

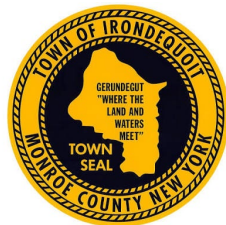


LPC Meeting #3

September 16, 2026



NY Forward



AGENDA

1. Meeting Format
2. Preamble
3. Status Update
4. Project Review
5. Next Steps
6. Public Comment

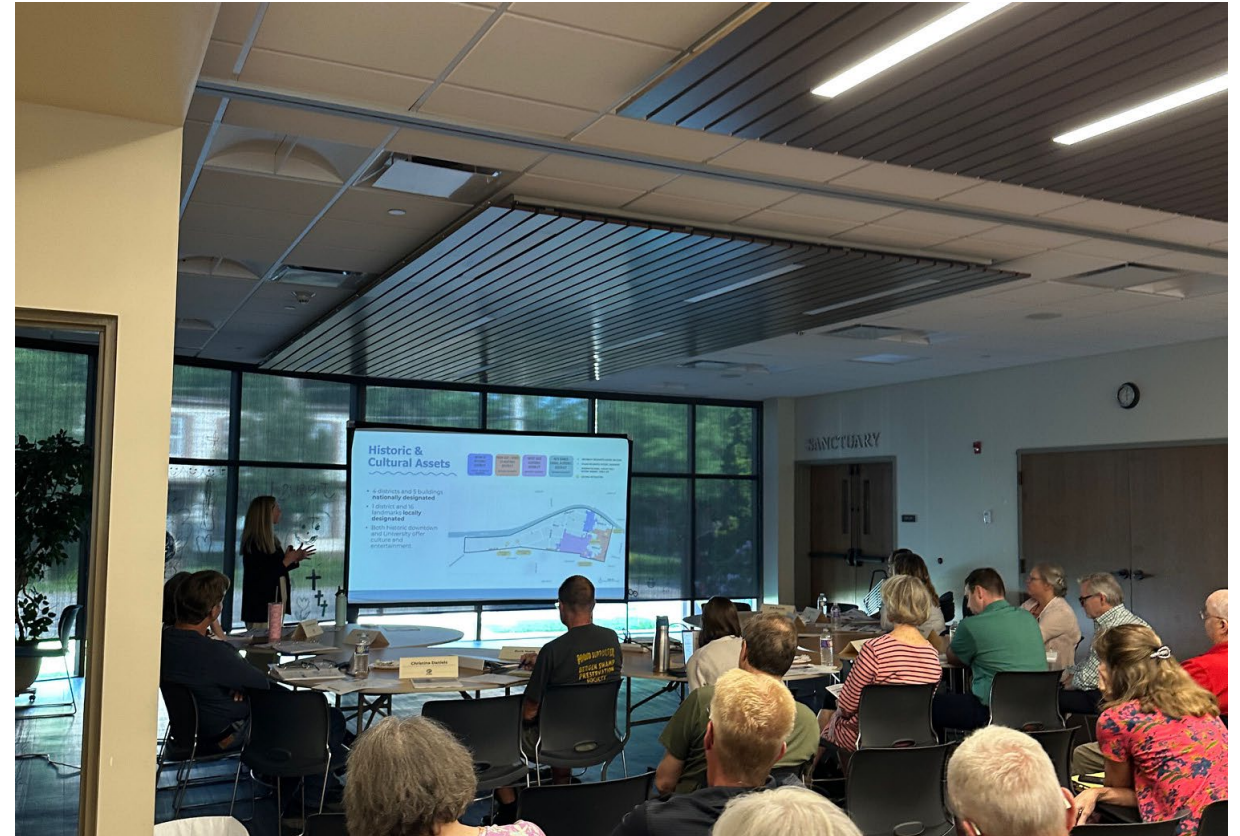


MEETING FORMAT

LPC meetings are working sessions for the committee.

Public comments are welcome at the end of the session!

LPC members, please use your microphones.



An LPC meeting from Round 3 of NY Forward

PREAMBLE

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

Do any LPC members need to make a disclosure to the Committee?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.



STATUS UPDATE

STATUS UPDATE

Here's what we've been up to since we last met!

- Open Call Closed
 - 17 projects received
 - 5 small project fund letter of interest forms received
- Pop-Up at Farmers Market on September 3rd
- Scheduling meetings with sponsors
- Student engagement coordination at IHS

FARMERS MARKET POP-UP RECAP

Key Takeaways

- Activity is concentrated around key commercial destinations, led by the House of Guitars/I-Square area
- Wegmans/Irondequoit Plaza and Titus Mall are also major community destinations
- Community gathering and recreation destinations, such as Joshua Park, received fewer but notable mentions.



Where do you spend time in the Titus-Hudson-Cooper area?

FARMERS MARKET POP-UP RECAP

Key Takeaways

- More local businesses, improved pedestrian access, and expanded community events were the highest priorities
- Strong support for safer crossings, traffic calming, and enhanced walkability throughout the area.
- Interest in attracting new retail, supporting small businesses, and redeveloping vacant properties
- Desire for more gathering spaces, youth-focused amenities, parks and recreation, and additional public seating



What are your top priorities for enhancing this area?

PROJECT REVIEW

EVALUATION CRITERIA

**Proposed projects must
meet the evaluation
criteria**

- **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and the State for Irondequoit's NY Forward.
- **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of the Titus-Hudson-Cooper area.
- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon award of funding.
- **Eligible Project.** Projects must be one of the eligible project types.
- **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.

GOALS



Create a walkable, safe community hub that is accessible for residents and visitors, from students to senior citizens alike



Support a diverse and multi-generational residential community



Strengthen local businesses, entrepreneurship, and economic vitality



Reinforce Irondequoit's identity and sense of place



Enhance quality of life through community amenities and public spaces

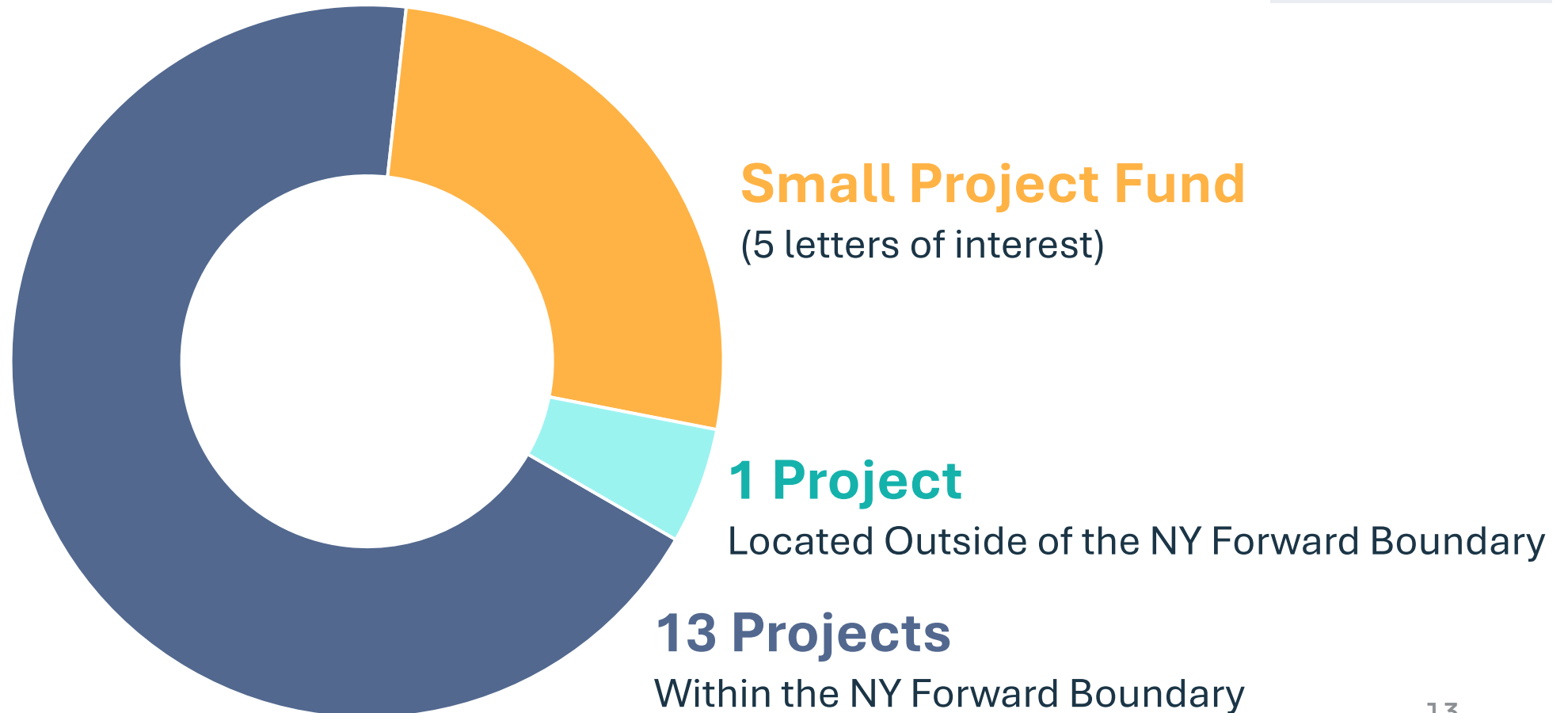
MATCH REQUIREMENTS

**The LPC established
baseline match
requirements**

- Privately-sponsored projects: 50%
- Publicly-sponsored projects: 0%
- Non-profit sponsored projects: 0%

PROPOSED PROJECTS OVERVIEW

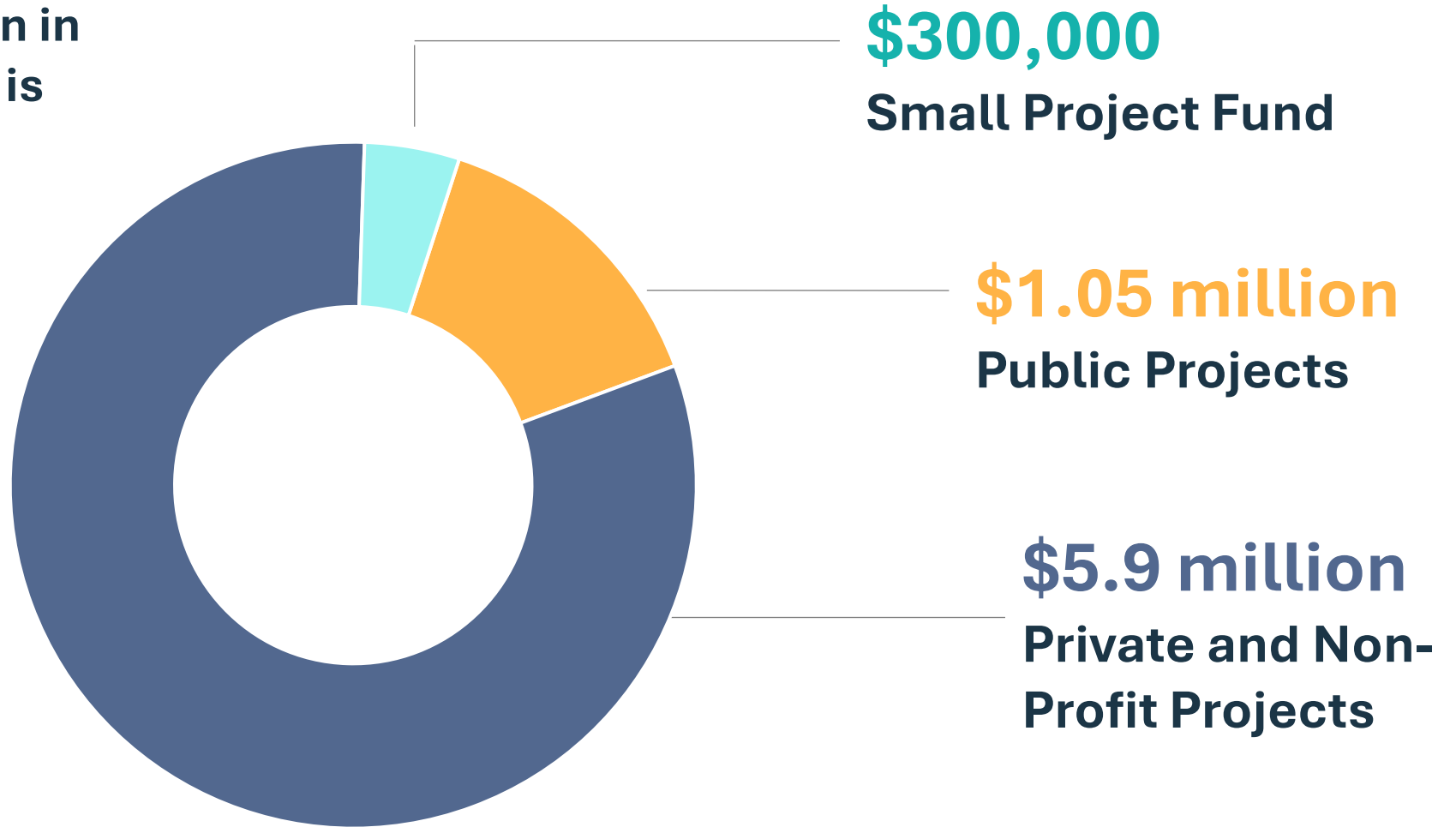
A total of \$7.7 million in NY Forward funding is requested.



Does the LPC want to keep the Small Project Fund open to continue receiving letters of interest?

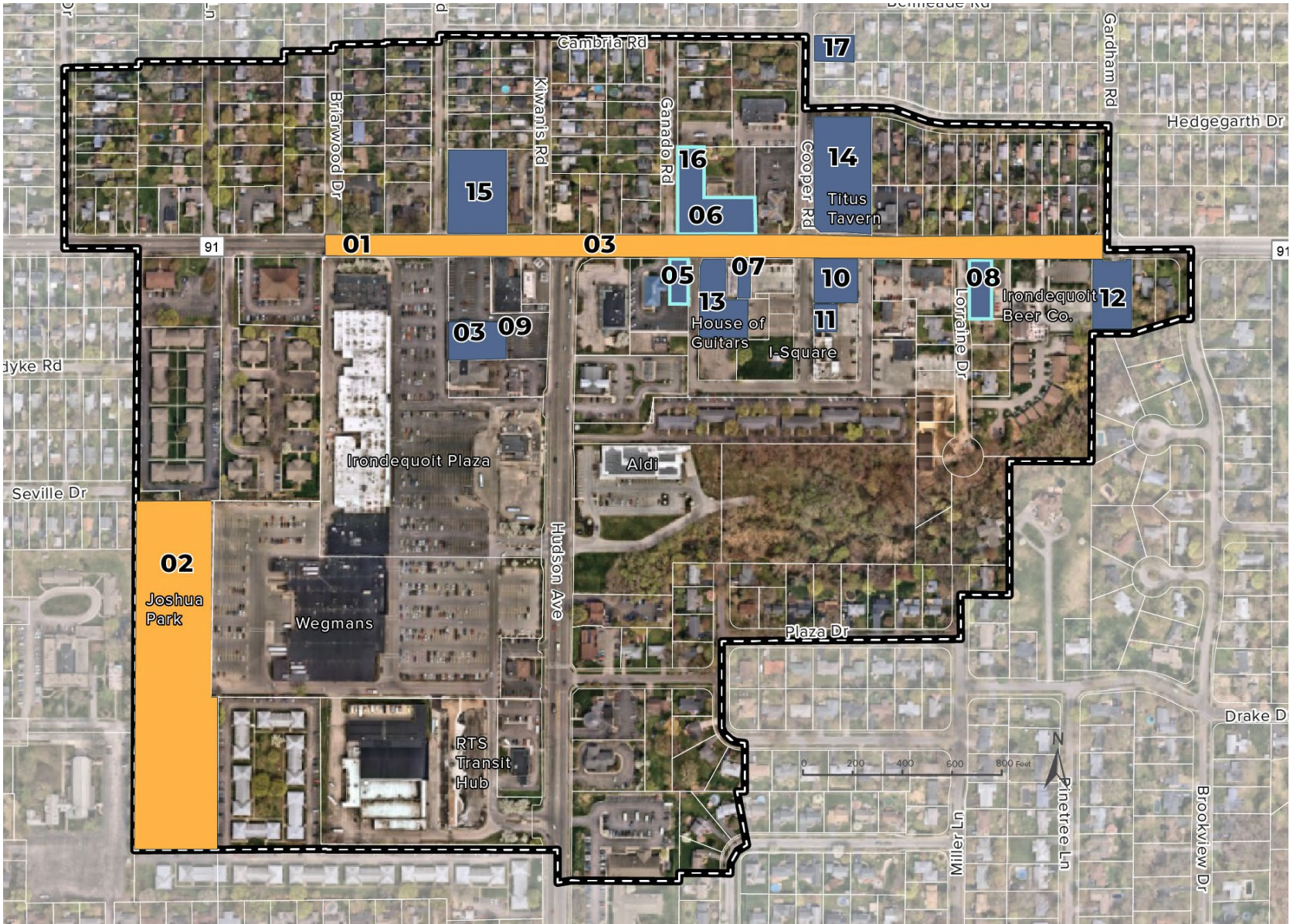
PROPOSED PROJECTS OVERVIEW

A total of \$7.7 million in NY Forward funding is requested.



PROPOSED PROJECTS OVERVIEW

- Public Projects
- Private Projects
- Small Project Fund Letter of Interest



TARGET NY FORWARD AMOUNT

Your goal is to submit \$6-8 million in NY Forward funding requests to the State in the Strategic Investment Plan.



LPC Survey

The LPC survey helped understand how the projects align with the goals and their level of support from the LPC.

High

Over 90% supported funding

Medium

Over 50% supported funding

Low

Less than 50% supported funding

**These scores are not definitive.
They are a starting point for discussion.**

LPC Survey Rankings

These scores
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definitive.
They are a
starting point
for discussion.

Transform Titus Tavern Restaurant Property Through Comprehensive Site Improvements	High
Create a Distinct Identity for Titus-Hudson-Cooper	High
Create a More Walkable Titus Avenue Corridor	High
Establish a Small Project Grant Fund	High
Construct a New I-Hots Restaurant at 633 Titus Avenue	High
Construct a Boutique Hotel at I-Square	High
Renovate the Interior of the Imaginarium Building to Connect to Proposed Hotel	High
Enhance Joshua Park with New Amenities	High
Develop Market-Rate Housing at 550 Titus Avenue	Medium
Enhance the Visual Appeal of Titus Mall	Low
Transform Titus Mall into a Multi-Use Restaurant and Billiards Bar	Medium
Modernize and Expand Bateman Orthodontics at 654-659 Titus Avenue	Low
Expand and Modernize the Titus Mower Facility to Optimize Functionality	Low
Create New Playground Space at Irondequoit Cooperative Nursery School	Low
Revitalize the IUCC Campus and Titus Avenue Streetscape	Low
Rehabilitate the Iconic House of Guitars and Titus Shoe Repair	Medium
Enhance Visual Appeal and Accessibility of Irondequoit Family Dentistry	Low



PUBLIC PROJECTS

CREATE A DISTRICT IDENTITY FOR TITUS-HUDSON-COOPER

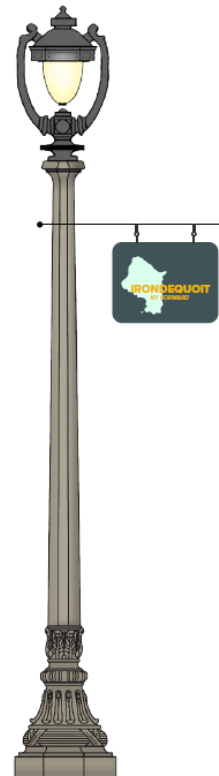
Project Description: A comprehensive marketing, branding, and wayfinding initiative will establish a distinct identity for the area through a new brand, logo, and signage system, enhancing visibility, navigation, walkability, and its appeal to residents, businesses, employers, and visitors.

Total Cost: \$350,000

NY Forward Request: \$350,000



Metal Fabricated Banner Sign



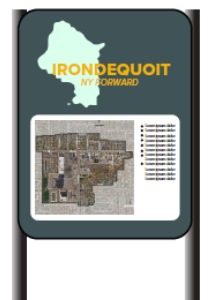
Banner Signs



Wayfinding Signs



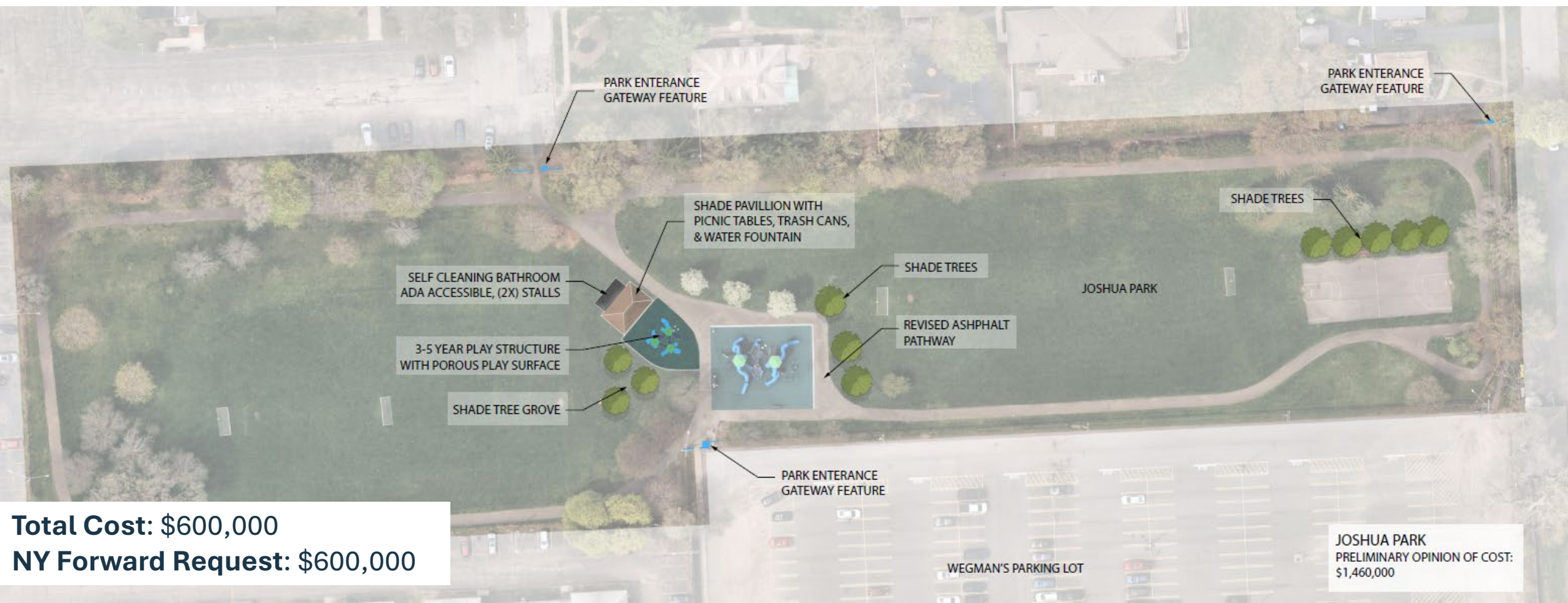
Gateway Signs



Kiosk Signs

ENHANCE JOSHUA PARK WITH NEW AMENITIES

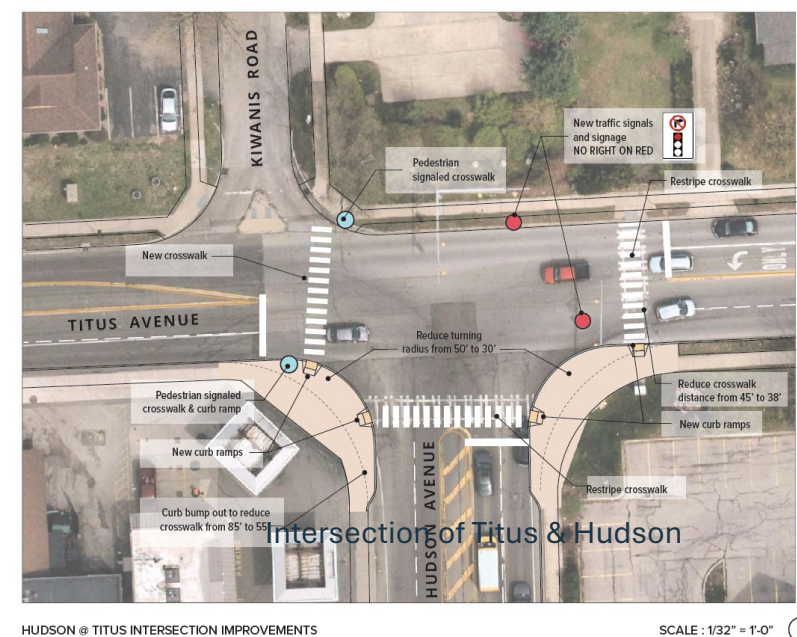
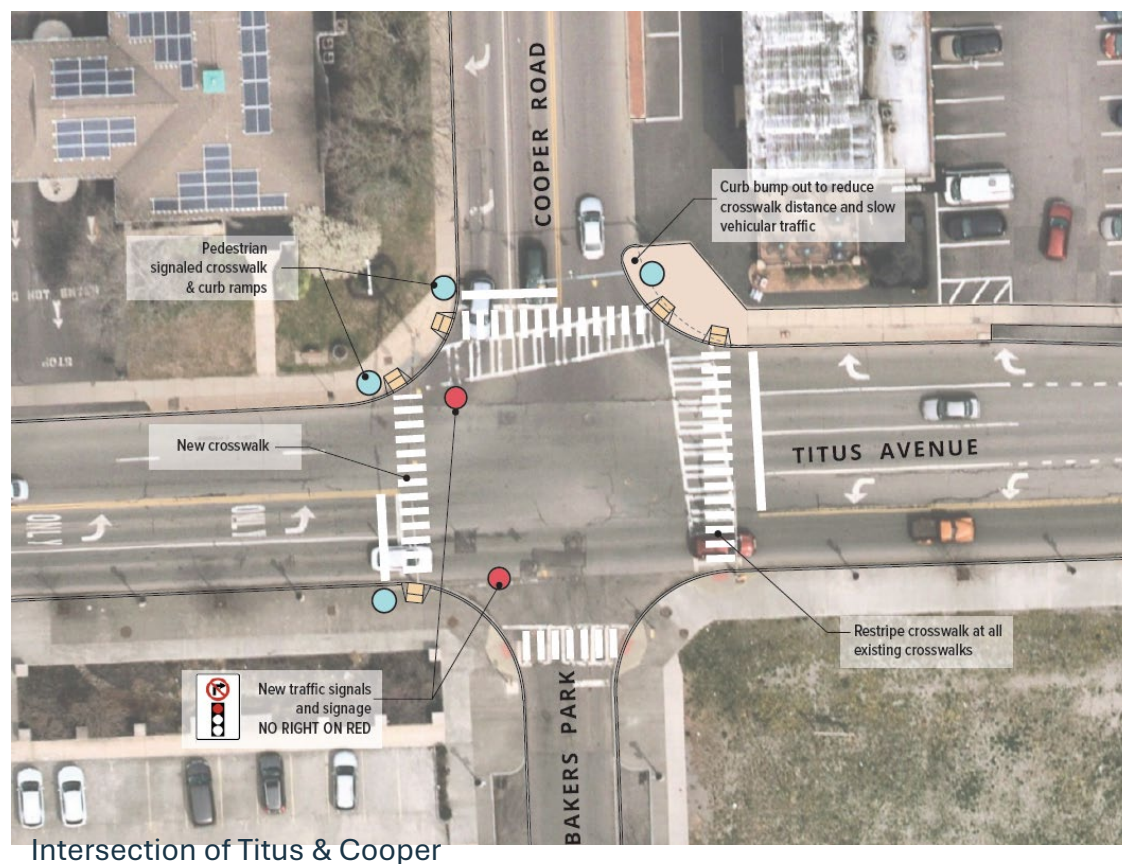
Project Description: Enhance accessibility, recreation, and visitor amenities through a new picnic pavilion, ADA-accessible playground, improved pathways, gateway features, shade trees, park furnishings, and security cameras, creating a more welcoming and connected park experience for all ages.



CREATE A MORE WALKABLE TITUS AVENUE CORRIDOR

Project Description:

Safety, accessibility, and pedestrian connectivity improvements along the Titus Avenue corridor, including high-visibility crossings, traffic-calming measures, ADA improvements, and pedestrian-scale lighting, creating a safer, more walkable, and welcoming community environment.



Total Cost: \$630,000

NY Forward Request: \$630,000

ESTABLISH A SMALL PROJECT GRANT FUND

Project Description:

The Small Project Grant Fund will provide financial assistance to property and business owners for building improvements, facades, renovations, signage, equipment, and public art installations to strengthen the Titus-Hudson-Cooper area, covering up to 75% of project costs with recipients providing a 25% match.

Total Cost: \$300,000

NY Forward Request: \$350,000





PRIVATE PROJECTS

TRANSFORM TITUS MALL INTO A MULTI-USE RESTAURANT AND BILLIARDS BAR

Project Description:

Former DMV site will be redeveloped into a multi-concept venue featuring a coffee shop, co-working space, restaurant, bar, billiards hall, and entertainment offerings, expanding dining, recreation, and social opportunities within the area.

Total Cost: \$1,425,647

NY Forward Request: \$712,824 (50%)



CONSTRUCT A NEW I-HOTS RESTAURANT AT 633 TITUS AVENUE

Project Description:

The site of the former I-Hots restaurant will be redeveloped with a new two-story restaurant featuring indoor dining, outdoor patio seating, bicycle amenities, and a proposed rooftop deck, reestablishing a longstanding local business and expanding dining opportunities within the corridor.

Total Cost: \$993,208

NY Forward Request: \$300,000 (30%)



REVITALIZE THE IUCC CAMPUS AND TITUS AVENUE STREETScape

Project Description:

Transformation of the Irondequoit United Church of Christ (IUCC) frontage on Titus Avenue from a largely paved, underutilized area into a greener, more attractive, and pedestrian-friendly space.

Total Cost: \$423,000

NY Forward Request: \$423,000 (100%)



MODERNIZE AND EXPAND BATEMAN ORTHODONTICS AT 654-659 TITUS AVENUE

Project Description:

Modernize a dated commercial building with an improved storefront, energy-efficient features, public art, and accessible interior space to accommodate expanded orthodontic services while enhancing the appearance and walkability of the corridor.

Total Cost: \$778,257

NY Forward Request: \$389,128 (50%)



ENHANCE VISUAL APPEAL AND ACCESSIBILITY OF IRONDEQUOIT FAMILY DENTISTRY

Project Description:

Renovate the existing dental office by creating a new accessible entrance, reception area, and waiting room, adding two treatment rooms, and enhancing the building's appearance along Titus Avenue.

Total Cost: \$250,000

NY Forward Request: \$125,000 (50%)



ENHANCE THE VISUAL APPEAL OF TITUS MALL

Project Description:

Façade renovations including painting, wood panel system work, masonry repairs, foundation brick repairs, sidewalk replacement, signage installation, fencing, and more.



Does not
meet
minimum
50% match
requirement



Total Cost: \$203,629

NY Forward Request: \$203,629 (100%)

CONSTRUCT A BOUTIQUE HOTEL AT I-SQUARE

Project Description:

A new three-story boutique hotel with 20-22 overnight and short-term accommodations, including efficiencies, suites, kitchens, and balconies, will be constructed at 400 Bakers Park, connecting to the existing Imaginarium building.

Total Cost: \$5,500,000

NY Forward Request: \$1,500,000 (27%)



RENOVATE THE INTERIOR OF THE IMAGINARIUM BUILDING TO CONNECT TO PROPOSED HOTEL

Project Description:

The second floor of the Imaginarium building will be renovated to create shared workspace, meeting space, and an exercise room, while establishing an interior connection to the proposed hotel through modifications to walls, doors, HVAC systems, lighting, and interior finishes.

Total Cost: \$205,000

NY Forward Request: \$90,000 (44%)



EXPAND AND MODERNIZE THE TITUS MOWER FACILITY TO OPTIMIZE FUNCTIONALITY

Project Description:

Renovate and expand Titus Mower facility through the removal of outdated additions and construction of a new showroom, storage, and repair area, creating a more accessible, customer-friendly, and functional space to optimize equipment sales and service operations.

Total Cost: \$640,000

NY Forward Request: \$192,000 (30%)



REHABILITATE THE ICONIC HOUSE OF GUITARS AND TITUS SHOE REPAIR

Project Description:

Repair and rehabilitation of the House of Guitars and Titus Shoe Store buildings, including roof replacement and structural improvements to address deteriorating roof conditions, interior damage, and building deficiencies affecting both properties.



Does not meet minimum 50% match requirement

Total Cost: \$20,000

NY Forward Request: \$15,000 (75%)



TRANSFORM TITUS TAVERN RESTAURANT PROPERTY THROUGH COMPREHENSIVE SITE IMPROVEMENTS

Project Description:

A comprehensive revitalization effort for Titus Tavern and adjoining restaurants, featuring parking and traffic improvements, enhanced outdoor spaces, building upgrades, and landscaping to activate the space, improve safety and functionality, and enhance the visual quality of the Titus / Cooper corner.

Total Cost: \$470,000

NY Forward Request: \$235,000 (50%)



DEVELOP MARKET-RATE HOUSING AT 550 TITUS AVENUE

Project Description:

Construction of a new three-story, 16-unit apartment building with landscaped grounds, pedestrian improvements, on-site parking, and bicycle storage on a long-vacant site, providing new market-rate housing within a walkable neighborhood.

Total Cost: \$4,802,269

NY Forward Request: \$1,500,000 (31%)



CREATE NEW PLAYGROUND SPACE AT IRONDEQUOIT COOPERATIVE NURSERY SCHOOL

Project Description:

Expansion and enhancement of an existing nursery school playground into an accessible outdoor classroom featuring nature-based learning areas, flexible educational activity centers, a new perimeter fence, and permeable hardscape improvements that support a variety of learning styles and abilities.

Total Cost: \$150,000

NY Forward Request: \$150,000 (100%)



CREATION OF DOG WASH STATION AT LONG VACANT PROPERTY ON COOPER ROAD

Project Description:

This project will create a dog services center in featuring a self-service dog wash, grooming, dog training, and retail space, with the potential for additional dog-focused services. Improvements include plumbing upgrades, fencing, signage, and potential solar and stormwater systems, with no work planned on the second floor.



This project is outside the NY Forward boundary. Is there interest in modifying boundary?



Total Cost: \$98,000

NY Forward Request: \$49,000 (50%)

NEXT STEPS

NEXT STEPS

Here is what's happening before our next LPC meeting.

Connect with us anytime!
www.IrondequoitNYForward.com

October 7: Public Workshop #2

September / October:

- Student engagement at HIS
- Continue sponsor outreach/project development

October 28: LPC Meeting #4



PUBLIC COMMENTS

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.