



LPC Meeting #2

August 19, 2026



NY Forward



AGENDA

1. Meeting Format
2. Preamble
3. Status Update
4. Vision, Goals & Strategies
5. Study Area Assessment
6. Next Steps
7. Public Comment

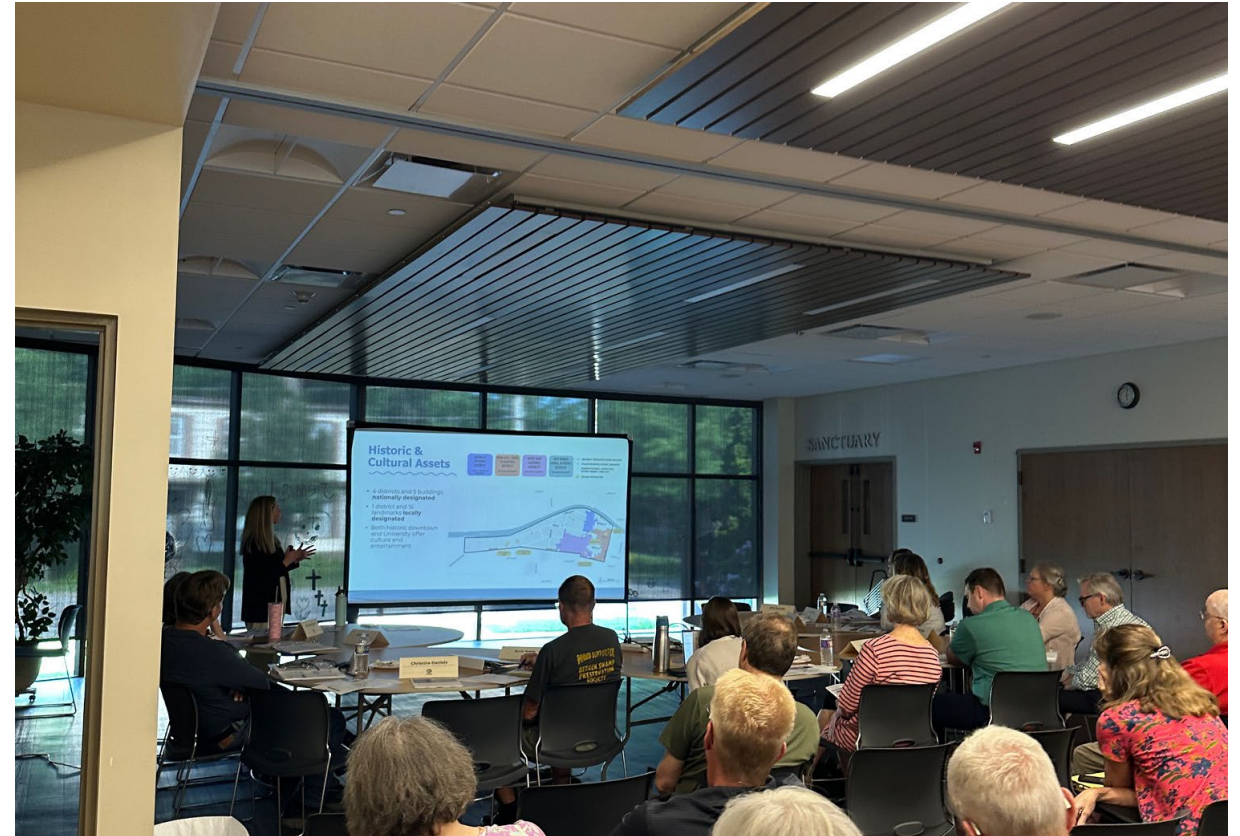


MEETING FORMAT

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

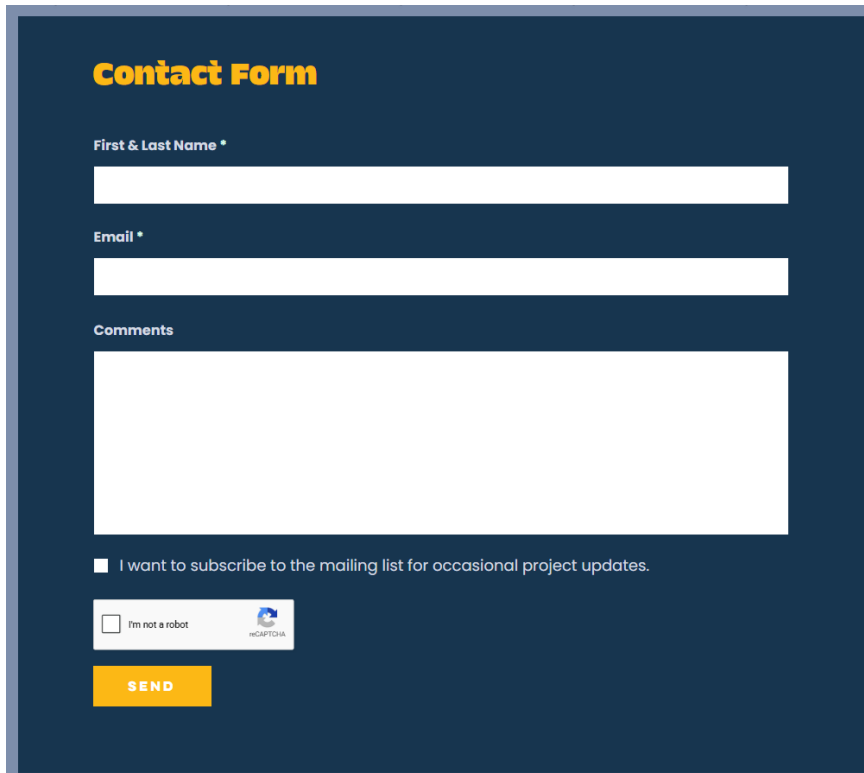
STATUS UPDATE

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

- Open Call Released
 - Open Call Information Session
 - Office Hours with potential applicants
 - One application received!
- Public Visioning Workshop held August 5th
- Scheduling School Engagement
- Study Area Assessment

STATUS UPDATE

Website and email
comments



Contact Form

First & Last Name *

Email *

Comments

☐ I want to subscribe to the mailing list for occasional project updates.

☐ I'm not a robot 

SEND

- Interest in public realm projects
- Meetings with potential project sponsors
- Questions about meeting formats

PUBLIC WORKSHOP RECAP

Visioning Workshop and Open
Call Information Session held
on August 5th

45 Attendees total

Program Overview and
Interactive Visioning Session



WHAT WE HEARD

Vision Statement Emphases

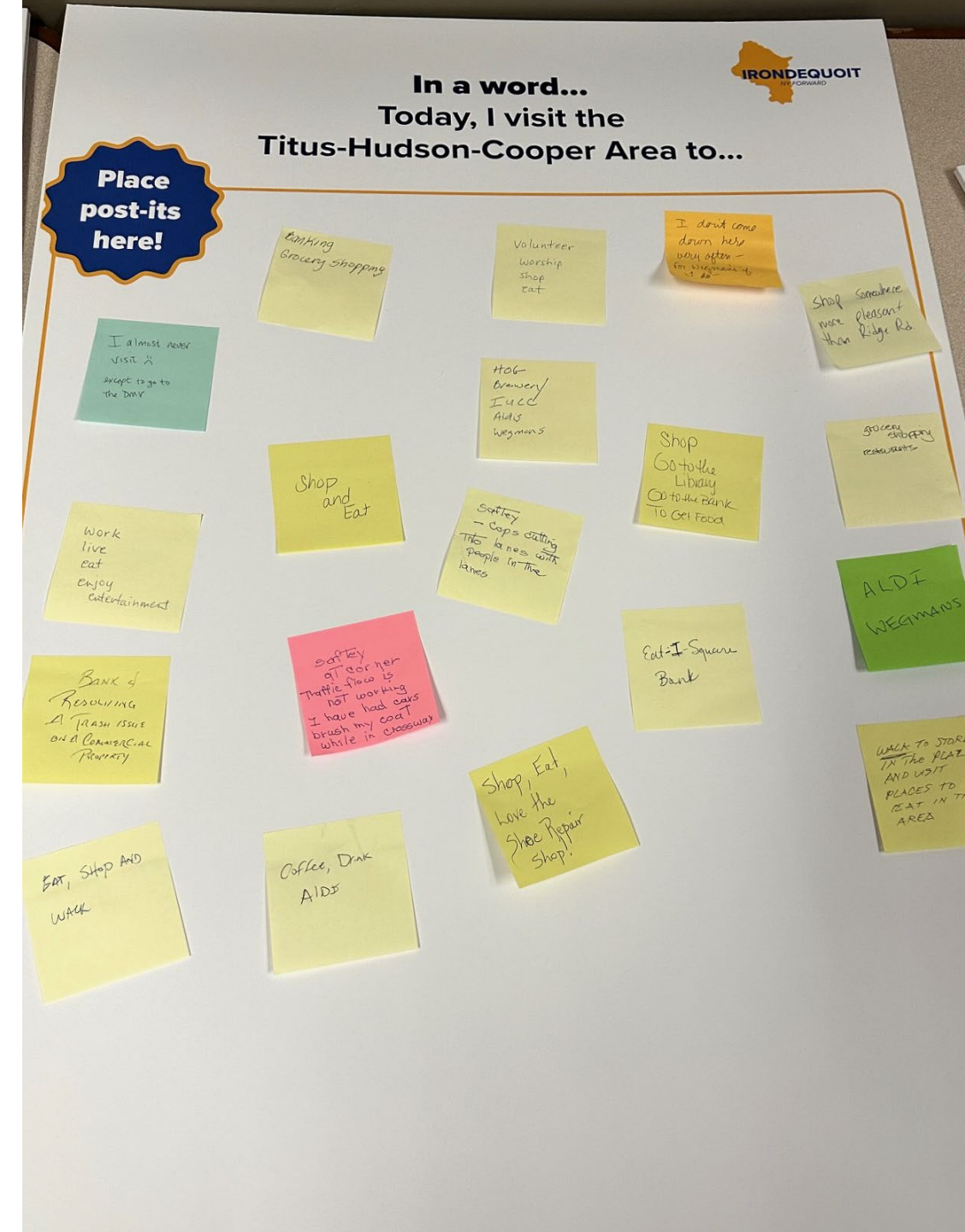
- Enhance entrepreneurship and small business opportunities
- Provide amenities and destinations that are family-friendly, appeal to all ages, especially youth
- Increase multimodal access and comfort



WHAT WE HEARD

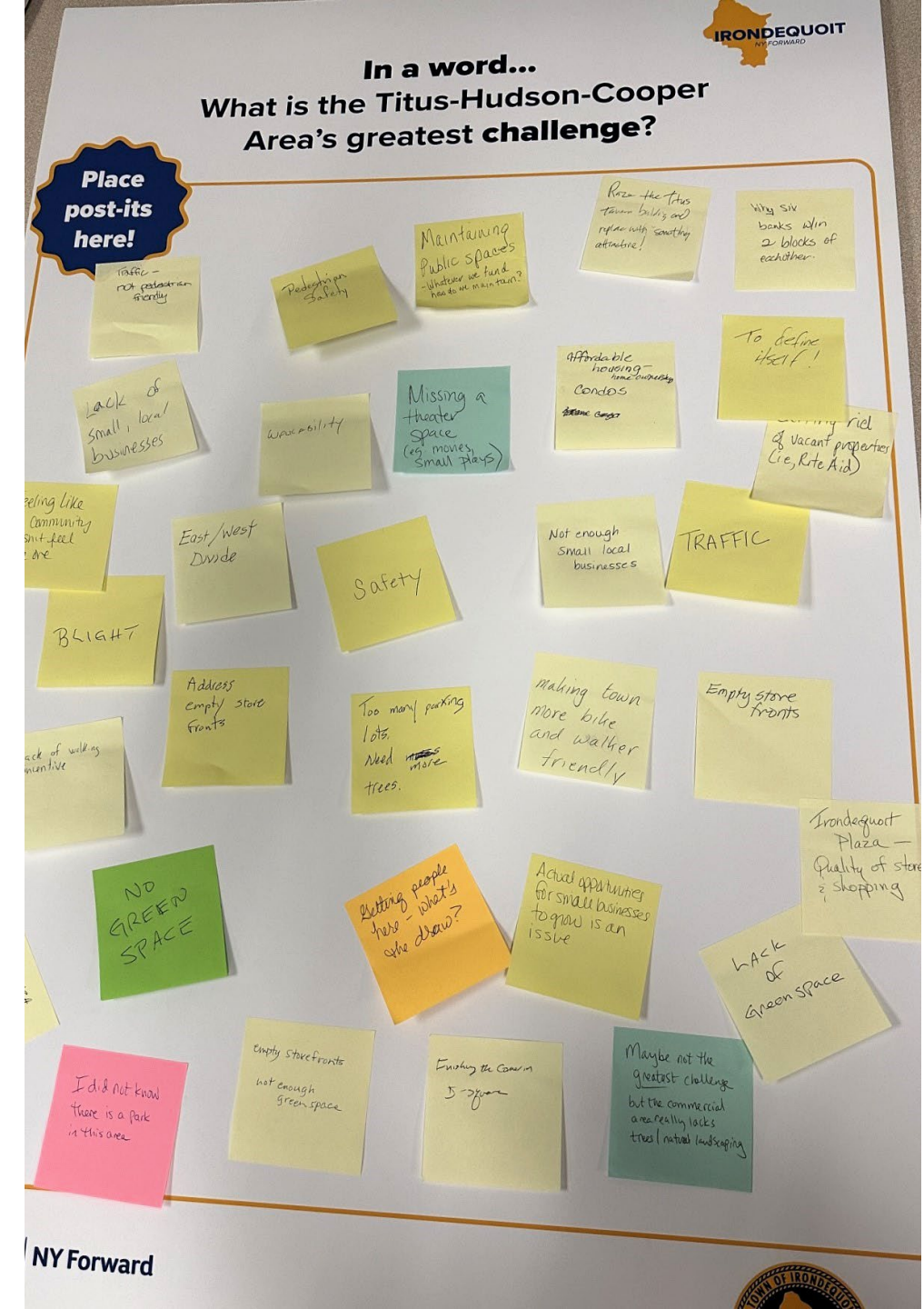
Assets

- Destination / Anchor businesses
- Location, convenience, and ease of access
- Walkability
- Residential density
- Convenience



Challenges

- Walkability, safety, and traffic
- Vacancy and blight
- Lack of economic vitality for small businesses
- Lack of green space
- Lack of community identity



VISION, GOALS & STRATEGIES

VISION STATEMENT

Irondequoit is a **historic, vibrant community** situated between the City of Rochester and the shores of Lake Ontario, aptly described by its Iroquois name as, “where the land meets the water.” Dense residential neighborhoods welcome you in with **charming homes, walkable streets, and lush tree canopies that create a distinct character.**

The family-friendly Titus-Hudson-Cooper area has a unique **entrepreneurial energy**, 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, local restaurants and coffee shops, live music, and a **mix of small businesses and anchor retailers** thriving side by side with a connective transit hub just steps away.

Titus-Hudson-Cooper is a **destination**, both for locals and the broader community. Our residents are **deep-rooted and diverse**, because Irondequoit is a community that **welcomes and values all**, from long-standing locals to newcomers.

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

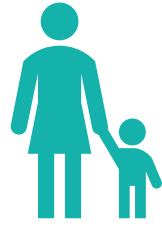
STRATEGIES



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

- Invest in pedestrian, bicycle, and transit infrastructure that improves connectivity between housing, businesses, parks and public spaces, and the new RTS Transit Hub.
- Improve safety through traffic calming, enhanced crossings, lighting, sidewalks, streetscape improvements, and other measures that support walking and cycling.
- Incorporate universal design and accessibility improvements that expand mobility and independence for individuals of all abilities.

STRATEGIES



Support a diverse and multi-generational residential community

- Expand housing opportunities that accommodate residents of varying incomes and household sizes.
- Encourage mixed-use and infill development that strengthens the district's residential and commercial vitality.
- Increase access to amenities and services within walking distance of housing.
- Support housing options for people in all phases of life, including young professionals, families, and older adults.

STRATEGIES



Strengthen local businesses, entrepreneurship, and economic vitality

- Support projects that attract new businesses, help local businesses grow, create jobs, and expand entrepreneurial opportunities.
- Encourage the redevelopment and activation of vacant or underutilized storefronts and properties into dynamic destinations that meet today's market needs and support community vitality.
- Foster a diverse mix of retail, dining, entertainment, office, and services.
- Promote private investment and long-term business sustainability that contributes to the district's economic success.

STRATEGIES



Reinforce Irondequoit's identity and sense of place

- Create a distinctive identity that reflects Irondequoit's character, history, and community values.
- Create a cohesive destination through placemaking, public spaces, public art, branding, and streetscape improvements.
- Support projects that bolster local culture, music, events, and community gathering opportunities.
- Preserve and celebrate historic assets, established neighborhoods, older properties, churches, and other landmarks that contribute to Irondequoit's unique sense of place and community character.

STRATEGIES



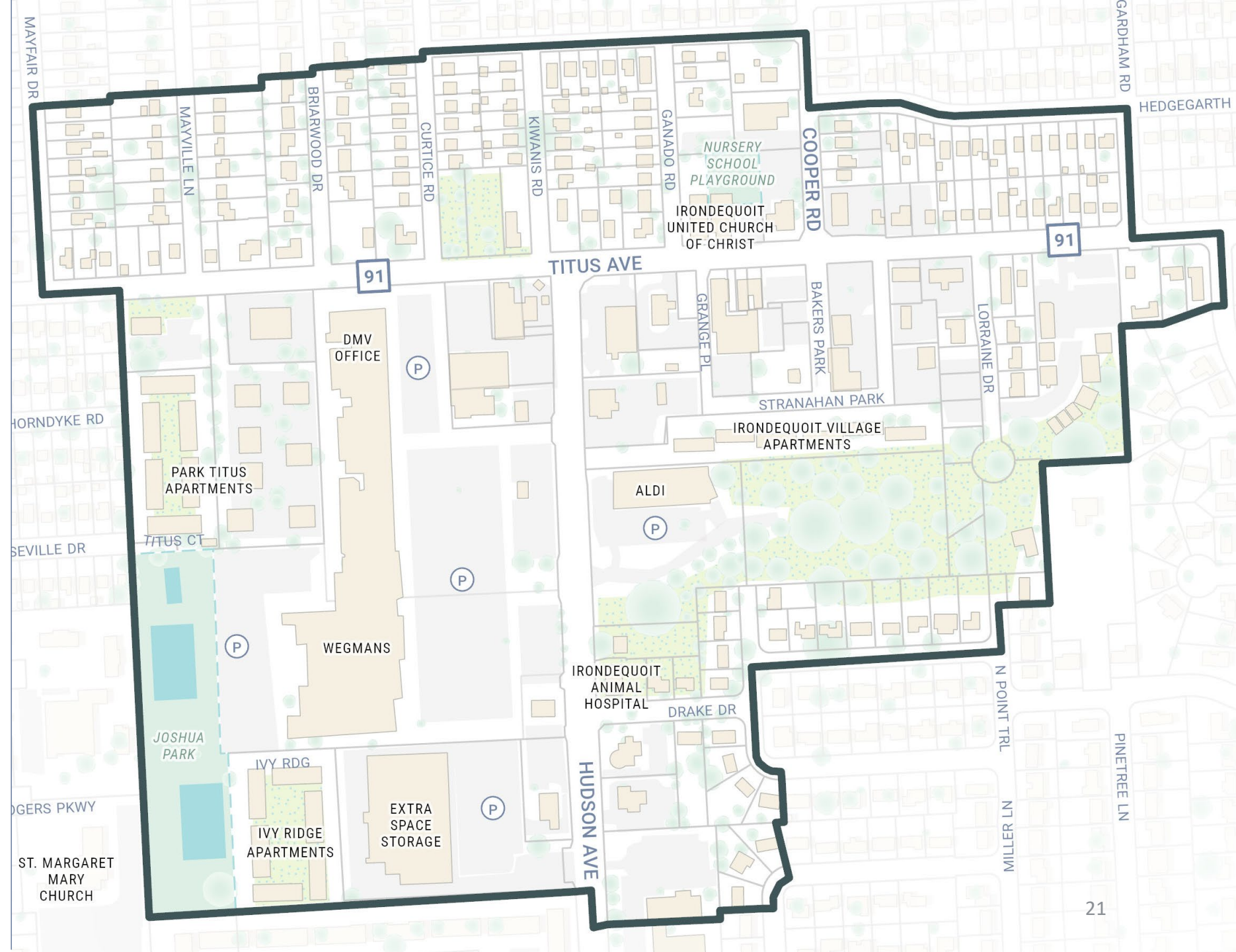
Enhance quality of life through community amenities and public spaces

- Expand access to recreation, culture, and community services that serve residents of all ages.
- Enhance public spaces, streetscapes, gateways, landscaping, and wayfinding features that create a welcoming environment.
- Create public gathering spaces that encourage community interaction, outdoor activity, and year-round programming.
- Support projects that make the area more family-friendly, youth-friendly, inclusive, and welcoming.



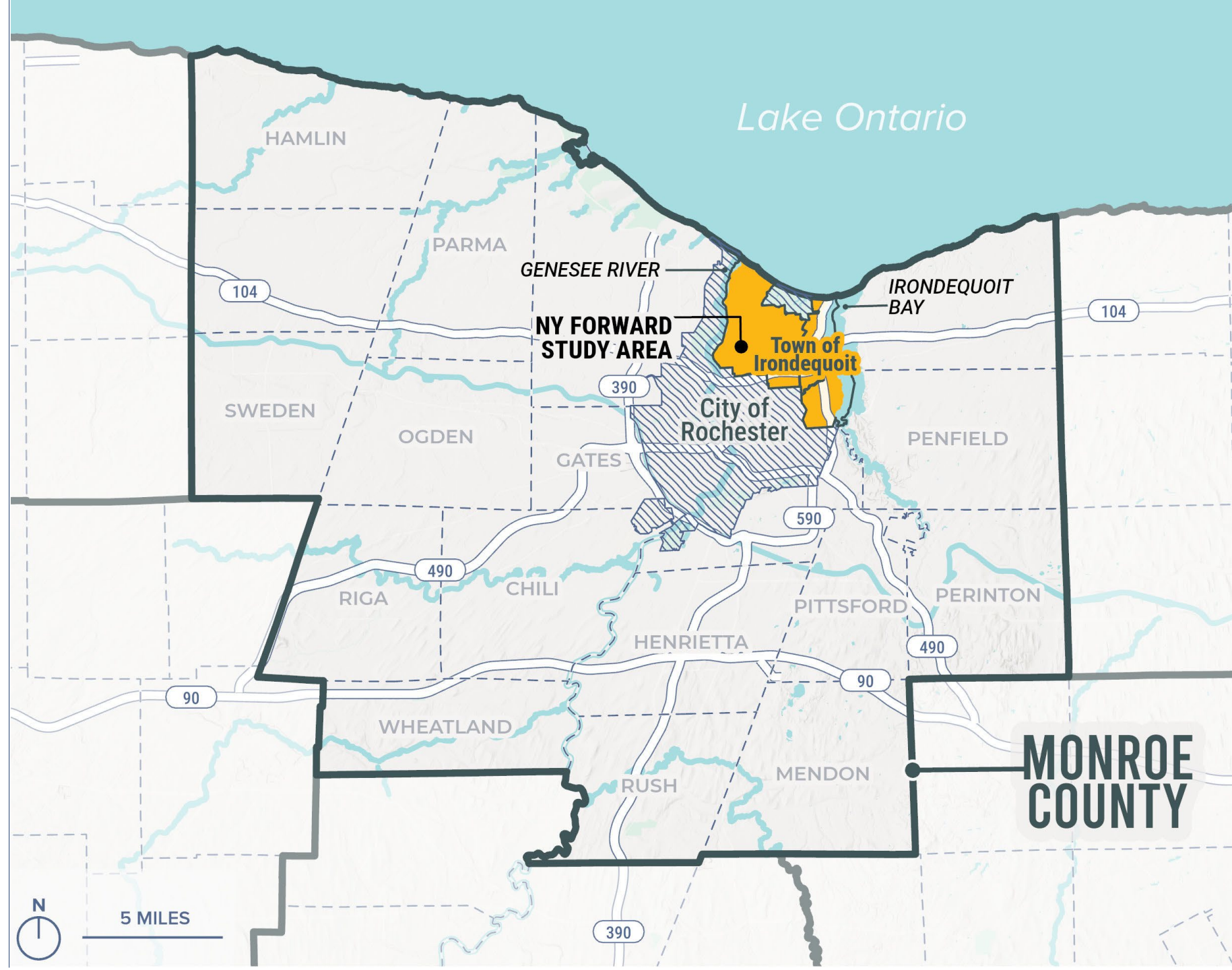
STUDY AREA ASSESSMENT

TITUS- HUDSON- COOPER STUDY AREA

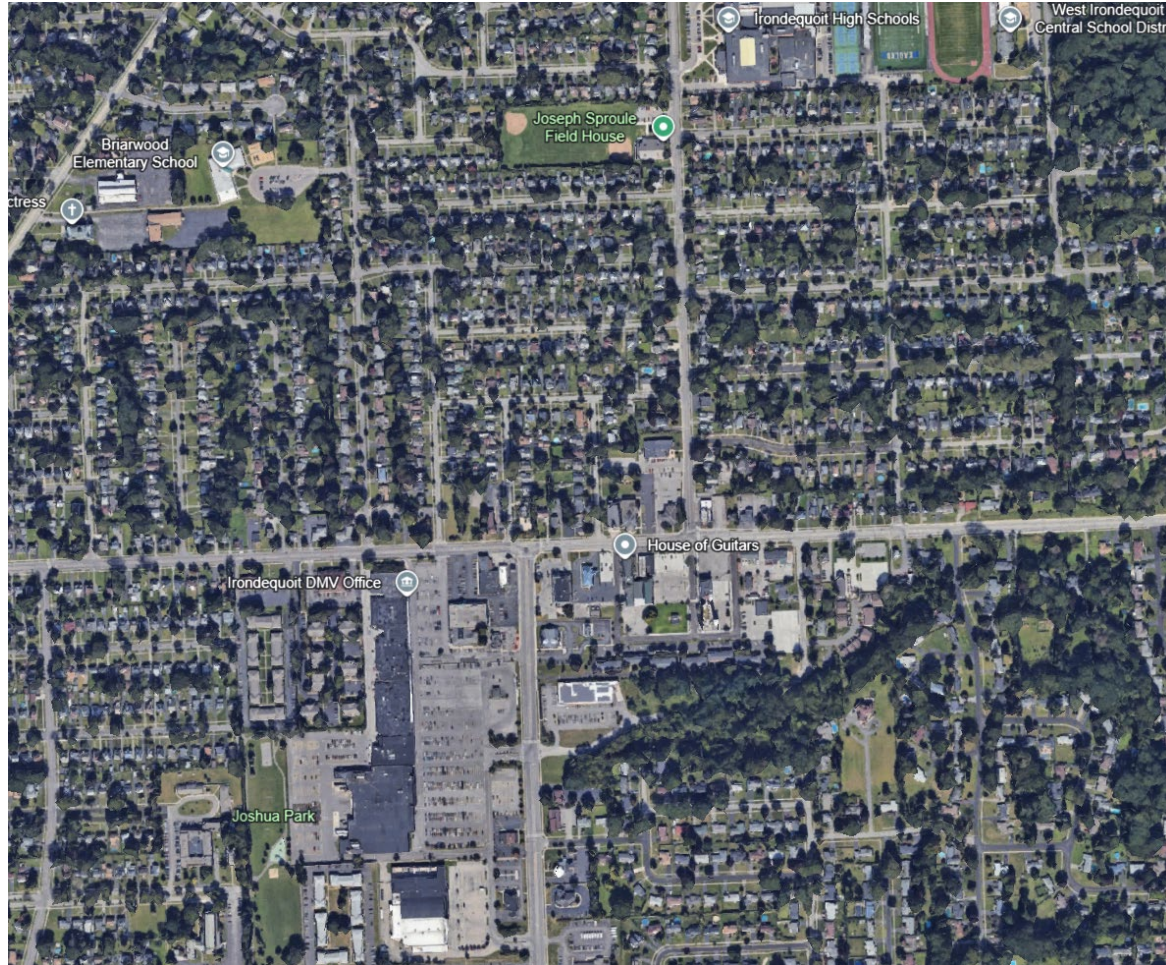


REGIONAL CONTEXT AND DEVELOPMENT

- City to the south
- Water to the north, west, east
- Dense development patterns



REGIONAL CONTEXT AND DEVELOPMENT



Irondequoit



Webster

KEY THEMES

01 VIBRANCY



02 IDENTITY



03 CONNECTIONS



01 VIBRANCY



The elements are in place to create a vibrant mixed-use district.

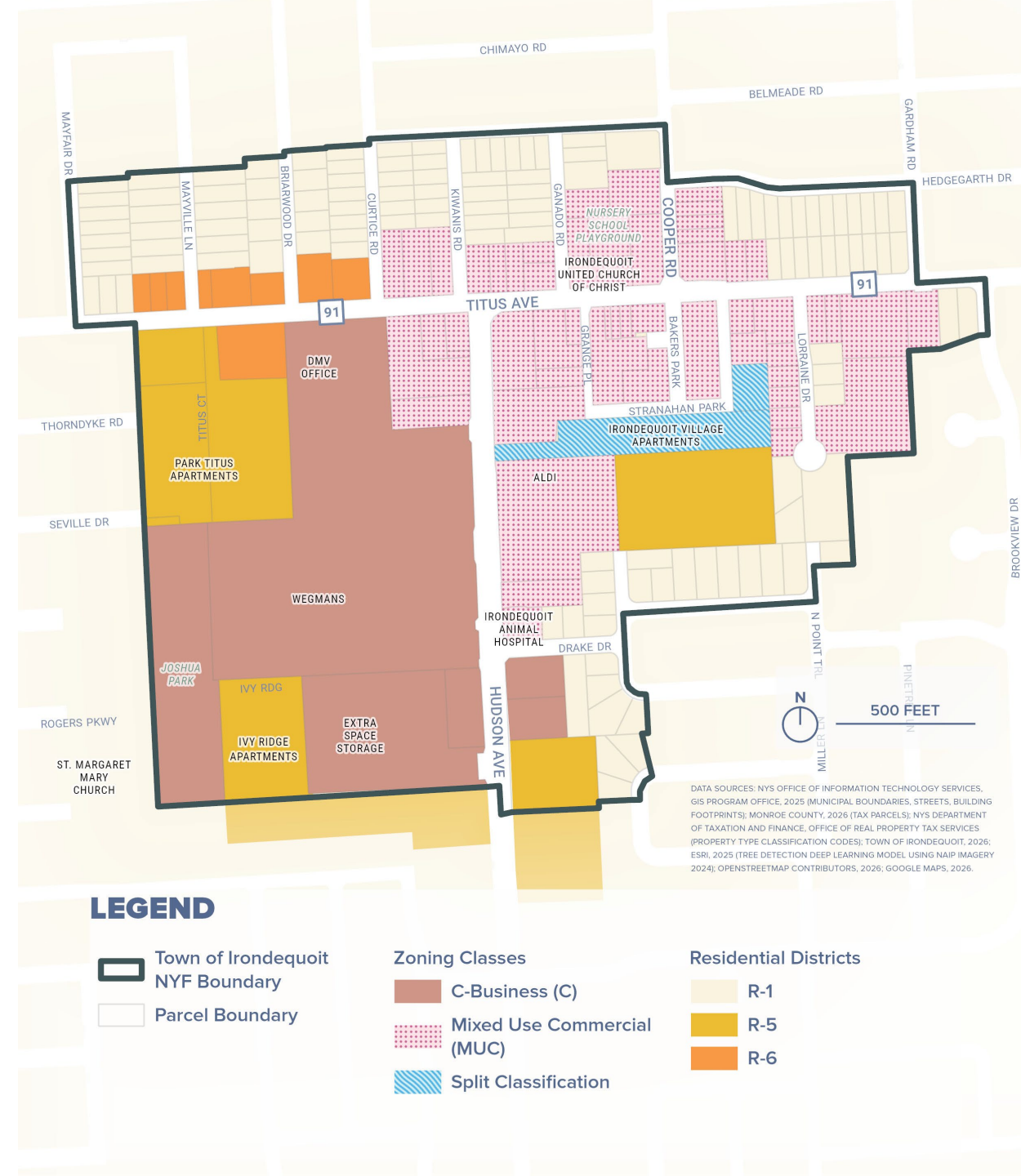
- Inner ring suburb with dense, established neighborhoods
- Housing is in immediate walking distance to retail, services, and community spaces
- Proximity to downtown Rochester creates economic ties and short commutes

ZONING

Mixed-Use Commercial District

- Mix of uses (multifamily housing, dining, retail)
- Pedestrian connections to businesses
- Focus on walkable, pedestrian-scale development

The Town is in the process of updating this portion of the code!



ZONING

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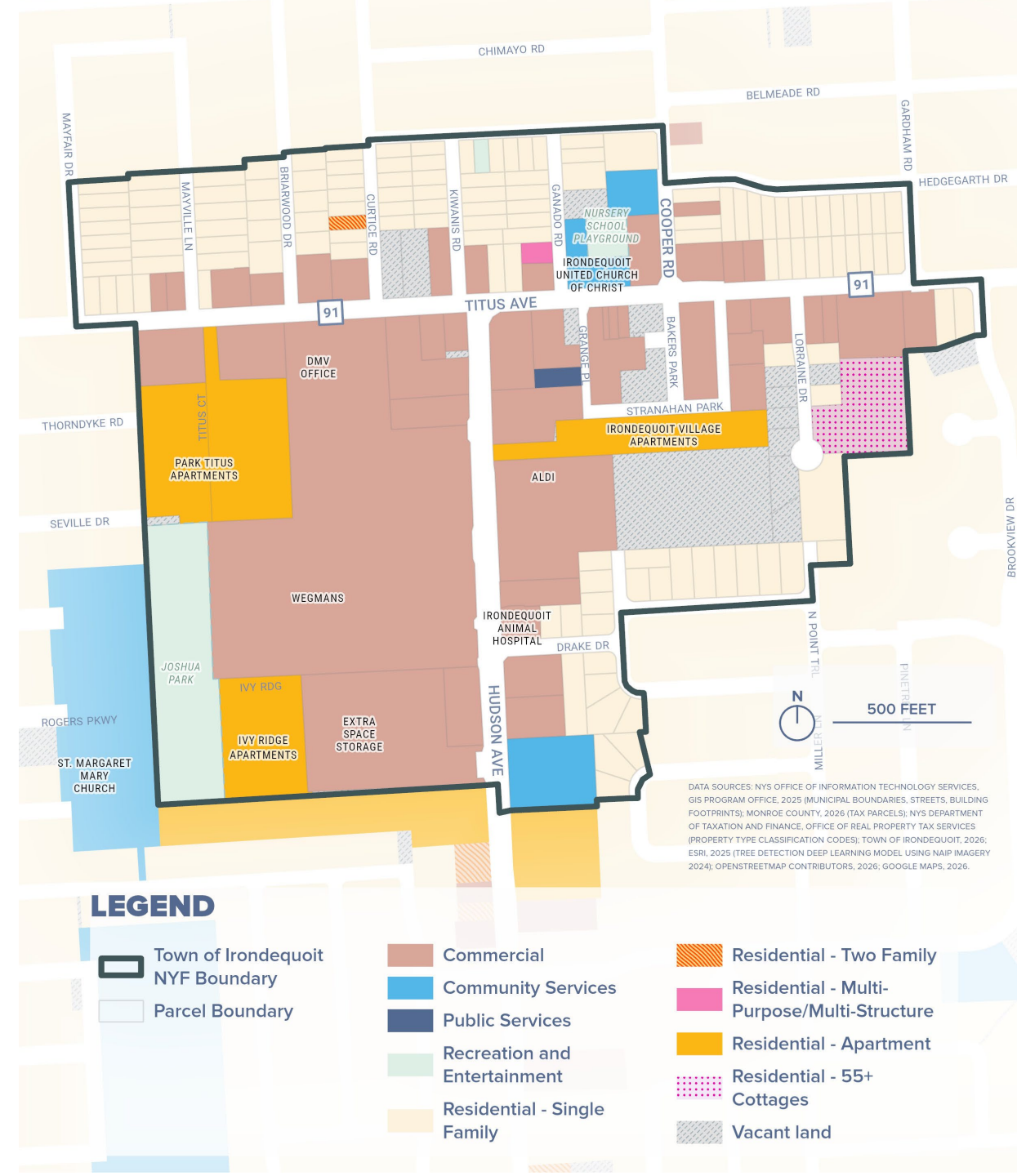
I-Square



Aldi

HOUSING

- Mix of housing types
- Projects like Brookside Cottages allow for aging in place



PRIVATE INVESTMENTS

**Irondequoit
Beer
Company**



Brookside Cottages



Aldi

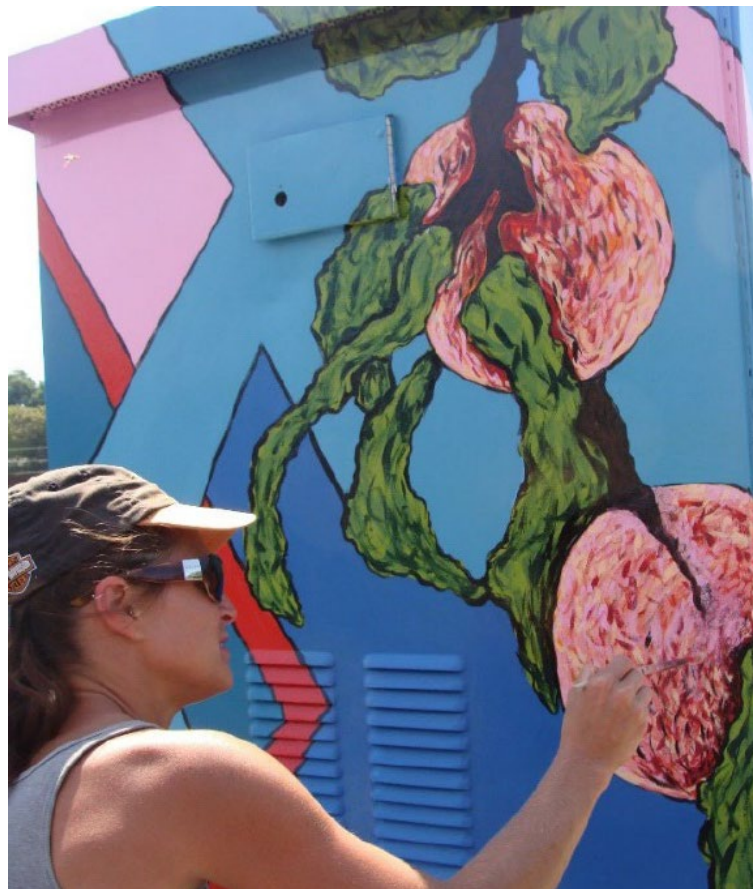


Little Bits, Titus Tavern

PUBLIC INVESTMENTS



Playground at Joshua Park



Public Art (painted mural box)



RTS Hub

02 IDENTITY



Titus-Hudson-Cooper is in need of a cohesive identity.

- Layered development patterns over the years
- Mix of major retailers and small businesses
- Vacancies create a discontinuous feel

LOCAL LANDMARKS

Community anchors
draw people in!

Event at I-Square



Wegmans



House of Guitars

LAYERED DEVELOPMENT PATTERNS

However, disparate development styles take away from cohesiveness



Historic Development



Suburban-Style Shopping Plaza



New Urbanist Development

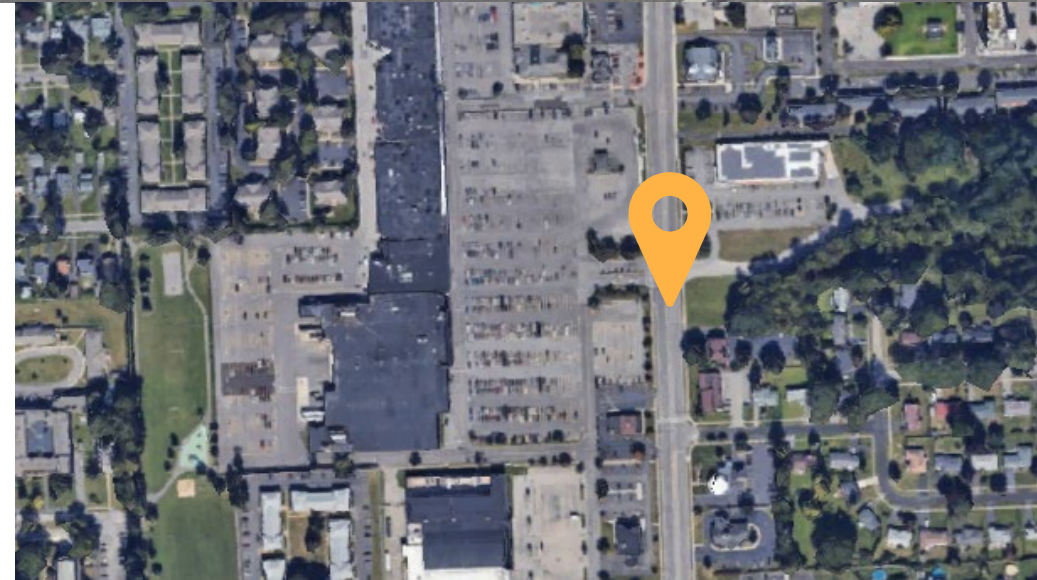
MAJOR RETAILERS

These services are critical, but large lots take away from activation.

New development should focus on activating areas close to the street.



Irondequoit Plaza



VACANCIES

Discontinuous “streetwall” creates a sense of distance when walking.

Infill development will help fill the gaps.



Titus Ave



Lake Ave, Charlotte

PUBLIC REALM

Lack of cohesion
along streets
detracts from
identity



Brick sidewalk, grass Buffer Strip



Concrete sidewalk, no buffer strip



Cement sidewalk, no buffer strip

03 CONNECTIONS



Stronger connections between destinations would enhance walkability and vibrancy.

- Pedestrian accommodation
- Wayfinding
- Visual continuity

VEHICULAR CIRCULATION

- 3 County roads divide the area
- Automobile-focused infrastructure
- Large properties and parking lots

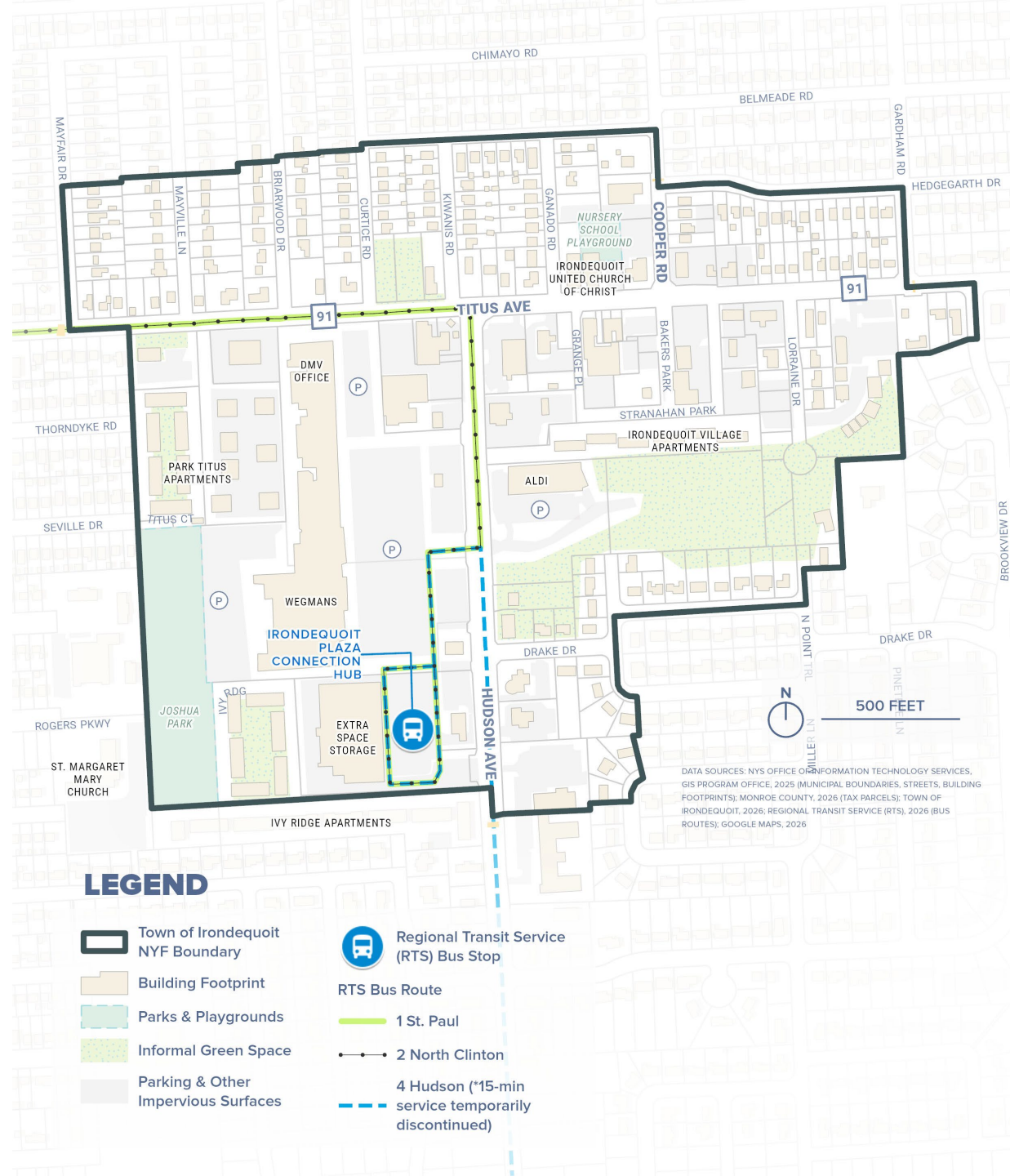


Five lanes of traffic on Titus Avenue



TRANSIT

- 3 key bus routes serve major destinations
- Underscores need for strong pedestrian network



PEDESTRIAN ACCESS

Because of the walking school district and transit service, these pain points are heightened

- Sidewalk gaps
- Incomplete crosswalks
- Long crossing distances



Intersection of Titus and Hudson

KEY THEMES

01 VIBRANCY



02 IDENTITY



03 CONNECTIONS

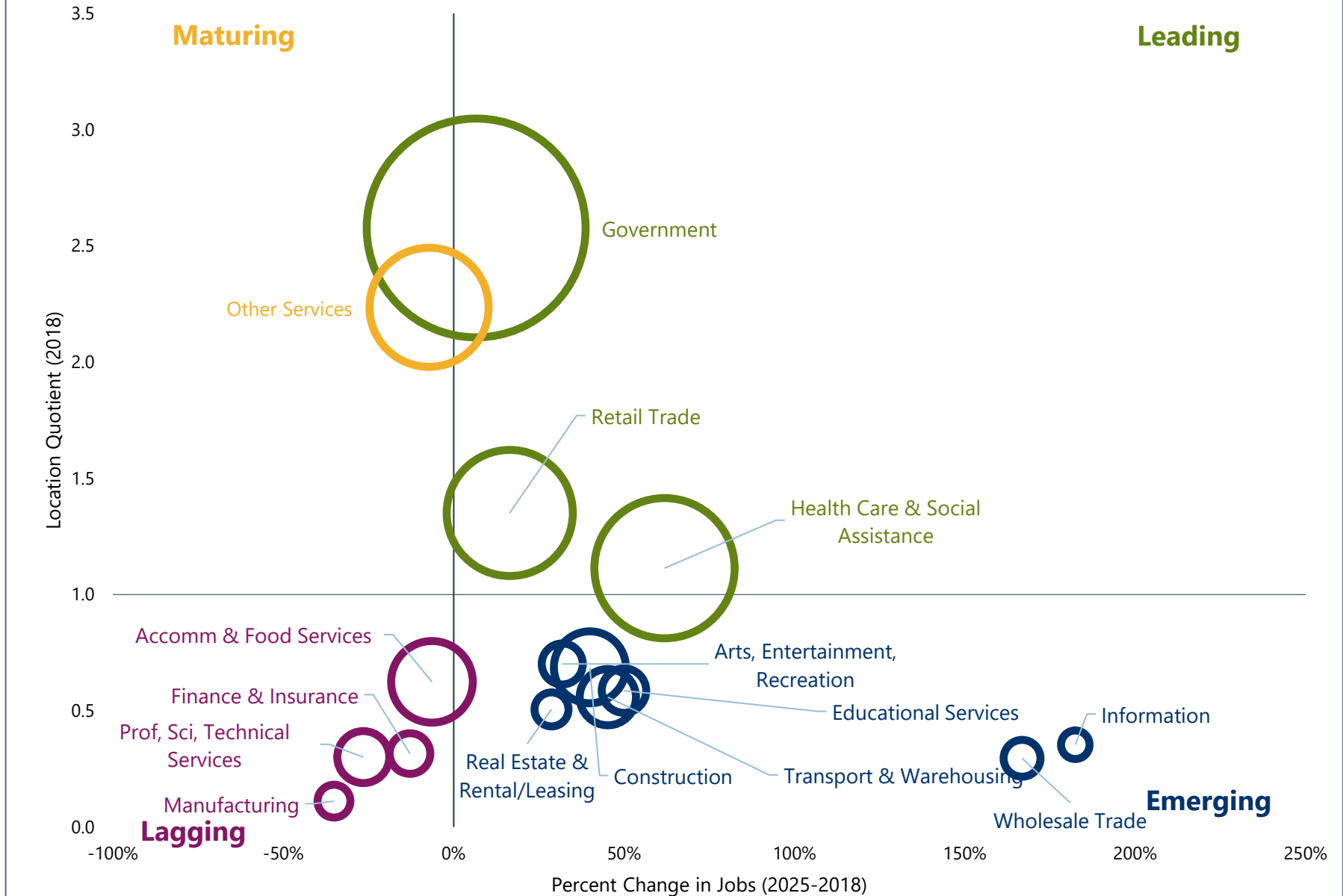


Market Trends & Opportunities

INDUSTRY TRENDS

Key Industry Metrics by Sector, Irondequoit

Bubble size indicates 2025 job count

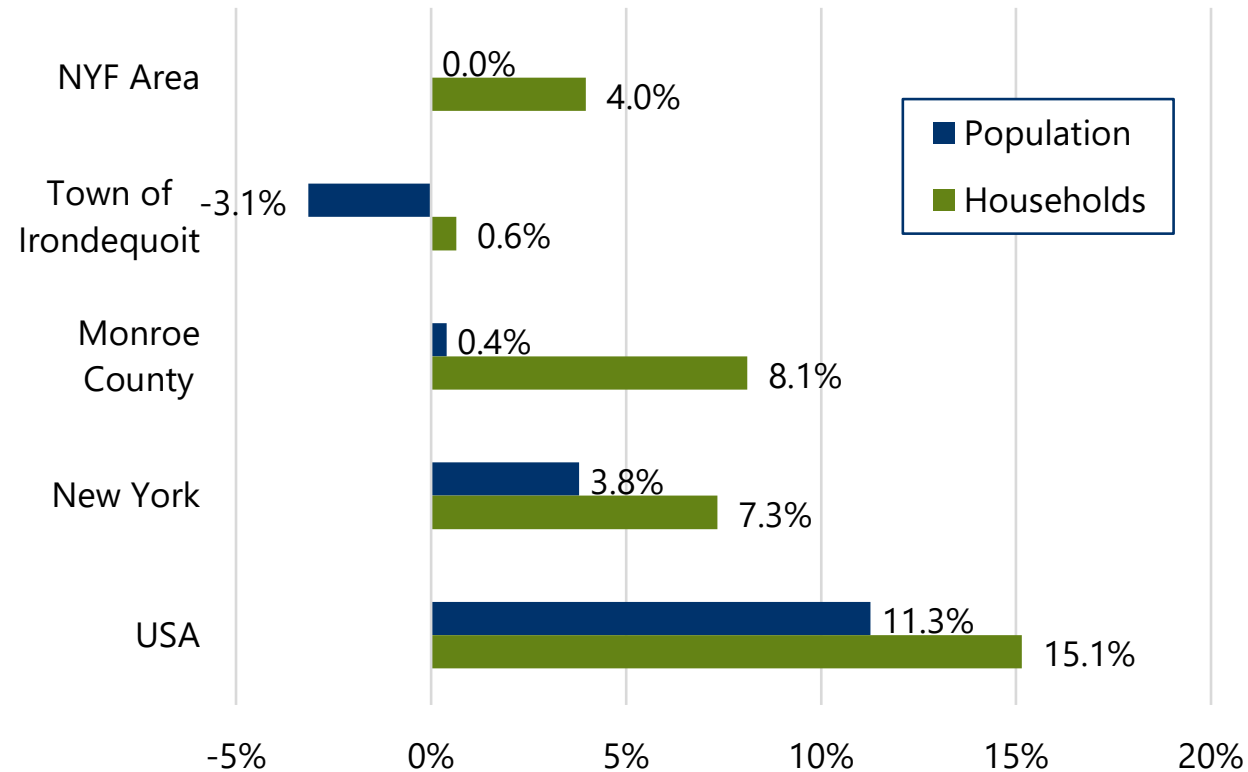


Source: Lightcast

POPULATION VS. HOUSEHOLDS

Population growth is softening, but household demand remains: a sign of changing housing needs.

Change in Population and Households, 2010-2026

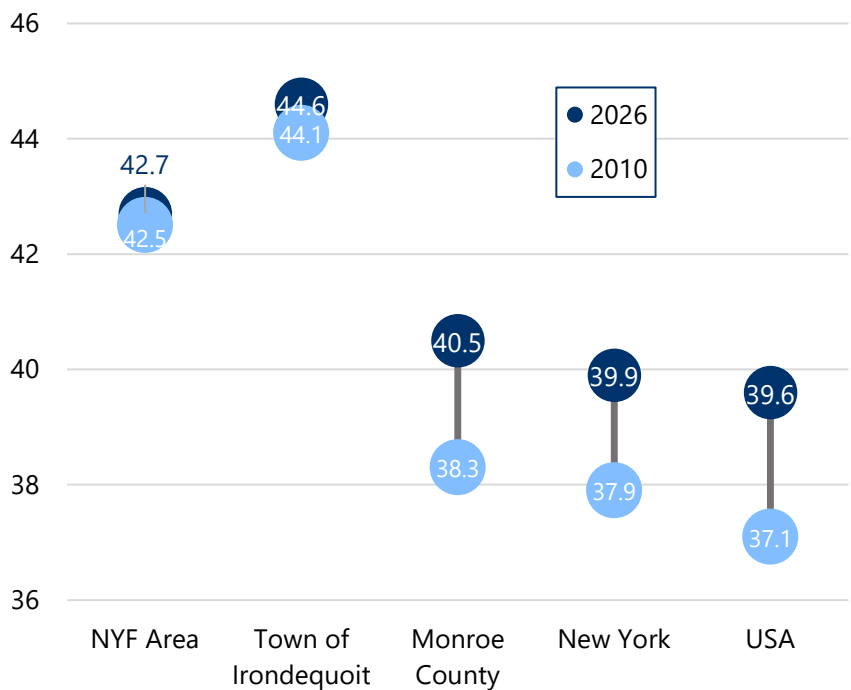


Source: Decennial Census; Esri

AGING & SMALLER HOUSEHOLDS EXPLAIN THIS TREND

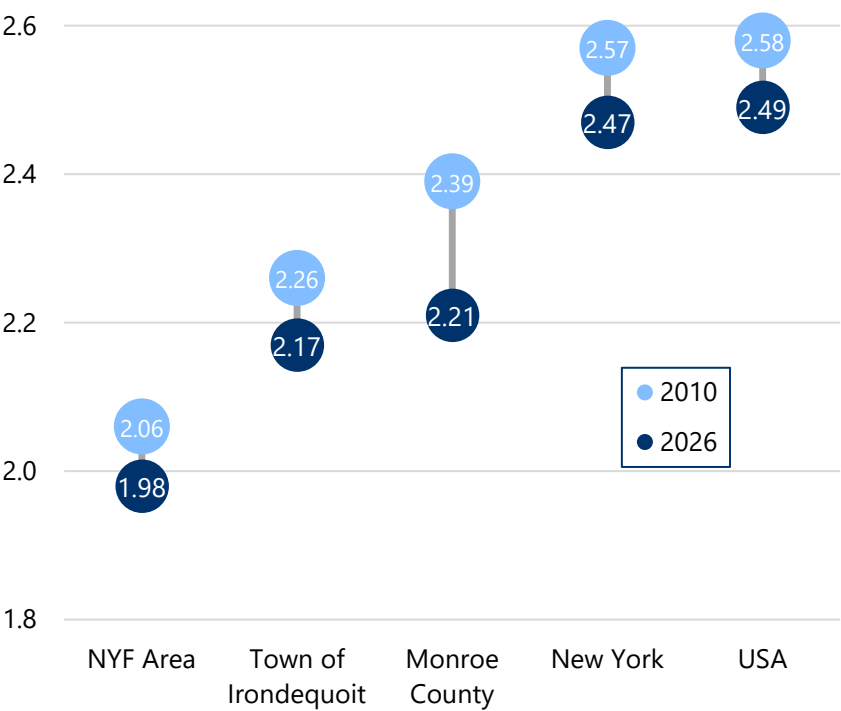
The market is shifting toward smaller households, older residents, and lower-maintenance living, creating stable market demand.

Median Age



Source: Decennial Census; Esri

Average Household Size

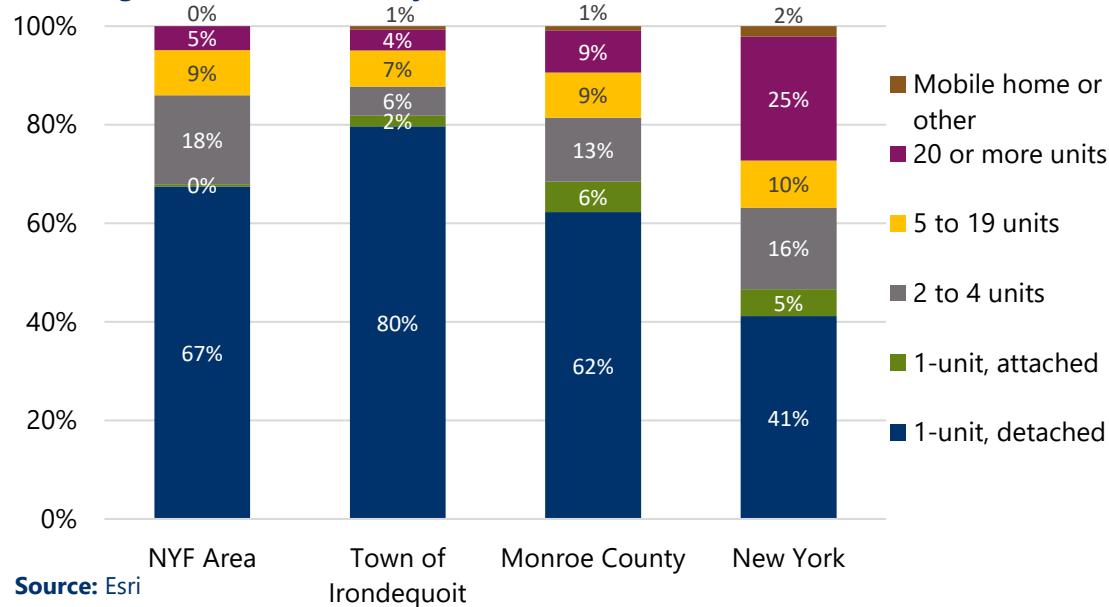


Source: Decennial Census; Esri

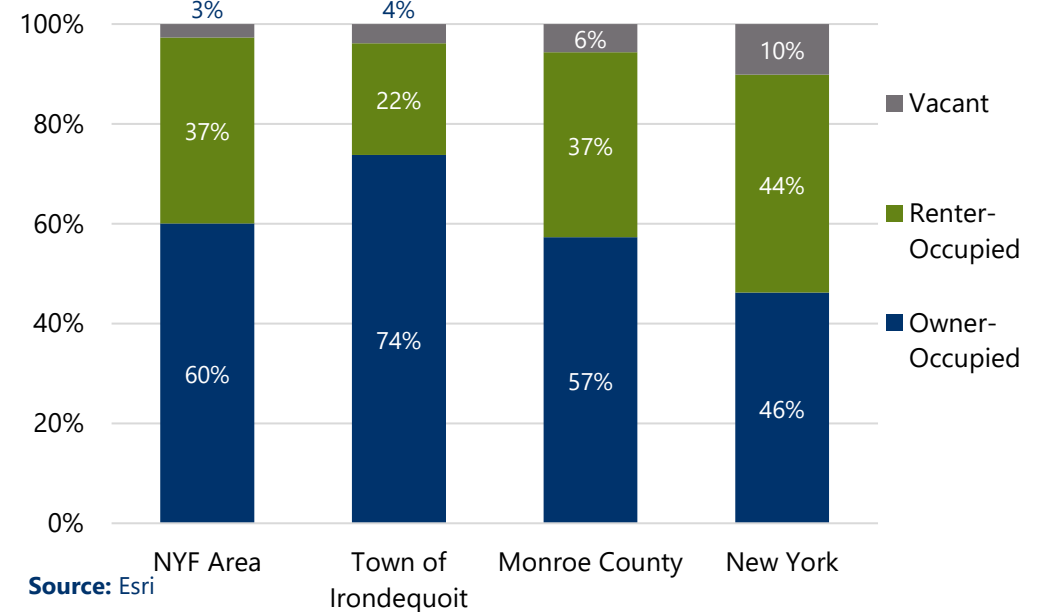
HOUSING MIX

The NYF Area plays a different housing role than the Town overall, creating more choices in the market.

Housing Units in Structure by Share, 2024



Housing Inventory, 2026

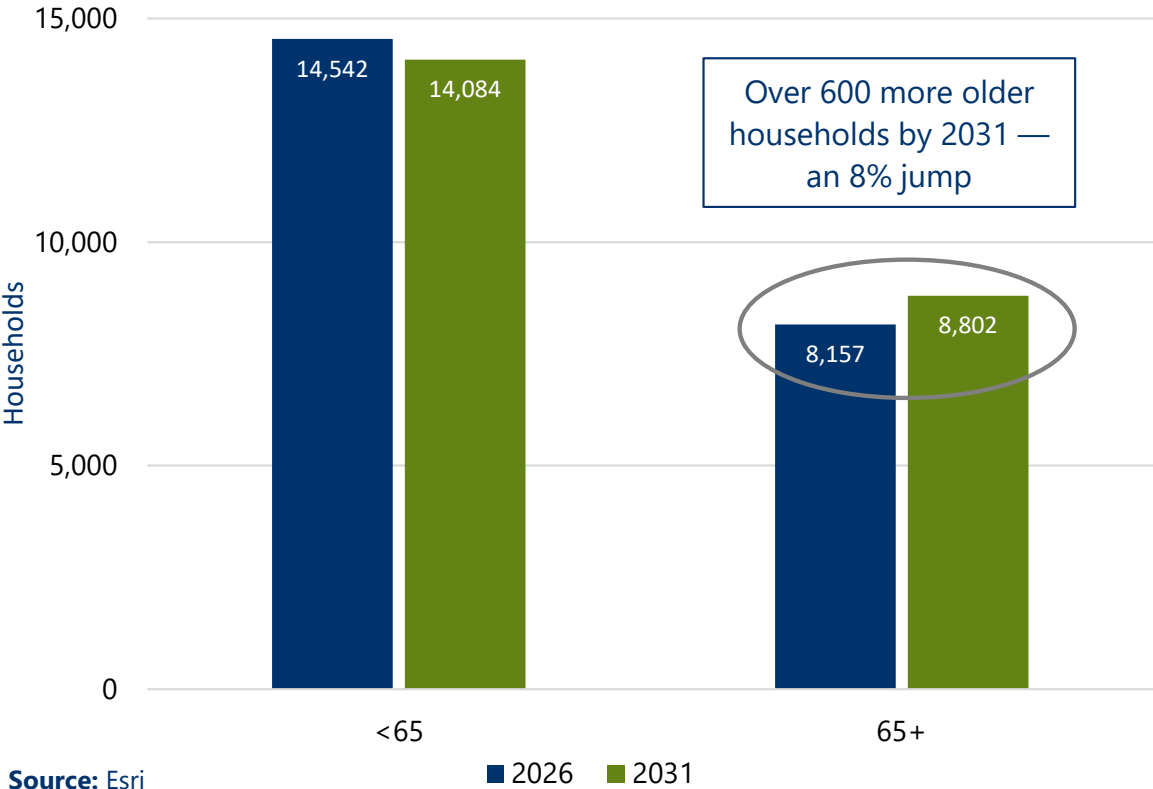


Data Definition: 1-unit, attached means the single-family home shares at least one wall with another (e.g. townhouses).

DEMOGRAPHIC SHIFTS

An aging population in Irondequoit is projected to bring an increase in older households (aged 65 and over) of 8% in just five years.

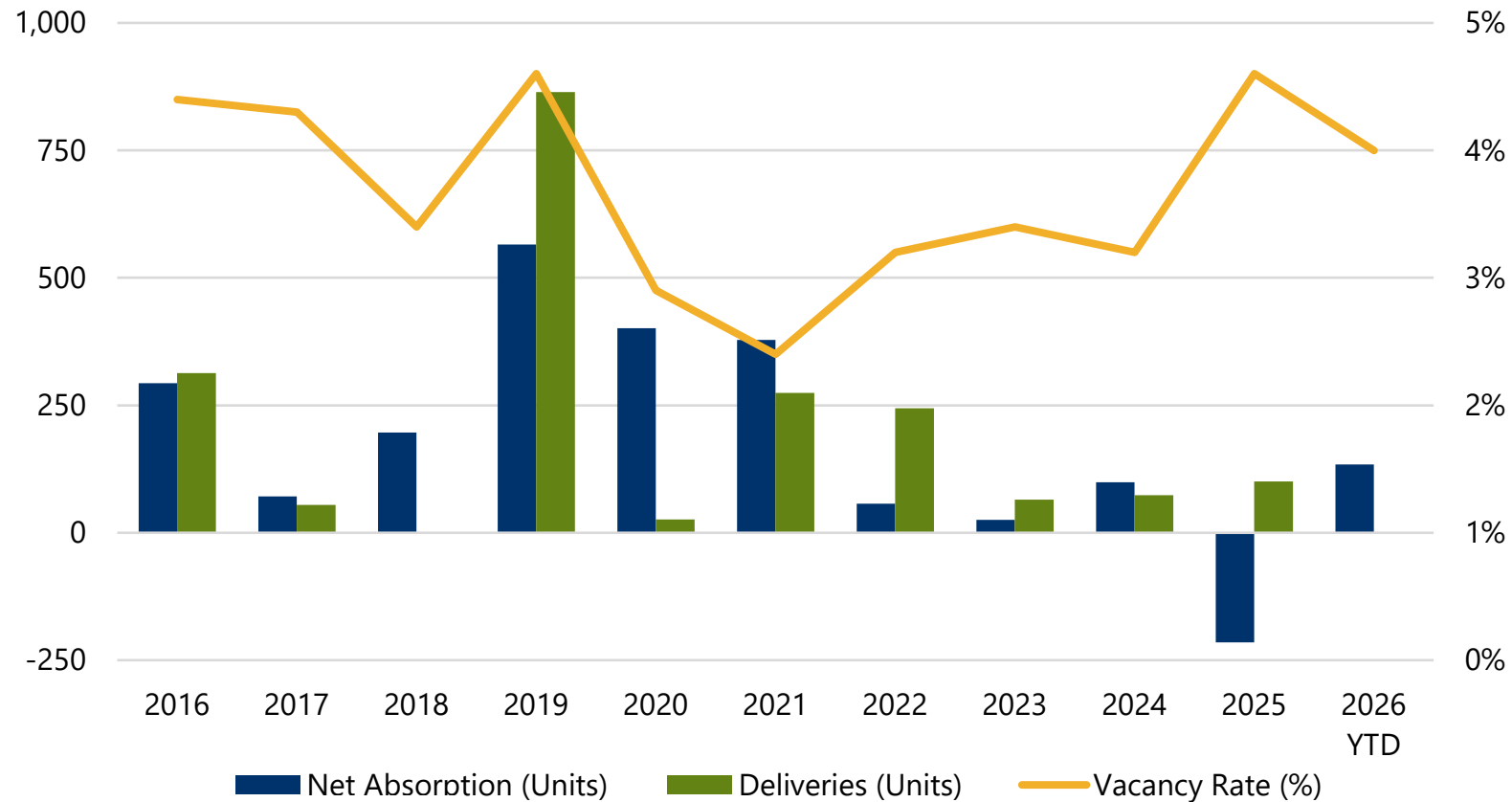
Projected Household Growth in Irondequoit - 2026 to 2031



MULTIFAMILY MARKET CONDITIONS

Low vacancy and limited new supply in NE Monroe County support demand for incremental new rental housing.

Multifamily Market Performance, NE Monroe County, 2016-2026 Q2

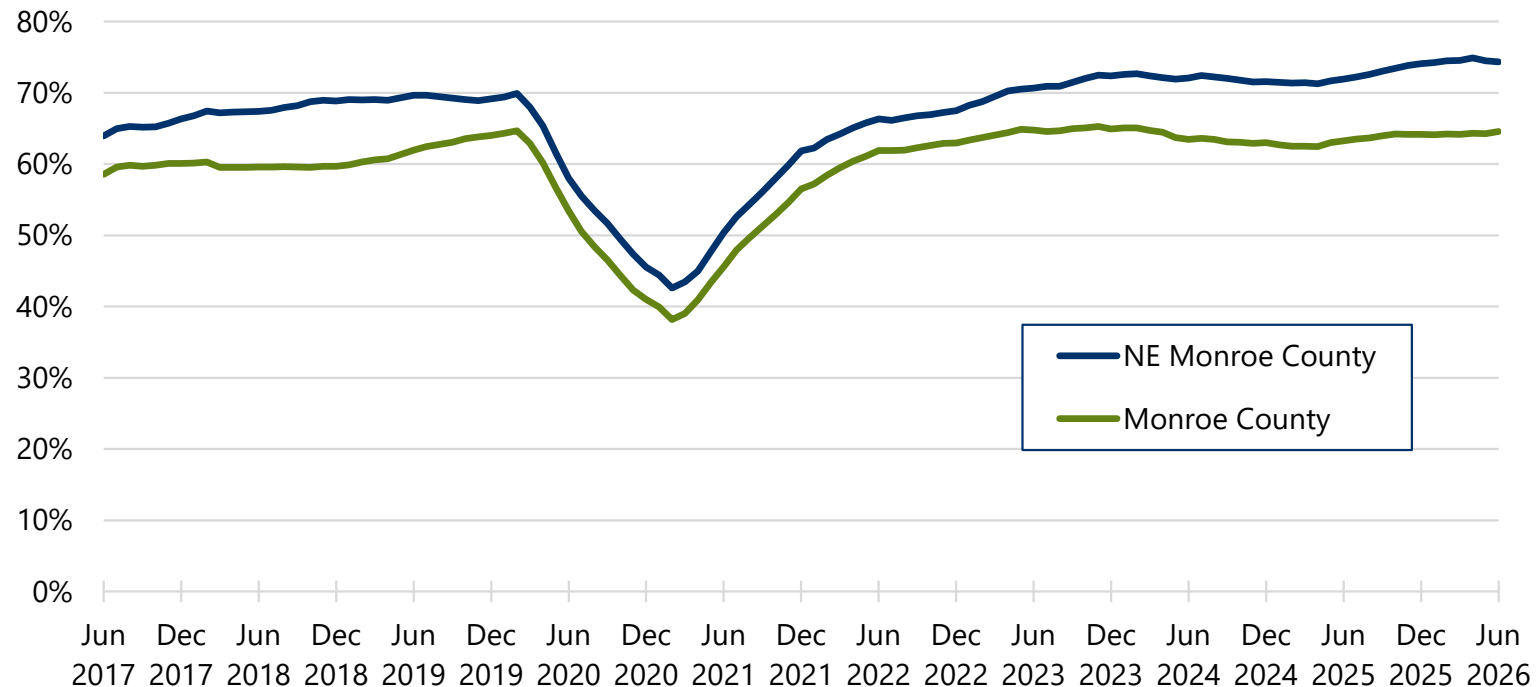


Source: CoStar

HOSPITALITY OCCUPANCY RATES

Irondequoit has very little conventional hotel inventory, while the broader market shows healthy lodging performance.

Occupancy Rate Trends, 12-Month Rolling Avg, Aug 2017-May 2026



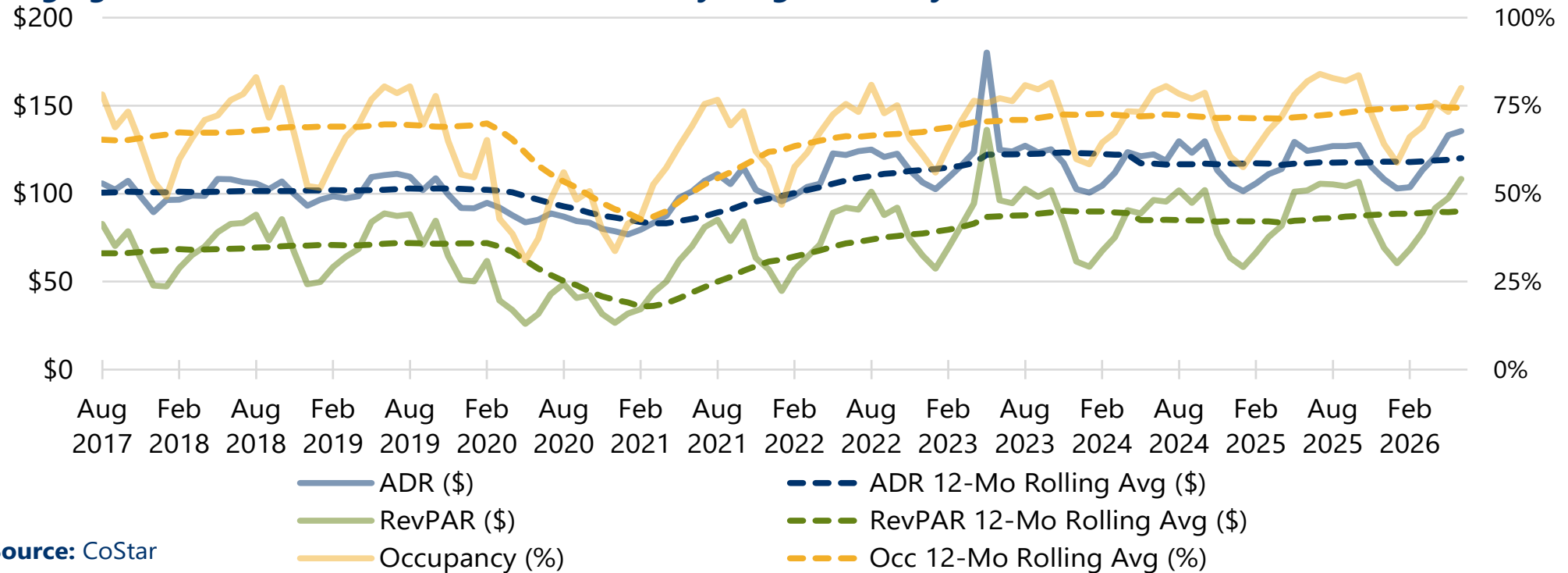
Source: CoStar

U.S. hotel occupancy averaged 62.3% in 2025

HOSPITALITY MARKET PERFORMANCE

The market includes relatively affordable rooms that are consistently utilized, suggesting a steady base of lodging demand.

Lodging Market Performance, NE Monroe County, Aug 2017-May 2026

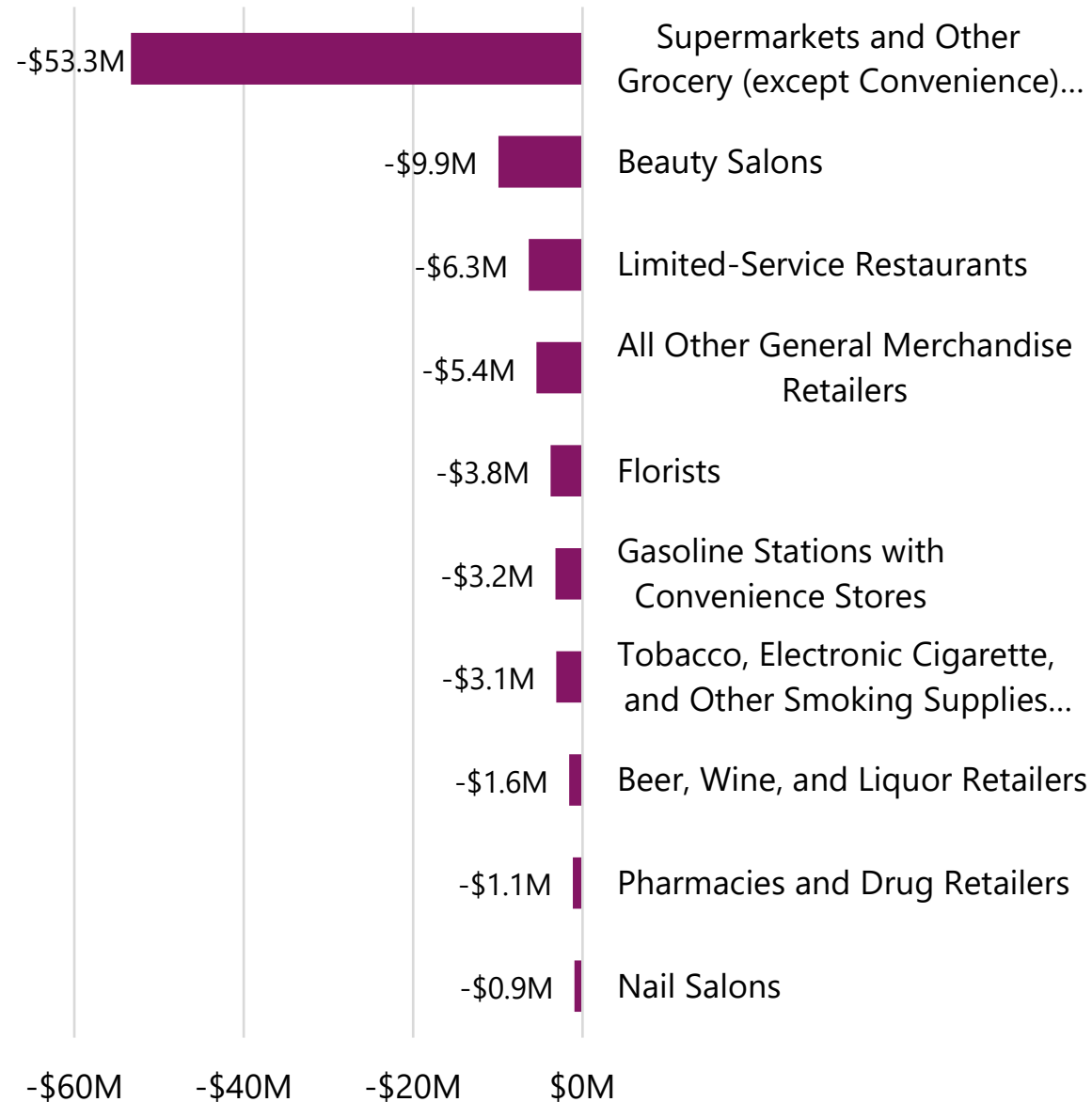


ADR: Average Daily Rate

RevPAR: Revenue per Available Room (\$100 U.S. in 2025)

RETAIL SALES

Irondequoit — 2 Zip Code Market Area: Top 10 Surplus Industries



Source: Lightcast

RETAIL SALES

Irondequoit — 2 Zip Code Market Area: Top 10 Leakage Industries



SUPPORTABLE RETAIL BUSINESSES

Dining and beverage uses show the strongest opportunity, with potential to support multiple new businesses by recapturing a share of local spending leakage.

Supportable Retail Businesses, Irondequoit — 2 Zip Code Market Area

NAICS	Description	2025 Total Demand	2025 Total Sales	Retail Leakage (Surplus)	25% Recapture	Average Sales per Business*	Supportable Businesses
722511	Full-Service Restaurants	\$50,097,109	\$24,111,092	\$25,986,016	\$6,496,504	\$1,993,811	3.3
458110	Clothing and Clothing Accessories Retailers	\$15,559,860	\$5,179,714	\$10,380,147	\$2,595,037	\$1,570,482	1.7
722515	Snack and Nonalcoholic Beverage Bars	\$4,395,289	\$76,384	\$4,318,904	\$1,079,726	\$830,205	1.3
722410	Drinking Places (Alcoholic Beverages)	\$2,155,625	\$242,270	\$1,913,355	\$478,339	\$551,197	0.9

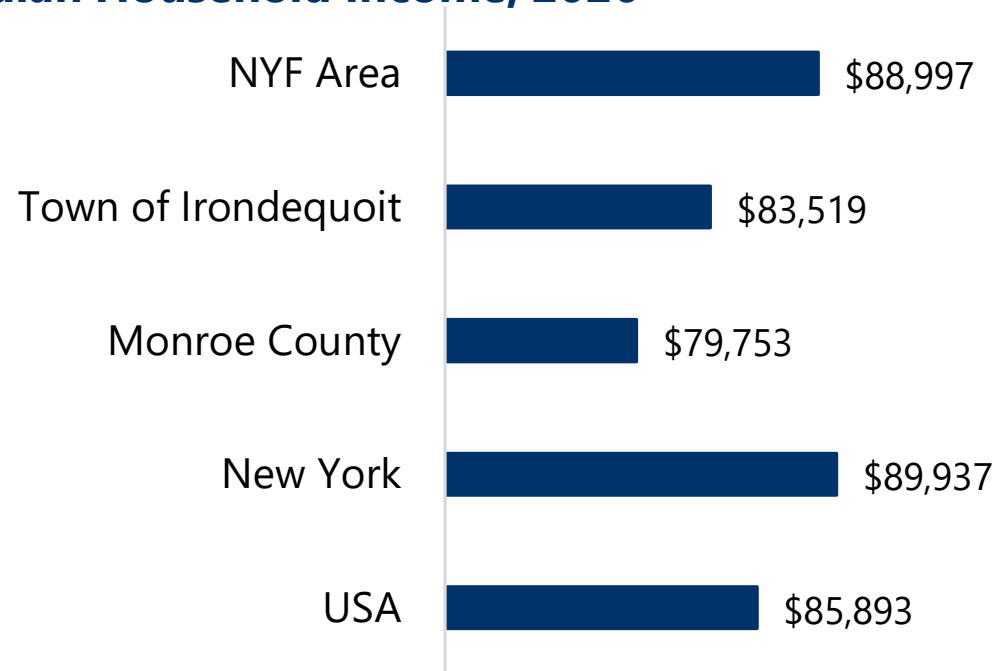
*Average sales for businesses in New York

Source: Lightcast

HOUSEHOLD INCOME

Strong household incomes support above-average discretionary spending potential within both the study area and the broader local market.

Median Household Income, 2026

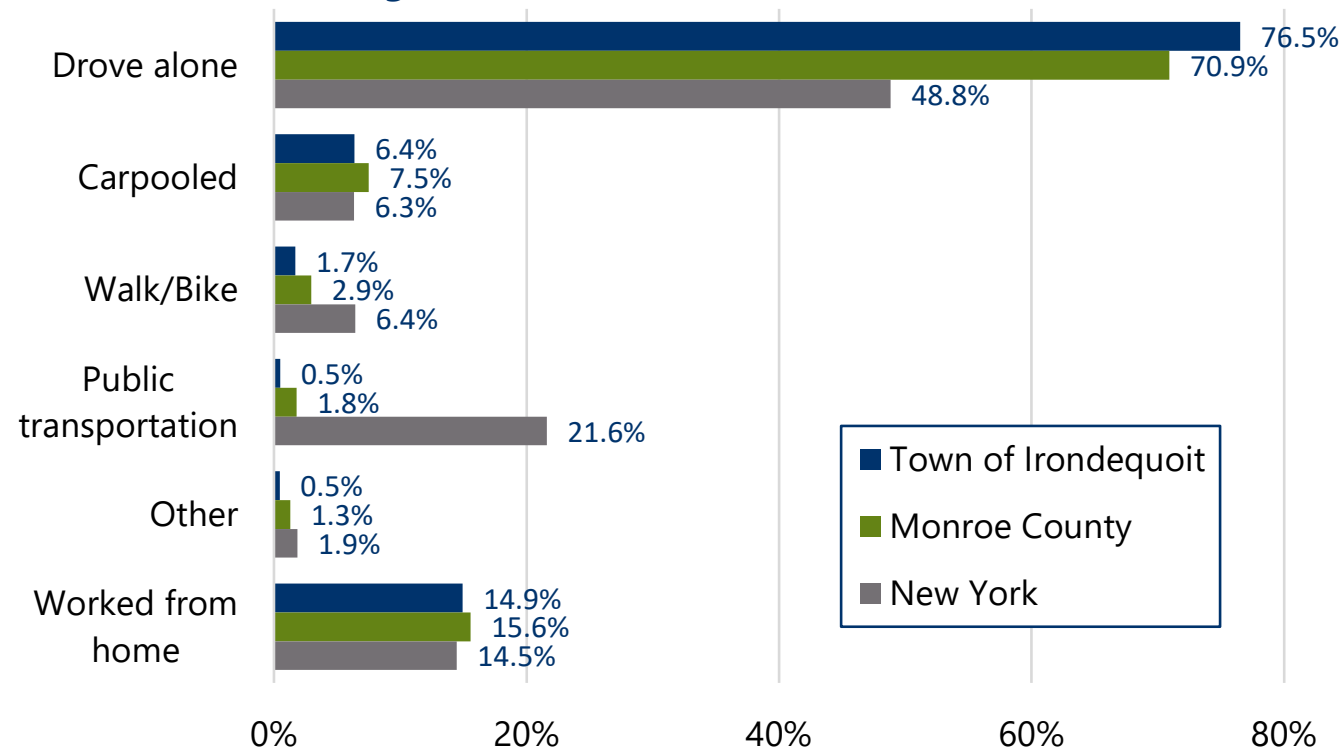


Source: Esri

COMMUTING PATTERNS

Roughly one-in-seven working residents of Irondequoit work from home, similar to regional and statewide trends. Only a marginal proportion walk, bike, or take public transportation.

Modes of Commuting, 2024



Source: American Community Survey, report B08301

DEVELOPMENT OPPORTUNITIES

Infill housing

Near transit, groceries, parks, and daily services.

Age-friendly spaces

Accessible homes, safer crossings, seating, shade.

Restaurant/café/ experience cluster

Build on local food and entertainment demand

Right-size retail

Convert older plaza space into smaller spaces, cluster smaller retailers together into nodes.

Small-scale hospitality

Support local destinations, events, visiting family, and healthcare.



NEXT STEPS

NEXT STEPS

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

- **August 19:** Vision, Goals, and Strategies posted to website
- Continue meeting with project sponsors
- **September 2:** Applications due
- **September 3:** Farmer's Market Pop-Up
- **September 16:** LPC Meeting 3
- **October 7:** Public Workshop 2

Connect with us anytime!
www.IrondequoitNYForward.com



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.