



Brockport

NY Forward

Downtown Revitalization Workshop

May 28, 2025

AGENDA

1. Overview of NY Forward
2. Project Team
3. Planning Process
4. Visioning
5. Exploring Public Projects
6. Next Steps
7. Public Comment + Q&A



01

OVERVIEW OF NY FORWARD

CONTEXT

The Village of Brockport has been awarded \$4.5 million from New York State through the NY Forward (NYF) program to plan and implement transformative projects in downtown Brockport.



GOALS

The NYF program is designed to invigorate and enliven downtowns in New York's 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



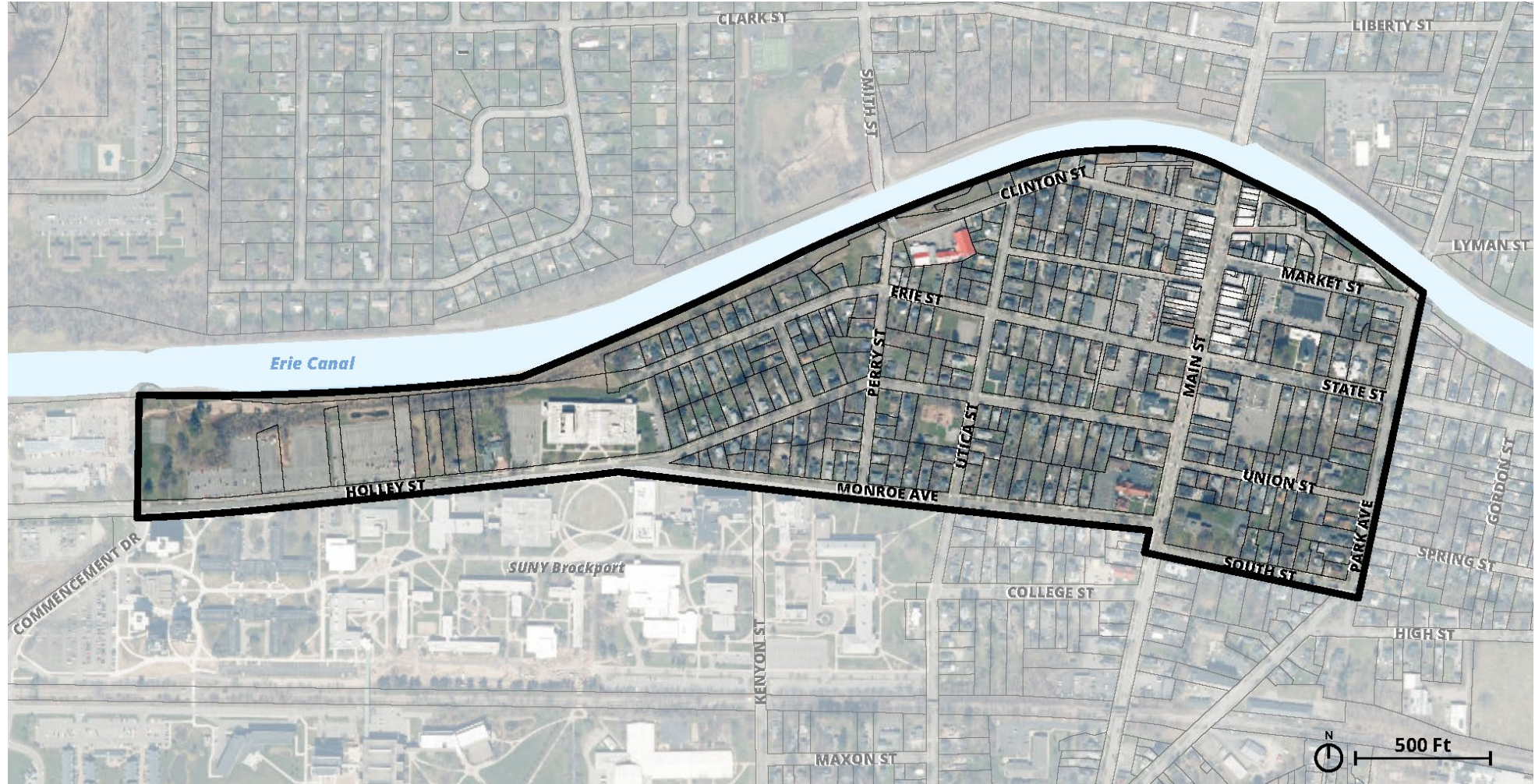
7 Grow the local property tax base



4 Create diverse housing options for all income levels

BROCKPORT'S NY FORWARD AREA

Projects must be located in or near the Brockport NY Forward boundary



02

PROJECT TEAM

LOCAL PLANNING COMMITTEE



The group of local community members selected to guide Brockport's planning process and evaluate proposed projects

LPC Co-chairs

Margaret Blackman, Mayor
Steve Mowers, REDC Co-chair

Members

Katrina Arndt
Christina Daniels
Michael Doyle
Randy Dumas
Erik Duncan
Amy Gup till
Stacey Kirby
Lori Maher
Buck Noble
Garrett Roe
Brenda Tremblay

LOCAL PLANNING COMMITTEE



The group of local community members selected to lead Brockport's planning process and evaluate proposed projects

LPC Members:

- Represent a **diverse segment of the Brockport 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 downtown Brockport.
- Are required to **recuse themselves** from discussing or voting on a proposed project where they have a conflict of interest
- Are **volunteering** their time

STATE AGENCIES



The representatives
from New York
State that will
oversee the
planning process

Agencies and Representatives

Department of State

Melissa Keller

Empire State Development

Greg Parker

NYS Homes and Community Renewal

Tirzah Peters

NYS Office of the Governor, Finger Lakes Regional Representative

JW Cook

NYS Energy Research and Development Authority (NYSERDA)

Role in the Planning Process

- Manage the Project Team and oversee the process
- Support the LPC
- Ensure deliverables meet State requirements and local goals
- Facilitate and coordinate assistance from other state agencies
- Prepare and manage contracts after the State selects projects for funding

CONSULTANT TEAM



The subject matter experts that will drive the planning process, facilitate meetings, and produce deliverables

Project Lead

Colliers Engineering & Design - Leigh Ann Kimber, Kiernan Playford

Supporting Partners

Sustainable Planning & Design

Camoin Associates

Prospect Hill Consulting

STC Design

Role in the Planning Process

- Prepare for and staff LPC and public meetings
- Develop and implement the public engagement strategy
- Assist with project development
- Develop detailed project profiles for each proposed project
- Assist the LPC in identifying projects for funding consideration
- Conduct technical analyses of projects to understand feasibility and cost
- Compile the Strategic Investment Plan (SIP) with guidance from the LPC

THE COMMUNITY

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

Public Workshops

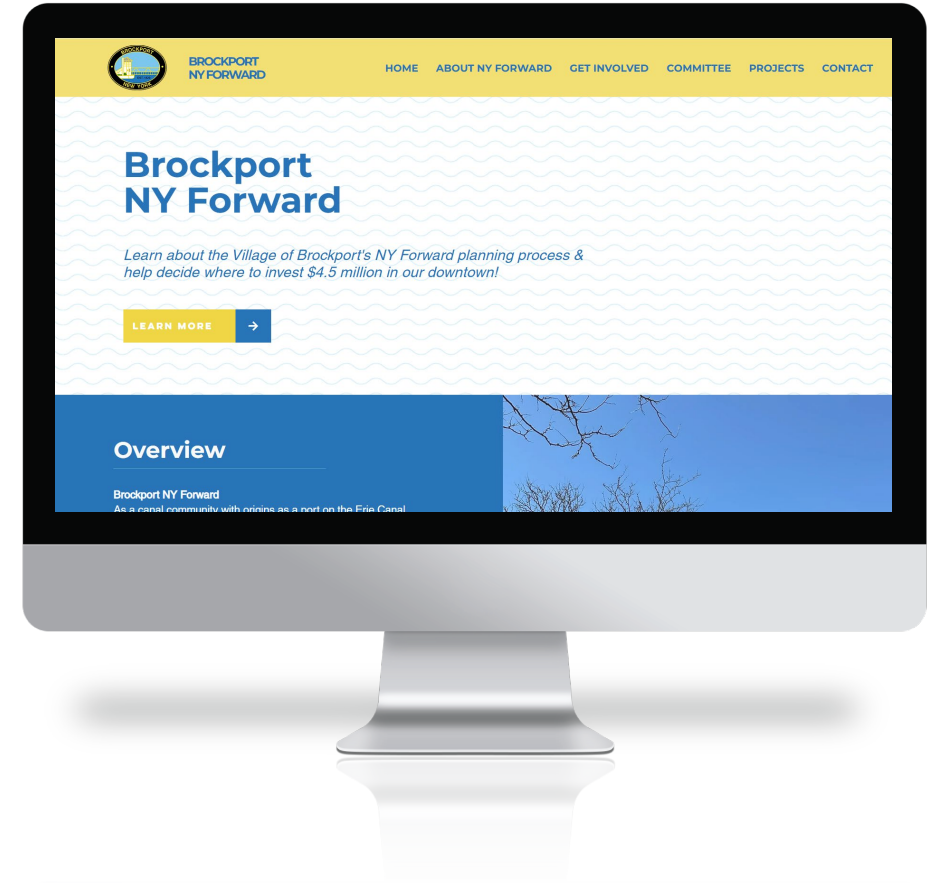
LPC Meetings

Pop-Up Events

Open Call for Projects

Project Sponsor Meetings

www.BrockportForward.com



03

PLANNING PROCESS

PROCESS



- Projects will be identified through a 7-month planning process, led by the Local Planning Committee (LPC) with guidance from NYS
- Following the planning process, NYS will review the Strategic Investment Plan and make the final determination on which projects will receive NYF funding

Planning Process Begins
May 2025

Open Call for Public Projects
June 13 – July 17, 2025

LPC Evaluates Proposed Projects
July – October 2025

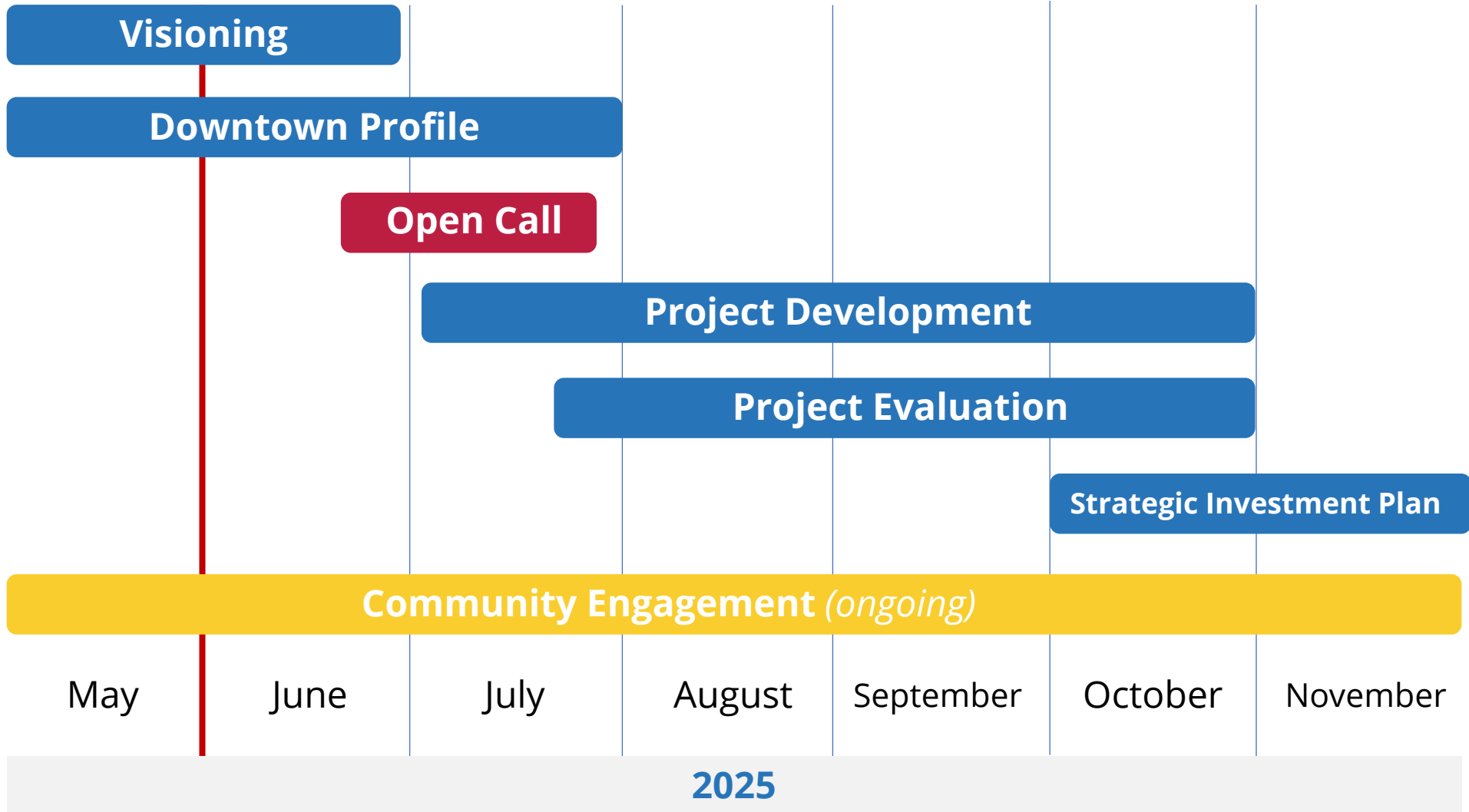
Strategic Investment Plan Submitted to NYS with Recommended Projects
November 2025

NYF Grant Awards Announced
Tentatively Spring 2026

Project Implementation
2026 – 2029+

SCHEDULE

We are here!



VISIONING



The LPC and community members will refine the vision for downtown Brockport.



**Starting
this
today!**

*The water
brings
people
here.*

*Brockport CAN be a
part of something
bigger.*

*...accessible tourist destination and a
home where visitors, residents, and
people of all abilities can recreate,
socialize, dine, shop, live, and age in
comfort.*

*...more accessible places
to live, eat, play, and
connect.*

*Excerpts from Brockport's
NY Forward application*

VISIONING

A set of goals and strategies will also be developed to support the vision



Vision

Guiding framework for the Strategic Investment Plan.

Goals

Conceptual ideas that the NYF Plan and proposed projects should address.

Strategies

Specific outcomes that the NYF Plan should achieve. Strategies are also used as metrics for tracking project impacts.

DOWNTOWN PROFILE

The consultant team
will assess Brockport's
opportunities and
challenges

Demographic Analysis

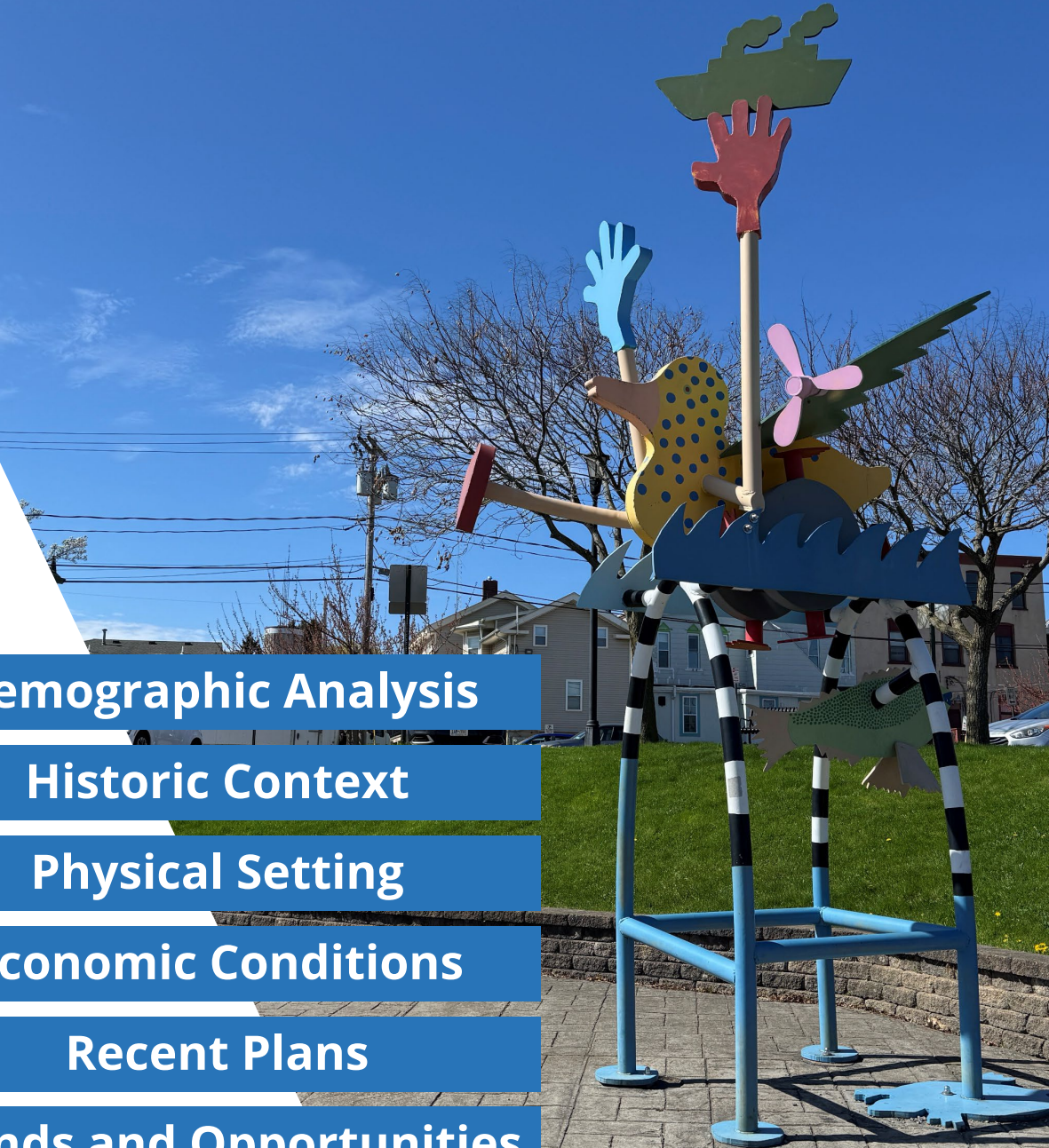
Historic Context

Physical Setting

Economic Conditions

Recent Plans

Trends and Opportunities



PROJECT PROPOSALS



The Village of Brockport and project sponsors will propose projects for potential NY Forward funding




Keep an eye out!
Open Call begins
June 13th

Projects are proposed by the Village as well as private and non-profit project sponsors through the Open Call for Projects (**open to the public**).



LPC evaluates all projects
based on established criteria and determines which projects to include in the Strategic Investment Plan. Not all projects will be included in the Strategic Investment Plan.

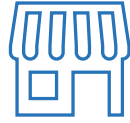


The State will make the final decision
on which projects to fund. Not all projects included in the Strategic Investment Plan will receive NYF funding.

PROJECT PROPOSALS



Certain types of projects are eligible for NY Forward funding



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$300,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

PROJECT PROPOSALS



These activities are not eligible for NY Forward funding

Ineligible NY Forward Projects and Activities

Planning Activities. All DRI/NYF funds must be used to implement projects.

Operations and Maintenance. Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.

Pre-award Costs. Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.

Property Acquisition. DRI/NYF funds cannot be used for property acquisition.

Training and Other Program Expenses. DRI/NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.

Expenses related to Existing Programs. DRI/NYF funds cannot supplement existing programs or replace existing resources.

PROJECT REQUIREMENTS



The LPC will evaluate proposed projects based on these criteria

Eligible Project. Projects must be one of the eligible project types.

Alignment with Local and State Goals. Projects must advance the goals established by the LPC and the State for NY Forward.

Project Readiness. Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.

Cost Effectiveness. Projects must represent an effective and efficient use of public resources.

Catalytic Effect. Projects must have a significant positive impact on the revitalization of the community's downtown.

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.

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

SIP CONTENTS

Vision and Goals

Downtown Profile

Recommended Projects

Implementation Strategy



04 VISIONING

Our Vision of Downtown Brockport

“It’s all in Brockport!”

Brockport **is home, a destination, and a family-friendly college town.** We’re a 200-year-old village, rich in history, but even richer in promise as we look to the future and building a more prosperous, inviting, and forward-looking community.

The Brockport of our NY Forward dreams is one that **works for all**—young, old, university student, resident, visitor, tourist. We’re expanding a range of **affordable, inclusive housing** that will retain SUNY Brockport graduates, keep growing families in the Village, and help older residents downsize and age in place. We will **reinvigorate our vacant canalfront and downtown properties**, offering new dining and shopping opportunities. Investments in our waterfront will establish Brockport as the **premier, inclusive recreation community** on the Erie Canal.

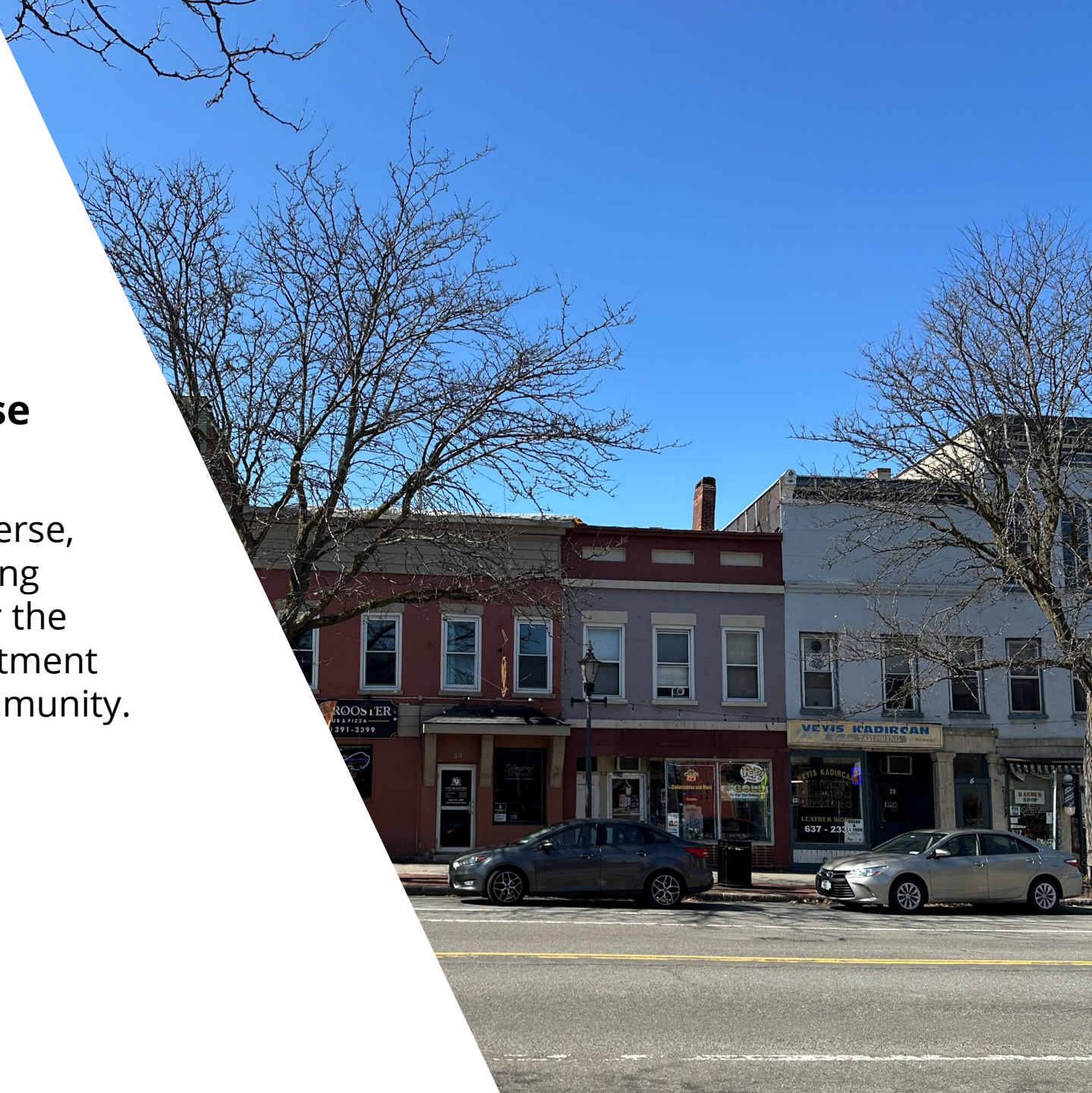
Universal design standards will make our Main Street and waterfront streetscapes available to users of all abilities. Downtown **beautification and public art** projects will celebrate our Victorian heritage, our growing diversity, and tomorrow’s opportunities.

It will all be in Brockport, and soon, YOU will be, too!

DOWNTOWN REVITALIZATION STRATEGY

01 Support development of diverse housing options

Support the development of diverse, affordable, and accessible housing options on Main Street and near the Erie Canal, illustrating its commitment to being a NYS Pro-Housing community.



DOWNTOWN REVITALIZATION STRATEGY

02 Improve walkability and multimodal access

Invest in universal design principles for downtown sidewalks, roadways, properties, and amenities to promote inclusivity for all users, encourage multimodal transportation, and help local residents gracefully age in place.



DOWNTOWN REVITALIZATION STRATEGY



03 Strengthen our identity as a waterfront community

- Position Brockport as the **premier inclusive waterfront community** along the Erie Canal—suitable for outdoor recreation, travel, exercise, and socialization for people of all abilities.
- **Revitalize vacant Canal-adjacent and downtown properties** to provide new restaurants and mixed-use building options for residents, students, visitors, and Empire State Trail users, thus building on Brockport's standing as the pilot Empire State Trail Town.



DOWNTOWN REVITALIZATION STRATEGY

04 Enhance Brockport's sense of place

Reinforce Brockport's unique sense of place and Victorian character through streetscape enhancements, building facade improvements, and public art displays, creating an inviting downtown where people can connect and feel at home.





Breakout Session

What is missing?

Use the printouts to help us refine
the vision statement and
downtown revitalization strategy!

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EXPLORING PUBLIC PROJECTS

PUBLIC REALM PROJECTS

- Main Street
- Clinton Street
- Merchant Street Plaza
- Canalfront Amphitheater
- Monika Andrews Children's Park
- Brockport Loop Trail

Let's review each and then we'll ask for your input!



Image: Village of Brockport

Enhance Main Street Streetscape

Enhance accessibility and beautify Main Street with new lighting, pavers, bike racks, and additional amenities.



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Enhance Clinton Street Streetscape

Beautify Clinton Street with improved sidewalks, lighting, and landscaping to create a seamless connection between Main Street and Smith Street.



Enhance Clinton Street Streetscape

Beautify Clinton Street with improved sidewalks, lighting, and landscaping to create a seamless connection between Main Street and Smith Street.



Transform Merchant Street into a Canalfront Promenade

Convert a portion of Merchant Street to a pedestrian-only promenade that can be used as a flexible open space for outdoor dining, events, and informal gatherings.

Maintain access to parking.



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Monika Andrews Park Playground Improvements

Replace woodchip surface with more accessible, rubberized surface and install updated accessible equipment, including a new ADA accessible slide.



Image: Landscape Structures



Monika Andrews Park Playground Improvements

Replace woodchip surface with more accessible, rubberized surface and install updated accessible equipment, including a new ADA accessible slide.



Create a Brockport Loop Trail

Construct stone dust path to connect SUNY Brockport, the Erie Canalway Trail, and Brockport's historic downtown. Connect to new pedestrian bridge and boathouse.



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Create an Accessible Venue at Brockport Welcome Center

Retrofit additional inclusive outdoor seating at Brockport's Welcome Center for waterfront picnics, concerts, and festivals.



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What would **you** like to see in Downtown Brockport's public spaces?

Use the maps and images provided to share your input on
these public projects!

06

WHAT'S NEXT?

MARK YOUR CALENDARS



Pop-Up at Sagawa Park

Saturday, June 7th at 12 PM

Brockport Village Court



LPC Meeting 2

Tuesday, June 10th at 5 PM

Seymour Library



Open Call Info Session

Tuesday, June 10th at 7 PM

Seymour Library



Open Call

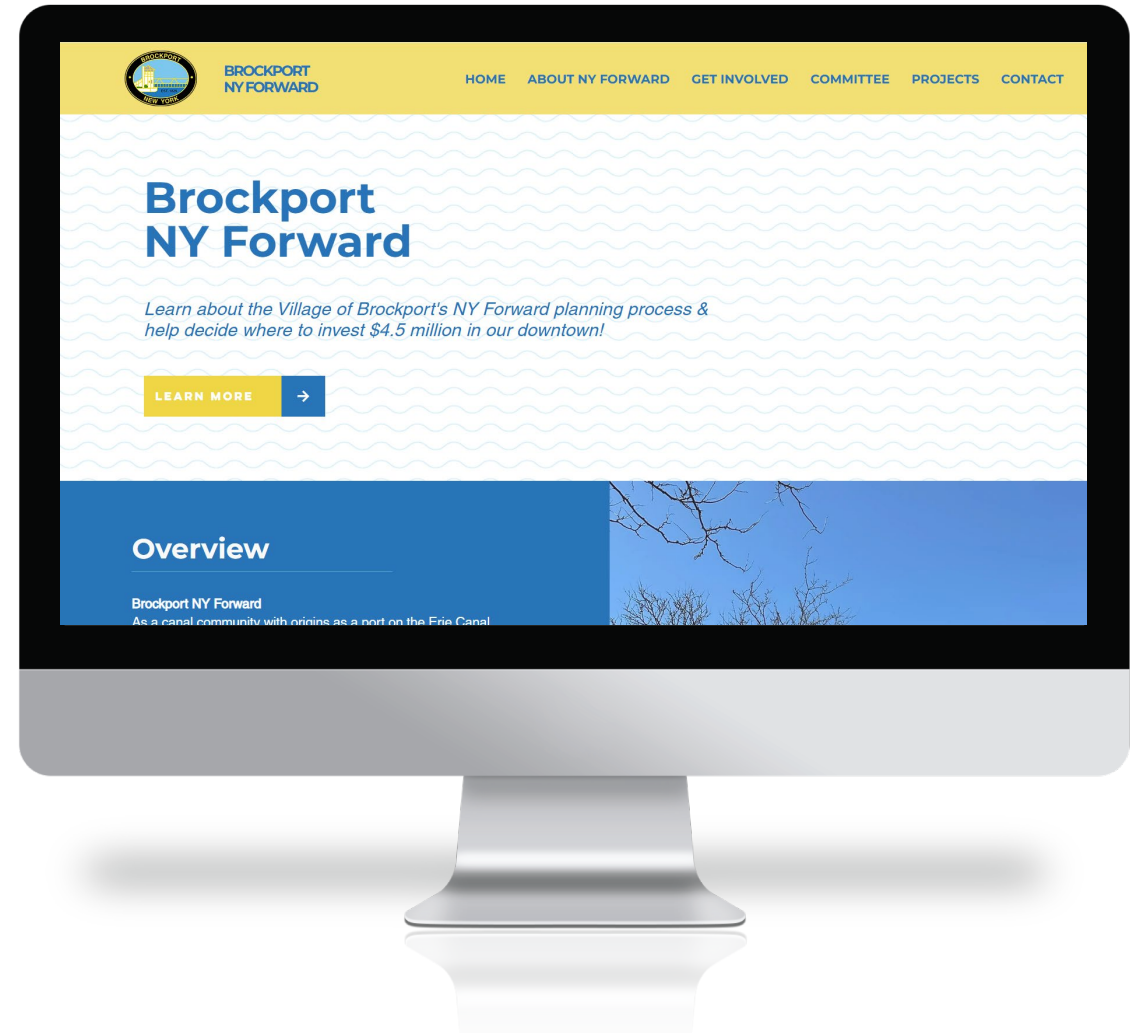
Application Open June 13 – July 17

STAY UP TO DATE!

Visit the project website and provide feedback anytime!



www.BrockportForward.com



07

PUBLIC COMMENT

PLEASE FOLLOW THESE GUIDELINES



Please state your name and affiliation, if applicable.

Please limit your comments to 3 minutes.

Thank you!

We appreciate your thoughts, comments, and feedback and look forward to your continued participation in Brockport's NYF planning process.