

## **Brockport NY Forward - Local Planning Committee Meeting #2 Summary**

**June 10, 2025 @ 5:00 PM**

**Location:** Parish Center at Church of Nativity of the Blessed Virgin Mary.

### **Key Decisions Required**

The Local Planning Committee (LPC) faced several important decisions that must be finalized during this meeting to keep the project on schedule. These decisions include:

- *Vision, Goals, and Strategies:* Must be approved tonight to stay on schedule. The LPC voted to make a minor change to the Vision Statement.
- *Local Project Evaluation Criteria:* Four proposed standards need final approval
- *Match Requirements:* Currently 25% for private projects, 0% for public/non-profit projects. The LPC agreed upon a 50% match requirement for private projects.
- *Meeting Time Change:* Potential shift from 5:30 PM to 6:00 PM to address scheduling conflicts. The LPC agreed to move all future meetings to start at 6:00 PM.
- *Project Boundary:* The LPC discussed the project boundary and ultimately decided to keep the boundary as is, because of the concentration of potential improvements. The LPC is open to considering projects outside of the boundary if those projects provide justification for why the project should be considered.

### **Project Status & Timeline**

The NY Forward planning process is currently positioned in the Visioning and Downtown Profile phase. The planning process spans from May through November 2025, with ongoing community engagement. Three additional LPC meetings are scheduled:

- **LPC Meeting 3:** Tuesday, August 5th (location TBD)
- **LPC Meeting 4:** Tuesday, September 16th (location TBD)
- **LPC Meeting 5:** Tuesday, October 7th (location TBD)

### **Public Engagement Success**

The May 28th public workshop demonstrated strong community interest with over 60 attendees participating in breakout sessions focused on public projects and vision development. Key themes from the sessions included:

- **Priority Areas:** Merchant Street and Clinton Street identified as highest priorities
- **Family Focus:** Strong emphasis on spaces for families and children that encourage lingering
- **University Connection:** Desire to attract SUNY Brockport community to Main Street
- **Community Services:** Support for projects providing broader community benefits
- **Accessibility:** Focus on universal design and accessible spaces
- **Connectivity:** Enhanced connections between Canal and Main Street
- **Green Space:** Requests for more trees and green space throughout downtown

### **Approved Vision Statement**

The committee adopted the vision statement "It's all in Brockport!" to establish the village as a destination for residents, students, and visitors. The LPC discussed one minor change to the vision statement. The updated vision statement can be found below, with the change appearing in bold:

*"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 Strategies**

The committee developed four comprehensive strategies to guide downtown development efforts:

- **Strategy 1:** Leverage our identity as a canal community and the pilot Empire State Trail Town.
- **Strategy 2:** Improve accessibility, walkability and multimodal access, positioning Brockport as the premier inclusive waterfront community along the Erie Canal.
- **Strategy 3:** Support the development of diverse, affordable, and accessible housing options on Main Street and near the Erie Canal.
- **Strategy 4:** Reinforce Brockport's unique sense of place and Victorian character, creating an inviting downtown where people can connect and feel at home.

### **Project Application Process**

The committee prepared to launch a comprehensive application process with two distinct pathways for potential project sponsors. The application period will run from June 13th through July 17th, 2025, at 11:59 PM:

- **Project Form (Projects \$75,000+):**

- 17-page comprehensive application
- Detailed project descriptions and budget breakdowns
- Capacity demonstrations and alignment documentation
- Third-party cost estimates strongly encouraged
- **Small Project Fund Interest Form (Projects under \$75,000):**
  - 6-page streamlined application
  - Basic project information and sponsor details
  - Simpler submission process for smaller initiatives

### **Submission Options:**

- Online at [www.BrockportForward.com](http://www.BrockportForward.com)
- Email: [leighann.kimber@collierseng.com](mailto:leighann.kimber@collierseng.com)
- Mail/drop-off: Village Office, 127 Main Street (Monday-Friday, 8:30 AM-4:30 PM)

### **Downtown Profile Key Findings**

The comprehensive market analysis revealed significant demographic and economic trends that will influence future development decisions:

*Population and Housing Challenges:* The area has faced significant population decline, with the Village down 15% and the NY Forward study area down 30% since 2010. Challenges include 50% of housing built before 1940 and only 2% since 1990, alongside dramatic increases in housing costs over the past decade. Additional insights include:

- *Rental increases:* 60% over the past decade
- *Home price increases:* 123% for single-family homes
- *Cost-burdened households:* 35% of Village households spend more than 1/3 of income on housing
- *Median household income:* NY Forward study area is 40% lower than Village average

### *Economic Indicators:*

- *Job losses:* 28% decline (1,800 jobs) from 2019-2024, primarily due to COVID-19 impact on SUNY Brockport
- *Retail opportunities:* Market analysis shows potential for restaurants, convenience stores, clothing/accessories, and nail salons
- *Retail strengths:* Brockport currently attracts consumers for garden stores, pharmacy services, and specialty foods
- *Retail gaps:* Residents travel elsewhere for clothing, restaurants, and groceries

### *Strategic Challenges and Opportunities:*

The Downtown Profile identified three key challenges that must be addressed through the NY Forward investment strategy:

- *Challenge 1: Canal Frontage Impact.* The Canal frontage currently detracts from visitors' first impression of Brockport when arriving via the Canal and Empire State Trail, representing a missed opportunity to showcase the community's assets to the 49,000 annual trail users.
- *Challenge 2: Housing Mismatch.* The housing market shows a significant mismatch, with limited appropriate housing stock for young professionals and families while having excess supply oriented toward student housing, largely due to the aging housing infrastructure.
- *Challenge 3: Perception Issues.* Brockport is often perceived simply as "just a college town," which, while an asset, fails to communicate the full range of attractions and opportunities the community offers, including its historic districts, cultural assets, and recreational amenities.

### **Community Assets and Investments**

The presentation highlighted Brockport's significant recreational and cultural investments, demonstrating the foundation for future development:

- Recent Investments (Over \$24 million total):
  - Adaptive Kayak Launch: \$218,388
  - Reimagine The Canals Pedestrian Bridge: \$2 million
  - Publicly Accessible Boathouse: \$407,000
  - Main Street Bridge Reconstruction: \$18.6 million
  - Smith Street Bridge Transportation Alternatives: \$1.8 million
  - Various park and cultural facility improvements

#### *Historic and Cultural Assets:*

- National designations: 4 districts and 5 buildings
- Local designations: 1 district and 16 individual landmarks
- Cultural destinations: Including Strand Theater, Brockport Museum, and various arts venues

### **Upcoming Engagement Activities**

The committee outlined several important upcoming activities to maintain community engagement and move the project forward:

- **Open Call Info Session:** Tuesday, June 10th at 7 PM (same location as current meeting)
- **Application Period:** June 13 - July 17, 2025
- **LPC Survey:** July 28 - August 1 (link will be sent to committee members)
- **Decarbonization Webinars:** June 25th (2-3 PM) and July 15th (10-11 AM) for large-scale project applicants
- **Next LPC Meeting:** Tuesday, August 5th (location TBD)

The meeting concluded with a structured public comment period. The committee emphasized their appreciation for community input and encouraged continued participation through the project website at [www.BrockportForward.com](http://www.BrockportForward.com).

### **Public Comments**

- Is the application a draft form?
  - Yes, the LPC had to make decisions tonight that impact the content of the Open Call Forms.
- Restaurants: People who live here have a different income than college students. The college is a bubble and its hard to get students off of campus.
- Do the developers have experience with the NY Forward Program?
  - We won't know until project applications are submitted.
- If someone applies and drops out, what happens?
  - There is contingency build into the process. The LPC will likely recommend more than \$4.5 million worth of projects, so there will be backup
- Is the boundary set in stone?
  - The LPC decided to keep the boundary as is. Projects outside of the boundary will be considered but project sponsors will need to provide justification as to how the project will support downtown revitalization.
- Why is the boundary that far west? Why doesn't it go North of the canal? There is nothing to the west on Clinton and Market streets. Main Street needs the help.
- Agreed with the previous comment. I have property north and south of the canal. Not to consider buildings on the north side...people are trying to open businesses. A nice Main Steet is welcoming to visitors. We really cannot neglect north of the canal when there are businesses there and people are investing in the community. The boundary should be concentrated along Main Street.
  - Clarification: You can still apply if you're outside of the boundary. Must include justification.
- I agree with the comment regarding the boundary. Going that far west doesn't make sense. Not a lot of traffic on Clinton Street.
- Regarding the 50% math—if a project sponsor has to borrow money to bridge the gap, when will they know they are awarded?
  - Projects will be awarded in Spring 2026. Sponsors can't begin work until notified.