



Irondequoit NY Forward
Public Workshop #1
Wednesday, August 5, 2026 at 6 PM
Irondequoit Town Hall

Meeting Overview

The Town of Irondequoit held its first Revitalization Workshop as part of the NY Forward planning process. The town has been awarded \$4.5 million from New York State to plan and implement transformative projects in the Titus-Hudson-Cooper area over a 7-month planning period.

NY Forward Program Goals

The NY Forward program is designed to invigorate and enliven central areas of New York's smaller communities. The state has established seven key goals:

- Enhance downtown living and quality of life
- Create an active downtown with a mix of uses
- Provide diverse employment opportunities
- Create diverse housing options for all income levels
- Provide public spaces that serve all ages and abilities
- Encourage reduction of greenhouse gas emissions
- Grow the local property tax base

Study Area

A map of the study area was reviewed, which includes the commercial areas surrounding Titus Avenue, Hudson Avenue, and Cooper Road.

Project Team Structure

- **Local Planning Committee (LPC):** A diverse group of local community members selected to guide the planning process and evaluate proposed projects. The committee is co-chaired by Supervisor Perticone and Regional Economic Development Council (REDC) Designee Dave Seeley, with additional members representing various community stakeholders.
- **State Agencies:** Representatives from multiple New York State (NYS) agencies will be involved in the planning process, including the Department of State, Empire State Development, NYS Homes and Community Renewal, the Governor's Office, and NYSERDA.
- **Consultant Team:** Led by Colliers Engineering & Design with supporting partners including Sustainable Planning & Design, Camoin Associates, Prospect Hill Consulting, and STC Design.



- Municipal Representatives: municipal staff will help to facilitate the process and provide the consultant team with relevant data and background information. They assist in coordinating and advertising community engagement events.

Planning Process Timeline

The planning process began in July 2026 and will conclude in February 2027 with key milestones including:

- July 20-September 2: Open Call for Projects
- September-December: LPC evaluation of proposed projects
- January 2027: Strategic Investment Plan submission to NYS
- Summer 2027: Grant awards announcement (tentative)
- 2027-2030+: Project implementation

Key Milestones

The project team reviewed key steps in the planning process, including visioning, which will take place through an interactive workshop at the end of the session; assessment of the study area's existing conditions, opportunities, and needs; submission and review of project proposals; and development of a strategic investment plan.

Community Engagement

Opportunities for community members to participate in the planning process were reviewed, including the open call for project proposals, the Farmer's Market Pop-Up on September 3rd, and the second public workshop on October 7th. Community members can connect with the project team at any time through the website www.irondequoitnyforward.com or by email at irondequoitnyforward@gmail.com.

Visioning

The workshop unveiled Irondequoit's vision for the Titus-Hudson-Cooper area.

*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.*

Attendees then participated in an open-house style session, providing feedback on the vision statement to identify items that should be emphasized, added, or changed. In addition, they responded to a series of visioning prompts to help define goals and strategies that would help to realize the vision. Below is a summary of the input received.

A Vision for Titus-Hudson-Cooper – When you think of what you want this area to look and feel like in ten years, what do you think should be emphasized?

Key Themes

- Entrepreneurship and small business opportunities
- Family-friendly/all ages amenities and destinations, especially for youth
- Increased multimodal accessibility

All Feedback

- Event spaces unique ones
- Economic diversity
- More places for youth (bowling, trampoline park, etc.)
- More collaboration
- Business opportunities that attract residents and new people
- More growth opportunities, especially for young aspiring entrepreneurs
- More awareness of what's happening
- More kid and pet friendly spaces
- Better pedestrian connections so people feel safe walking and cycling + leave cars at home
- Celebrating its connection to the City and how visitors can help business
- A vision for Irondequoit. No East/West, just one town
- Entrepreneurship hub for students exploring their first business ideas to establish small businesses seeking opportunities, etc.
- Better use of outdoor spaces
- A better assortment of stores and businesses
- Grants for small businesses

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

Key Themes

- Walkability, safety, and traffic
- Vacancy and blight
- Economic vitality for small businesses
- Lack of green space
- Community identity (lack of)



All Feedback

- Traffic—not pedestrian friendly
- Lack of small, local businesses
- Pedestrian safety
- Walkability
- Missing a theater space (e.g. movies, small plays)
- Maintaining public spaces
 - Whatever we fund, how do we maintain?
- Raze the Titus Tavern building and replace with something attractive
- Why six banks within 2 blocks of each other?
- To define itself!
- Affordable housing, home ownership, condos
- Getting rid of vacant properties (i.e., Rite Aid)
- Safety
- Not enough small local businesses
- Traffic
- Too many parking lots, need more trees
- Making town more bike and walker friendly
- Empty storefronts
- Getting people here—what's the draw?
- Actual opportunities for small businesses to grow is an issue
- Lack of greenspace
- Irondequoit Plaza—Quality of stores and shopping
- Maybe not the greatest challenge but the commercial area really lacks trees/natural landscaping
- Finishing the corner in I-Square
- Empty storefronts
- Not enough green space
- I did not know there was a park in this area
- No green space
- Irondequoit Plaza: not pedestrian friendly, cars speeding, illegal parking, vacancies (empty buildings), not enough green space, trees, etc.
- Lack of walking incentive
- Address empty storefronts
- Blight
- Feeling like a community—doesn't feel like one
- East/West divide
- Safety-Cops cutting into lanes with people in the lines
- Safety at corner traffic flow is not working I have had cars brush my coat in the crossway

In a word...Today, I visit the Titus-Hudson-Cooper area to...

Key Themes

- Shopping and services
- Dining and coffee
- Convenience

All Feedback

- I almost never visit, except to go to the DMV
- Banking, grocery shopping



- Work, eat, live, enjoy entertainment
- Shop and eat
- HOG, Brewery, IACC, Aldis, Wegmans
- Bank and resolving a trash issue on a commercial property
- Eat, shop and walk
- Coffee, drink, Aldis
- Shop, eat, love the shoe repair shop!
- Volunteer, worship, shop, eat
- Shop, go to the library, go to the bank, to get food
- Eat, I-Square, bank
- Aldi, Wegmans
- Walk to stores in the plaza and visit places to eat in the area
- Grocery shopping, restaurants
- Shop somewhere more pleasant than Ridge Road
- I don't come down here very often—for Wegmans if I do

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

Key Themes

- Destination / Anchor businesses
- Location and accessibility
- Walkability and residential density

All Feedback

- House of Guitars
- Central location
- House of Guitars
- Walkable apartment complexes
- Small locally owned businesses and residential density
- Irondequoit Beer Co., House of Guitars and small businesses around it
- Central location
- Easy to get to and I-Square property
- Public accessibility
- House and Guitars and other local businesses
- Easy access—close by, convenient
- Decent parking near larger businesses
- Town Hall complex with Farmers Market, music
- The Irondequoit Library