

# Comprehensive Plan Action Items

Progress Check-In  
August 22, 2022

# Adopted in December 2019

- ▶ Covid shut-down March 2020
- ▶ Major staff changes March-August 2020
- ▶ VB and staff efforts remained in “survival mode” until June 2021
- ▶ Financial uncertainty
- ▶ Sales tax better than expected all of 2021
- ▶ ARPA funding big boost, but needed for critical and immediate infrastructure issues, no funds remain for additional projects
- ▶ Grant programs were mostly on hold 2020-2021 - in full swing now but still many on delayed timeframes
- ▶ SUNY enrollment rebounding 2022; college health = village health

# Preserve & Strengthen Housing & Neighborhoods (1/5)

Pursue strategic and targeted code enforcement, compliance assistance & owner engagement - **Not Started**

- ▶ Covid delayed this assessment; exterior property maintenance review reinstated; only part of the picture
- ▶ Recommend refocus / ask the questions, **what is possible?** / Begin Dec 2022
- ▶ Additional Building Inspector will aid in this effort
- ▶ What is available via Monroe County Community Development? - Initiate contact

# Preserve & Strengthen Housing & Neighborhoods (2/5)

Reach out to SUNY Brockport to enact a joint effort to attract college faculty & staff to live in the Village - **Not Started**

- ▶ **Housing Market barrier**
- ▶ Initiate conversations during winter term
- ▶ Dedicate time for effort, utilize contacts on Town Gown
- ▶ Develop a unified message
- ▶ Consider marketing packet for the village for all prospective residents and welcome packet for new homeowners

# Preserve & Strengthen Housing & Neighborhoods (3/5)

Make programs known to younger residents to attract & retain young homeowners - **Not Started**

- ▶ **Housing Market Barrier**
- ▶ *Monroe County Home Improvement Program* - some usage by older owners, how to outreach to younger homebuyers?
- ▶ *First Time Homebuyer Program* in county - need to become familiar
- ▶ What else is out there?
- ▶ Develop outreach/education to help residents utilize programs

# Preserve & Strengthen Housing & Neighborhoods (4/5)

## Track Rental Registrations Yearly - **Yes**

- ▶ RR are tracked
- ▶ Reporting of metrics - **Not Started**
- ▶ Develop analysis questions to be answered each year utilizing existing data fields
  - ▶ Is existing data program adequate?
  - ▶ What questions do you want answers to?
- ▶ Annual report on rental properties vs owner occupied properties to be presented to board each January? Possible to begin January 2023
- ▶ Housing Task Force is disbanded, no longer resource

# Preserve & Strengthen Housing & Neighborhoods (5/5)

Expand home repair resources, particularly to seniors - **Not Started**

- ▶ **Legal/safety barriers to volunteer driven assistance**
- ▶ Expand staff knowledge of options
- ▶ Develop educational resources/outreach/relationships

# Leverage the Erie Canal (1/4)

## Upgrade Welcome Center

- ▶ CFA received award in 2020:
  - ▶ Lighting, pollinator gardens, kayak launch - **complete**
  - ▶ Signage (**in process**)
  - ▶ Cement work & pavilion - **not started**
  
- ▶ Pavilion and cement work may be too expensive, need additional CFA?



# Leverage the Erie Canal (2/4)

## Increase & improve canal programming WC & Beyond

- ▶ On the Canals Excursions: grants in 2021 & 2022 (Aug/Sept/Oct)
- ▶ LBHW celebration annually (one day)
- ▶ Summer Serenades Thursdays, July-August

**Barriers: lack of volunteers, potential partners short staffed**

- ▶ BUILD THE BOATHOUSE (in process)
- ▶ Pedestrian Bridge (work begins Sept 22 - end date 2025)
- ▶ Brockport LOOP (in process)
- ▶ Work with WC Director, SUNY depts, BCSD, Sweden REC, to develop ways to expand programming

# Develop Small Craft Launches in Targeted Locations (3/4)

- ▶ Dock at future boathouse site - **complete**
- ▶ Adaptive dock at Welcome Center - **complete**

## Is this item complete?

- ▶ No launches on north side / develop resource guide to help others interested in installation?

# Improve Public Access to the Canal for Village Neighborhoods (4/4)

New locations for public access to the trail:

- ▶ McCormick/Havenwood Meadows Access Path - CFA received Dec 2021 - **In process**
- ▶ Are there other locations (Lyman St. pumping station?) to develop?

Smith St. Bridge Sidewalk/Approach Repair/Redesign

- ▶ TAP grant received July 2021 - **In process - 3 year project**
- ▶ **Brockport LOOP will be component of this improved access**
- ▶ **Corbett Park Improvements (in process) will provide direct link to trail**

# Reuse & Redevelop Vacant/Underutilized Land (1/4)

## Update Village Zoning Code - **Near Complete**

- ▶ To be considered in public hearing Spring 2023
- ▶ To be adopted into local law Summer 2023

## Update Balance of Village Code - Not identified / **work in process**

- ▶ Will aid in new zoning code implementation
- ▶ Will modernize and streamline entire village code enforcement process

# Reuse & Redevelop Vacant/Underutilized Land (2/3)

Pursue targeted redevelopment for underutilized former Black & Decker site -  
**Not Started**

- ▶ Initiate grant applications despite previous efforts - 2023-2025:
  - ▶ Restore NY
  - ▶ EPA Superfund Program
  - ▶ NYS Brownfield Opportunity Areas
- ▶ Identify possible investors?
- ▶ Work with Monroe County Industrial Development Corporation

# Reuse & Redevelop Vacant/Underutilized Land (3/3)

Rezone & pursue residential development on land south of South Avenue

- ▶ Rezoning part of Zoning Rewrite: **Complete but not Local Law -yet**
- ▶ **Rezoned as Mixed neighborhood**
- ▶ Initiate pursuit of residential development over 2-3 years, begin 2023
  - ▶ Identify interested parties / potential partners / developers

# Cooperate, Coordinate, & Collaborate (1/4)

Develop a Brockport Village Partnership

- ▶ Mayor/WC Director/ Trustee(s)? Visited with Fairport Partnership in 2019
- ▶ WC Director & Trustee membership in and on BMA Board
- ▶ **Barriers: Covid impact on businesses, college, & community and long existing factions within business community**
- ▶ Can this develop from the Bridging the Closure Committee?
- ▶ Dovetails with need for better marketing of the village

# Cooperate, Coordinate & Collaborate (2/4)

Name a Village Manager or Administrator

- ▶ E. Linden named manager/clerk in May 2020 - **complete**
- ▶ With a team of capable staff and the emergence from covid emergencies, a review of job duties / expectations / realities / village goals recommended for reporting January 2023



# Cooperate, Coordinate & Collaborate (3/4)

Develop & use comprehensive calendar for the greater Brockport area

- ▶ Review/discussion in 2019 with SUNY staff and interns (**attempted**)
- ▶ Brief discussion with Town Gown in May 2022

Recommendations:

- ▶ Acknowledge lack of village control to create the calendar (**Barrier to project**)
- ▶ Create village calendar on a flexible platform for sharing with other entities
- ▶ Engage IT consultant with webpage re-launch
- ▶ Centralize staff responsibilities for online presence and calendar items

# Cooperate, Coordinate & Collaborate (4/4)

Develop a Village brand and pursue a social media *strategy*

- ▶ Develop a brand highlighting assets
  - ▶ Victorian Village on the Canal - tired
  - ▶ Need to embrace our history and our future: Erie Canal, Historic Main St & properties, & SUNY Brockport
  - ▶ Work with a professional from the college / college marketing class and/or communications class
- ▶ **Recommend unveiling with new code/ anniversary of canal spring/summer 2023**
- ▶ Social media strategy should be clear, presence should be consistent, goals and responsibilities established and reviewed with identified staff
  - ▶ Intentional, informative, gov't compliant, & consistent with brand

# Strengthen Downtown Business District (1/6)

## Establish a business improvement program

- ▶ NY Main St. Anchor Project grant application for Strand Theatre (**pending**)
- ▶ NY Main St. grant possibility- barrier is restrictions placed on building owners
- ▶ Ask property owners what they need...and are willing to do
- ▶ Consider deferred assessment increases?
- ▶ Work with Monroe County Planning?
- ▶ ID other grants offering property maintenance assistance
- ▶ NY Restore grant

# Strengthen Downtown Business District (2/6)

## Develop Design Standards for Main Street

- ▶ Part of the new zoning code - **once adopted by law will be complete, 2023**
  - ▶ Main St. buildings should have the **following** considerations:
    - ▶ Facades
    - ▶ Placement
    - ▶ Setbacks
    - ▶ Landscaping and screening
    - ▶ Location of off-street parking
    - ▶ Transparency

# Strengthen Downtown Business District (3/6)

Improve Village on-street and off-street parking regulations - **Not Started**

- ▶ Does the zoning code update play a roll? - Discusses parking options for each district
- ▶ On and off-street regulations should be addressed by remainder of code rewrite
- ▶ Recommend VB engage DPW, PD and BMA as well as other villages/NYCOM to discuss innovative options

# Strengthen Downtown Business District (4/6)

Continue beautification of canal-adjacent areas on Main, Market, Clinton

- ▶ Market St plan - **nearing completion**
- ▶ Main St - applied for a Monroe Co. ARPA grant to assist with sidewalks & beautification (**pending**)

Need to Develop Plans for:

- ▶ King St
- ▶ Clinton St
- ▶ Merchant St

# Strengthen Downtown Business District (5/6)

Implement Clinton Street Master Plan - **Not Started (or restarted)**

- ▶ Recognize link to Brockport LOOP as an asset
- ▶ Identify funding sources
- ▶ Create timeline
- ▶ Pursue possibilities

# Strengthen Downtown Business District (6/6)

Apply for NYS's Downtown Revitalization Initiative (DRI)

- ▶ DRI as of 2022 has an application scaled for villages, NY Restore
  - ▶ Discussion underway
  - ▶ Meeting with grant writer Sept to begin plans for **2023 application**