



PUBLIC WORKSHOP

August 5, 2026



NY Forward



AGENDA

1. NY Forward Program Overview
2. Project Team
3. Planning Process & Timeline
4. Open Call for Projects
5. Get Involved
6. Interactive Activity: Visioning





NY Forward

NY FORWARD PROGRAM OVERVIEW

CONTEXT

The Town of Irondequoit has been awarded \$4.5 million from New York State to plan and implement transformative projects in the **Titus-Hudson-Cooper** area.



GOALS

The NY Forward program is designed to invigorate and enliven central areas in New York's towns, villages and hamlets.

New York State NY Forward Goals



1. Enhance downtown living and quality of life



5. Provide public spaces that serve all ages and abilities



2. Create an active downtown with a mix of uses



6. Encourage the reduction of greenhouse gas emissions



3. Provide a diverse mix of employment opportunities



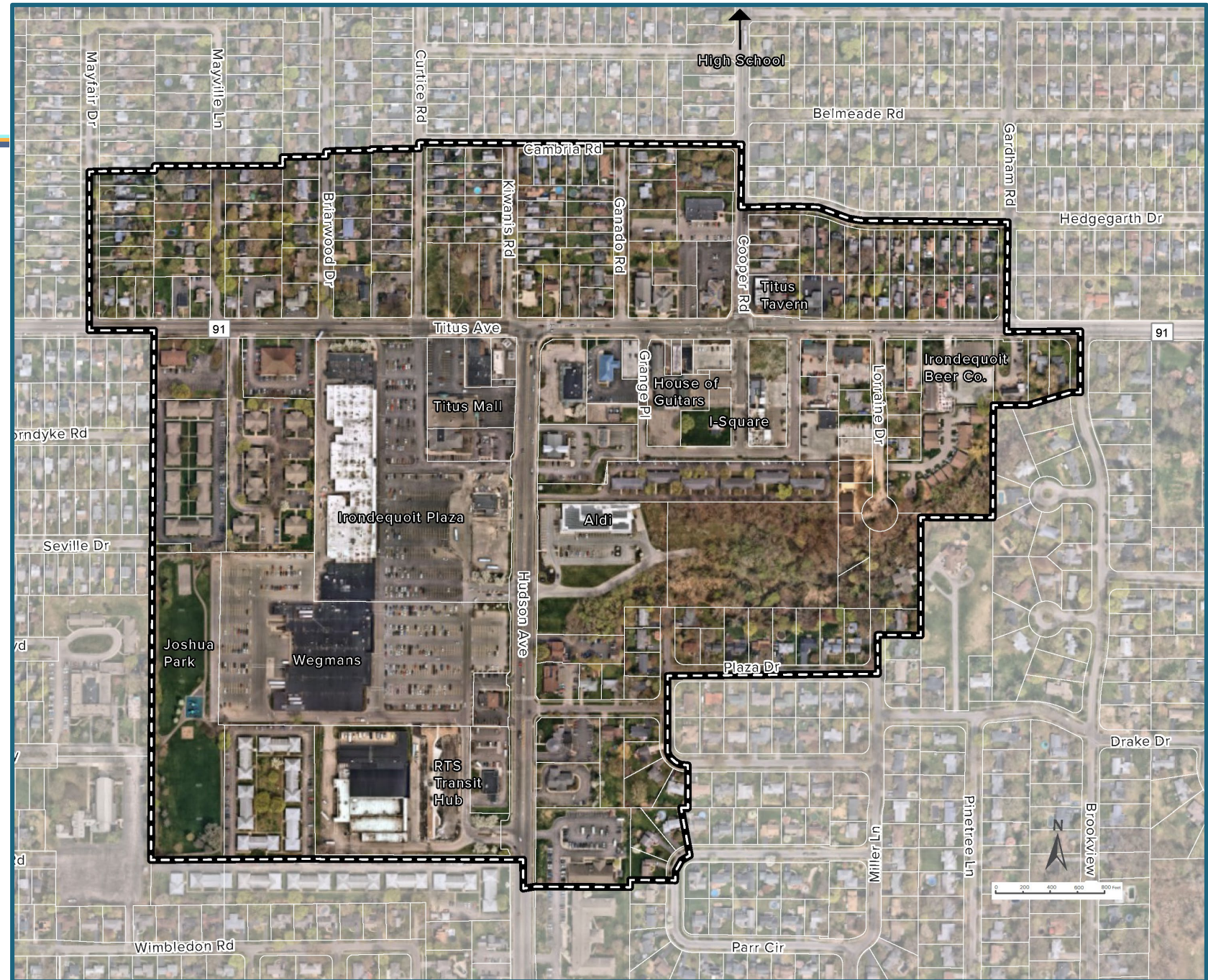
7. Grow the local property tax base



4. Create diverse housing options for all income levels

PROJECT LOCATION

Projects **must** be located in the Irondequoit NY Forward boundary.



PROJECT TEAM

STATE AGENCY TEAM

Department of State (DOS)

Melissa Keller

Empire State Development (ESD)

Greg Parker

Homes & Community Renewal (HCR)

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

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

The Local Planning Committee is a group of community members selected to lead Irondequoit's planning process and determine which projects have the most potential to bring transformative change to the Titus-Hudson-Cooper area.

LPC Members:

- Represent a **diverse segment of the Irondequoit community**, from business owners, to residents, to local officials.
- **Must act in the public interest.** Their job is to identify which proposed projects have the best potential to bring the most benefit to Irondequoit.
- Are required to **recuse themselves** from discussing or voting on a proposed project where they have a conflict of interest.
- Are **volunteering** their time.

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

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

Deborah Genrich | Business Owner

Rich Orczyk | Real Estate

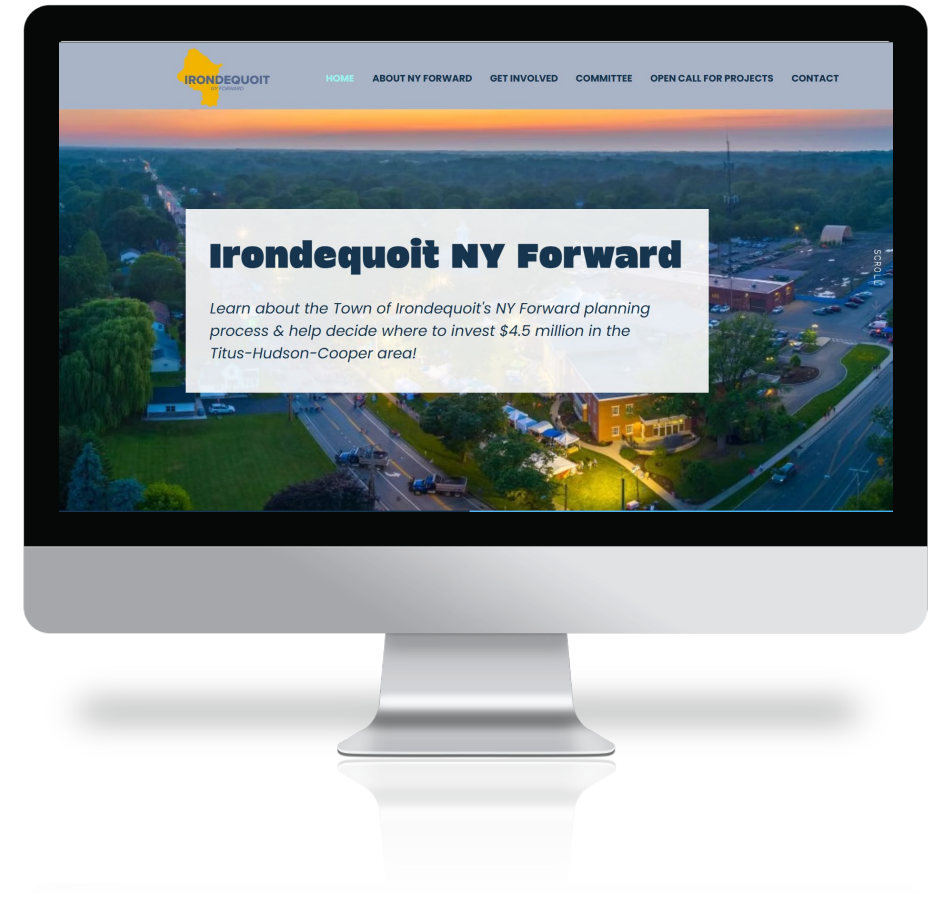
Maureen Murphy | Transportation / Mobility and Seniors

THE COMMUNITY

Community members will provide their input and feedback throughout the process!

- Public Workshops
- LPC Meetings
- Pop-Up Events
- Open Call for Projects
- Project Sponsor Meetings

www.IrondequoitNYForward.com



PLANNING PROCESS

PROCESS

Projects will be identified through a 6-month planning process, led by the Local Planning Committee (LPC) with guidance from NYS.



PROCESS

Following the planning process, NYS will review the Strategic Investment Plan and make the final determination on which projects will receive NY Forward funding.

Strategic Investment Plan Submitted to NYS with Recommended Projects

February 2027

NY Forward Grant Awards Announced

Tentatively Summer 2027

Project Implementation

2027 – 2029+

VISIONING

The LPC and community members will refine the vision, goals, and strategies for the Titus-Hudson-Cooper area.

We'll continue this today!

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

potential to become a viable "town center" community hub

traffic, pedestrian accessibility

STUDY AREA ASSESSMENT

The consultant team will assess the study area's opportunities and challenges

- **Demographic Analysis**
- **Historic Context**
- **Physical Setting**
- **Economic Conditions**
- **Recent Plans**
- **Trends & Opportunities**

Preliminary findings will be presented at LPC #2 on August 19th

PROJECT PROPOSALS

The Town of Irondequoit and project sponsors will propose projects for potential NY Forward funding.



**Open Call is
happening now!**

Closes Sept. 2nd

Projects are proposed by the Town, private sponsors, and non-profit sponsors through the Open Call for Projects (**open to the public**).



LPC evaluates all projects
based on established criteria and identifies **\$6-8 million** worth of projects to include in the Strategic Investment Plan. Not all projects will be included.



The State will award \$4.5 million in projects
based on information provided in the Strategic Investment Plan. Not all projects will receive NY Forward funding.

STRATEGIC INVESTMENT PLAN (SIP)

This is the final deliverable that results from the NY Forward planning process, which the State will use to review recommended projects and determine which to fund

- **Vision & Goals**
- **Study Area Assessment**
- **Recommended Projects**
- **Community Roadmap**



NY Forward

GET INVOLVED

GET INVOLVED

Here's how you can get involved over the next several months.

Connect with us anytime!
www.IrondequoitNYForward.com

July 20th
Open Call Begins

August 5th
**Public Workshop #1
Open Call Session**

September 2nd
Open Call Ends

September 3rd
Farmers Market Pop-Up

October 7th
Public Workshop #2

GET INVOLVED

Here's how you can get involved over the next several months.

Connect with us anytime!
www.IrondequoitNYForward.com

August 19 at 4pm
LPC Meeting #2

September 16 at 4pm
LPC Meeting #3

October 28 at 4pm
LPC Meeting #4

December 2 at 4pm
LPC Meeting #5

TBD
LPC Meeting #6 (if needed)



NY Forward

VISIONING

Vision Statement

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-Hudson-Cooper** 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.

Vision Statement

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, mature tree canopies, and a historic district is the heart of the community, and a mix of small businesses and commercial storefronts, all in with its rich history, and a mix of transit options, and a mix of long-standing locals to newcomers.

What's missing from this statement? What would you change?

LOCAL GOALS

Help us define the goals for the Titus-Hudson-Cooper area!

- 01 In a word...What is the Titus-Hudson-Cooper Area's greatest **asset**?
- 02 In a word, what is the Titus-Hudson-Cooper Area's greatest **challenge**?
- 03 **In a word**...Today, I visit the Titus-Hudson-Cooper Area to...

INTERACTIVE SESSION

We want your feedback!

- Add your thoughts to the visioning boards
- Talk to a project team member
- Fill out a comment card

More to say? Reach out via email at
IrondequoitNYForward@gmail.com