

# Irondequoit NY Forward | Local Planning Committee Meeting #1

Irondequoit Town Hall

July 15, 2026, at 4 PM

## **Meeting Attendees:**

### ***Local Planning Committee (LPC)***

Christopher Blaine

Deborah Genrich

Nicole Gernier

Maureen Murphy

Supervisor John Perticone

John Sciarabba

## **LPC Members Not in Attendance:**

Andrea Calloway

Debbie Evans

Rich Orczyk

David Seeley

Brigid Simonds

## **Project Team:**

Melissa Keller, NYS Department of State (DOS) Project Manager

Greg Parker, Empire State Development (ESD)

Kimberly Baptiste, Colliers Engineering & Design Project Manager

Kiernan Playford, Colliers Engineering & Design

## **Municipal Staff:**

Bill Lang

Erin Magee

Maria Vecchio

## **Welcome and Introductions**

Melissa Keller welcomed attendees and began the meeting by presenting an introduction to the NY Forward Process. Key topics included the Code of Conduct, the Project Team, the Role of the Local Planning Committee (LPC) and an overview of the NY Forward Program and Strategic Investment Plan process, including detailing eligible and ineligible project types, open call for projects, project requirements, and match requirements for public, private and non-profit project sponsors. The end goal of the project is to have a final slate of non-prioritized recommended projects in the range of \$6 to \$8 million for the \$4.5 million award. Regarding project implementation, all project awards are reimbursement grants and may require project sponsors to secure bridge financing.

## **LPC Meetings and Timeline**

The consultant team presented the meeting schedule:

- First meeting today
- Public Workshop 1: August 5, 2026, 6 PM (Open Call at 7:00 PM)
- LPC Meeting 2: August 19, 2026
- LPC Meeting 3: September 16, 2026;
- Public Workshop 2: October 7, 2026;
- LPC Meeting 4: October 28, 2026;
- LPC Meeting 5: December 2, 2026;
- LPC Meeting 6: TBD if needed.

LPC meetings begin at 4 PM unless otherwise stated.

## Public Engagement

Kiernan Playford provided an overview of the public engagement strategy and emphasized that public participation is a critical component of the NY Forward process. Public feedback will be used to help shape the vision, identify community priorities, and evaluate proposed projects. Planned engagement activities include LPC meetings, public workshops, surveys, pop-up events, online engagement opportunities, youth engagement, and the Open Call for Projects. The LPC was asked to identify important stakeholders, groups, outreach methods, and engagement opportunities that could help ensure broad community participation throughout the planning process. The project website, [www.IrondequoitNYForward.com](http://www.IrondequoitNYForward.com), was highlighted as the primary source for project information, meeting materials, public input opportunities, and project submission forms.

## Irondequoit's NY Forward Application

The project team provided an overview of Irondequoit's NY Forward application, which focuses on the Titus-Hudson-Cooper commercial district. The vision presented in the application describes a vibrant, walkable, and family-friendly district that serves as a community hub and economic center. All projects must be submitted through the Open Call to be considered.

## Open Call for Projects

Kimberly Baptiste introduced the Open Call for Projects, which will run from July 20 through September 2, 2026. The Open Call provides an opportunity for community members, property owners, businesses, non-profit organizations, and public entities to submit projects for consideration. Applicants were encouraged to submit transformative, feasible, and implementation-ready projects. The project team reviewed the draft project application forms and discussed required application materials, project eligibility requirements, budget documentation, ownership and organizational capacity requirements, project readiness expectations, and submission procedures. Applications may be submitted electronically, by mail, or in person.

## Key Discussion

Match Requirements: Currently 25% for private projects, 0% for public/non-profit projects. The LPC agreed upon a 50% match requirement for private projects.

## Visioning Session and Discussion

The meeting concluded with a visioning discussion focused on the Titus-Hudson-Cooper district. LPC members identified the area's greatest asset as its potential to become a viable town center and community hub. Long-term business sustainability was identified as a key challenge. LPC members indicated that additional public amenities, including a promenade and enhanced pedestrian-oriented features, could further strengthen the district. Looking ahead five years, participants envisioned a well-maintained, pedestrian-friendly area with attractive public spaces, strong local businesses, and services that support residents and visitors of all ages.

## Next Steps

LPC members were encouraged to review the NY Forward guidance materials, review Irondequoit's NY Forward application, and complete and return all required Code of Conduct documentation. The project team encouraged members to assist with outreach efforts and promote participation in upcoming public engagement activities and the Open Call for Projects.

## Public Comments

- *Concerns about accessibility and inclusivity at meetings.*
- *Rochester chapter of National Federation of the Blind is a resource for accessibility questions, especially when it comes to public realm projects.*
- *United Church is interested and eager to be involved in process as needed.*
- *Concerns about programmatic terminology of “Downtown” because Irondequoit does not have a traditional downtown. Concerned about describing study area as walkable because they do not think Irondequoit has any walkable areas.*
- *An urban planning student wants to ensure pedestrian safety and accessibility in projects, and urged committee to encourage all modes of transportation.*
- *Representatives of Helping Irondequoit Plan for Progress (HIPP) reviewed the six (6) goals from their plan and commented on how many ingredients already exist for creating a vibrant, walkable area.*
- *Another representative of HIPP urged the Project Team to have at least one student at the table, and to get in touch with the West Irondequoit School District superintendent. Also wants to see more buildings built along the street.*
- *Concerns about Irondequoit Plaza and bus and pedestrian access. It is not welcoming to pedestrians and cyclists.*
- *Representative of Walk Bike Irondequoit expressed interest in getting involved and was happy to see walkability is included in the Town’s application.*
- *A member of the public asked a question about project eligibility for special events and wants to see more special events in the Titus-Hudson-Cooper area to draw more people to town.*
  - *Response: Only permanent fixtures are eligible*
- *Concerns about lack of bus service north of Titus Ave, which hinders movement of residents; lack of involvement in neighborhood associations.*
- *A member of the public wants to see a craft antique mall at the old Rite Aid.*
- *A member of the public wants to make sure there are safety protocols built into to the project to people won’t turn properties over as soon as improvements are made—keep it local.*

- Response: Grant agreements include provisions to encourage long-term retention of property.