



Brockport

NY Forward

Local Planning Committee
Meeting #2

June 10, 2025

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.

AGENDA

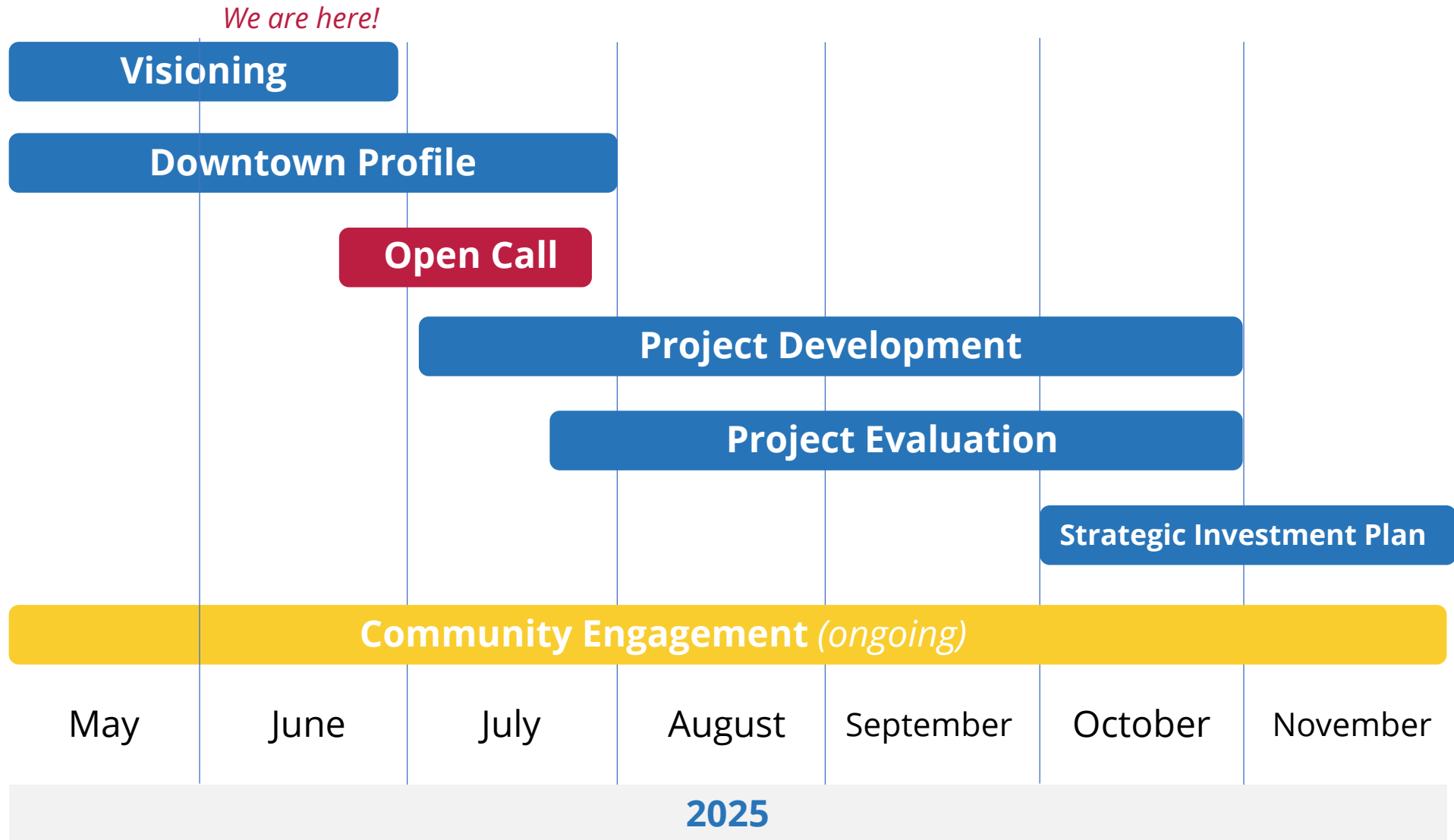
1. Project Status
2. Public Meeting Recap
3. Vision, Goals, Strategies
4. Open Call Form
5. Downtown Profile
6. Next Steps
7. Public Comment



01

PROJECT STATUS

SCHEDULE



FUTURE MEETINGS



Does it create a conflict if these meetings are pushed back from 5:30pm to 6:00 pm?

LPC Meeting 3

Tuesday, August 5th

Location TBD

LPC Meeting 4

Tuesday, September 16th

Location TBD

LPC Meeting 5

Tuesday, October 7th

Location TBD

02

PUBLIC MEETING RECAP

MAY 28TH PUBLIC WORKSHOP

- Over 60 attendees
- Reviewed NY Forward Process
- Breakout Sessions
 - Public Projects
 - Vision and Goals



PUBLIC PROJECT FEEDBACK

- Merchant Street and Clinton Street were highest priorities
- Prioritize places for families, children, places that encourage people to linger
- Attract the university community to Main Street
- Support projects that provide community services and benefits
- Enhance the view from the Canal
- Enhance connections from Canal to Main Street
- Focus on accessibility
- More trees and green space



WEBSITE COMMENTS



We are tracking feedback as it comes in through the project website!

Commuters and SUNY Brockport community are not aware of what Main Street has to offer. The Village needs opportunities to draw them in, offer business they are looking for. Brockport Loop could also facilitate this, especially bringing people downtown on lunch breaks.

Brockport area has a larger than average population of individuals with developmental disabilities. Group homes and day programs take advantage of the trail, free concerts at Harvester Park, and other community events. Accessible spaces, parking with wheelchair lifts, quiet/sensory-friendly areas, and accessible restaurants with pureed options should be prioritized.



03

VISION, GOALS, AND STRATEGIES

We must finalize these tonight!

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. **Our downtown will offer something for everyone, attracting residents, students, commuters, families, and visitors alike.** 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** Leverage our identity as a canal community and the pilot Empire State Trail Town
- Revitalize vacant Canal-adjacent and downtown properties to provide new restaurants and mixed-use building options
 - Encourage a variety of development that attracts residents, students, commuters, visitors, and Empire State Trail users of all ages and abilities
 - Promote public and private investment that creates a strong first impression of Brockport from the Erie Canal and Empire State Trail



DOWNTOWN REVITALIZATION STRATEGY



02 Improve accessibility, walkability and multimodal access, **positioning Brockport as the premier inclusive waterfront community along the Erie Canal**

- Invest in universal design principles for downtown sidewalks and roadways
- **Encourage businesses and private properties to enhance accessibility into their spaces**
- Provide recreational amenities that promote inclusivity for all users and encourage multimodal transportation
- **Enhance connections between key destinations such as the Canal, the University, and downtown**



DOWNTOWN REVITALIZATION STRATEGY

- 03** Support the development of diverse, affordable, and accessible housing options on Main Street and near the Erie Canal.
- Expand and diversify housing with options that are attractive and accessible to all, including young professionals, families, and those who wish to age in place
 - Provide housing options that meet current market demand



DOWNTOWN REVITALIZATION STRATEGY

04 Reinforce Brockport's unique sense of place and Victorian character, creating an inviting downtown where people can connect and feel at home.

- Enhance the character of our streetscapes through public realm investment
- Provide memorable year-round public spaces that encourage people to come, stay and explore
- Encourage beautification and enhance cohesiveness of the downtown
- Promote access to resources that serve the community



PROJECT FORM

LOCAL EVALUATION CRITERIA



In addition to the State criteria, the LPC will include their own criteria for project evaluation.

**We must finalize
these tonight!**

01

The proposed project must support one or more of the Village's revitalization goals.

02

Priority will be given to projects that include a component that enhances accessibility.

03

Priority will be given to projects that increase the quality and diversity of housing options.

04

Priority will be given to projects that demonstrate that they expand capacity to provide services and benefits to the community.

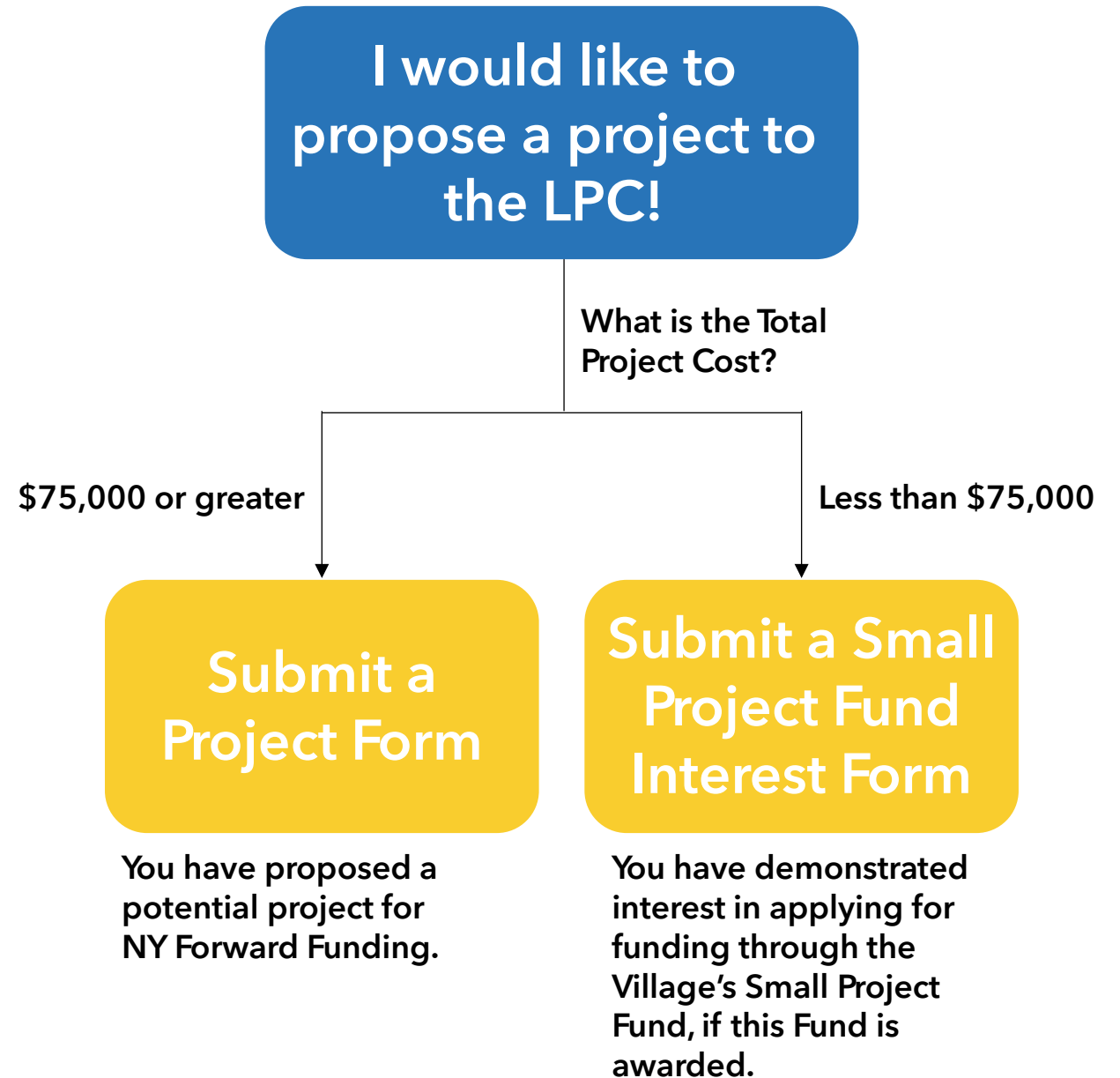
04

**OPEN CALL
PROJECT FORM
- AND -
SMALL PROJECT
FUND INTEREST FORM**

APPLICATION FORMS



There are two application forms available. Applicants will choose the appropriate form for their project.



GETTING STARTED



Both forms will be available online and in hard copy at the Village Office.

Download an application online

Applications will be available on the project website:
www.BrockportForward.com

-or-

Pick up a hard copy application

Visit the Village Office at **127 Main Street**. The Village Office is open Monday through Friday from 8:30 AM to 4:30 PM, or at the Seymour Library (**161 East Avenue**).

SMALL PROJECT FUND INTEREST FORM

The first four pages explain the eligibility criteria and other requirements.

This is a draft document, for informational purposes only. Any text in pink is to be determined and will be finalized in the final Interest Form, available June 13th.

**BROCKPORT NY FORWARD
SMALL PROJECT FUND INTEREST FORM**


If you are viewing this form in a web browser, please download it to your desktop before you begin so you can save your work as you go. The form will not save if you close your web browser.

Do you own a business or property in the Village of Brockport's NY Forward boundary (below)? Do you have a building or business in need of smaller-scale improvements such as interior and exterior renovations or permanent equipment acquisition?

The Small Project Fund is a type of NY Forward project that could help fund a range of improvements in a downtown, such as building improvements (e.g., facade), interior fit-out, HVAC, etc., business assistance (e.g., permanent equipment acquisition), or public art.

For the Small Project Fund to be included in the State of proposed NY Forward projects submitted to the State, it is important to document interest in it. The Village of Brockport's Local Planning Committee is seeking letters of interest from business and/or property owners to show that there are property and/or business owners interested in participating in this program.

However, submitting a letter of interest does not guarantee that a community will apply for a Small Project Fund as part of NY Forward. The project sponsor (e.g., the municipality or business improvement district) will also have to demonstrate interest and capacity to implement a Small Project Fund. Additional information about eligibility and requirements for the Small Project Fund can be found on Pages 2-4.



The following Interest Form must be submitted in one of the following ways:

- online at www.BrockportForward.com/projects
- via email to Leigh Ann Kimber at leighann.kimber@collierseng.com
- delivered by mail or in person to the Village Office (27 Main Street, Brockport, NY 14420, open M-F 8:30am-4:30pm) by

Thursday, July 17th by 11:59 PM

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Page 1

SMALL PROJECT FUND ELIGIBILITY REQUIREMENTS AND CONDITIONS

Eligible Activities Include:

- Interior and exterior building renovations for commercial and mixed-use spaces, e.g. facade/ storefront renovations, permanently affixed signage and awnings, commercial interior fit-out, HVAC, mechanical, electrical, or plumbing, and other permanent building improvements
- Upper-story residential improvements
- Business assistance / permanent commercial machinery and equipment
- Soft costs - architecture, engineering, and environmental review services as related to the improvements
- Public art

Ineligible Activities Include:

- Property acquisition
- Deferred maintenance or general repairs
- Working capital
- Landscaping
- Improvements to municipally owned or operated buildings
- Participant, participant's family, or participant's staff labor

Conditions:

- The minimum match requirement is 25% of the total project cost, meaning the business and/or property owner may receive reimbursement up to 75% of total eligible costs.
- This is a reimbursement program, meaning that property or business owners must complete their projects (complete project scope, pay all contractors in full, and submit invoices and proof of payment) before receiving any reimbursement.
- Project awards are generally between \$25,000 and \$100,000 per building/project, with the grant request not to exceed 75% of the total eligible project cost.

2

Page 2

Draft Local Evaluation Criteria

The following draft criteria were established by the Local Planning Committee to evaluate all project proposals. These criteria were developed based on the State's evaluation criteria, which are listed on the following page. Although the Small Project Fund Interest Form is not a project application and only demonstrates interest in pursuing a Small Project Fund project, the LPC would like potential interested parties to be aware of the following criteria. These draft criteria will be finalized by the LPC at their June 10th meeting and reflected in the final Small Project Fund Interest Form.

- The proposed project must support one or more of the State and Village's revitalization goals (see below).
- Priority will be given to projects that include a component that enhances accessibility.
- Priority will be given to projects that incorporate the quality and diversity of housing options, including both new multifamily housing and improvements to existing housing.
- Priority will be given to projects that demonstrate that they expand capacity to provide services to the community.

Brockport's Revitalization Goals

01 Leverage our identity as a canal community and the Erie Empire State Trail town.

- Revitalize vacant Canal-side and downtown properties to provide pop-up restaurants and mixed-use building options, seating, current sidewalks and street lighting in a safer audience.
- Encourage a variety of development that attracts residents, students, commuters, visitors, and Empire State Trail users at night and daytime.
- Promote public and private investment that creates a strong local impression of Brockport from the Erie Canal and Empire State Trail.

02 Improve accessibility, walkability and multimodal options, positioning Brockport as the premier inclusive waterfront community along the Erie Canal.

- Invest in universal design principles for downtown sidewalks and roadways.
- Encourage businesses and private property to enhance accessibility into their spaces.
- Provide recreational amenities that promote inclusivity for all users and encourage multimodal transportation.
- Enhance connections between key destinations such as the Canal, the University, and downtown.

03 Support the development of diverse, affordable, and accessible housing options on Main Street and near the Erie Canal.

- Explore and diversify housing with options that are attractive and accessible to wide range of people, including young professionals, families, and those who wish to age in place.
- Provide housing options that meet current market demand.

04 Reinforce Brockport's unique sense of place and Victorian character, creating an inviting downtown where people can connect and feel at home.

- Enhance the character of our streetscapes through public realm investment.
- Provide memorable year-round public spaces that encourage people to stay and explore.
- Encourage beautification and enhance cohesiveness of the downtown.
- Promote access to resources that serve the community.

3

Page 3

State Evaluation Criteria

- **Alignment with State NY Forward Goals**
 - Create an active downtown with a strong sense of place.
 - Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
 - Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
 - Build a diverse population, with residents and workers supported by complementary varied housing and employment opportunities.
 - Grow the local property tax base.
 - Provide amenities that support and enhance downtown living and quality of life.
 - Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Letter of Interest Instructions

If you are interested in submitting a letter of interest for a small project, please review the contents on the following pages and fill in the boxes with the information specific to your project. Submitting this letter of interest will serve as demonstration of demand for a Small Project Fund.

Questions regarding the Small Project Fund can be directed to Leigh Ann Kimber at leighann.kimber@collierseng.com.

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Page 4

SMALL PROJECT FUND INTEREST FORM

Identify your property,
describe the project scope,
and provide the anticipated
total project cost.

You will also provide project
sponsor information.

LETTER OF INTEREST

To the Village of Brockport's Local Planning Committee,

I am writing to confirm my interest in participating in the Village of Brockport's Small Project Fund.

I own or lease the property located at:

I am interested in making improvements to my property/business, which would contribute to the revitalization of not only my property, but also the NY Forward Area. The scope of my proposed project includes the following:

I understand the submittal of this letter of interest does not guarantee funding, and I will be required to submit an application to the administering entity of the Fund, if the project is selected for funding through NY Forward.

I anticipate the total project cost to be approximately \$ for which I understand I would be eligible for a maximum reimbursement of up to 75% of the total eligible costs. I understand that deferred maintenance and general repairs are not eligible improvements.

Additionally, if awarded, I understand that upon completion of the proposed scope of work, this project will result in a finished space ready for occupancy. I also understand that this is a reimbursement program, meaning I must complete all the work in the approved project scope, pay all contractors in full, and submit invoices and proof of payment before receiving the grant.

5

Page 5

My project includes the following activities/improvements and associated estimated costs:

Activity/Improvement	Cost
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Project Cost	\$
Total NY Forward Funding Request	\$

Without the reimbursement to defray 75% of the project cost, I will be unable to permanently commit this amount of money toward the costs of these improvements.

I realize that to be eligible for these funds, I will need to undertake these improvements in cooperation with the Village of Brockport's design guidelines and building and zoning codes, as applicable, and State procurement and environmental requirements. I will need to complete the work in a timely manner, within 36 months of the State's grant announcement.

Name:

Address:

Signature:

To submit electronically:

Submit online at www.BrockportForward.com/projects

- or -

Submit via email to Leigh Ann Kimber at leighann.kimber@collierseng.com

To submit a hard copy:

Mail or hand deliver your application to the Village Office at 127 Main Street, Brockport, NY 14420

*Please note the Village Office is open Monday - Friday from 8:30am to 4:30pm

Deadline for Submission:

Thursday, July 17th by 11:59 PM

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PROJECT FORM

This is a more extensive application for projects over \$75,000 in anticipated total project cost.



This is a draft document, for informational purposes only. Any text in pink is to be determined and will be finalized in the final Project Form, available June 13th.





VILLAGE OF BROCKPORT
NY FORWARD PROJECT FORM

! If you are viewing this form in a web browser, please download it to your desktop before you begin, so you can save your work as you go. The form will not save if you close your web browser.

The Village of Brockport has been awarded funds through the New York State NY Forward program to fund catalytic projects in the downtown to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in Brockport's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4.5 million.

Project proposals must be received by:
Thursday, July 17th by 11:59 PM

An informational meeting to learn more about the Open Call for Projects and eligibility requirements will be held in person on Tuesday, June 10th at 7:00 PM at the Parish Center at Church of Nativity of the Blessed Virgin Mary located at 152 Main Street, Brockport, NY 14420.

You may also direct any questions to: Leigh Ann Kimber at leighann.kimber@collierseng.com or fill out the contact form on the project website at www.BrockportForward.com/contact.

1

Page 1

HOW TO SUBMIT YOUR PROJECT

Do you have a project that can help revitalize downtown? Follow the instructions below to submit your project for funding consideration.

01

Review the Eligible Project Types (page 3) to understand the types of projects that are eligible and ineligible for NY Forward funding.

02

Review the Project Requirements (page 4-5) to understand the requirements your eligible project must meet to be considered for NY Forward funding.

03

Review the Evaluation Criteria (page 6-7) to see how your project will be evaluated by the Brockport NY Forward Local Planning Committee (LPC). The LPC will decide which projects to recommend to the State for potential funding.

04

Fill out the NY Forward Project Form (pages 5-12) The information you provide in the form will be the basis for the LPC to evaluate your project for potential funding consideration.

05

Submit your Completed Form and any supplemental materials no later than **July 17 at 11:59pm**. There are several ways to submit your application.

To submit online:
Visit www.BrockportForward.com/Projects to upload your completed form to the project website.

To submit via email:
Email your completed application and any supplemental materials to leighann.kimber@collierseng.com

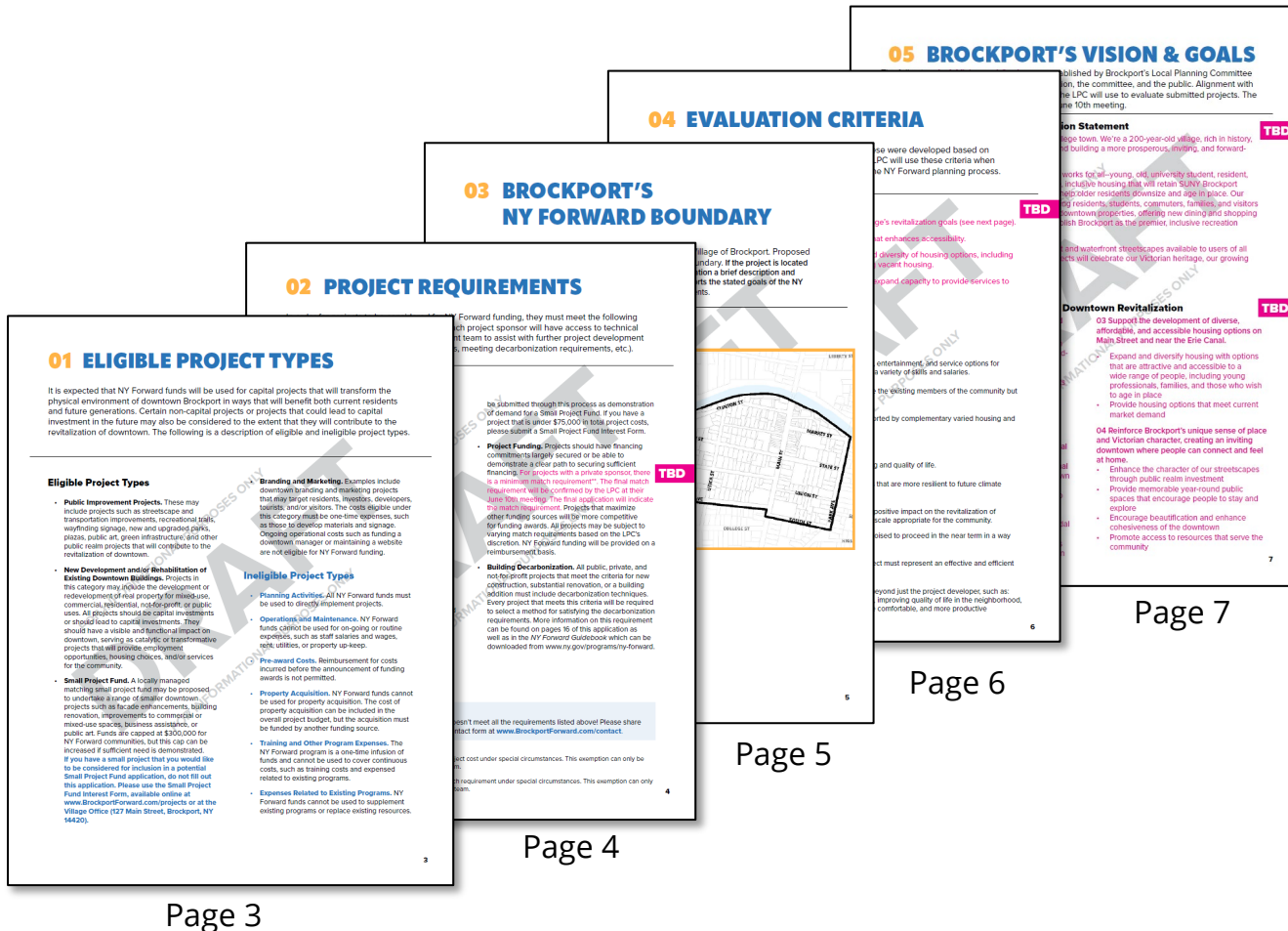
To submit a hard copy, mail or hand-deliver to:
Village Office
127 Main Street
Brockport, NY 14420
(Village Office is open Monday-Friday from 8:30am-4:30pm)

2

Page 2

PROJECT FORM UP FRONT

Pages 3-7 explain the eligibility criteria, project requirements, and evaluation criteria.



PROJECT FORM MATCH REQUIREMENT



The LPC has the ability to increase minimum match requirements.

Project funding requirements are outlined on Page 4 of the Project Form.

**We must decide on
this tonight!**

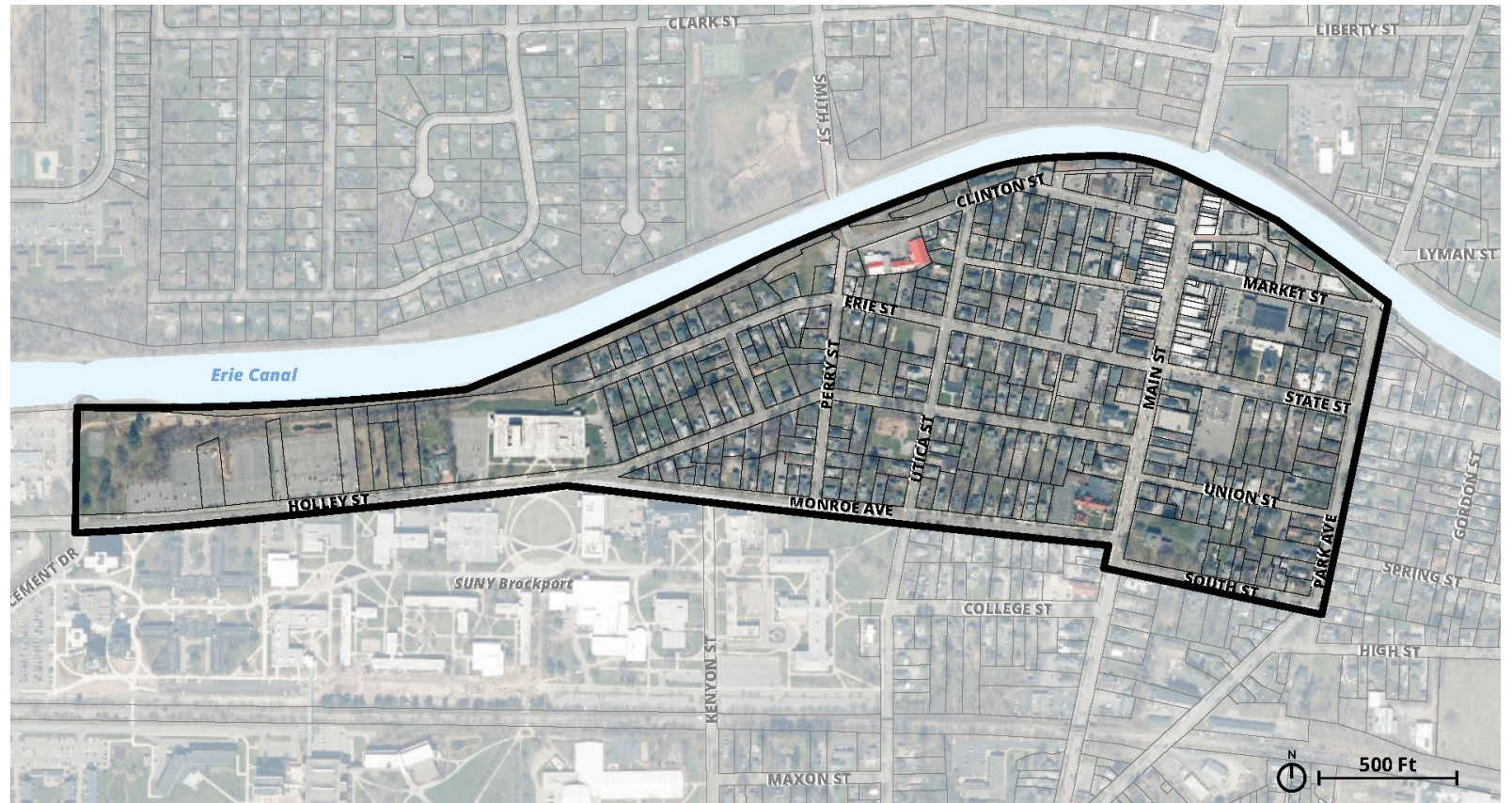
DOS Minimums:

- Privately-Sponsored Projects: 25%
- Public and Non-Profit Projects: 0%

Does the LPC wish to increase these minimums for Brockport project proposals?

PROJECT FORM BOUNDARY

The LPC has the discretion to make minor adjustments to the boundary if a project has appropriate justification.



PROJECT FORM

CONTACT INFORMATION

Fill in the project sponsor contact information. This is how the project team will reach out to sponsors.

Please indicate preferred contact method!

06 NY FORWARD PROJECT FORM

Fill out this form to be considered for LPC project review and potential NY Forward funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Village of Brockport's NY Forward Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for additional information from New York State and/or the NY Forward consultant.

01 Project Sponsor

Provide the contact information for the project sponsor, which is the entity proposing to implement the project.

Name:
Sponsor business or organization
(if applicable):
Title (if applicable):
Mailing Address:
Phone:
Email:

Preferred Contact Method (Check One): Phone ☐ Email ☐

NYS Tax ID: NYS Vendor ID
(if applicable):

If there are additional people who should be contacted as part of this proposal, please provide their contact information:

Name:
Phone:
Email:
Affiliation:

Name:
Phone:
Email:
Affiliation:

PROJECT FORM

PROJECT INFORMATION

Describe basic information about the project, including:

- Location
- Project type

02 Project Location

Please indicate the location of the proposed project.

Project Address or Location:

If the project is located outside the NY Forward boundary shown on page 3, please provide a brief description and justification of how the project relates to the downtown and supports the stated goals of the NY Forward program. The LPC may consider minor boundary adjustments.

03 Project Type

Please indicate the project type:

- ☐ Public Improvement
- ☐ New Development (Projects greater than \$75,000 in Total Cost)*
- ☐ Redevelopment and/or Rehabilitation of an Existing Building(s)*

*Please complete the decarbonization section on page 12 of this form if you are proposing a new building, building addition, or rehabilitation project.

- ☐ Small Project Fund (Projects less than \$75,000 in Total Cost)

If you are interested in applying for funding through the Small Project Fund, please do not fill out this application. Please use the Small Project Grant Fund Interest Form to review requirements and submit a Letter of Interest to the LPC.

- ☐ Branding and Marketing

PROJECT FORM

PROJECT DESCRIPTION

Provide a detailed project description including:

- Proposed use
- Previous work completed
- Project size
- Proposed project activities

04 Project Description

Please provide a detailed description of the proposed project's scope of work, as applicable:

- The proposed use (e.g., commercial, industrial, public improvement, mixed use)
- The goal of the project
- Any work or planning done previously on the proposed project
- The size of the project (e.g. square footage of the building and space to be renovated (if applicable), number of floors, acreage, number of units, type of housing, commercial tenants, etc.)
- The types of activities to be completed as part of this project (e.g., sidewalk construction, replacement of flooring, exterior siding, interior walls, plumbing and electricity on upper floors).

Please provide as much detail on the proposed project scope as possible. The information submitted on this form does not need to be final and may be subject to change.

FOR INFORMATIONAL PURPOSES ONLY

DRAFT

FOR INFORMATIONAL PURPOSES ONLY

If your project involved new construction or renovation of a building, please complete Question 14 regarding decarbonization.

10

PROJECT FORM

OWNERSHIP AND CAPACITY

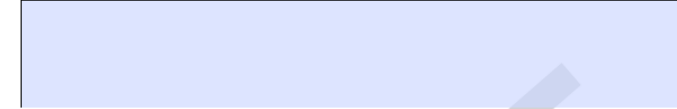
How does your project align with Brockport's Vision and Goals?

Identify the property owner and the project sponsor's legal authority to implement the project.

Describe previous experience with project implementation and how the investment will be maintained in the future.

05 Project Alignment with Vision and Goals

How does your proposed project help advance the community's vision and goals? Please be specific in explaining exactly how your project or components of your project advance the vision and goals.



07 Property Ownership

Identify the owner of the property on which the proposed project will be located. If the project sponsor and the property owner are not the same, please describe how the project sponsor will obtain the legal authority to implement the project at this site.



08 Capacity

Describe the project sponsor's experience in implementing projects similar in scope/complexity to the proposed project, including any experience with grant administration.



Describe any partner entities or organizations that will help implement the project (e.g., funding, operating, or business partners).



Private project sponsors will be expected to submit information about the long-term financial feasibility of their project. At a minimum, project sponsors will be required to submit documentation demonstrating the ability to financially maintain the business/building after project completion. This may include a pro-forma (strongly encouraged for projects requesting \$500,000 or more), a business plan, or other documents showing cash flow. It is strongly encouraged that this documentation be provided when submitting this form, but it may be submitted later.

A decorative horizontal line with a repeating wavy pattern in a medium blue color.

This may include NY Forward funding as well as other funding sources.

A third-party cost estimate is strongly encouraged.

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PROJECT FORM

PROJECT READINESS & SUPPLEMENTAL INFO

Identify work completed to date, timeline for implementation, and any known challenges.

Existing site images are required.

OPTIONAL

- Third-party cost estimate
- Renderings of the proposed project
- Documentation of project readiness
- Previously prepared market studies or pro formas

11 Project Readiness and Timeframe for Implementation

Describe any work that has already been completed to date to advance the project, such as feasibility studies, market studies, preliminary site design, permits obtained, and/or funding or financing that has been secured.

Is there any environmental investigation or cleanup needed for the project to proceed? If yes, please explain.

If known, please list the permits or approvals your proposed project will require.

What challenges or issues, if any, would affect the implementation of your proposed project?

Fill out the proposed timeline for project implementation by milestone, as applicable.

Project Stage	Timeframe (in months) and Responsible Party
Project Financing	
Sketch Plan/Preliminary Design	
Regulatory Approvals (permitting and approvals)	
Design, Engineering, and Selection of Contractor	
Construction or Implementation	
Other:	

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12 Required Documents

Please include images of the existing project site or building (interior and/or exterior). The images provided must be of the space where project work is proposed. These can be submitted electronically or as a hard copy.

13 Supplemental Information

The following documents may be provided if you have them readily available. Inclusion of the documents helps to demonstrate that your project is ready to be implemented in the short term and feasible. Please check the corresponding box to the supplemental information you are providing with this application.

This information can be submitted electronically or as a hard copy. Include the project title and project sponsor contact information on each page of supplemental information.

If you are submitting supplemental information that is confidential, please label it as such.

☐ Renderings or other depictions of the proposed project

☐ Construction cost estimates / quotes from contractors

☐ Commitment letters from financial institutions

☐ Documentation of commitment from other funding agencies

☐ Memorandum of Understanding (MOU) or Agreements

☐ Business Plans/Market Studies/Pro-Forma Analyses

☐ List of Anticipated Permits/Approvals/Variations (please add copies of documents, if available)

☐ Property Survey

☐ Letter of support from the Property Owner if sponsor does not own property (current lease terms may suffice)

☐ Other (please specify):

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PROJECT FORM

DECARBONIZATION

ONLY APPLICABLE TO:

New construction, building additions, and substantial rehabilitation projects greater than 5,000 sf

Answer the questions on these pages to determine if your project will need to meet **decarbonization** requirements.

The Project Team will provide direction to sponsors if project must meet decarbonization requirements. More information about the decarbonization requirements is found in the NYF Guidebook at www.ny.gov/programs/ny-forward.

14 Decarbonization (only applicable to new construction, building additions, and substantial rehabilitation greater than 5,000 sf)

Projects involving new construction, building additions, or renovations equal to or greater than 5,000 square feet may be subject to decarbonization compliance. More information on decarbonization criteria and requirements can be found in the DRI/NYF Guidebook. Please answer the following questions to help determine whether or not your project will require decarbonization.

Project Square Footage:
(proposed project footprint)

Which types of improvements will be made in this project? Check all that apply.

- ☐ Removal and/or replacement of 50% or more of the area of interior wall-covering material
- ☐ Removal and/or replacement of 50% or more of the area of exterior wall-covering material, including doors and windows
- ☐ Replacement of equipment that makes up 50% or more of the total heating and cooling capacity serving the building
- ☐ Replacement of equipment that makes up 50% or more of the total water heating equipment serving the building
- ☐ Replacement of 50% or more of the interior and exterior lighting that is powered from the building
- ☐ Unsure about if my project will meet any of the above items

Are you interested in learning more about how to make your building more energy efficient and reduce long-term operating costs?

☐ Yes ☐ No

Learn more about decarbonization on one of our upcoming webinars

Thursday, June 25, 2025
2:00-3:00pm

Thursday, July 15, 2025
10:00-11:00am

Visit www.BrockportForward.com/get-involved to find the registration link

- or -

copy and paste the registration link below into your browser.

<https://meetny.gov/webex.com/webappng/sites/meetny-gov/webinar/webinarSeries/register/acb6cb929bc54899932f58308ec557af>

DECARBONIZATION WEBINARS



There are two upcoming **Decarbonization 101** webinars for those interested in learning more about making buildings more efficient and reducing long-term operating costs.

These are recommended if considering a large-scale project.

Wednesday, June 25th
2:00-3:00 PM

Tuesday, July 15th
10:00-11:00 AM

To Register:

Visit www.BrockportForward.com/Get-Involved

OR

Copy and paste this link:

<https://meetny-gov.webex.com/webappng/sites/meetny-gov/webinar/webinarSeries/register/acb6cb929bc54899932f58308ec557af>

PROJECT FORM CERTIFICATIONS

Sign and attest that all the information provided in the application is true to the best of your knowledge and that you understand the requirements of the NY Forward program.

15 Certifications

I hereby certify that the information provided in this form is true and correct to the best of my knowledge. In order to be considered for NY Forward funding, I understand that additional information may be requested about the project and may involve meeting(s) with the NY Forward consultant. I agree to provide the requested information in a timely manner in order for the LPC, consultant team, and State team to consider my project for funding.

Project Sponsor Signature:

Date:

I understand that submission of this form does not constitute an application for or guarantee of funding from New York State, that the information provided herein will be reviewed and considered by the NY Forward Local Planning Committee for possible inclusion in the Brockport NY Forward Strategic Investment Plan. I further understand that inclusion in the Brockport NY Forward Strategic Investment Plan does not constitute a guarantee of funding from New York State, that all funding decisions will be made by New York State, and if funded I will comply with all State funding requirements.

Project Sponsor Signature:

Date:

Further, I hereby acknowledge that I have read the NY Forward project criteria and understand that any NY Forward funding provided for projects will be made available on a reimbursement basis only after expenses are incurred or in some cases, after a project has been successfully completed in its entirety. I also understand that NY Forward funding will be subject to all applicable New York State requirements, including, but not limited to MWBE utilization, competitive procurement for goods and services, and project status reporting.

Project Sponsor Signature:

Date:

07 SUBMISSION

Submit your completed application and any supplemental materials no later than Thursday, July 17th at 11:59pm. You may submit:

Online: at www.BrockportForward.com/Projects

Via email: to Leigh Ann Kimber at leighann.kimber@collierseng.com

By mail or in-person: to the Village Office at 127 Main Street, Brockport, NY 14420

**Please note the Village Office is open:*

Monday - Friday from 8:30am to 4:30pm

Deadline for Submission:

Thursday, July 17th by 11:59 PM

SUBMITTING THE APPLICATION



There are several ways to submit a completed Project Form or Small Project Fund Interest Form.

DUE DATE

Thursday, **July 17, 2025 at 11:59 pm**

Submit online

Go to www.BrockportForward.com
Scroll down to the “Completed Applications” section.

Submit via email

Email completed applications to
leighann.kimber@collierseng.com

Submit by mail or in person

Mail or drop off completed applications to the Village Office
127 Main Street, Brockport, NY 14420
Monday – Friday, 8:30am-4:30pm

SUPPORT



The project team will be available to answer questions about project eligibility, evaluation, and other requirements.

We are also available to assist with completing and submitting the application.

Contact us

Email Leigh Ann Kimber with questions at **leighann.kimber@collierseng.com**

-or-

Submit a question online

Use the contact form at **www.BrockportForward.com**

05

DOWNTOWN PROFILE

Purpose

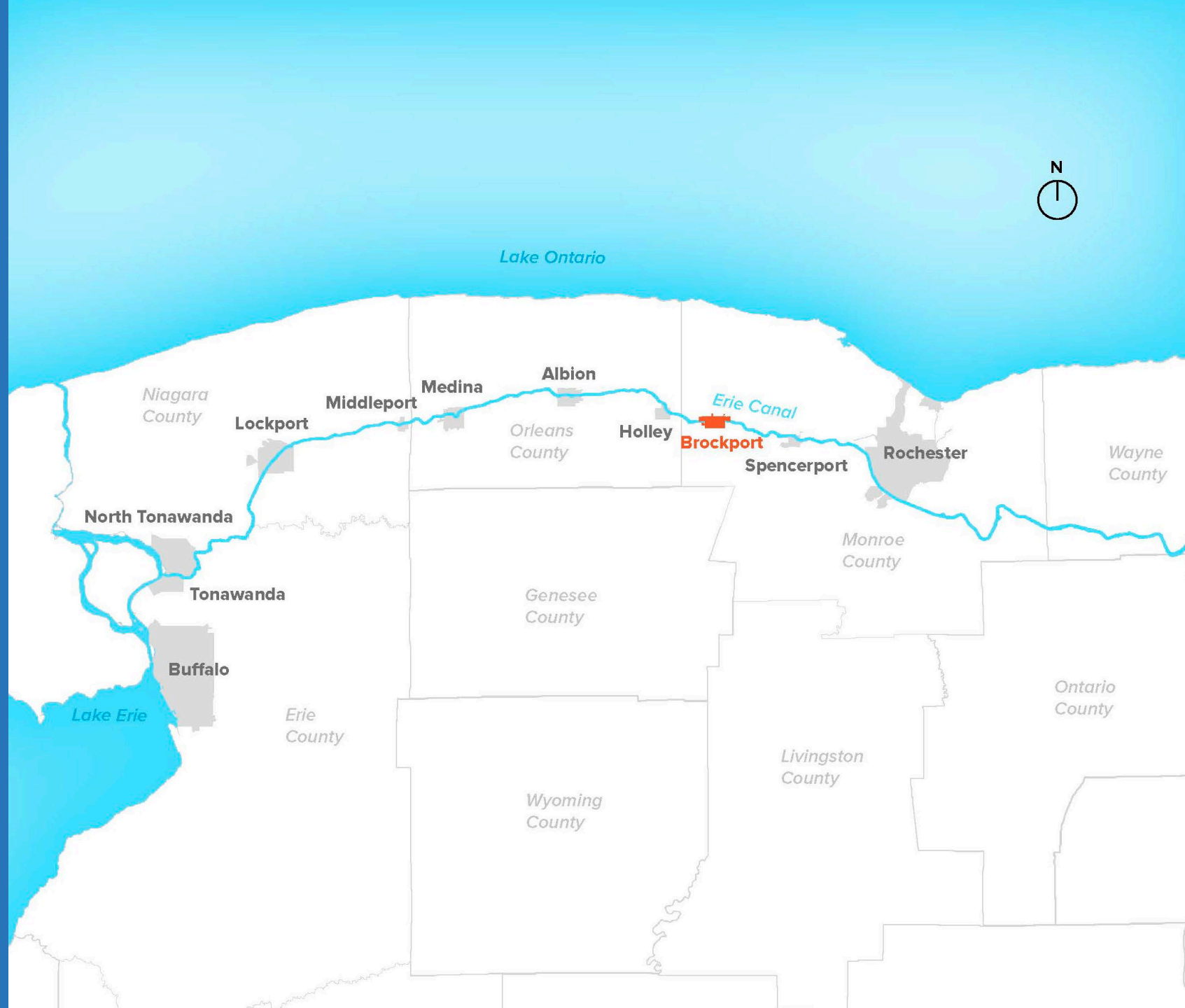
The Downtown Profile tells a clear and concise story of Brockport – where it is today, how it got there, and where it's going.

It identifies opportunities and challenges, providing the basis for project recommendations.

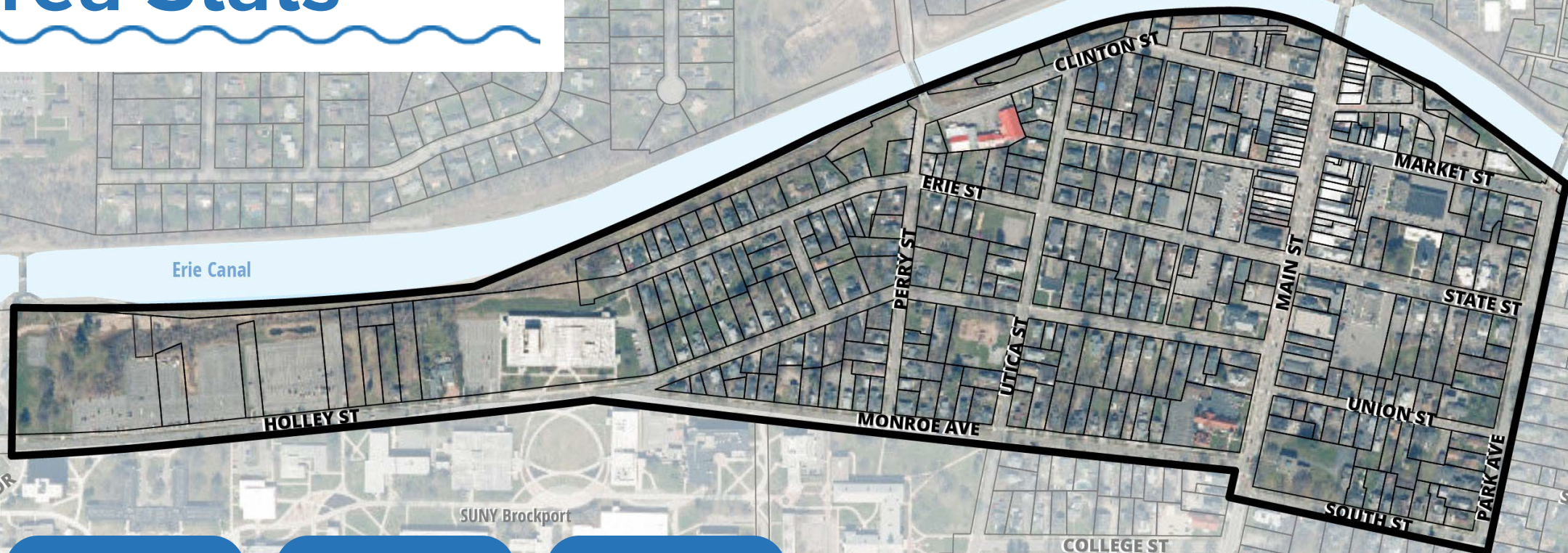


Regional Context

- Located less than **20 miles** west of downtown Rochester
- **Along the Erie Canal** between Spencerport and Holley
- Within **Monroe County** and the **Finger Lakes Region**



NY Forward Area Stats



347
Properties

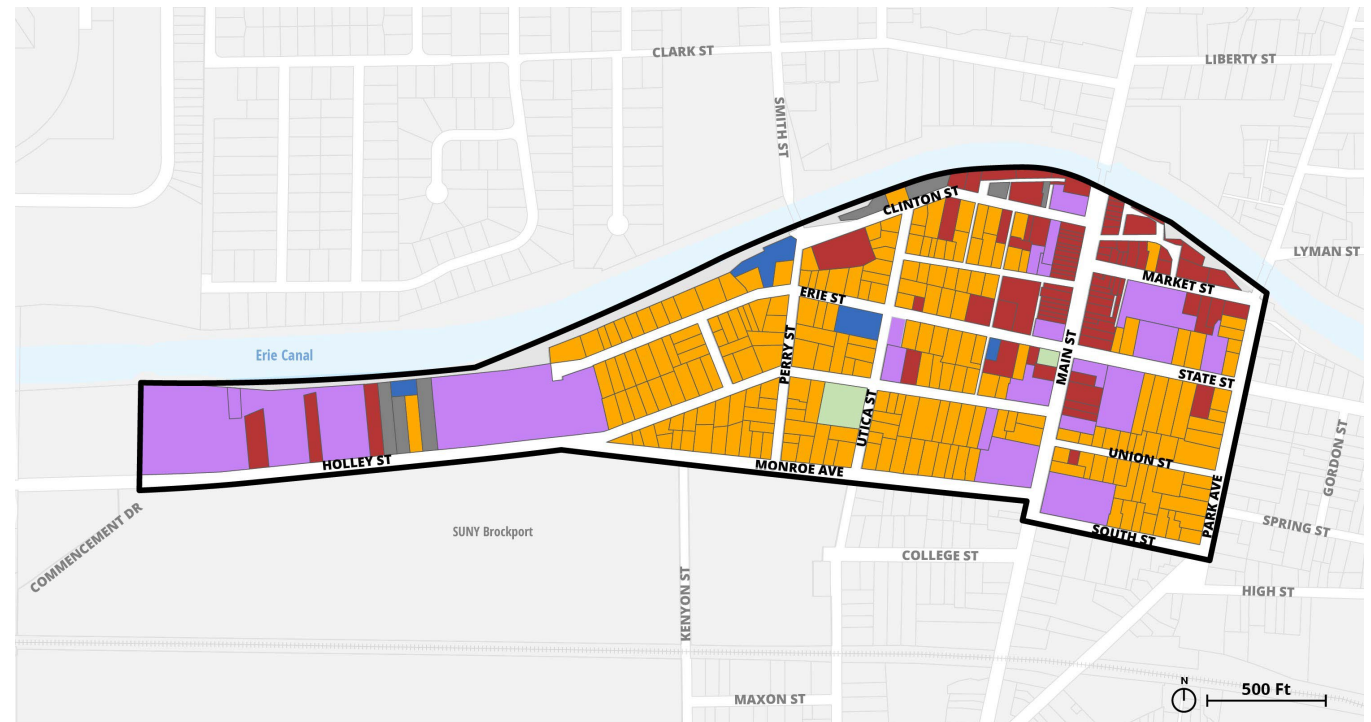
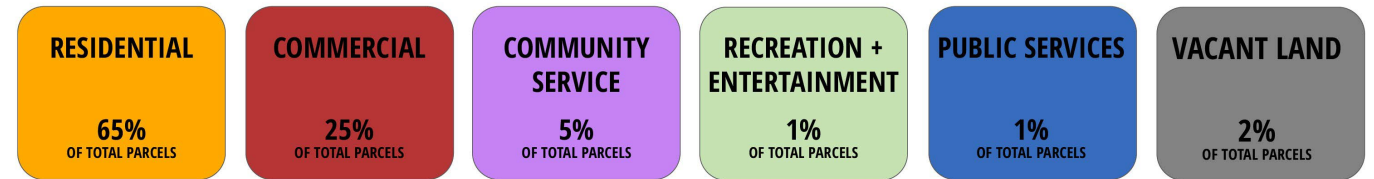
0.18
Square
Miles

907
Residents



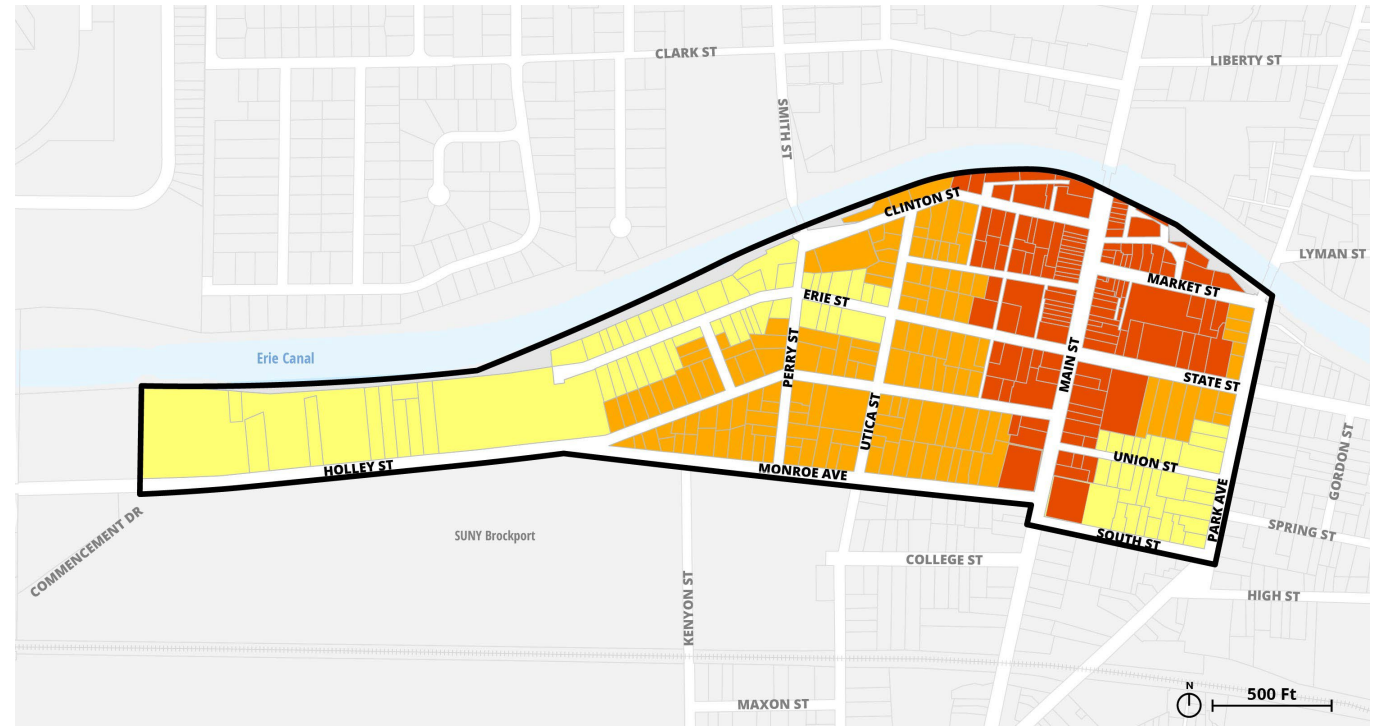
Land Use

- The commercial properties are **concentrated along Main Street** and the area surrounding the Erie Canal.
- Surrounding the commercial area are **primarily residential** properties.
- **SUNY Brockport** properties anchor the western end of the NY Forward area.



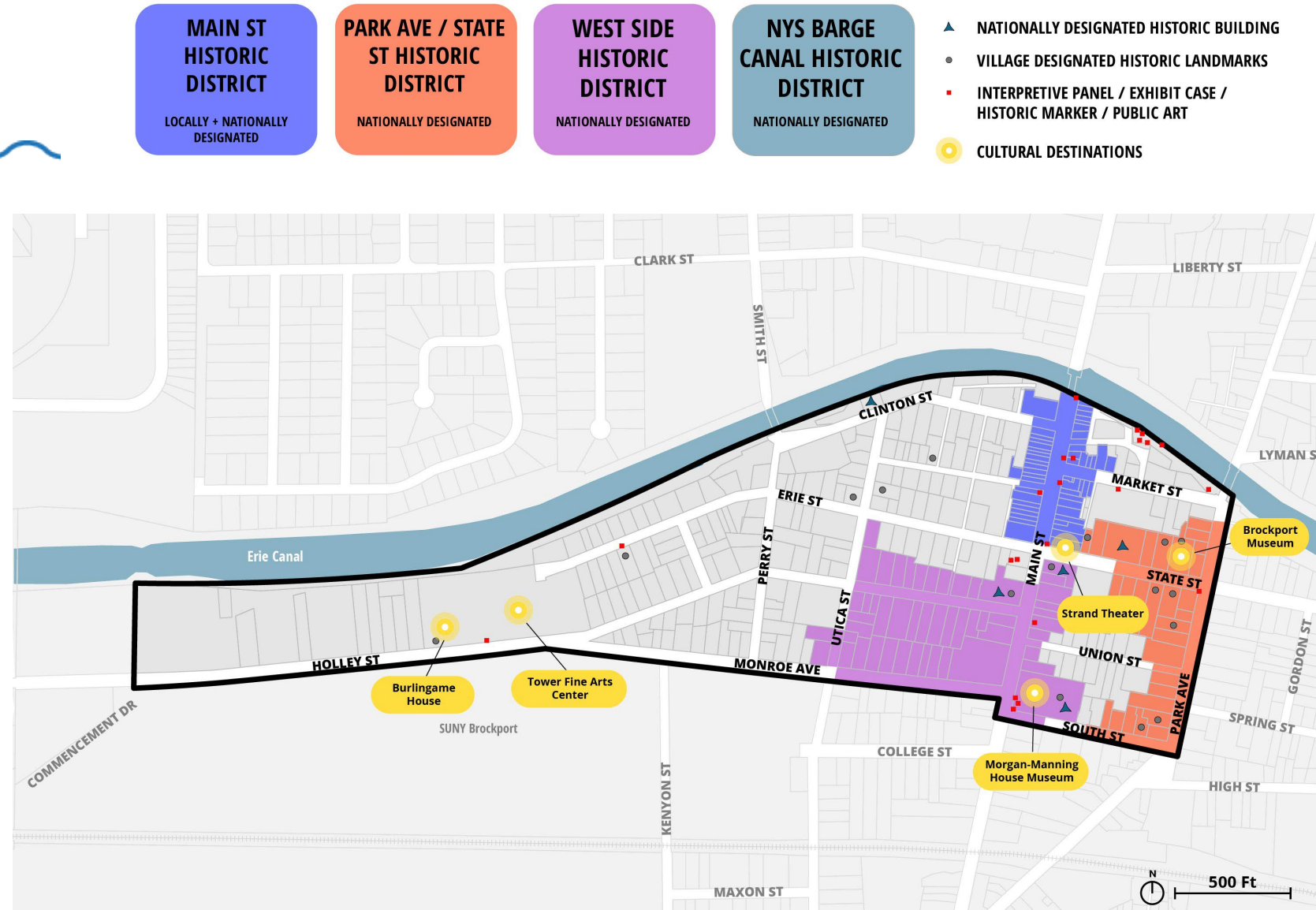
Zoning

- Zoning Code updated in 2024.
- Commercial core **designated as the Main Street district.**
- **Mixed Neighborhood** covers the **largest percentage of NYF parcels**, particularly near SUNY Brockport.
- Locally designated landmarks and historic districts are part of a special district requiring a **Certificate of Appropriateness** for significant exterior changes.



Historic & Cultural Assets

- 4 districts and 5 buildings **nationally designated**
- 1 district and 16 landmarks **locally designated**
- Both historic downtown and University offer culture and entertainment



Recreational Assets

The Erie Canal creates a focus on recreation. Inclusivity is a priority.

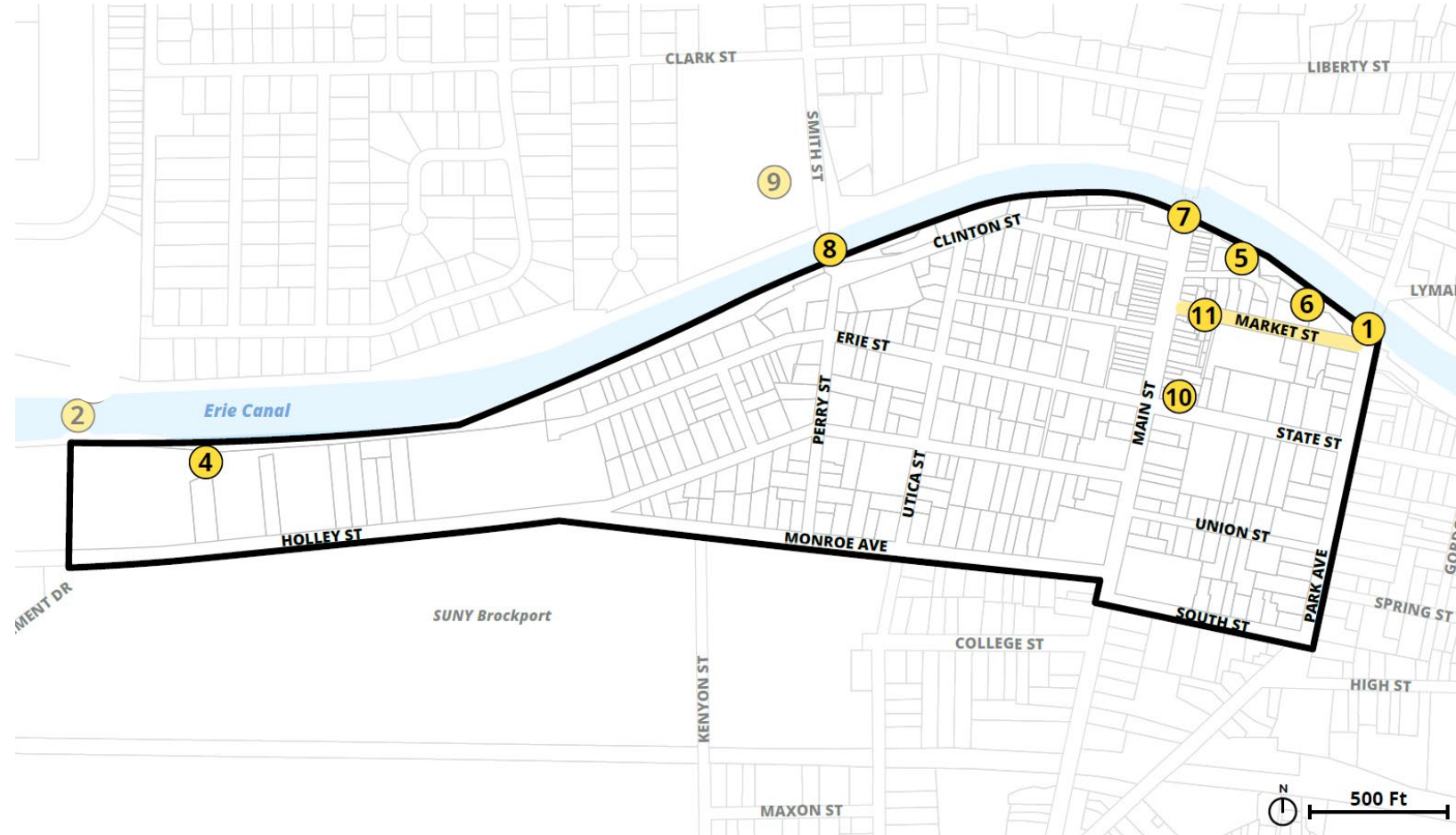
- 49,000 trail users in 2022
- Welcome Center
- Boathouse (\$400,000)
- Brockport Loop Pedestrian Bridge (\$20 million)
- Connection to NYS Bicycle Route 19



Over \$750,000 in investment along the Canal

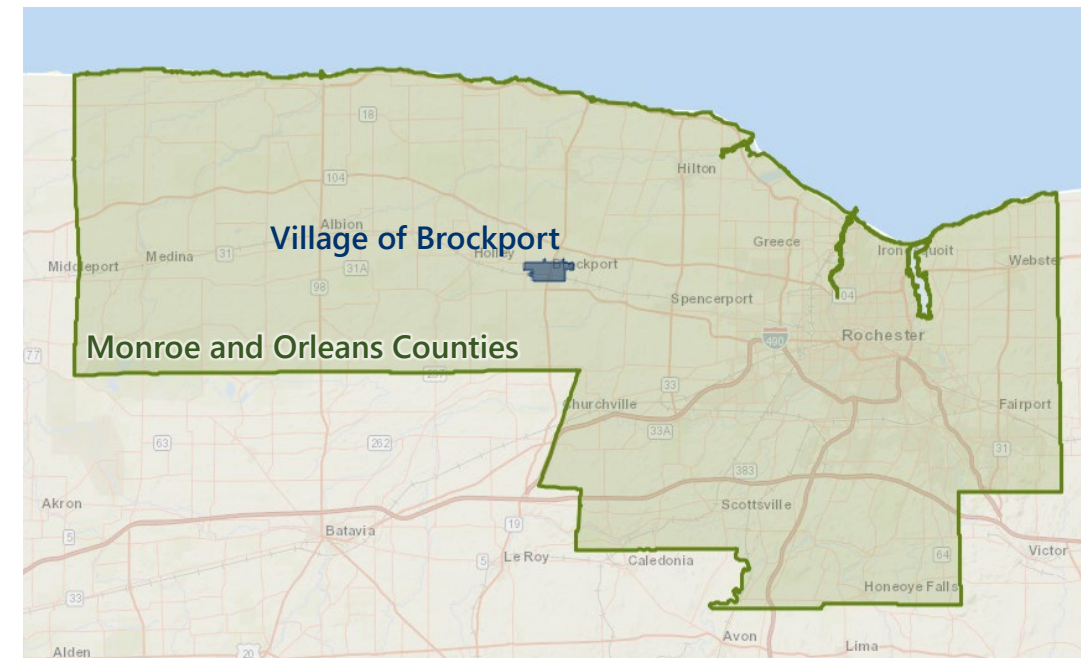
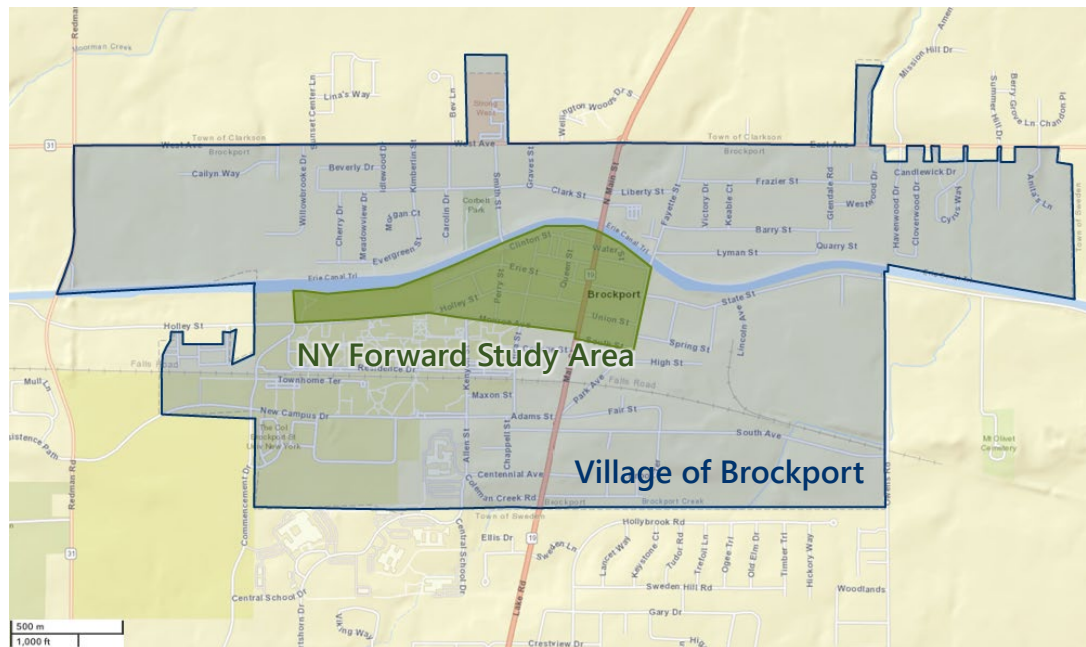
Recent Investments

- 01** Adaptive Kayak Launch Construction
\$218,388
- 02** Reimagine The Canals Pedestrian Bridge
\$2M
- 04** Bringing Rowing To Brockport- Publicly Accessible Boathouse - **\$407,000**
- 05** On the Canals Waterfront Programming
\$111,000
- 06** Kayak Rental Station at Brockport Welcome Ctr
\$19,000
- 07** Main Street Bridge Reconstruction - **\$18.6M**
- 08** Smith Street Bridge Transportation Alternatives Project - **\$1.8M**
- 09** Corbett Park Redevelopment
\$399,000
- 10** Strand Theater Renovations
\$145,000
- 11** Market Street Rehabilitation
\$391,000



Market Analysis

The NY Forward study area was analyzed in comparison to the Village and the combined Monroe and Orleans Counties.



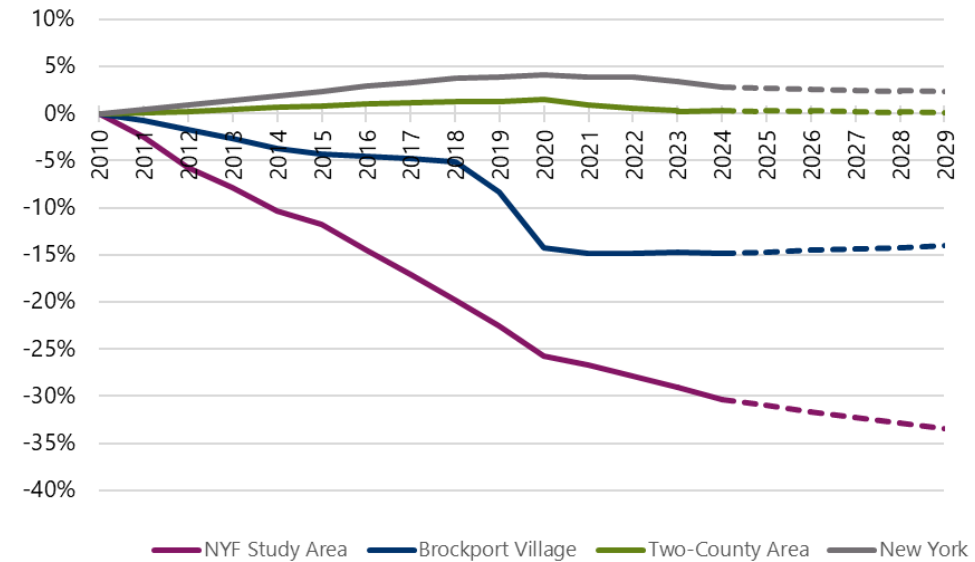
Population

Population has been declining since 2010.

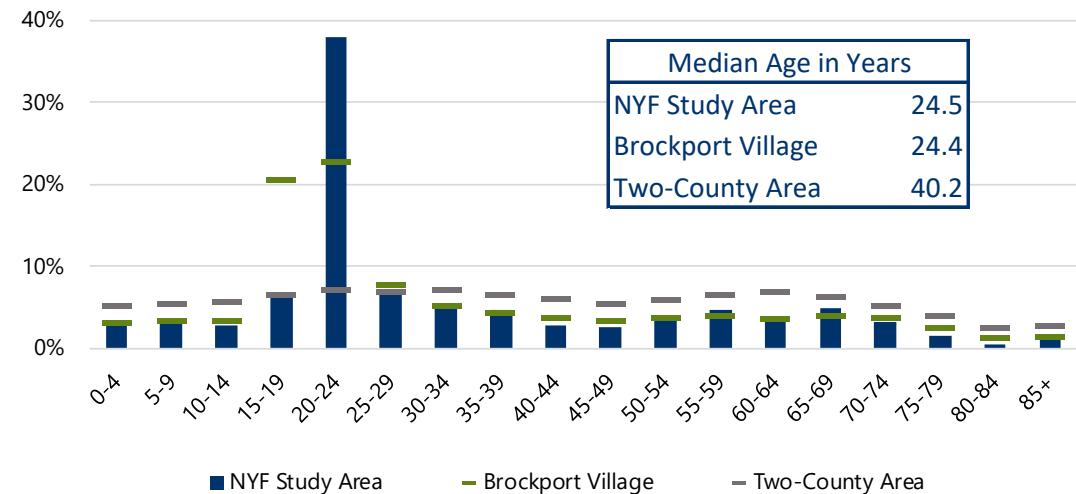
- 15% decline in the Village
- 30% decline in the NY Forward study area

Age distribution is skewed by the student population.

Cumulative Percent Change in Population Since 2010



Age Distribution, 2024



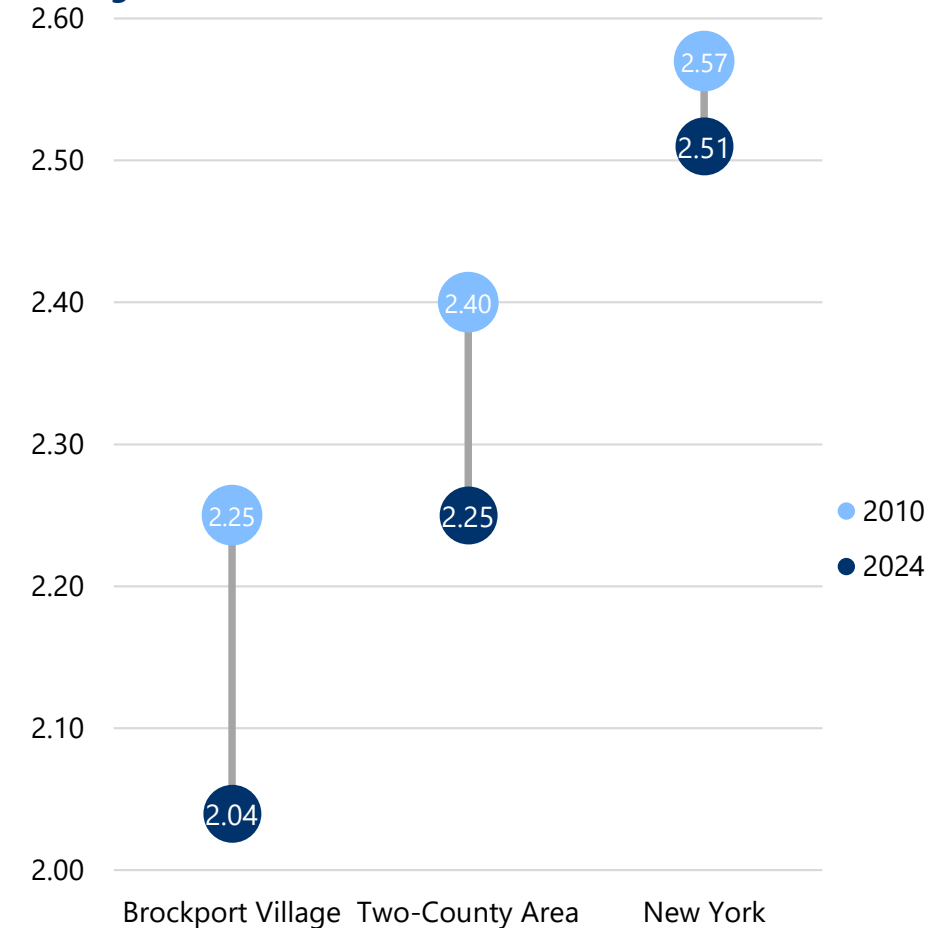
Population

Declining household size: a national trend that the local market is experiencing.

Household size drives housing demand and can be an indicator of other community needs.

Sharply declining household size combined with low median age in Brockport indicates shift in demand for housing to smaller homes.

Average Household Size



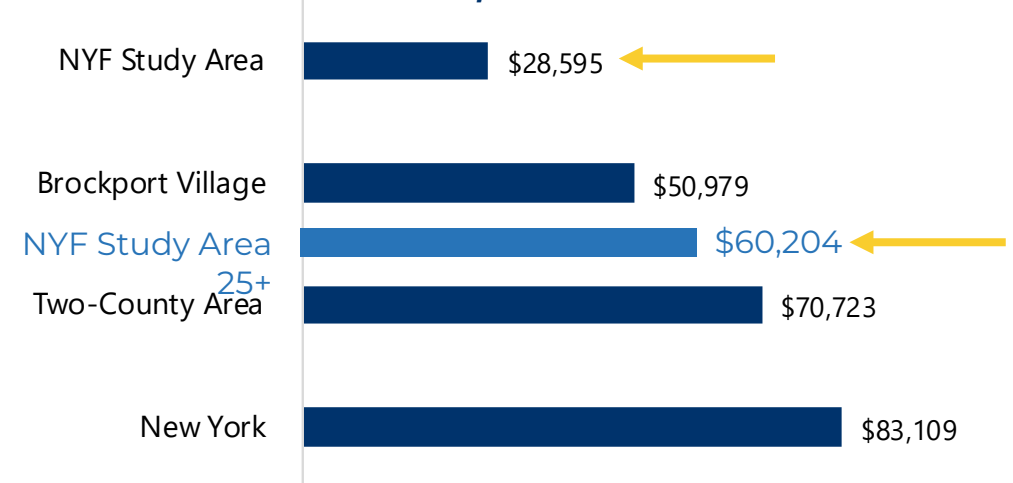
Source: Decennial Census; Esri

Income

- Median household income is 40% lower in the NY Forward study area than in the Village
- 35% of households in the Village are cost-burdened (spending more than 1/3 of income on housing)

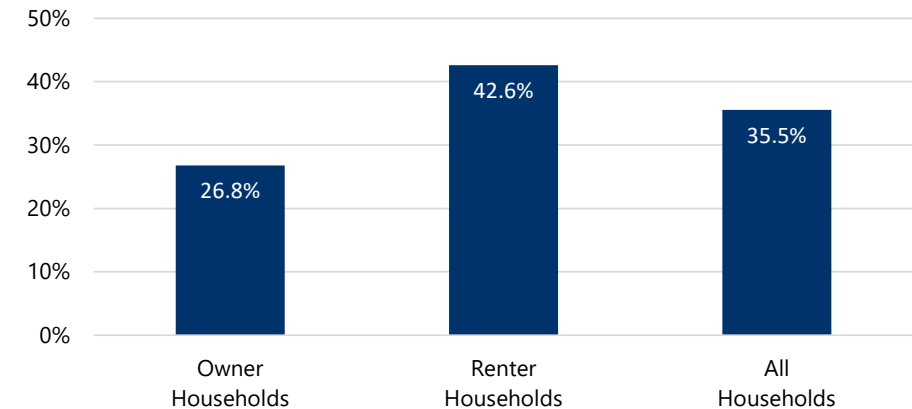
This may translate to less spending power to support Main Street businesses.

Median Household Income, 2024



Source: Esri

Cost Burdened Households in the Village of Brockport - 2023



Source: ACS report B25070

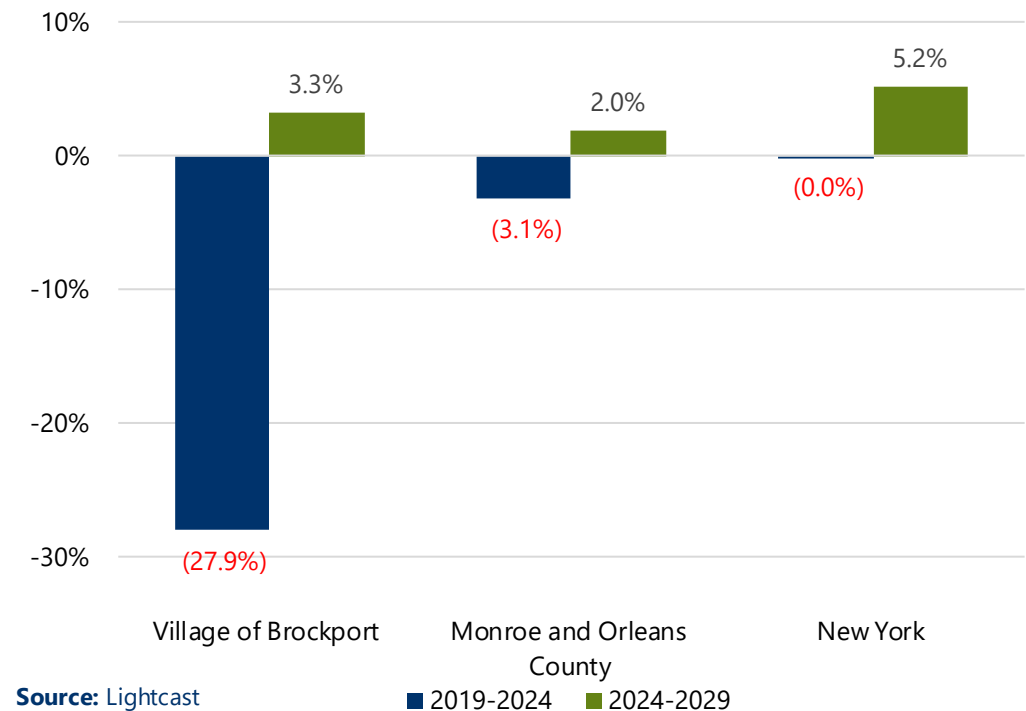
Jobs

↓ **28%** (1,800 jobs)
2019-2024

- COVID-19 impact to SUNY Brockport
- Food Services
- Other Services

Modest growth in retail, transport,
and warehousing

Pct. Change in Jobs by Geography,
Historic & Projected



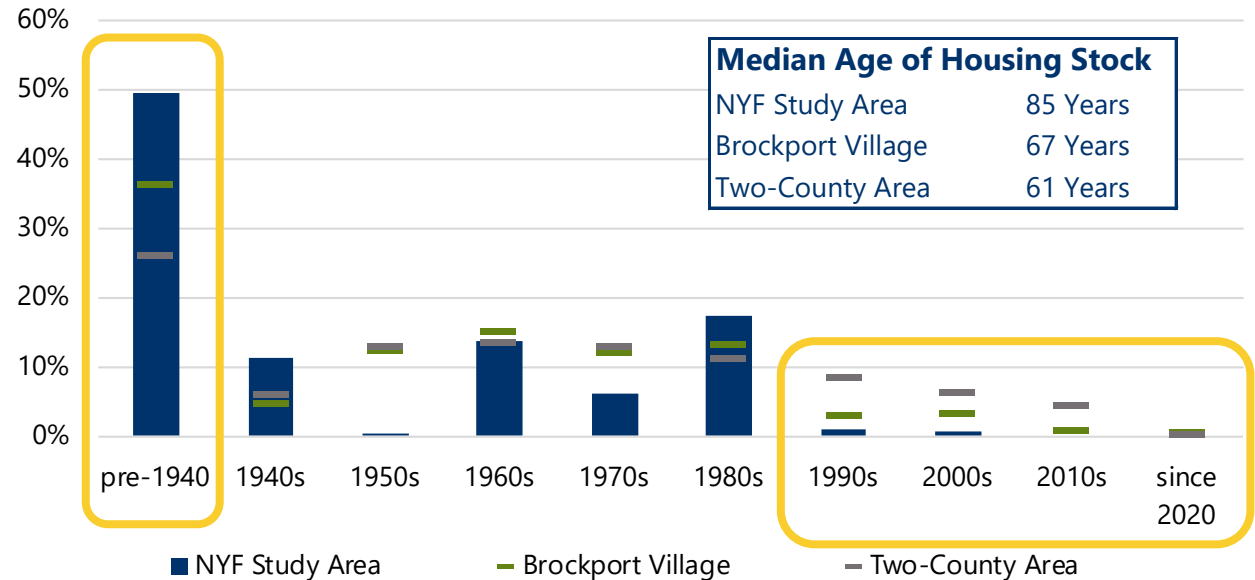
Housing

Housing in the NY Forward Study Area is older than in comparative geographies.

50% of housing was built before 1940.

Only 2% of housing was built after 1990.

Housing Stock by Year Built, 2022



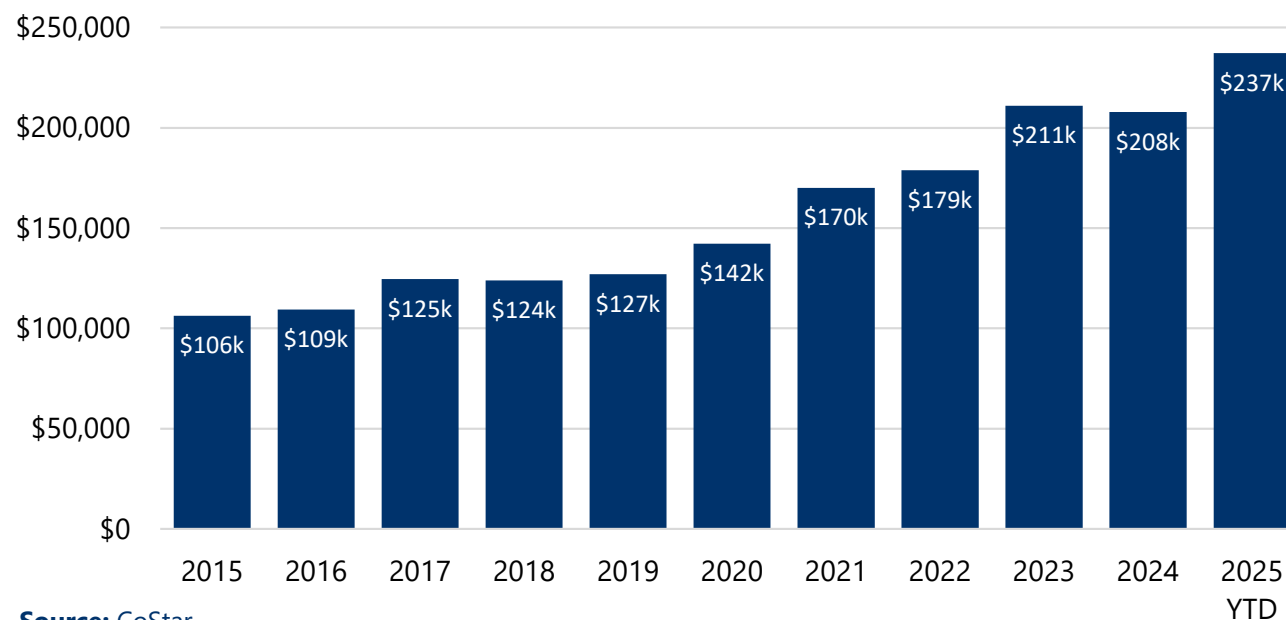
Source: Esri

Cost of Housing

The median cost of housing has increased significantly in the last ten years:

- 60% for rentals
- 123% for single-family homes

Single-Family Home Median Prices in Brockport

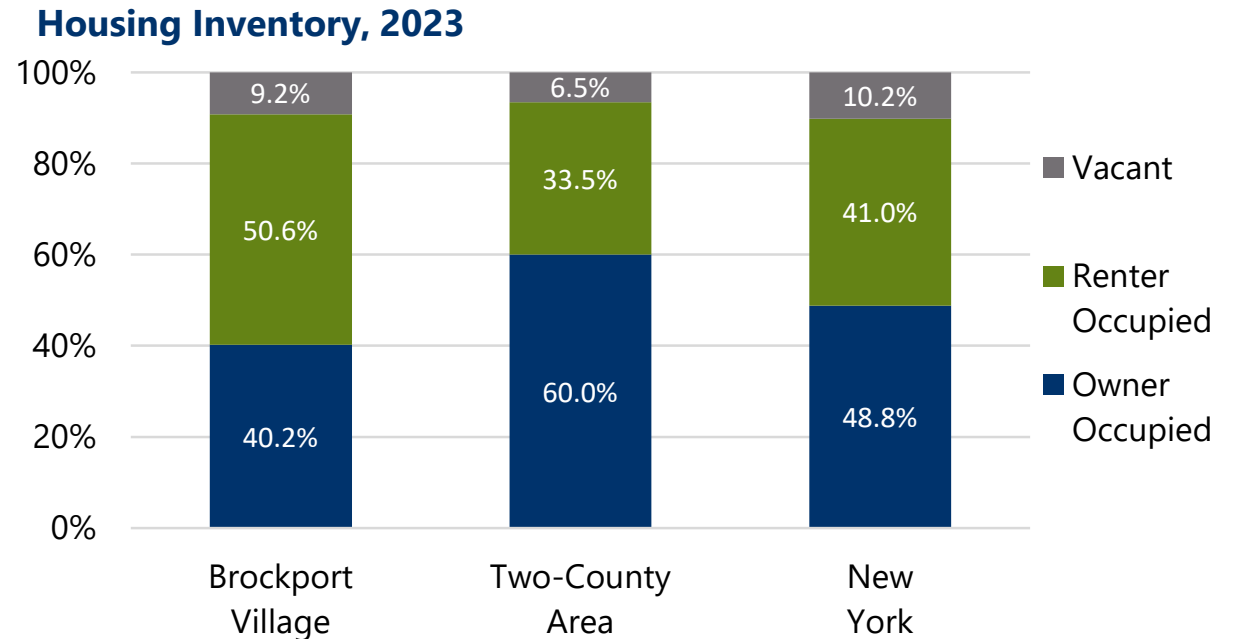


Source: CoStar

Housing Vacancies

Vacancy rates are slightly higher than two-county area, on par with New York State.

Some vacancies may not be captured in the data.



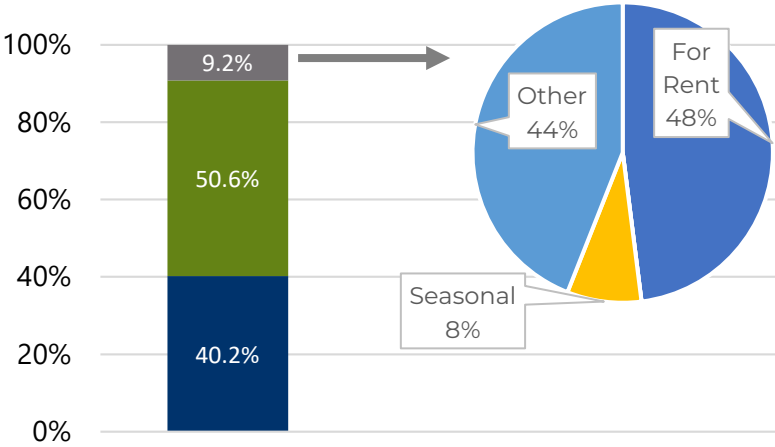
Source: ACS report DP04

Housing Vacancies

Taking a deeper dive into vacancies, **for-rent vacancies** are a higher proportion in Brockport than in other geographies.

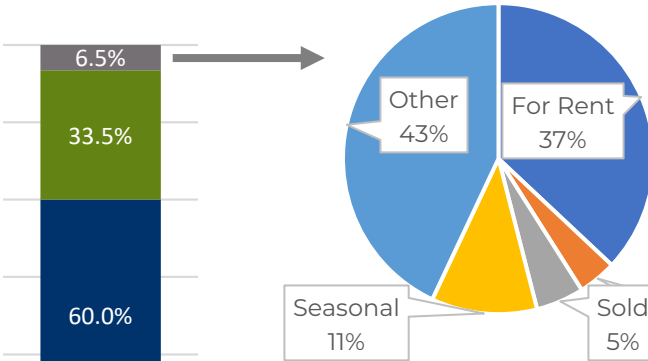
- Vacant
- Renter Occupied
- Owner Occupied

Housing Inventory | Vacant Residential (2023)



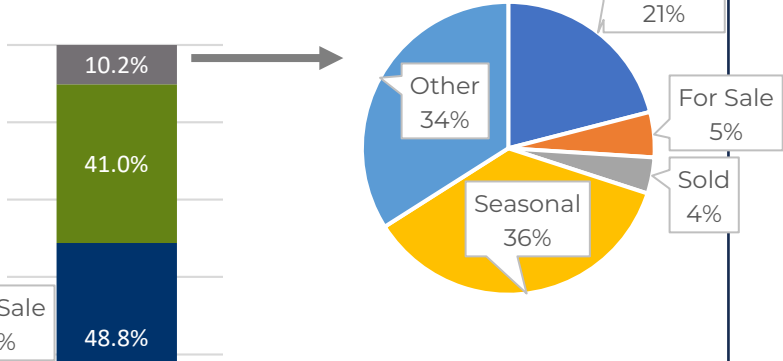
Village of Brockport

Housing Inventory | Vacant Residential (2023)



Monroe/Orleans Counties

Housing Inventory | Vacant Residential (2023)



New York State

Note: Other includes units in foreclosure, in preparation for sale or rent, used as storage, where owner lives elsewhere, being repaired or in need of repair, abandoned, or condemned.

Opportunities: Housing

For new construction, multifamily housing would be the most likely scenario in Brockport for any of these potential markets.



Affordable



Workforce



Families



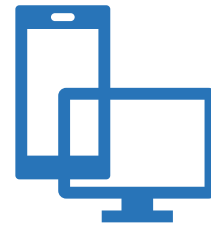
Senior

Retail Market

These are the consumers that tend to make up the retail market in Brockport.



Singles' lifestyle on a budget, interested in convenience, tend toward impulse buys



Digitally engaged, interested in gaming, social media, and online entertainment



Environmentally conscious, like outdoor activities and bicycling/walking



Interested in new experiences and variety

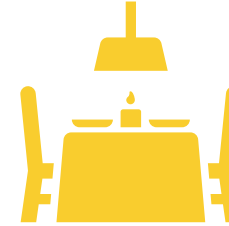
Retail Market

Here is a snapshot of Brockport's retail strengths and opportunities.

Residents tend to look beyond the Village for:



Clothing



Restaurants



Groceries

Brockport attracts consumers for:



Garden Stores



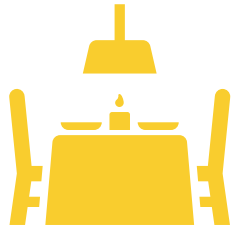
Pharmacy



Specialty Foods

Note: This is based on retail leakage and surplus data for the Brockport zip code.

Opportunities: Retail & Services



**Full-Service
Restaurant**
(up to 1)



**Limited-Service
Restaurant**
(up to 1)



**Convenience
Store**
(up to 1)



**Clothing and
Accessories**
(up to 2)



Nail Salons
(up to 2)

Key Finding

Connected to Recreation for All:

Waterfront investments in Brockport are laying the foundation for an active, inclusive environment that connects the community to recreation, culture, and the outdoors.

- Strengthened connections between downtown, SUNY Brockport, and nearby neighborhoods
- Improved access to water-based recreation, parks, and cultural destinations
- Circulation upgrades support walking, biking, and universal design
- Enhanced quality of life for residents, students, and visitors of all ages and abilities

Challenge: Canal frontage detracts from the first impression of Brockport from the Canal and Empire State Trail.



Key Finding

A Shared Downtown:

Downtown Brockport is a place where residents, students, and visitors intersect, each bringing unique strengths to the community. With intentional planning and investment, this mix has potential to foster a dynamic, inclusive environment where both groups support and benefit from one another.

- Students contribute energy, diversity, and support for local businesses and events
- Residents provide stability, history, and long-term civic engagement
- Visitors bring additional spending power and new audiences
- Balancing seasonal and year-round needs is key to sustaining a vibrant downtown
- Shared spaces and experiences help build stronger connections across generations

Challenge: The housing mismatch means limited stock for young professionals and families and excess supply for students. The aging housing stock contributes to the mismatch.



Key Finding

Unique Character with Regional Appeal:

Brockport's architectural heritage, vibrant volunteer culture, and distinctive identity offer an experience that stands out in the region. While some discover the Village by passing through on the Erie Canal or on State Bicycle Route 19, most visits are intentional, creating an opportunity to market its strengths, such as:

- A historic downtown featuring nationally recognized districts and buildings and the Erie Canal waterfront
- Local pride, which is evident in active volunteerism, community events, and beautification initiatives
- Cultural assets, festivals, and independent businesses that contribute to a memorable visitor experience

Challenge: Brockport is perceived as just a college town, which is an asset, but it has so much more to offer.



06

WHAT'S NEXT?

MARK YOUR CALENDARS



Open Call Info Session

Tuesday, June 10th at 7 PM

Here!



Open Call for Projects

June 13 – July 17



LPC Survey

July 28 – August 1

We will send you a link!



LPC Meeting 3

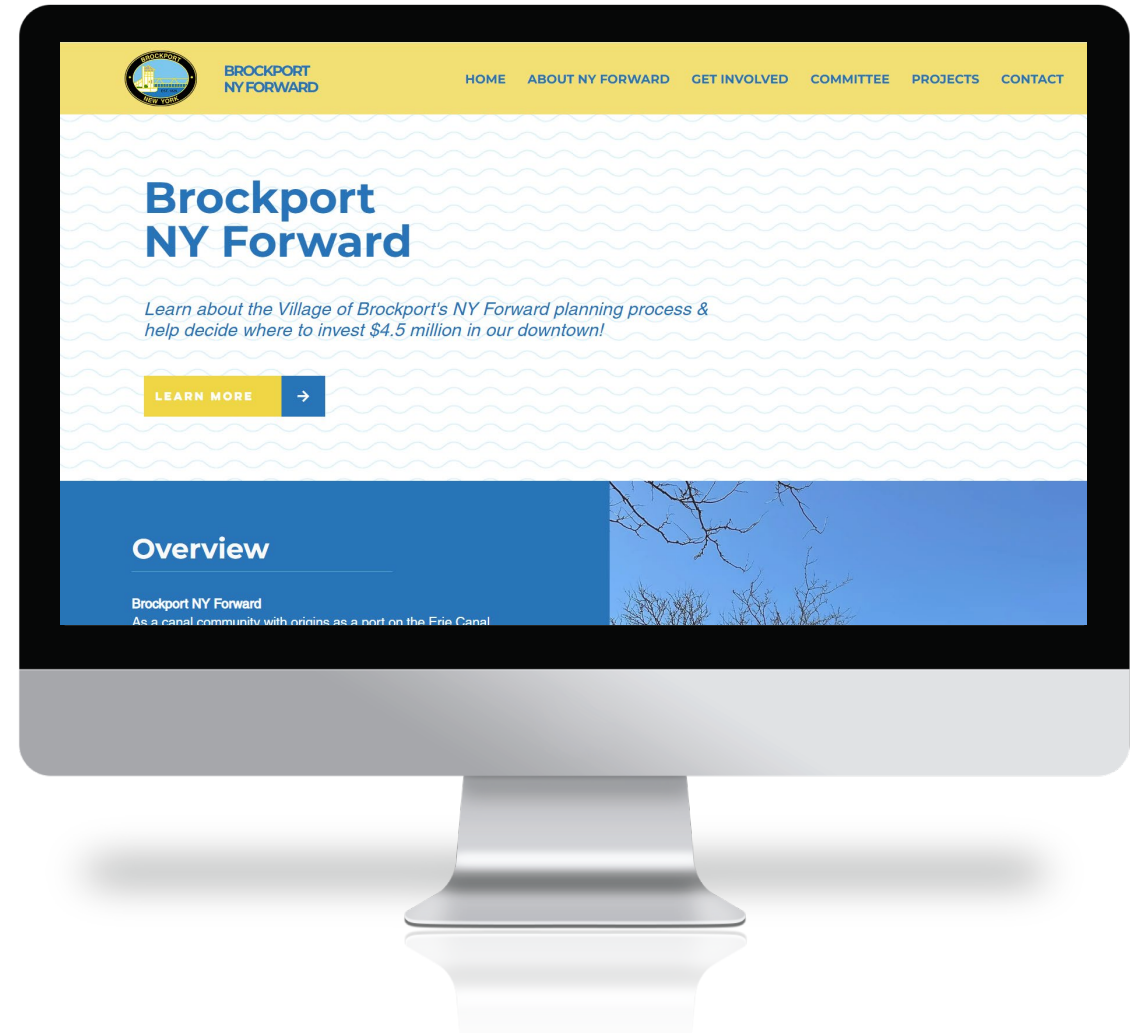
Tuesday, August 5th at Time TBD

Location TBD

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.