESENTATIVES

Municipal Staff

- Bill Lang
Director of Community Development
- Erin Magee
Commissioner of Public Works
- Maria Vecchio
Director of Administration

- Participate in core team meetings
- Provide crucial data, reports, plans, and documents to the consultant team
- Assist with public engagement outreach, logistics, and advertising

LOCAL PLANNING COMMITTEE

- Participate in LPC meetings
- Provide direction on planning efforts
- Provide feedback to consultant team and State
- Review documents
- Assist with community engagement and outreach

LPC Co-Chairs

John Perticone, Town Supervisor

Dave Seeley, RochesterWorks Inc. and FLREDC Designee

Members

John Sciarabba | Resident, Business Owner, Local Developer

Christopher Blaine | Arts and Youth, Education

Brigid Simonds | Banking

Nicole Gernier | Irondequoit Chamber of Commerce

Debbie Evans | Community / Public Service

Debbie Genrich | Business Owner

Rich Orczyk | Real Estate

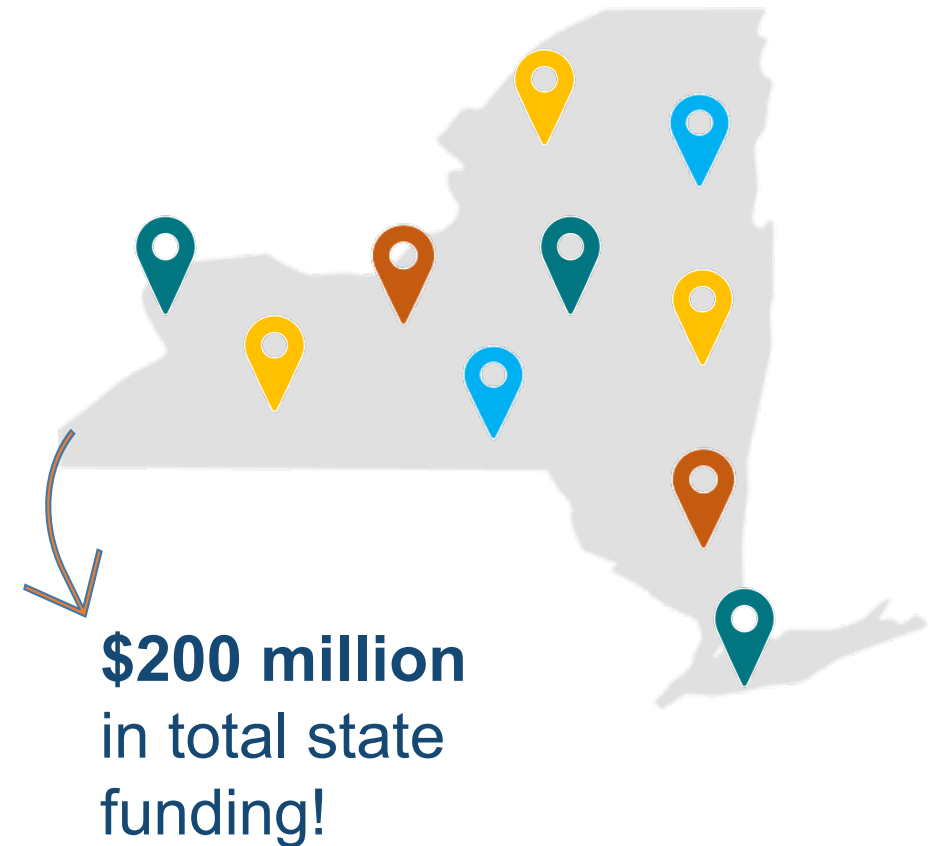
Maureen Murphy | Transportation / Mobility and Seniors

DRI & NY FORWARD PROGRAM OVERVIEW



WHAT ARE DRI & NY FORWARD?

- Two complementary programs with common goals
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns
- Programs recognize the differences in size and unique qualities of communities throughout the State



DRI & NY FORWARD GOALS



**Enhance downtown
living and quality of life**



**Provide enhanced
public spaces that serve
those of all ages and
abilities**



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



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



**Provide diverse employment
opportunities for a variety of
skill sets and salary levels**



**Grow the local
property tax base**



**Encourage the
reduction
of greenhouse gas
emissions**

ELIGIBLE PROJECT TYPES



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not-for-profit or public uses. Development/redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

HOW ARE PROJECTS IDENTIFIED?

Projects included in the community's DRI/NY Forward Application

Projects submitted during the Open Call for Projects

The LPC will evaluate all projects based on the state's program criteria and specific community goals. Not all projects will be included in the Strategic Investment Plan.

Project Match Requirements

- **All Projects.** Project minimum of \$75,000 in total project costs.
- **Privately-Sponsored Projects.** The LPC will set match goals, as appropriate. Minimum match of 25% of total project cost is required by the State.
- **Public or Non-Profit Projects.** No minimum match required.

LPC can set a higher match to leverage funding.

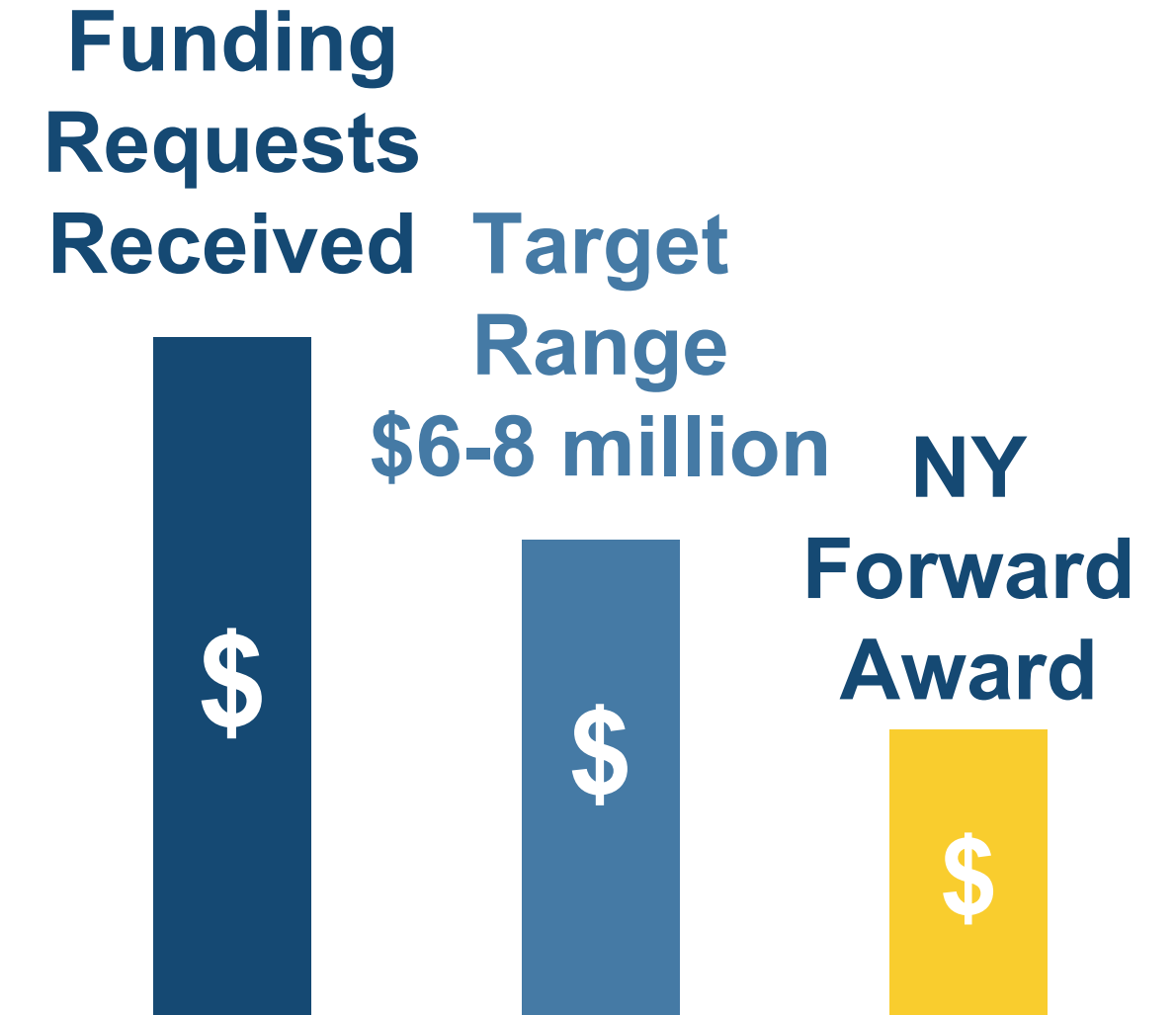
Does the LPC wish to increase the match requirement?

HOW ARE PROJECTS EVALUATED?

- **Eligible Project:** Projects must be one of the eligible project types.
- **Alignment with Local and State Goals:** Projects must advance the goals established by the LPC for the DRI/NY Forward community and the State's overall program goals.
- **Catalytic Effect:** Projects must have a significant positive impact on the revitalization of downtown.
- **Project Readiness:** Projects should be well-developed and ready to proceed as soon as possible upon the funding announcement.
- **Cost Effectiveness:** Projects must represent an effective and efficient use of public resources.
- **Co-Benefits:** Projects must result in benefits to the community, beyond just the project developer, such as: additional economic activity and improved quality of life.

FINAL SLATE OF RECOMMENDED PROJECTS

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested DRI/NY Forward funds will have a higher dollar amount than what will be awarded



WHAT IS THE END GOAL OF THE PLANNING PROCESS?

- Consensus on a recommended list of projects for funding
- Submission of a Strategic Investment Plan to the State containing a recommended list of projects
- Momentum and direction for downtown/community revitalization

City of Canandaigua Downtown Revitalization Initiative Strategic Investment Plan

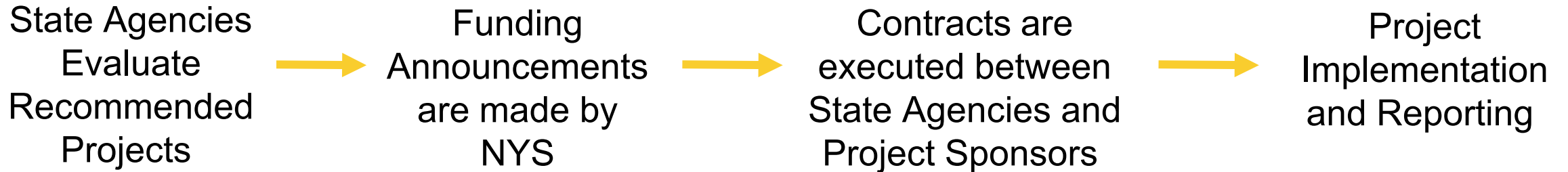


DECEMBER 2025



FINGER LAKES REGION

WHAT HAPPENS AFTER THE PLANNING PROCESS IS OVER

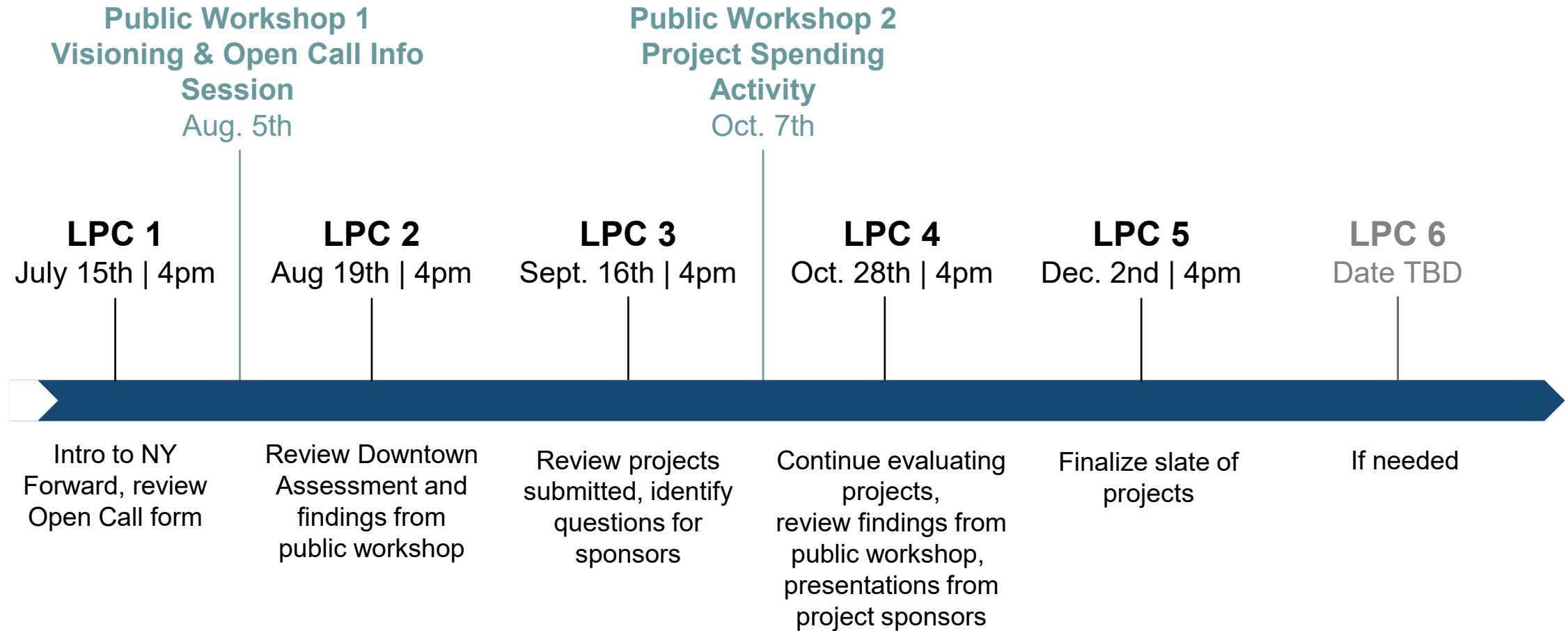


- Announcements are typically made in the summer following submission of the Strategic Investment Plan
- Projects begin implementation as soon as is feasible

LPC MEETINGS AND TIMELINE



LPC MEETING OVERVIEW



Open Call Period: July 20, 2026 – September 2, 2026

PUBLIC ENGAGEMENT



PUBLIC ENGAGEMENT

- Critical component of the DRI/NY Forward planning process!
- Led by the consultant team
- Takes place throughout the process and is tailored specifically to each community's needs
- Activities should encourage participation from a broad and diverse population



HOW DO WE USE THE PUBLIC'S FEEDBACK?

- Helps to craft/refine the downtown's vision, goals, and strategies
- Input on project types and community needs
- Feedback on proposed projects and transformative potential in the boundary area



PUBLIC ENGAGEMENT METHODS

- LPC Meetings
- Open Call for Projects
- Public Workshops
- Pop-Up Events
- Surveys
- Online Engagement
- Student Engagement

Are there important community groups or stakeholders we should reach out to?

Do you have any advice on meeting locations, specific activities, notification methods, etc.?

PROJECT WEBSITE



The website is now live!

- Learn About the Program
- Find Out About Public Events
- Provide Input
- Propose a Project
- View Meeting Materials

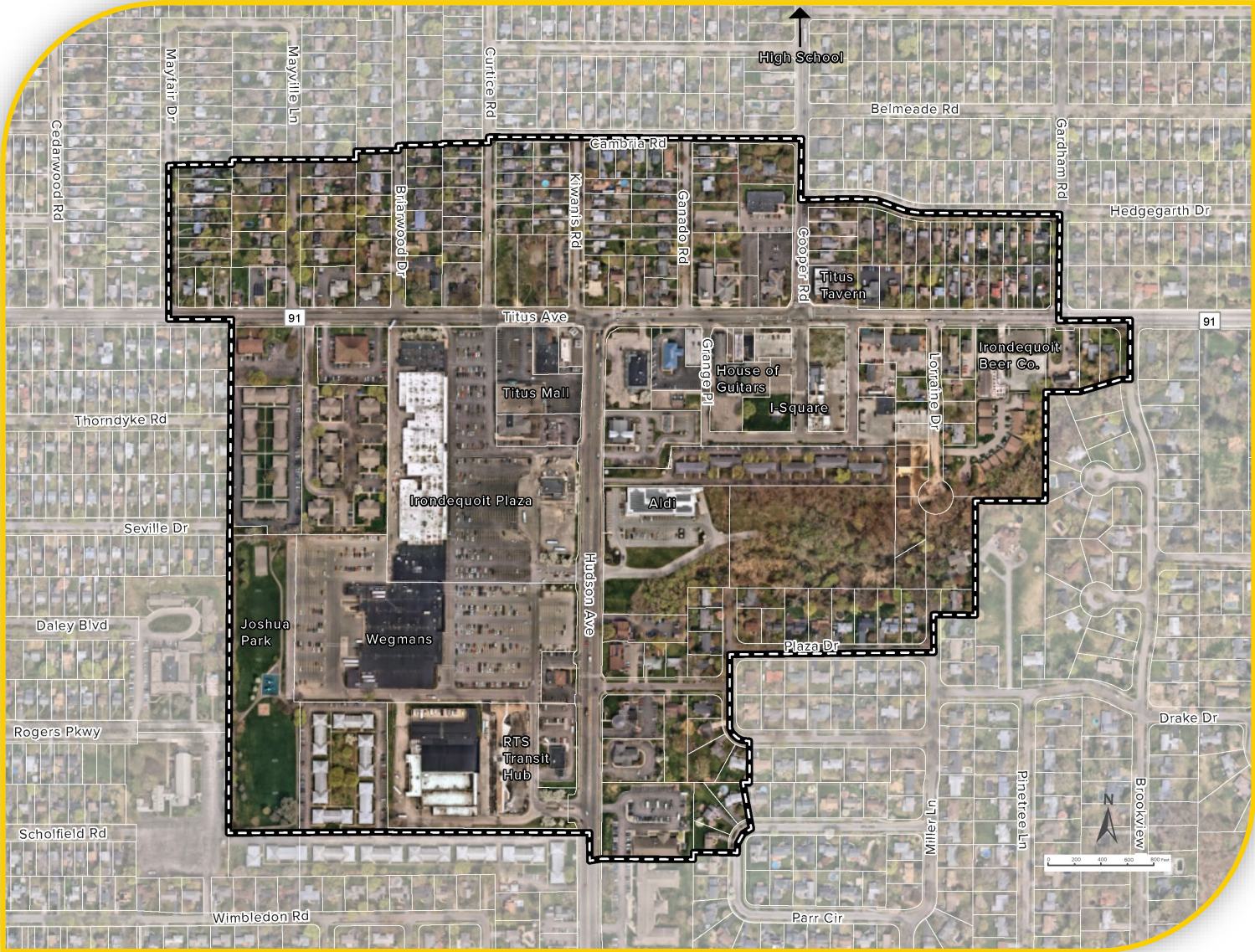


www.IrondequoitNYForward.com

IRONDEQUOIT'S NY FORWARD APPLICATION



DRI/NY FORWARD BOUNDARY



COMMUNITY VISION

Irondequoit is a historic, vibrant community situated between the bustling City of Rochester to the south and the idyllic shores of Lake Ontario to the north – as the native Iroquois originally coined it, “where the land meets the water.” Dense residential neighborhoods welcome you in with charming homes, walkable streets, lush tree canopies, and a distinct feeling of character. The **Titus-Cooper-Hudson** commercial district is walkable and family-friendly, with well-lit streets, eye-catching storefronts, and colorful public art. This economic heartbeat of the community pulls you in with its central location, iconic landmarks, cozy taverns and coffee shops, live music, and a mix of small businesses and big-box retailers thriving side by side with a connective transit hub just steps away. Our residents are simultaneously deep-rooted and diverse, because Irondequoit is a community that welcomes and values all, from long-standing locals to newcomers. ”

PROPOSED PROJECTS: PUBLIC REALM

- **Joshua Park Improvements (Phase II)**
- **Streetscape & Walkability Improvements**
- **Wayfinding & Signage**
- **Pedestrian Safety Improvements**

OVERVIEW OF PROPOSED PROJECTS

Projects included in Irondequoit's NY Forward Application...

- Are just a starting point
- Must be resubmitted through the Open Call to be considered by the LPC
- May or may not be included in the final Strategic Investment Plan depending upon the LPC's evaluation

OPEN CALL FOR PROJECTS



OPEN CALL FOR PROJECTS

- The Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- Submission period will be open to the public for at least 4 weeks
- Applicants must complete a submission form with required information (available online or in hard copy at accessible locations)

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!

PROJECT FORM OVERVIEW

This is a more extensive application for projects over \$75,000 in anticipated total project cost.



NY Forward Project Form

The Town of Irondequoit has been awarded funds through the New York State NY Forward program to fund catalytic projects in the NY Forward boundary to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in the Town of Irondequoit's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4.5 Million.

Project proposals must be received by:

September 2, 2026 at 11:59 PM

An informational meeting to learn more about the Open Call for Projects and eligibility requirements will be held in-person on:

Wednesday August 5, 2026 at Irondequoit Town Hall @ 7 PM

Learn more at: www.irondequoitNYForward.com

Questions? Contact us at irondequoitNYForward@gmail.com

Important Deadlines and Timeframes

The following describes the deadlines and process for submitting and developing a project for DRI / NY Forward. The dates are subject to change, so check the website for the most up-to-date information.

July 15	Local Planning Committee Meeting (LPC) #1. The DRI/ NY Forward planning process, including the Open Call for Projects is introduced to the LPC.
August 5	Public Workshop. The DRI/ NY Forward planning process, including the Open Call for Projects is introduced to the public.
July 20	Open Call for Projects Begins.
July 27 - August 28	Open Call Information Session(s), One-on-One Meetings & Other Opportunities to Meet with the Consultant Team. Check out the website for information on how to attend.
August 10	Local Planning Committee Meeting #2. The LPC will discuss the downtown assessment, vision and goals for downtown, and other project-related requirements. Check out the website for the updated vision and goals!
August 11, September 10	Decarbonization 101 Webinars. If you want to learn more about how to make your building more efficient, this webinar will provide strategies for decarbonizing your building. Please note that some building projects will be required to incorporate decarbonization. The registration link can be found on Page 4.
August 20	Historic Preservation Webinar. All projects receiving State funding will be required to consult with the State Historic Preservation Office (SHPO). Attend this webinar to learn about how SHPO review may affect your project. The registration link can be found on Page 4.
August 28	Open Call for Projects Closes. Completed project forms must be submitted by 11:59 PM . See p.2 for information on how to submit.
September - December	Local Planning Committee Meetings #3-6. The LPC will discuss and evaluate project submissions and may remove projects from further consideration. The LPC will recommend final slate of projects to the State for funding consideration at the last LPC meeting. Project Development. The consultant team will work with project sponsors to address any questions or comments about the project. Project sponsors are expected to respond promptly to inquiries.
February 2027	Strategic Investment Plan Submitted to the State.
Summer 2027	Project Award Announcement. Awarded projects are announced. Funds spent BEFORE the announcements are not eligible for reimbursement.
2027 - 2029	Contracting and Start of Construction. Awarded projects will contract with a State agency and will progress the project to construction or implementation.

Page 1

How to Submit Your Project

- 1 Review the Eligibility Criteria and Project Requirements**
on pages 3-5 to learn about requirements for projects and to make sure your project is eligible to be considered for NY Forward funding.
- 2 Review the Local Vision, Goals, and Evaluation Criteria**
on pages 6-7 to learn about the vision and goals for Irondequoit's downtown and about how the Local Planning Committee (LPC) and State will evaluate projects. Stay up to date with the process and refer to the draft and final vision and goals on the website to ensure your project is consistent with the vision for downtown.
- 3 Consider consulting with an Architect/Engineer/General Contractor/ Vendor**
to help define the project scope of work, review the existing conditions, code requirements, and design feasibility, and develop realistic budgets.
- 4 Attend Open Call Information Session, One-on-One Meetings, or Other Opportunities to Meet with the Consultant Team**
to learn more about the process and project requirements. Check the website for information about how to attend or sign up.
- 5 Fill out the Project Form**
on pages 8-17. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Town of Irondequoit's Strategic Investment Plan.
- 6 Submit your Completed Application**
Submit your completed application (and any supplemental materials) either electronically, in-person, or by mail no later than **August 28, 2026 at 11:59 PM**.

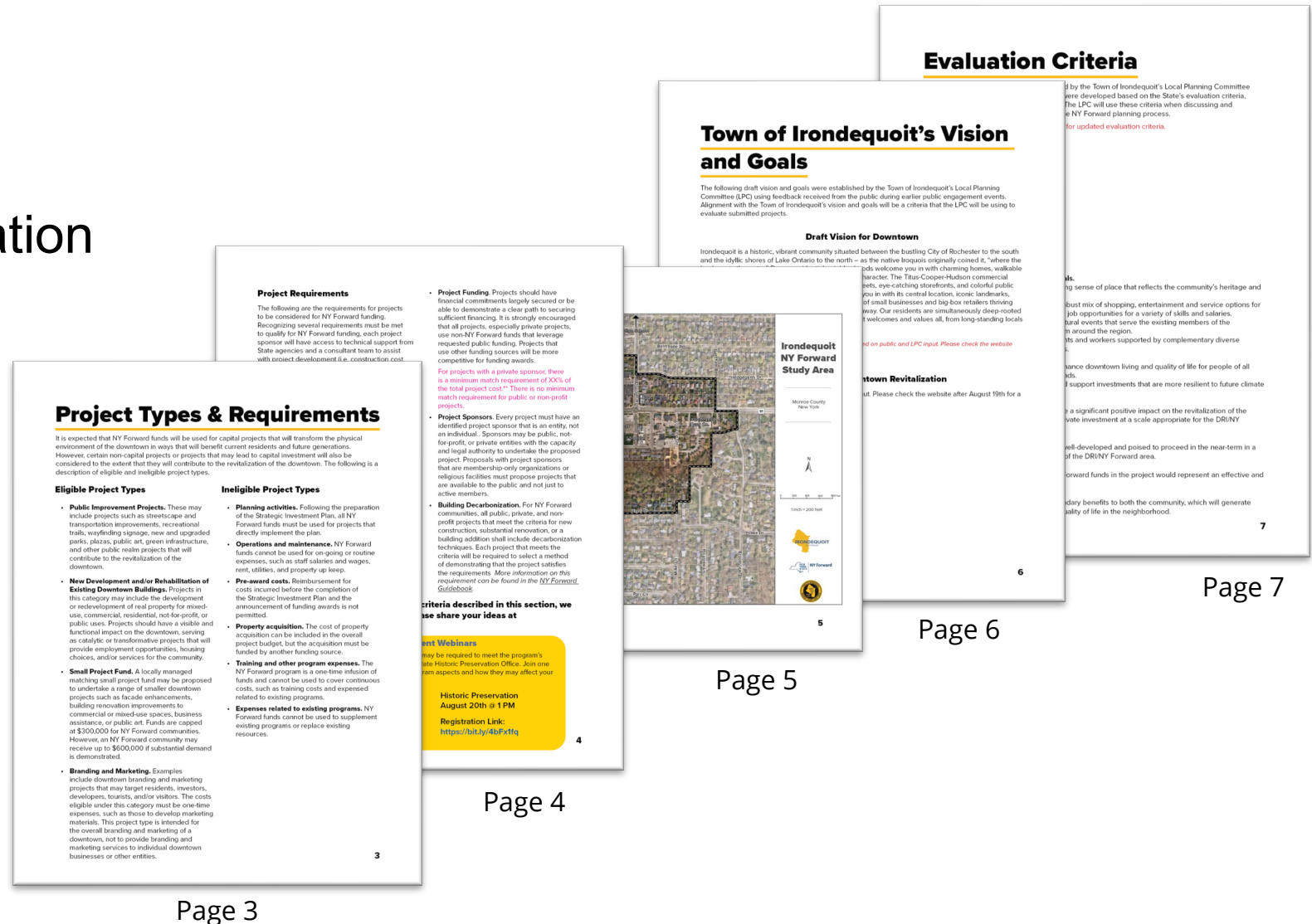
→ To submit online: Go to www.irondequoitNYForward.com
→ To submit via email: Email your completed application and any supplemental materials to irondequoitnyforward@gmail.com
→ To submit a hard copy, mail or hand-deliver: Irondequoit Town Hall 1280 Thur Avenue Rochester, NY 14617

1 All applicants are highly encouraged to schedule a meeting to discuss project details. To schedule a meeting to ask questions regarding project eligibility, evaluation, or the project form please contact Kiernan Playford at irondequoitNYForward@gmail.com.

Page 2

PROJECT FORM: UP FRONT

Pages 3-7 explain the eligibility criteria, project requirements, and evaluation criteria.



Page 3

Page 4

Page 5

Page 6

Page 7

PROJECT FORM: CONTACT INFORMATION

Fill in the project sponsor contact information. The Project Team will contact you using this information.

Please indicate preferred contact method!

NY Forward Project Form

Please complete this form in order for your project to be considered by the LPC for potential NY Forward funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Town of Irondequoit's Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the NY Forward consultant.

1 Project Type
Please indicate your project type:

☐ Public Improvement

☐ New Development

☐ Redevelopment and/or Renovation of an Existing Building(s)

Small Project (Less than \$75,000 in Total Cost)
*If you are interested in submitting a Small Project, do not complete this form; instead, please use the Small Project Fund Interest Form, which can be found at www.IrondequoitNYForward.com.

☐ Branding and Marketing

2 Project Sponsor
Provide the contact information for the project sponsor, which is the entity proposing to implement the project. The project sponsor can be different from the property owner.

Name:

Sponsor business or organization (if applicable):

Title (if applicable):

Mailing Address:

Phone:

Email:

NYS Tax ID/EIN: NYS Vendor ID (if applicable):

8

PROJECT FORM: PROJECT INFORMATION

Describe basic information about the project, including:

- its location
- the project type

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

Name:

Phone:

Email:

Affiliation:

Name:

Phone:

Email:

Affiliation:

3 Project Location

Please indicate the location of the proposed project.

Project Address or Location:

If the project is located outside the NY Forward boundary shown on page 4, please provide a brief description and justification of how the project relates to the downtown and supports the stated goals of the NY Forward program. The LPC may consider minor boundary adjustments.

9

PROJECT FORM: PROJECT DESCRIPTION

Provide a detailed project description including:

- Proposed use
- Previous work completed
- Project size
- Proposed project activities
- Existing Conditions

4 Project Description

Please provide a detailed description of the proposed project's scope of work, as applicable:

- The proposed use (e.g., commercial, industrial, public improvement, mixed-use).
- The goal of the project.
- The size of the project (e.g., square footage of the building and space to be renovated (if applicable), number of floors, acreage, number of units, type of housing, commercial tenants, etc.).
- The types of activities to be completed as part of this project (e.g., sidewalk construction, replacement of flooring, exterior siding, interior walls, plumbing and electricity in upper floors).

It is important to provide as much detail on the proposed project scope as possible. The information submitted on this form does not need to be final and may be subject to change.

Building Project Square Footage (proposed project footprint):

Please select which activities apply to your project:

☐ Demolition (removal of part of /entire structure)	☐ New building construction	☐ Electrical / Plumbing / HVAC
☐ Exterior changes (windows, siding, storefront)	☐ Addition to existing building	☐ Site work or utility installation (digging, trenching, streetscape, grading)
	☐ Interior renovation	

Building projects, depending on the scale, may be subject to the DRI/NY Forward decarbonization standards. Please see the NY Forward Guidebook for more information about which projects are subject to these standards.

10

Page 10

5 Existing Conditions and Project Background

Describe the project site's existing conditions, including a description of why the proposed project is needed. Include any work or planning done previously on the proposed project.

11

Page 11

PROJECT FORM: VISION & GOALS, OWNERSHIP, CAPACITY

How does your project align with Irondequoit's Vision and Goals?

Identify the property owner and the project sponsor's legal authority to implement the project.

Describe previous experience with project implementation and how the investment will be maintained in the future.

6 Project Alignment with Vision and Goals
How does your proposed project help advance the community's vision and goals? Please be specific in explaining exactly how your project or components of your project advances the vision and goals.

7 Property Ownership
Identify the owner of the property on which the proposed project will be located. If the project sponsor and the property owner are not the same, please describe how the project sponsor will obtain the legal authority to implement the project at this site.

8 Capacity
Describe the project sponsor's experience in implementing projects similar in scope/complexity to the proposed project, including any experience with grant administration.

Describe any partner entities or organizations that will help implement the project (e.g., funding, operating, or business partners).

12

PROJECT FORM: BUDGET

Provide a breakdown of project costs, funding sources, and funding status. This may include NY Forward funding as well as other funding sources.

Describe how you arrived at your cost estimate. **A third-party estimate is strongly encouraged!**

9

Preliminary Cost Estimate

What is the total estimated project cost and the amount of NY Forward funds requested?

Total Project Cost:

Total DRI/NY Forward Request:

Please complete the budget table below. Please identify different activities associated with the project, their costs, the funding source, and the status. Please use the following definitions to guide the response for the Budget.

Secured: This funding source and amount of funding is guaranteed.

Anticipated: This funding source is reasonably expected to be available at the time of project implementation, but the project sponsor does not have the funds currently available. This status may apply for funding sources such as loans, bonds, or fees.

Requested: The project sponsor has submitted a request to a funding entity for the amount identified but has not received confirmation of funding. This category is appropriate for the DRI/NY Forward funding source or other grants.

Undetermined: This funding source has not been secured, and the project sponsor has not fully identified the funding sources and amounts.

Notes: Typical activities included in a construction budget include: architectural and design costs, permit and survey fees, site preparation costs, insurance / bond fees, construction costs, and contingencies.

NY Forward funds are structured as reimbursable grants. If NY Forward funds are awarded, the grant recipient may need to finance the total project cost using a bridge loan, owner equity, or another financing mechanism. In this situation, grant funds will be released once the project is completed per the contracted scope of work.

**If a proposed project has not yet developed cost estimates or identified sources of funding, please provide as much detail as possible at this stage.*

**A project may include the cost of acquisition in the project budget, but the acquisition must be covered by another funding source, as NY Forward funds cannot be used to acquire property.*

Activities	Cost	Funding source (DRI/NY Forward or Other)	Status of Funds
Ex: Design Fee	\$X,000	NY Forward	Requested
Total NY Forward funding request	\$		
Total funds from other sources	\$		
Total project cost	\$		

13

Page 13

10

Cost Estimate Description

Please describe how your costs were estimated.

For example, were the estimates provided by a third-party contractor or architect? If so, please attach their quote as supplemental information.

Please describe the status of non-NY Forward funds and the timeline for obtaining them.

For example, \$X will be provided by private funds. These funds are anticipated to be secured through a loan from XYZ bank by X date. Letters of commitment or other proof of funds may be attached as supplemental information.

14

Page 14

PROJECT FORM: PROJECT READINESS & SUPPLEMENTAL INFO

Identify work completed to date, timeline for implementation, and any known challenges.

Existing site images are required.

OPTIONAL

- Renderings of the proposed project
- Documentation of project readiness
- Previously prepared market studies or pro formas

11 Project Readiness and Timeframe for Implementation

Describe any work that is underway or has already been completed to advance the project, such as feasibility studies, market studies, business plans, preliminary site design, permits obtained, and/or funding or financing that has been secured. If studies have been completed, please submit those with this form.

Is there any environmental investigation or cleanup needed for the project to proceed? If yes, please explain.

If known, please list the permits or approvals your proposed project will require.

What challenges or issues, if any, would affect the implementation of your proposed project?

Is the property listed, or eligible to be listed, on the National Register of Historic Places?
☐ Yes ☐ No ☐ Not Sure

Check the CRIS website to determine the status of your property - <https://cris.parks.ny.gov/>

Fill out the proposed timeline for project implementation by milestone, as applicable.

Project Stage	Timeframe (in Months) and Responsible Party
Project Financing	
Sketch Plan / Preliminary Design	
Regulatory Approvals (Permitting and Approvals)	
Design, Engineering and Selection of Contractor	
Construction or Implementation	
Other	

15

PROJECT FORM: REQUIRED DOCUMENTS AND ADDITIONAL INFO

Check this page to make sure all required documents and information have been included.

12

Required Documents

Please include images of the existing project site or building (interior and/or exterior). The images provided must be of the space where project work is proposed. These can be submitted electronically or as a hard copy.

13

Additional Information

The following documents may be provided, if you have them readily available. Inclusion of the documents help to demonstrate that your project is ready to be implemented in the short term and feasible. Please check the corresponding box to the supplemental information you are providing with this application.

This information can be submitted electronically or as a hard copy. Include the project title and project sponsor contact information on each page of supplemental information. **If you are submitting supplemental information that is confidential, please label it as such.**

Please note that while these additional documents are not required at time of project submittal, those marked with an asterisk, at minimum, will be required prior to LPC Meeting #4 in order for the LPC to properly evaluate the project for readiness.

- ☐ Images/renderings of the proposed project*
- ☐ Construction cost estimates / quotes from contractors*
- ☐ Letter(s) of support/commitment from financial institutions*
- ☐ Documentation of commitment from other funding entities
- ☐ Memorandum of Understanding (MOUs) or Agreements
- ☐ Business Plans / Market Studies / Pro-forma Analyses
- ☐ List of Anticipated Permits / Approvals / Variances (please add copies of documents, if available)
- ☐ Property Survey
- ☐ Letter of support from the Property Owner (or current lease terms)
- ☐ Other (please specify)

PROJECT FORM: CERTIFICATIONS

Sign and attest that all the information provided in the application is true to the best of your knowledge and that you understand the requirements of the NY Forward program.

Certifications

I hereby certify that the information provided in this form is true and correct to the best of my knowledge. In order to be considered for NY Forward funding, I understand that additional information may be requested about the project and may involve meeting(s) with the NY Forward consultant. I agree to provide the requested information in a timely manner in order for the LPC, consultant team, and State team to consider my project for funding.

Project Sponsor Signature:

Date:

I understand that submission of this form does not constitute an application for or guarantee of funding from New York State, that the information provided herein will be reviewed and considered by the NY Forward Local Planning Committee for possible inclusion in the NY Forward Strategic Investment Plan. I further understand that inclusion in the NY Forward Strategic Investment Plan does not constitute a guarantee of funding from New York State, that all funding decisions will be made by New York State, and if funded I will comply with all State funding requirements.

Project Sponsor Signature:

Date:

Further, I hereby acknowledge that I have read the NY Forward project criteria and understand that any NY Forward funding provided for projects will be made available on a reimbursement basis only after expenses are incurred or in some cases, after a project has been successfully completed in its entirety. I also understand that NY Forward funding will be subject to all applicable New York State requirements, including, but not limited to Minority and Women Business Enterprise (MWBE) utilization, competitive procurement for goods and services, and project status reporting.

Project Sponsor Signature:

Date:

→ **To submit via email:**

Email your completed application and any supplemental materials to
Kiernan Playford at Irondequoitnyforward@gmail.com.

→ **To submit a hard copy, mail or hand-deliver to:**

Irondequoit Town Hall
1280 Titus Avenue, Rochester NY, 14617

Deadline for Submission:

September 2, 2026 at 11:59 PM

17

PROJECT FORM: SUBMITTING APPLICATIONS

There are several ways to submit a completed Project Form or Small Project Interest Form.

Submit via email

Email completed applications to IrondequoitNYForward@gmail.com

DUE DATE

Wednesday September 2, 2026 at 11:59 pm

Submit by mail or in person

Mail or drop off completed applications to Town Hall
1280 Titus Avenue, Rochester, NY 14617

Remember to attach any supplemental information, like site images, renderings, or existing studies. Include the project title and project sponsor contact information on each page of supplemental information.

VISIONING SESSION



VISIONING SESSION

In a word, the Titus-Hudson-Cooper area's greatest asset is...

opportunity

*Isquare
area*

*potential to
become a viable
"town center"
community hub*

Its potential

central

VISIONING SESSION

In a word, the Titus-Hudson-Cooper area's greatest challenge is...

welcoming

Traffic
patterns

property
neglect/vacancies,
property owner
apathy, challenging
to integrate plaza
mentality with a
"village" vibe

Long term
business
sustainability

traffic,
pedestrian
accessibility

VISIONING SESSION

In a word, I would go to the Titus-Hudson-Cooper area more if it had...

Atmosphere

*More
restaurants /
bars*

*Greater
variety of
shopping &
restaurant
options*

A promenade

Restaurants

VISIONING SESSION

Describe how you want the Titus-Hudson-Cooper area to look in five (5) years.

property
beautification,
usable green space
that would be a
community draw,
enhanced sidewalks
/ lighting to
encourage
pedestrian traffic

*It needs a fresh
look. It needs to
be remodeled,
redeveloped*

More private
development with
numerous
business owners.
Major road
reconfiguration in
the area.

Like a Town
Center

Well-manicured
community and
pedestrian friendly
area with services
and options for all
ages.

WHAT'S NEXT?



NEXT STEPS

- Review the DRI/NY Forward Guidance Document
- Review the community's DRI /NY Forward application
- Review, sign and return the Code of Conduct form

Webpages to visit:

DRI

<https://www.ny.gov/programs/downtown-revitalization-initiative>

NY Forward

<https://www.ny.gov/programs/ny-forward>

PUBLIC COMMENT



Ground Rules

- Please state your name and affiliation, if applicable
- Please limit your comments to 3 minutes
- Please be respectful of each other



Comments can also be submitted on the project website:

www.IrondequoitNYForward.com

Thank you!

We appreciate your thoughts, comments, and feedback and look forward to your continued participation in Irondequoit's NY Forward planning process.



Department of State
Downtown Revitalization
Initiative & NY Forward