



TOWN OF OGDEN

COMPREHENSIVE PLAN

March 2024



PREPARED BY:



Engineering
& Design

Acknowledgments

Thank you to all the committee members and the community for all your time and effort on the development of the comprehensive plan. The following committee members were instrumental in the development of the plan for the future of the Town of Ogden, residents and businesses:

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The Town of Ogden is located in western Monroe County, New York. As the map indicates, the Village of Spencerport is located entirely within the Town. Ogden is bordered by the Town of Sweden to the west, the Town of Parma to the north, the Towns of Greece and Gates to the east, and the towns of Chili and Riga to the south. The Town is sometimes referred to as a suburb to the City of Rochester, but Ogden's significant active farmland and open space convey a more rural community than many other suburban communities in Monroe County.

The primary access to Ogden from the east is provided by the NYS Route 531 Expressway, which spans the from the Town's eastern border with Gates and extends west toward Sweden and Brockport. NYS Route 259 (Union Street) is the main north/south road that separates the eastern and western portions of the Town and is the primary access route to the Village of Spencerport. The primary travel route from the west is NYS Route 31.

Erie Canal

The Erie Canal passes through both Village of Spencerport and the northern portion of Ogden. While Spencerport may be more known as a canal community, Ogden has several significant parks, bridges and other canal sites and features that are important Town assets. The canal has significant historic resonance for residents and visitors to communities like Ogden and Spencerport. Community members consistently pointed out that the Town and Village both need to improve access and engagement with the canal. Ogden should continue to elevate areas around and near the canal to better capitalize on it as a unique and important historic and cultural asset.

This could include:

- Enhancing and improving canal-adjacent sites such as Ogden Heritage Park;
- Developing trail connections to the Erie Canal Trail; and
- Improving existing public access points along the canal.

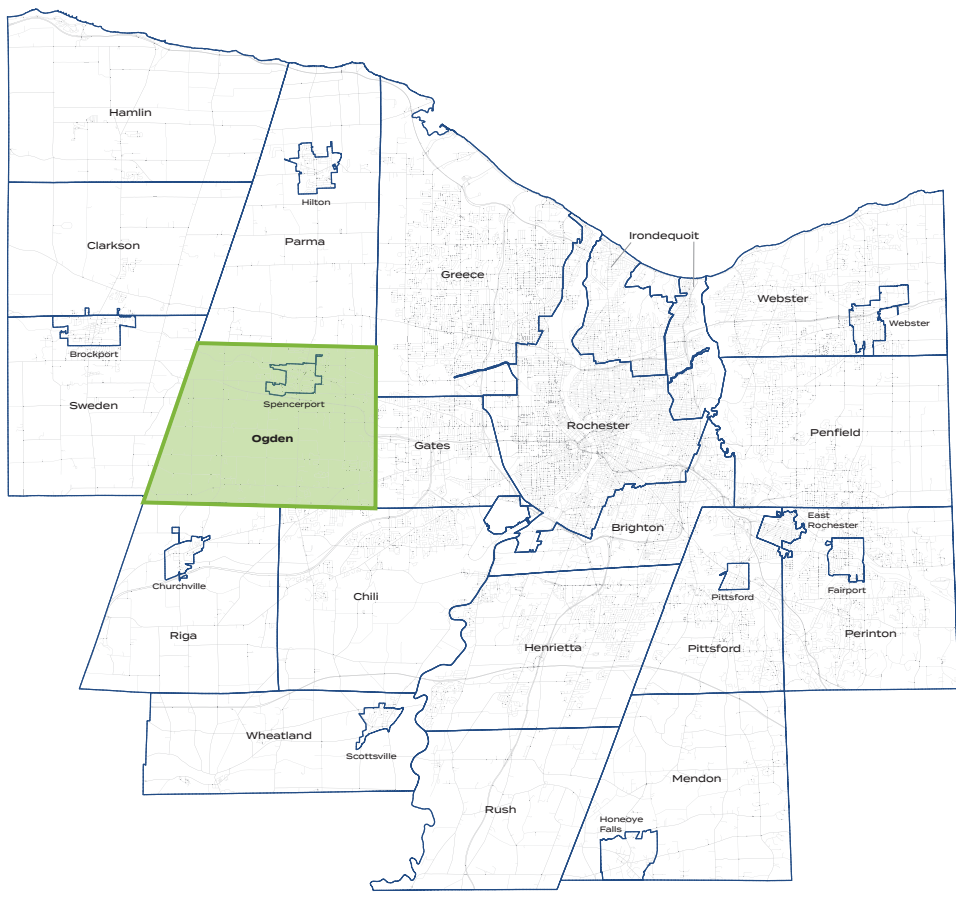


Figure 1: Geographic Context Within Monroe County
Source: Ingalls Planning & Design

What is a comprehensive plan?

As the Town's long-range plan, the comprehensive plan **establishes and sets the general direction** for policymaking and investment for the next decade or more. It includes a conceptual roadmap for land use and development and provides the foundation for zoning and other land development regulations. **The community's vision, which is rooted in the community's values, articulates the Town's future but does not determine it.**

Comprehensive plans have the potential to provide communities with strategic direction on any number of things that are deemed important. Ogden's Comprehensive Plan embraces this strategic approach by identifying the community's focus areas and outlining a framework for making decisions and managing growth consistent with the community's vision and high quality of life.

Who is the plan for?

Under New York State Town Law, Ogden's Town Board is responsible for adopting or accepting and maintaining the comprehensive plan as a guide to the Town's development. The plan serves as a basis for the control of land uses and accountability of decisions by Ogden's various boards, committees and agencies. Moreover, the plan directs public improvements to help achieve a desired pattern of land uses and helps Town officials make public investment decisions.

The adoption of this comprehensive plan exemplifies Ogden's commitment to maintain and improve the quality of life for its residents. Town boards, committees and agencies should regularly use this plan to inform development and site plan applications, zoning amendments and applications, the enactment of new Town policies, and other important decisions. These decisions should be weighed against **community values and planning principles** - which were both determined through the public engagement process during development of the comprehensive plan.

Citizens should also use this plan to better understand their community and evaluate the effectiveness of local government. Priorities and actions contained within this plan should be pursued, and Ogden's community members should expect that progress will be made in implementing this updated comprehensive plan.

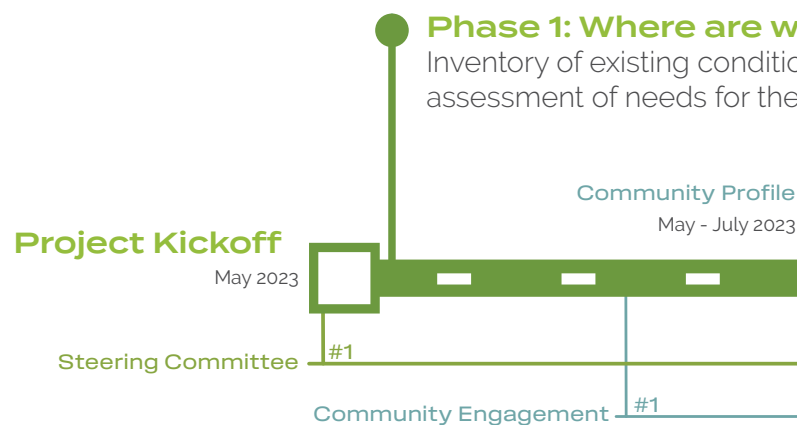


Figure 2: Comprehensive Plan Update Timeline
Source: Ingalls Planning & Design

When should we update?

The comprehensive plan should guide development in a community, but it should neither be the only tool for development nor should it exist in perpetuity without update or review. As time goes on, conditions in Ogden will shift and change. Regular updates to the comprehensive plan will help the Town adjust appropriately to these changes.

Ogden has been diligent in pursuing updates to the comprehensive plan at proper intervals. The previous comprehensive plan was completed in 2012. This plan was completed in early 2024. This is a good timeline for a major update to the comprehensive plan. It is recommended that communities should undergo minor updates at 5-year intervals and major updates at 10-year intervals. This ensures that things that change over time - demographics, priorities, natural resources, the built environment - can be regularly analyzed and addressed.

What was the process?

A 21 member project steering committee comprised of Town officials, staff, board members, business owners and property owners, residents and other key stakeholders guided the development of this plan. This group along with the Town Board selected a project consultant to assist with the development of the plan.

The planning process included several rounds of community engagement which had virtual engagement through a project website to help identify the "big things" that should be addressed in the plan. Community members also shaped the values and principles, which will serve as the future decision-making framework for the Town. Qualitative feedback from community members was an invaluable ingredient to the plan and provided necessary groundwork that led directly to the latter sections of the plan.

The planning process included three phases over 10-months between May 2023 and February 2024. It was guided by a Steering Committee and the public to ensure that the plan reflects the community's vision and preferred direction.



Community Engagement and Feedback

An important part of the community planning process was community engagement, which included two open houses - one online and one in-person - as well as an online survey and a public hearing as part of the adoption process.

Online Open House

The first round of community engagement was held virtually in June and July of 2023. There were two significant components to this round of engagement focusing on “**One Big Thing**” and **community values**. People were asked to submit “one big thing” that was needed to improve rural character, housing, parks and recreation, and other topics.

Prior to the online open house the Steering Committee identified key areas of focus for the comprehensive plan. These 4 focus areas were tested and confirmed by community members via the online open house. The areas include community/rural character, housing, land use/farmland, and parks and recreation. Additionally, there was a category for “other” big things for respondents who had a different topic that they viewed as the most important for the future of Ogden.

Below are some of the most popular recurring topics for each. These were based on the comments that received the most upvotes on the project website.

Online Open House Participation



The word cloud shown above was derived from the written comments on “One Big Thing.” The larger the word in the cloud, the more frequently it was found in the written comments.



Community and Rural Character

Prioritize safe and comfortable bike lanes on scenic roads, protect rural and scenic views.



Housing

Encourage landscaping and park-like areas near residential streets and developments. Focus on sidewalk and other infrastructure connections to existing housing.



Land Use/Farmland

Enhance and protect working farms, active farmland, and open space.



Parks and Recreation

More activity-based opportunities that will draw people to Ogden - boat launches, promote the canal, cycling, hiking, etc.

Other:

Disc golf courses in the parks, road improvements and maintenance, road safety improvements.

Online Survey

A survey was included during the Virtual Open House that asked community members to identify the most important core and aspirational values for the Town of Ogden. Legacy values are those which are currently reflected in Ogden, while aspirational values are those which community members would like to be part of Ogden in the future. In some instances, a value can be both legacy and aspirational - ie, it could be something that is currently reflected in Ogden and also something that the Town wants to continue to prioritize (or prioritize more) in the future. These initial survey responses helped the project team to identify and develop core values to be included in the plan with associated planning principles. These are included in a later section.

Below are the top 5 selections for both core and aspirational values.

Who We Are Today - Legacy Values

1. Family-Oriented
2. Hard-Working
3. Dependable
4. Collaborative
5. Transparent

Who We Want to Be - Aspirational Values

1. Inclusive
2. Innovative
3. Collaborative
4. Transparent
5. Prepared

In-person Open House

The second round of community engagement was held as an in-person meeting in January of 2024. The meeting was held as an 'open house' without a formal presentation. This allowed Ogden community members to drop by the meeting and have informal and casual discussions with members of the project team and with each other. **More than 40 Ogden community members attended**, providing valuable feedback on draft materials including the draft community vision, values, principles, focus areas and associated actions.



▲ Residents review posters of draft materials at the open house at Town Hall.

An aerial photograph of a residential neighborhood, rendered in a monochromatic teal color. The image shows several houses with gabled roofs and driveways, situated around a large body of water. In the background, there are more houses and trees, suggesting a suburban setting. The overall scene is peaceful and well-maintained.

COMMUN

ITY PROFILE

Before determining where Ogden wants to head it's important to understand what got it to where it is. This section contains analysis regarding existing conditions for several important topics to give an accurate community profile for Ogden. Contained within this section is an overview of the existing comprehensive plan, as well as snapshots for things like demographics and housing, land use, community character, and existing zoning and regulatory framework.

2012 Comprehensive Plan

The last major update to Ogden's comprehensive plan was completed in 2012. In addition to a detailed community profile, the 2012 plan reaffirmed Ogden's position statement and outlined several policy areas with associated recommendations. The position statement was adapted from the 2003 comprehensive plan and is included below.

Working with the Steering Committee and the public, this statement was updated to form a new vision statement for this comprehensive plan and is included in the vision section later in this document.

Policy areas included residential living, economic opportunities, leisure and culture, community assets, natural resources, regional collaboration, farmland and agricultural heritage and design and development. Progress has been made to varying degrees regarding each of these policies. For example, Ogden has successfully positioned the southeast portion of the Town toward additional residential development on previously underutilized land.

The 2012 comprehensive plan contains a detailed analysis of future land uses. The graphic on the opposite page conveys the future land use concept map, which was most recently updated in 2016.

Recent land development patterns have reflected the choices made and the vision of the Future Land Use Concept. There was an emphasis on residential land in the southeast and eastern portions of the Town. This has helped lead to recent single-unit residential developments in southeast Ogden.

"The Town of Ogden, located within a fifteen minute commute from the City of Rochester; is a growing community with an abundance of open space and agricultural land and convenient access to the state highway system. The social and cultural center of the town is the Village of Spencerport located on the historic Erie Canal. Its residents are financially secure and enjoy reasonable property taxes and good community resources."

Demographic Snapshot

Population Growth

Population trends and changes are an important metric to consider during any comprehensive planning process. Shifts in population can help identify important opportunities and decisions that could impact future growth or better retain existing residents.

Ogden has continued its steady population growth that has been a common trend dating back through decades of US Census data. The population has increased by **2.0% from 2010 to 2020 and 37.9% since 1960**. While this was still an increase in population, it was a slighter increase than the population growth between 2000 and 2010, indicating a decreasing rate of population growth in the Town.

Population



19,856



20,270

The Town's population increased by 414 people from 2010 to 2020. This is a smaller population growth than the 1,364 people who moved to Ogden in the previous decade.

Age Trends

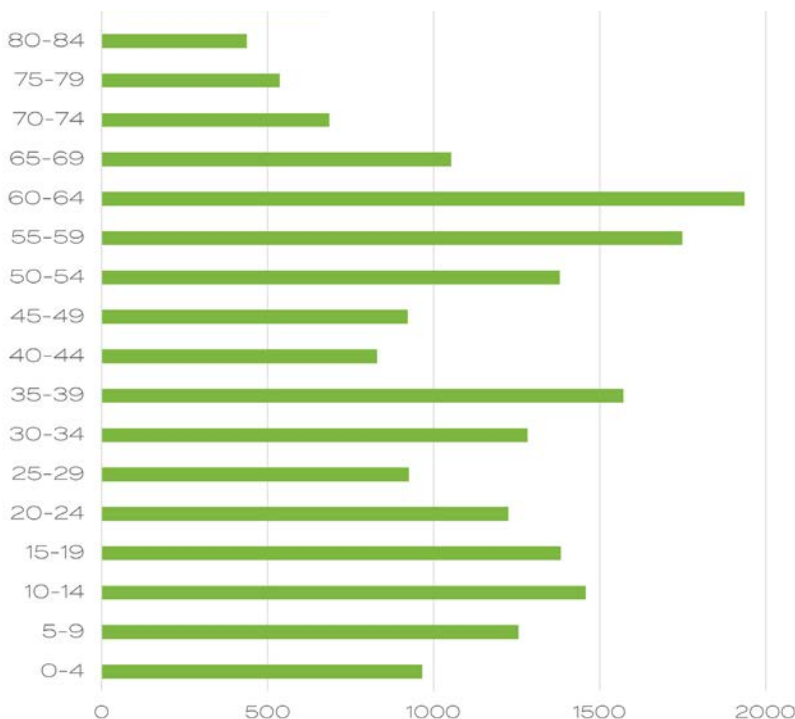
The median age in Ogden is 40.4 years old, which has remained consistent throughout the last decade. The graph below shows a breakdown of Ogden's total population by age cohorts. While the median has remained consistent through the last 10 years, the age cohorts have shifted.

In 2022, the three largest age cohorts in Ogden were between the years of **60-64; 55-59; and 35-39**. This differs from 2012 where the top three age cohorts were between the years of **45-49; 15-19; and 40-44**.

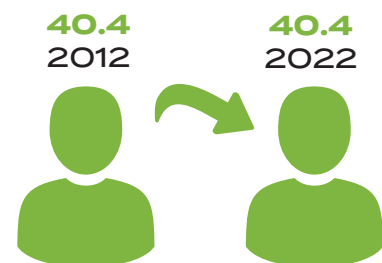
This could be due to any number of reasons, but it is a trend that Ogden should continue to track. It could indicate that Ogden is a community where people can comfortably age in place, while also retaining and attracting enough younger families and individuals to result in a consistent median age.

It's noteworthy that the two largest age cohorts are also two of the oldest cohorts. While Ogden may not be aging as rapidly as other communities in New York State, the Town still has a large population of older residents.

Population by Age



Median Age



Ogden's median age has remained steady over the last 10+ years. This is indicative of a community that may be attracting some younger folks while still retaining older residents who are aging in place in Town.

Figure 4: Population by Age
Source: 2022 American Community Survey (ACS) Estimates

Household Income

The Town of Ogden is a fairly affluent community in Monroe County. **Of the 19 Towns that comprise Monroe County, Ogden has the 7th-highest median household income.**

According to the most recent American Community Survey (ACS) estimates, Ogden's **median household income is \$88,209, which is roughly \$20,000 higher than it was in 2010.**

Poverty Rate

Ogden has a very low rate of poverty, with only **6%** of the Town's population living in poverty. This is among the lowest poverty rates in the County, and is well below Monroe County's poverty rate of **14%**. The low poverty rate and relatively high median income help to make Ogden a desirable community to live in.

Median Household Income

Town	Median Income
Pittsford	\$139,901
Mendon	\$122,188
Rush	\$111,053
Penfield	\$107,685
Perinton	\$105,954
Riga	\$91,250
Ogden	\$88,209
Webster	\$87,153
Parma	\$86,860
Chili	\$86,527
Henrietta	\$80,832
Hamlin	\$78,016
Wheatland	\$76,311
Clarkson	\$75,335
Irondequoit	\$74,031
Gates	\$73,759
Brighton	\$67,923
Greece	\$64,857
Sweden	\$58,482

Figure 4: Monroe County Median Household Income
Source: 2022 American Community Survey (ACS) Estimates

Housing Snapshot

Housing in Ogden - like much of the US - has experienced a lot of volatility since the onset of the COVID-19 pandemic. Shifting mortgage rates and a decrease in housing supply has placed cost burdens on homeowners and renters in many communities.

Home value data provided from the US Census has often felt at odds with the median sale prices that realtors are reporting. Additionally, anecdotal and qualitative data from prospective homebuyers can also paint a different picture. This can sometimes make data analysis and future planning more difficult. There were recent signs toward the end of 2023 that the housing market was changing again, with mortgage rates starting to decrease.

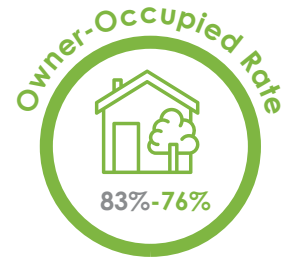
Any actions that Ogden pursues to affect or facilitate future housing in the Town should be informed by this analysis, but should also be tempered by the reality that the market will likely continue to change.

Housing Tenure

The Town has seen a slight increase in renter-occupied housing in the last decade, although owner-occupied housing still represents the majority of housing in the Town. New housing that is specifically geared towards renter-occupancy has developed since the last update to the Town's comprehensive plan. New townhomes and apartments have been built along Big Ridge Road and N Union Street just north of the Village of Spencerport. Multi-unit housing should continue to be encouraged in this location in Ogden. This is further detailed in the future place types and the future place type map later in this plan.

Housing Cost

Housing costs for both renters and homeowners with a mortgage have slightly increased over the last decade, with rents increasing to a greater extent. The median rent increased by over **40%** between 2012 and 2022, while the median monthly housing cost for homes with a mortgage has increased by just under **7%** during the same timespan (ACS Estimates from 2012 and 2022). Greater than **42%** of those living in renter-occupied housing units spend 30% or more of their household income on housing costs. This means that nearly half of Ogden's renters are spending beyond the threshold that is widely considered affordable. This is consistent with what many communities are seeing around New York State and the country. Increasing housing costs, particularly for renters, is a challenge that is rooted in significant market realities and difficulties.



The data above convey information for both renters and homeowners in the Town of Ogden. Rents have increased at a slightly higher rate than the median monthly mortgage payments. Additionally, the share of renter-occupied housing has increased from 2012 to 2022.

Source: 2012 and 2022 ACS Estimates

Greater Rochester Association of Realtors (GRAR) Overview

Total home sales and homes available for sale have been difficult variables to predict since the onset of the COVID-19 pandemic. Monroe County saw an increase in total closed home sales from 2020 to 2021 followed by a larger decrease in closed home sales in 2022. This was also the case for the Town of Ogden.

Meanwhile, home sale prices have greatly increased over the last few years. The median sale price for homes in Monroe County has increased by more than **35%** from 2018 to 2022. The neighboring **Town of Parma saw the largest increase in median sales price from 2021 to 2022 in Monroe County.**

Median sale prices in Ogden increased by **9.5%** from 2021 to 2022 and have increased by more than **40%** from 2018 to 2022. Early reporting for 2023 indicates that this trend has continued, with median sales prices increasing another 12% in Monroe County. Total closed sales and new listings both declined more sharply in the County in 2023.

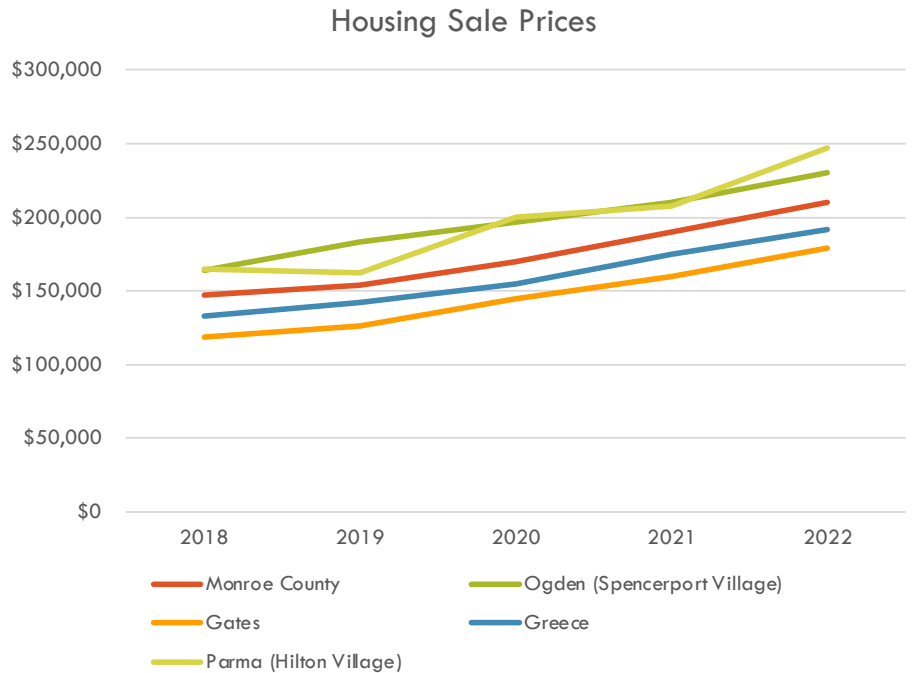


Figure 5: Housing Sale Prices
Source: Greater Rochester Association of Realtors

Housing Development in the Right Places

Planning and zoning solutions can provide some relief in the form of permitting a variety of housing in targeted areas within the Town, but these solutions do not represent a panacea. A key objective for the Town moving forward is to encourage and promote housing development in the right areas throughout Ogden.

The Town should focus on areas where infrastructure is already in place, areas with some existing housing density, and areas nearer the Village of Spencerport. Most of this land is in the eastern and northern areas of the Town. While much of this land is built-out, these are the locations where future housing could most efficiently occur. Furthermore, any future development should occur in ways that have limited or no impacts on the Town's active farmland and open space.

Focus on Quality-of-life Improvements

While solving every housing problem is not a realistic goal for the Town, Ogden can and should focus on pursuing actions and outcomes that improve the quality-of-life for its current and future residents. Ogden continues to see small population growth and is clearly a community that people choose to make their home. Addressing key concerns for community members like developing and maintaining parks and trails, improving roads and sidewalks, and enhancing other Town facilities should be key near-term objectives for the Town. Improving these will similarly improve the quality-of-life for community members and continue to make Ogden a place that people are proud to call home.

Zoning & Land Use Regulations

District Framework

Ogden has 9 zoning districts throughout the Town including 3 commercial districts, 5 residential districts, and 1 industrial district. The Town's zoning also includes an overlay district aimed at regulating self-storage units and land uses. Ogden last revised its zoning in 2016 and it aligns for the most part with the most recent future land use mapping.

Most of the land in the Town is zoned as R-1 or Single Family Residential. Some of this land is adjacent to active farmland or active agricultural uses. There are two rural districts that also regulate and permit agricultural uses and larger-lot residential development. These two districts are primarily in the western portion of the Town where the bulk of the Town's farmland and open space are located.

There are also two additional residential districts (R-2 and MFR) that permit residential uses beyond single-unit homes. These have been employed more in recent years to accommodate multi-unit residential demand nearer the Village and other denser residential areas in the southeastern portion of the Town.

There are two current commercial districts in the Town. One of them is the Neighborhood Commercial District which more often is applied to smaller areas near existing neighborhoods and near the Village. The General Commercial District is more broadly applied throughout the Town and includes some of the more typical auto-dependent commercial uses along major corridors such as NYS Route 31, NYS Route 259/Union Street and NYS Route 33/Buffalo Road.

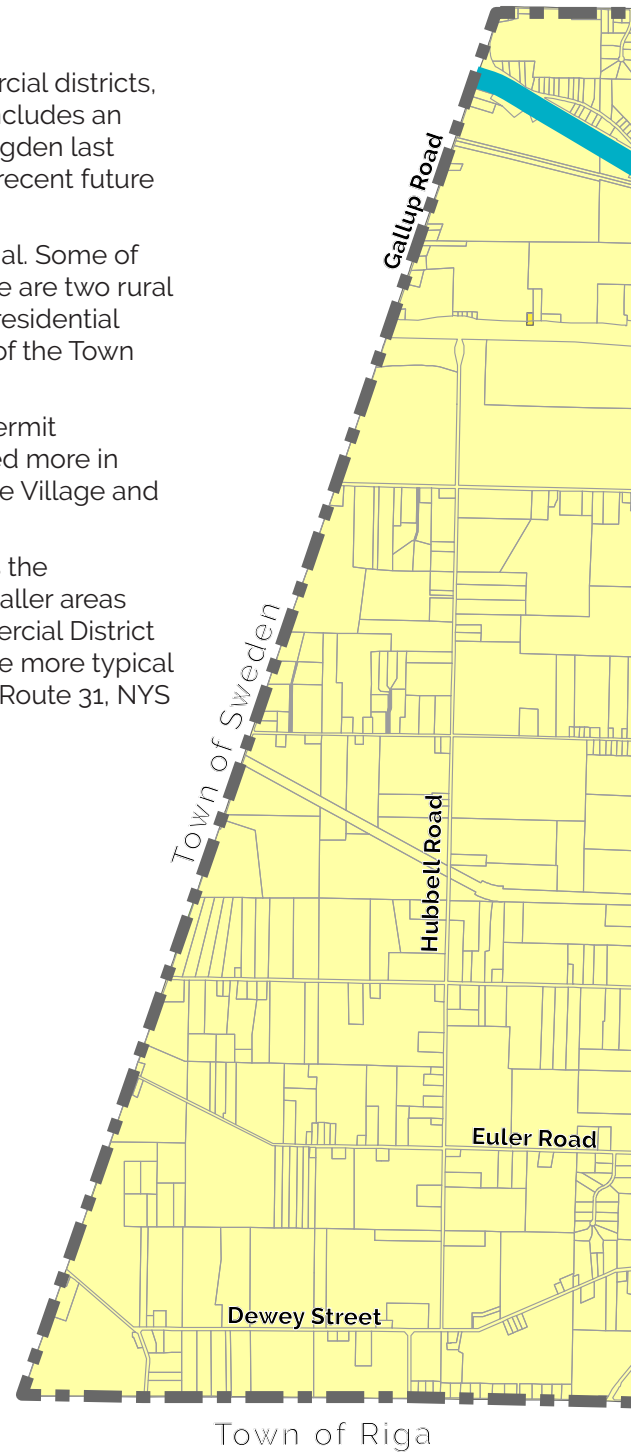
Design Regulations

The Town's zoning code contains few regulations regarding site and/or building design. There are regulations for off-street parking, signage, fences and for a few other site and building components. However, there are no existing regulations for commercial or non-residential districts that specifically prescribe consistent design elements for Ogden's Hamlets and commercial corridors.

Some attention to design should be considered in the future, specifically for districts with commercial and non-residential uses. The future place types maps that is included later in this plan identifies two mixed-use districts. These districts should focus more on site and building design requirements to help the Town achieve a level of design that is desirable to Ogden.

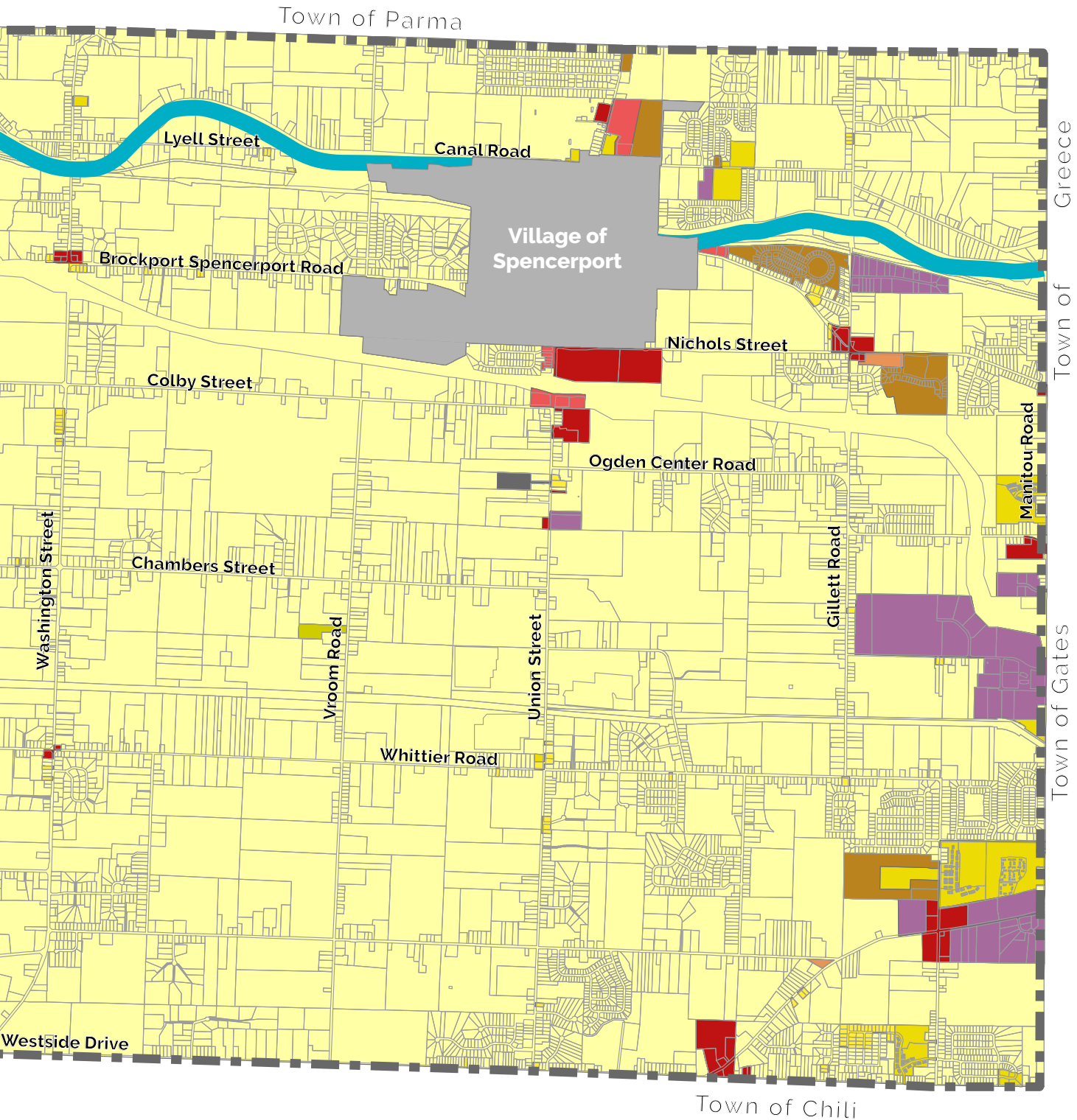
Cluster Development

The Town has additional residential standards for cluster development that apply under the R-1, R-2, RA, RR and RT districts. The Town's cluster development regulation allows for cluster development to occur under New York State Town Law Section 278. This State law provides broad guidance on cluster development including defining the term and describing a general purpose of enabling and encouraging a "flexibility of design and development of land in such a manner as to preserve the natural and scenic qualities of open lands. While this law can provide flexibility and options to landowners, the Town may want to adopt additional guidelines and administrative steps to better streamline a process that results in desirable cluster development.



Legend

- R-1 (Single-Family)
- R-2 (Two-Family)
- MFR (Multiple-Family)



- RR** (Rural Residential)
- NC** (Neighborhood Commercial)
- SC** (Senior Citizens Housing)
- RB** (Restricted Business)
- GC** (General Commercial)
- SSSO** (Self-Service Storage Overlay)

Figure 6: Town Zoning Map
Source: Ingalls Planning & Design

Community Character & Open Space

Agricultural Land

The Town last completed an Agricultural & Farmland Protection Plan in 2012. At that point in time, it was determined that the Town had 7,448 acres of agricultural activity including vacant farmland. The Town's 2023 property information data indicates that there are now 6,145 acres of agricultural land uses including cropfields, livestock, dairy farms, horse farms and vacant farmland and agricultural land. This represents a 17% decrease in agricultural acreage. It's worth noting that many of the larger agricultural parcels that have changed in use or character are in the eastern portion of Town, including large parcels along Buffalo Road and adjacent to NYS Route 531.

This is not an uncommon occurrence in rural New York communities in 2023. Many other traditional farming communities are also experiencing a decrease in agricultural land. This does not mean that all agricultural land uses should be eschewed for new development or new land uses, but it does require the Town to pursue actions that will complement existing and operating agricultural uses and farmland without detracting from Ogden's rural and community character that its residents value and enjoy. Additionally, the Town should consider an update to the 2012 Agricultural & Farmland Protection Plan. This could further help the Town identify actions and outcomes to support existing farmland and re-position vacant agricultural land and open space.

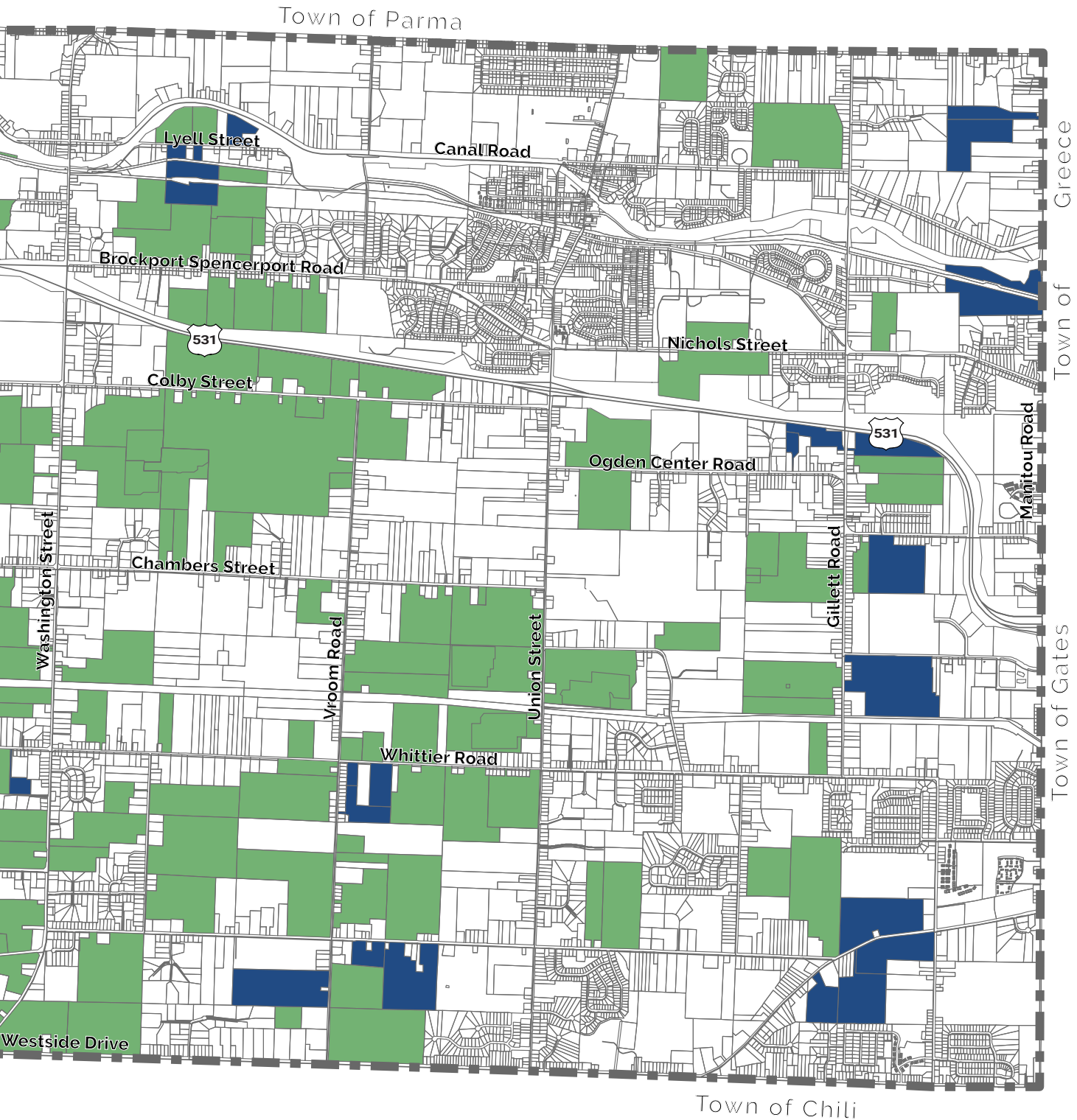
Agricultural Districts

According to the NYS Department of Agriculture and Markets, there is currently one agricultural district operating within the Town of Ogden, which is known as Consolidated District 5. The State reviews and makes any necessary updates to agricultural districts every eight years, although they are not all updated on the same timeframe. Consolidated District 5 is scheduled to be reviewed by the end of 2024.

Right to Farm

The Town adopted a Right-to-farm law in 2014 that establishes that agriculture is vital to the Town of Ogden. The law further states that farmland serves as a livelihood to Town farmers, provides employment for residents and contributes to the Town's economy. One of the primary objectives of the law is to maintain and preserve the rural traditions and character of the Town. It's clear that farmland is inherently tied to the community's character and identity.





Legend



-  Existing Agricultural Land or Farmland
-  Former Agricultural Land or Farmland

Figure 7: Agricultural Land & Farmland
Source: Ingalls Planning & Design

Wetlands & Forested Land

There are greater than 1,500 acres of State-protected freshwater wetlands in the Town of Ogden. Many of these wetlands have additional wetland types that are detailed in the National Wetlands Inventory. Most of the Town's wetlands included in the national inventory are comprised of freshwater forested/shrub wetlands or freshwater emergent wetlands. Recognizing where Town wetlands are will help Ogden better pursue future actions regarding protecting open space, developing parkland and trails, and landscaping around and near these natural features.

Most of the largest wetlands in the Town of Ogden are located in agricultural districts and near land that is being actively farmed or used for agriculture. The large wetlands in the western area of the Town are mostly comprised of forested open space. These large wetlands include the areas between Washington Street and Vroom Road and the wetland in the southwestern corner of the Town just north of Reed Road and Dewey Street. These lands are difficult to develop due to the environmental concerns of the wetlands and should continue to be protected as open space or green space.

There are a few wetlands in the Town that are within existing or potential future parkland. Pineway Ponds Park contains 20 acres of wetlands in the northwestern portion of the park. Additionally, there is a 40-acre parcel along NYS Route 33/ Buffalo Road that has been considered for future park space. This parcel is partially within a 300-acre wetland that spans east into the Town of Gates. Any future park development will have to be conscious of any environmental factors from the wetland. Furthermore, future park features could engage with the wetland through developing natural hiking trails around and through the wetland area.

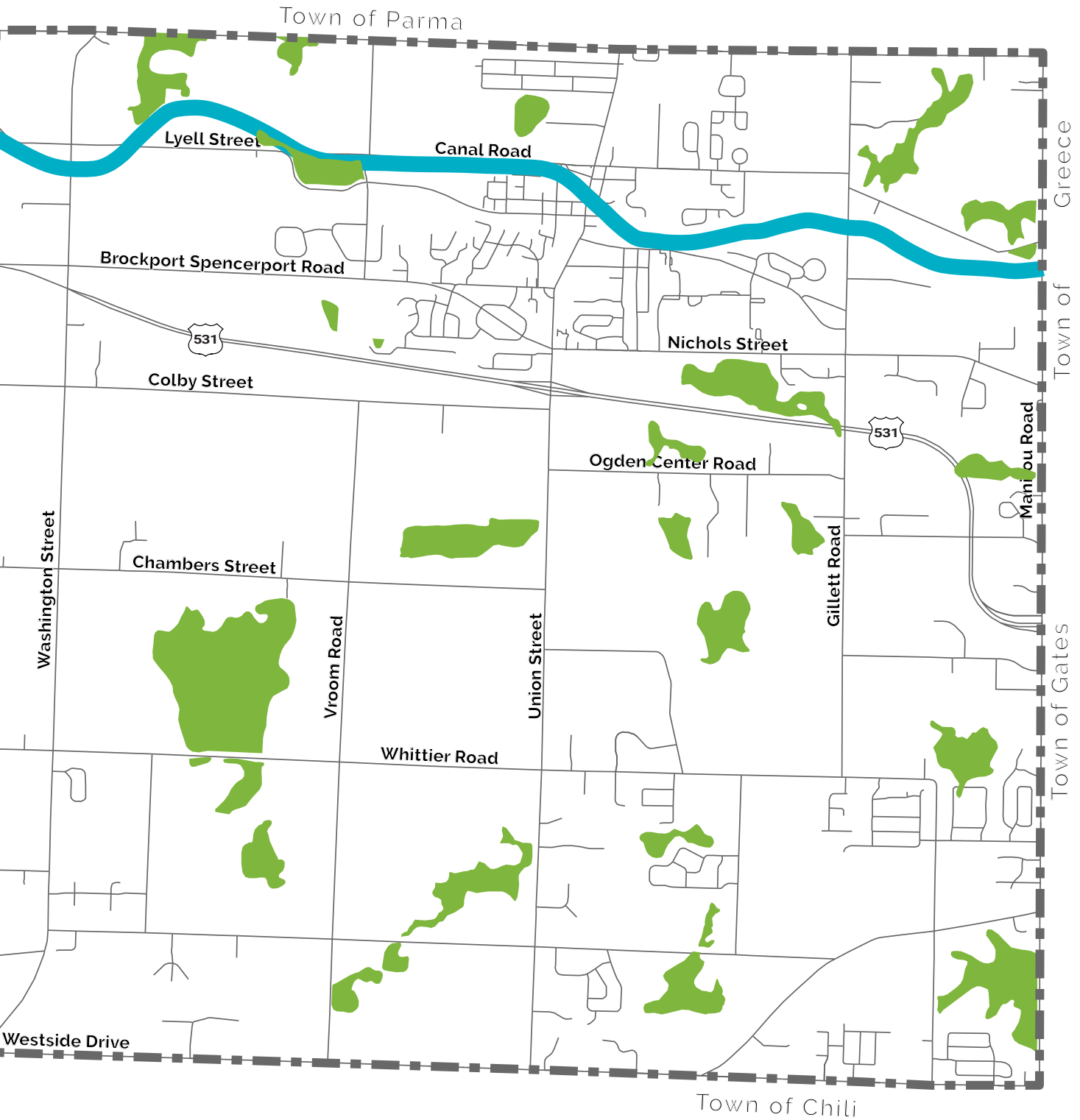
Toolbox for Open Space and Farmland Preservation

Farmland and open space in Ogden are deeply tied to the Town's character and identity. Beyond that, active farmland and agricultural land are economically important to Ogden. The community still heavily values farmland even if it may be decreasing and/or changing in Ogden. Throughout this plans engagement process, community members indicated that they value the Town's open space and natural land and feel that these greatly contribute to Town character.

The Town should plan and identify actions that will help provide flexibility to farmers and property owners without detracting from the community character that is so important to Ogden. The Town should also consider tools that can help preserve open space, especially in future redevelopment scenarios. These efforts can be pursued through a variety of tools and strategies including:

- An emphasis on cluster residential development;
- Protection of vacant farmland and open space through tools such as purchase of development rights (PDR) and conservation easements;
- Requiring measurable open space protections in zoning, subdivision regulations, cluster regulations and other Town land use regulations.
- Pursuing resources that will help farmers and property owners find more success in the future. Many of these actions will involve coordination or collaboration with other groups outside of the Town, such as land trusts or land banks.





Legend

 New York State Freshwater Wetlands

Figure 8: Town Wetlands
Source: Ingalls Planning & Design

Parks and Public Facilities

The Town of Ogden has several significant parks and associated recreation amenities and facilities. A Parks Master Plan was developed in 2002 and was updated concurrently with this comprehensive plan update. The updated parks plan includes maps/graphics for each park/recreation facility as well as associated action items for each park.

The map to the right depicts Ogden's parks and key public facilities. See the Parks Master Plan for additional details on each park.

Public Facilities

Several other public facilities and sites were considered during the development of the comprehensive plan including the Ogden Senior Center, the Ogden Town Hall Campus, and the Erie Canal. Details and additional information for the Erie Canal can be found on page 2.

Ogden Senior Center

The Town's Senior Center is located in the Village of Spencerport along S Union Street. There are a number of programs and events that take place on a regular basis at the Senior Center including, but not limited to, the Nutrition Program, Coffee Club, exercise programs, educational programs and visits with Lifespan. The facility has 15 parking spots in a small lot in the side yard of the site.

During the community engagement many Ogden seniors expressed that the Senior Center needs improvement. It's also possible that, rather than improve the existing site, the programming and site needs for a Senior Center now exceed the capabilities of the existing site. The Town should consider innovative and creative solutions to better provide services and programming that will capably serve the Town's senior population.

Ogden Town Hall Campus

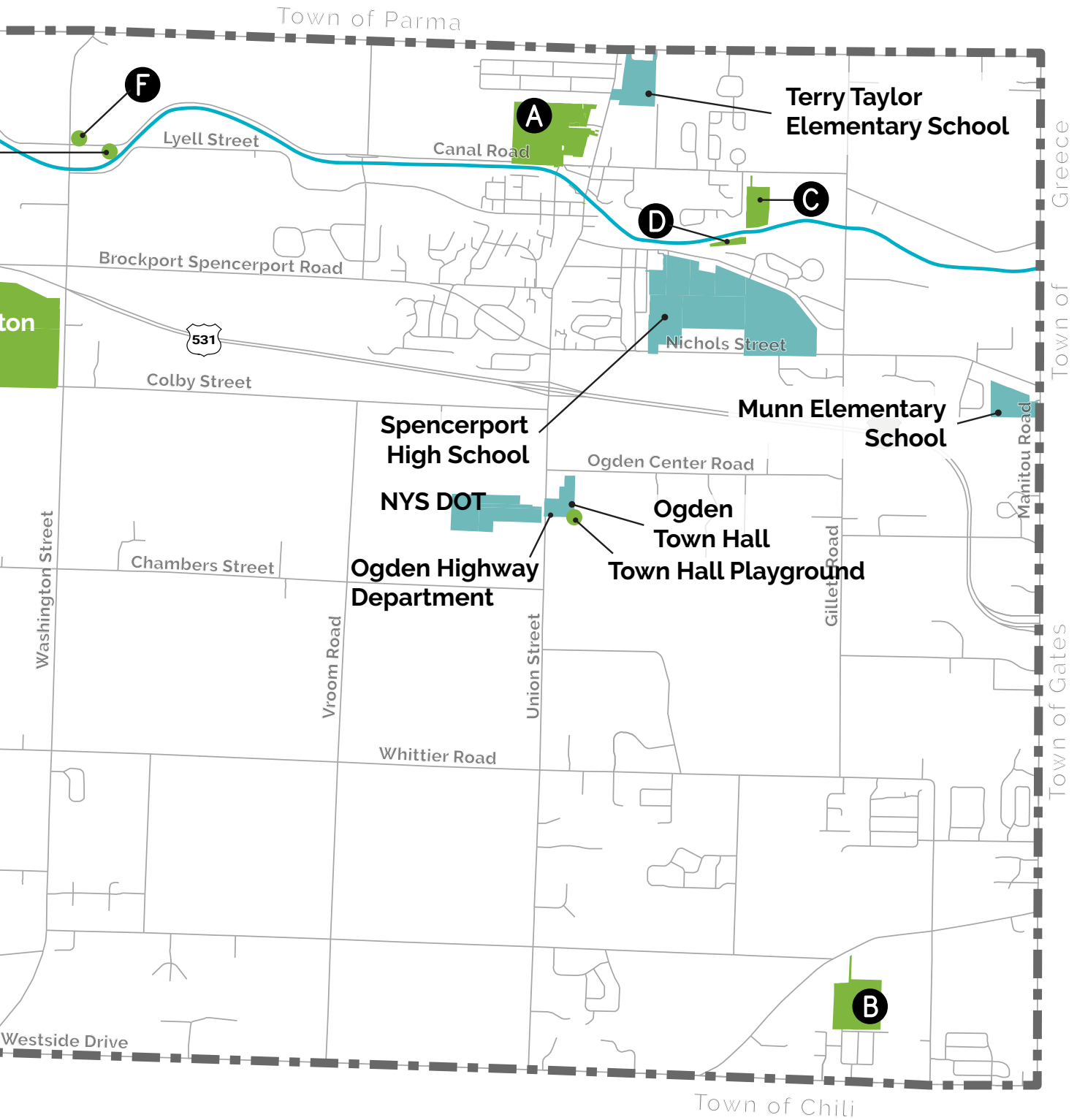
Ogden's Town Hall includes the government offices, a community center room, the Ogden Farmers' Library, and a small Town Offices park and playground area. The Town Hall campus is located off Ogden Center Road about 0.5 miles south of the Village of Spencerport. This is very near the center of the Town and is centrally located to many residents.

A common topic of discussion during public engagement for the comprehensive plan update focused on a desire to improve and better use the Town Hall campus to serve the community. This could potentially include re-locating the Senior Center to the Town Hall campus, re-housing the Farmers' Library at a different location, and expanding amenities and programming at the Town Hall site. A detailed facilities plan should be considered to best help the Town determine optimal improvements for the Town Hall campus.



◀ Pineway Ponds Park (pictured above) is one of Ogden's most well-loved and well-used parks.

▲ Ogden's Senior Center provides many needed programs and functions for the Town's senior population, but it may be time to consider a new space that can better accommodate the Town's seniors.



Legend

- 1 Pineway Ponds Park & Splashpad
- 2 Buffalo Road - Future Park
- 3 Ogden Heritage Park
- 4 Rose Turner Park
- 5 Snick Hawkins Park
- 6 Adams Basin Schoolhouse

Figure 9: Town Parks and Public Facilities
Source: Ingalls Planning & Design

Key Transportation Corridors

The extension of NYS Route 531 to Washington Street (SR 36) has had the most significant impact on development in the Town. Completed in the mid-1990's, this new highway has brought with it a surge of growth and development to the Town of Ogden. Several industrial and commercial developments have been constructed or are proposed in eastern Ogden as a result of Route 531's existence. Much of the increase in the number of industrial acres can be directly attributed to the development of light industrial parks in close proximity to this roadway. The 531 extension has also made the Town more accessible by commuters that work in the City of Rochester and other points east or south, thereby increasing the population and number of residential developments in the town.

The Town of Ogden's transportation system was designed to serve a rural, village-based community. As a result of the development brought on, in part, by the extension of Route 531, traffic patterns within the Town have changed significantly. With recent development patterns, the existing roads are carrying increasing traffic volumes. According to 2019 Annual Average Daily Traffic (AADT) counts, NYS Route 259 (Union Street) in the Village has a comparable amount of daily traffic to Main Street in Fairport and has an AADT of more than 15,000 vehicles. Volumes along NYS Route 531 remain high as well, carrying more than 26,000 vehicles through the center of Ogden on an average day.

In February of 2000, the Genesee Transportation Council initiated a Major Investment Study to assess the feasibility and economic benefit of extending NYS Route 531 to Brockport. This study recommended Route 531 be extended to a point west of Redman Road. In 2008, the NYSDOT initiated the project scoping and preliminary engineering phase of the project. As a result of this effort it was concluded that Route 531 would not be extended at this time and Route 31 would not be widened. However, improvements would be made at specific locations including the terminus of Route 531 and the intersection of NYS Route 31 and Route 36 in the Town of Ogden. These improvements were carried out in 2018, resulting in additional lanes and a reconfiguration of the existing intersections of NYS Route 531 and Washington Street and NYS Route 531 and Hubbell Road. These new configurations have helped ease some of the traffic issues along the western stretch of the Route 531 corridor.

During community engagement sessions for the comprehensive plan update, many Ogden residents noted perceived traffic and safety concerns along major Town corridors including NYS Route 531, NYS Route 31 and Canal Road. These concerns included unsafe speeds on these corridors and several intersections that have conditions that are unsafe for both pedestrians and bicyclists. Mentioned intersections include the intersection of NYS Route 31 and Washington Street and the intersection of NYS Route 31 and NYS Route 259 (Union Street).





Legend

- 1** **Route 259** - AADT: 15,000+
This corridor is the primary north-south accessway through the Town.
- 2** **Route 531** - AADT: 26,000+
The NYS 531 corridor has the highest traffic volume in the Town, conveying commuters to, from, and through Ogden.
- 3** **Route 31** - AADT: 6,000+
This corridor is the primary east-west access through the Village of Spencerport.

Figure 10: Corridors and AADT
Source: Ingalls Planning & Design

COMMUN



UNITY VISION

Looking toward the future is a complex but necessary exercise for our communities. The planning process requires us to think about the direction we want our communities to go. The visioning process is a participatory one for which the goal is to identify a long-term desired outcome for the community.

The visioning process works best when it is inclusive and open to all community members and when creative methods are used to cultivate a vision that is not only desired but also achievable. A community vision does not need to shy away from existing challenges, but it should primarily paint a positive outlook for the future.

The Town of Ogden's vision from the 2012 update to the comprehensive plan provided a strong foundation to the vision developed and included in this updated comprehensive plan.

What Makes a Good Vision?

Visioning is a beneficial activity during the development of a long-range comprehensive plan. All too often, however, vision statements are crafted in ways that lack specificity, avoid existing challenges and cloak the message in vague phrasing.

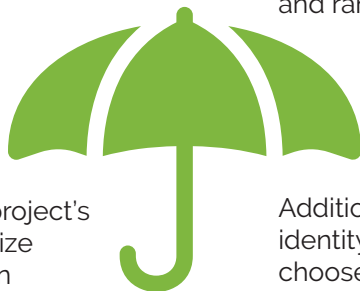
A community's vision should have an appropriate level of specificity that allows for an authentic statement that resonates with community members. Vague words and phrasing such as 'creating a vibrant and healthy' community should be avoided when developing or updating a community vision.

“The Town of Ogden is a growing community with an abundance of open space and agricultural land and an increasing variety and supply of housing. The social and cultural center of the town is the Village of Spencerport. Ogden maintains a strong collaborative relationship with the Village and strives to cultivate safe and walkable streets that connect to the heart of Spencerport. Town residents enjoy Ogden’s many parks and trails including those along the Erie Canal.”

Umbrella Theme

Communities are constantly changing as new issues emerge and opportunities present themselves. However, it is important to manage that change and to take a proactive approach in addressing the things that are known and ones that should be planned for in the present day. Some existing issues and opportunities are more pressing than others and require more immediate attention.

As the planning process progressed during the update of the comprehensive plan, the project's steering committee came to realize an overarching theme focused on the Town's quality-of-life. The Town's most pressing issues and opportunities can and should be resolved in ways that improve or reflect Ogden's existing quality-of-life.



Protect and Enhance a High Quality-of-Life for Ogden Residents

The term 'quality-of-life' has various meanings and implications. In general a community's quality-of-life refers to the goodness or wellness of its people. This is often measured by the quality and range of services offered and rendered, the variety and volume of parks and recreation options, the comfort and safety of streets and roadways, and other similar factors. These factors directly impact a person's measure of their own quality-of-life.

Additionally, the community's character and identity can directly impact quality-of-life. People choose to live and remain in communities, in part, for characteristics that differentiate it from other nearby communities. As a farming community with significant rural character, Ogden provides a definitive lifestyle that other communities in the Rochester-area do not. This specific character contributes to the quality-of-life of Ogden residents and likely keeps them from leaving the Town for another community. This overall theme is a driving force of this comprehensive plan and many of the decisions the Town will make in the coming years.

When these factors can be directly addressed by a community's decision-makers, it means that the community can positively affect and directly improve the quality-of-life for its residents. This is something that our communities often take for granted, but Ogden has been a high-functioning Town for decades. Rather than resting on laurels, Ogden should continue to make decisions that are not only reflective of the vision, values, and principles, but ones that ultimately improve the quality-of-life for Town residents.

Plans tend to include analysis and solutions for a wide range of issues. However, this wide range can sometimes starkly contrast a community's ability to implement. In short, a long laundry list of problems and possible solutions can be daunting for most communities and often leads to more questions. Where should we start? How do we start? Who should we look to for help? What resources are out there? How do we budget for this?

Core Values

Core values are what we believe in - the things that define who we are. Our core values are deeply-held, widely shared beliefs that serve as building blocks for our vision. They inform and shape the vision for what we want our communities to become. They are the foundation and starting point for our vision and typically don't change much over time.

Determining core values should include a deep look at where Ogden is now and where the community wants Ogden to go in the future. The values detailed on this page were developed during the comprehensive planning process through an activity that was carried out during Steering Committee meetings and the virtual public open house in June and July of 2023.

We are committed to being...



an **inclusive** community.

Our communities should be welcoming and accommodating to all residents and visitors. The Town of Ogden will strive to pursue projects that are accessible and safe for everyone in the community. Transparency and communication with the Town residents is another way for Ogden to pursue and encourage an inclusive environment and relationship with the community.



an **innovative** community.

The Town strives to seek optimal and thoughtful solutions to its complex challenges. Ogden will continue to pursue innovation in agriculture, open space, parks, land use and other important priorities. Ogden will diligently research and rely on best practice solutions to anticipated and unanticipated issues alike.



an **dependable** community.

Ogden values community services that are efficient and effective. The Town will continue to provide reliable services, accessible parks and facilities, and dependable Town infrastructure. Ogden will also continue to monitor the capacities and needed improvements for its infrastructure systems, including drinking water, sewer connections, broadband internet and other utilities.

Planning Principles

The planning principles will help guide the Town's decision-making. Ogden should use these to evaluate future challenges - both the ones the Town anticipates and the ones that are unforeseeable - and assist them in making progress toward the community vision. Ogden's core values are rooted in the planning principles.

Decision-makers should consider the planning principles when making policy-related decisions and when reviewing projects for the Town. Together the values and principles form a decision-making framework that is meaningful and durable.



We will work together to continue our tradition as a farming community.

Ogden will continue to be a farming community. Future decision-making should take into account active farmland, emerging agricultural programs and practices, and the existing Farmland Protection Plan.



We will strive to have streets for all users.

While all streets should similarly consider pedestrians, bicyclists and motorists, Town will emphasize projects and policies that improve conditions for pedestrians and cyclists on corridors and connections nearer Town Hamlets and the Village.

Additionally, the Town will emphasize safety and maintenance improvements for all Town roads, paying particular attention to high-volume streets and intersections.



We will promote and leverage the Erie Canal.

The Erie Canal runs through both the Town of Ogden and Village of Spencerport and remains an important asset for both communities. Pursuing programs and events, park improvements and trail connections that interact with the canal.



We will continue to collaborate with the Village of Spencerport.

The Town should maintain and build upon its strong relationship with the Village of Spencerport. This relationship will help both communities better pursue and implement their respective goals.

Future Place Types

Similar to future land use analysis, identifying place types helps communities consider desired development. However, place types also help communities consider the look and feel of places - their form and character - instead of solely focusing on land use.

The place types listed on the following pages are intended to represent areas throughout the Town of Ogden. They help people visualize the various forms that development can take and describe the community's future.

Unlike a community's zoning map, the future place type map does not adhere to property/parcel lines and it does not illustrate clear regulatory boundaries. Future place types will be used to inform zoning changes and act as a guide to updating the Town's zoning code, but they do not offer any regulatory power on their own.

Neighborhood Residential



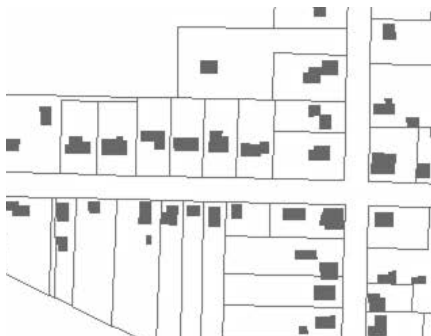
Neighborhood Residential has a predominantly low-intensity, single-family detached residential development pattern. There is generally a range of 1-3 housing units per acre with some moderately dense residential development in a few key areas. Future residential development in the Neighborhood Residential place type should occur where there are existing infrastructure connections, and it should also occur in a way that maintains the existing development fabric.

Mixed Residential



The Mixed Residential place type is intended to provide a range of housing options for residents at various stages of life. Land that falls under this place type is within walking distance to destinations within the Village of Spencerport. In contrast to the other residential place type, the Mixed Residential place type includes moderate to higher intensity housing at a slightly higher density. This includes townhomes and apartment housing.

Neighborhood Mixed-Use



The Neighborhood Mixed-Use place type includes smaller and denser Hamlets within the Town. These areas are smaller than Town Centers with smaller building footprints framing a single central intersection.

Land uses here are generally smaller retail shops, services and civic uses such as convenience stores, ice cream shops and other neighborhood-serving uses. Mixed-use should be encouraged here including residential uses over retail or office uses.

Corridor Mixed-Use



The Corridor Mixed-use place type is intended to reflect development that is slightly more spread out than it is under the neighborhood mixed-use place type. Businesses along these corridors serve larger geographic areas and are primarily accessed by car. Buildings tend to be one story with lots to the side or rear for parking. The types of land uses in this place type range widely and include retail stores, shopping centers, hotels, light industrial uses, warehouses, distribution centers, and professional offices. Open space for properties in this place type include a combination of surface parking, landscaping, screening, circulation and stormwater management.

Civic-Campus



Civic-Campus areas are typically characterized by one major activity – ie educational, office, industrial, medical. In Ogden, this place type is oriented around civic uses, particularly schools. Campuses are usually based on a master plan with several buildings, facilities, open spaces, pedestrian networks, and other inter-connected features. Residential buildings and smaller convenience services often support the predominant land use.

Agricultural-Residential



Agricultural-Residential place types are pre-dominantly for the production of crops, raising of livestock, forestry uses and processes, agricultural services, and supporting residences.

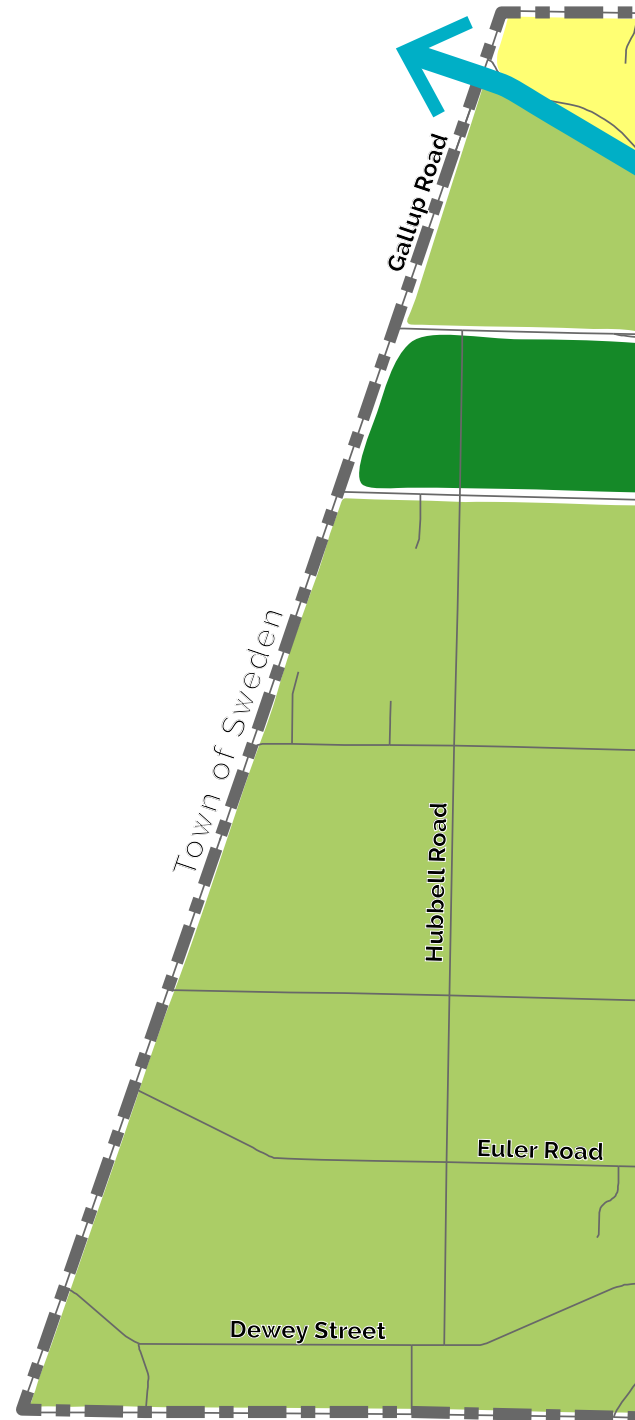
In Ogden, this place type also includes large-lot residential homes along major streets and corridors. Properties within this place type are typically larger (3+ acres) and are in more rural areas of the Town.

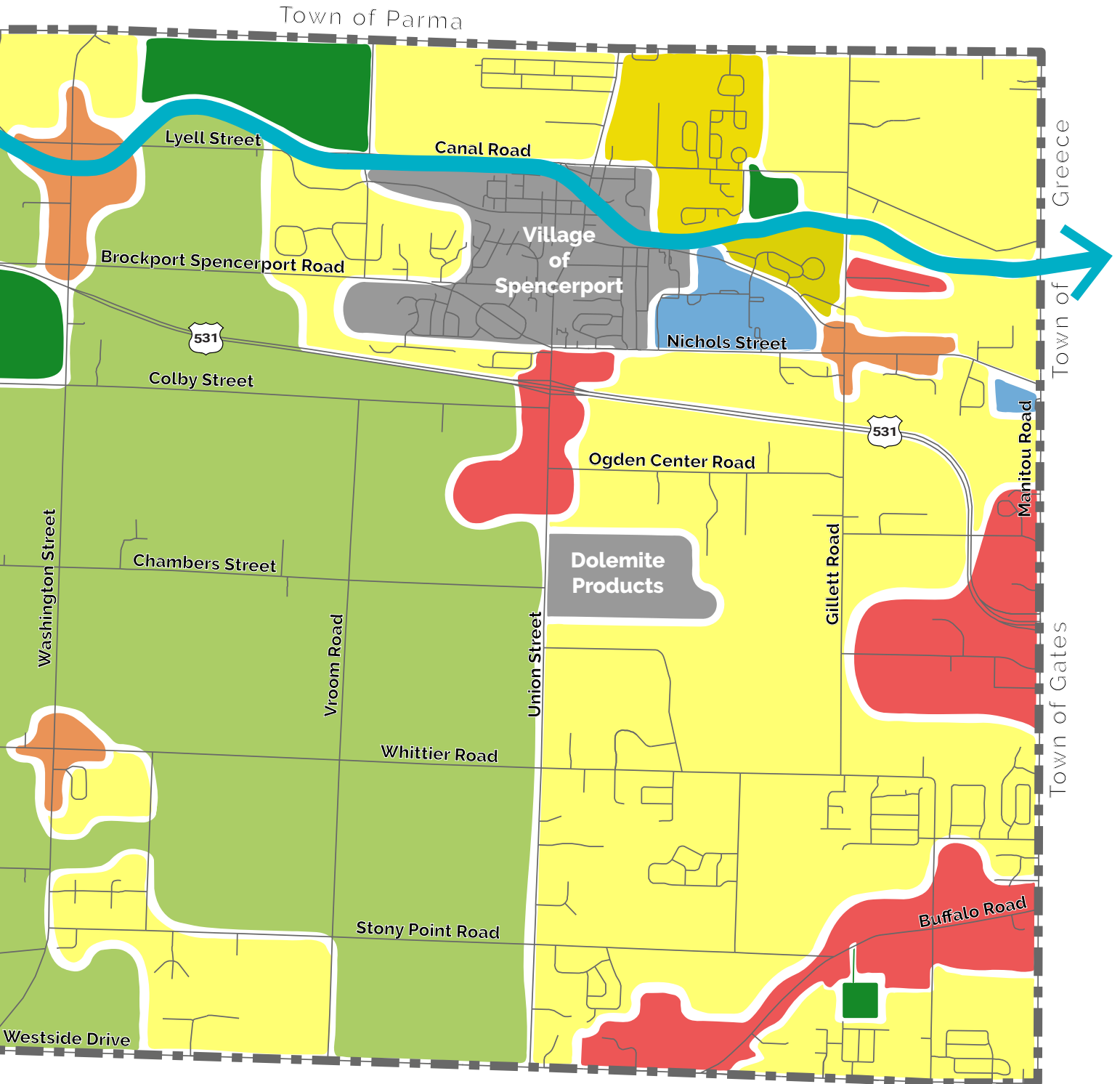
Open Space-Parks



The Open Space-Parks place types includes areas that are intended to remain as parks, public green space, or protected open space in perpetuity. These places make significant contributions to the quality of life of both residents and visitors by providing places to gather and recreate.

They also further the environmental quality of the Town of Ogden. This place type includes woodlots, waterways, trails and greenway corridors.





Legend

- | | |
|---|---|
| Neighborhood Residential | Civic-Campus |
| Mixed Residential | Agricultural-Residential |
| Neighborhood Mixed-use | Open Space-Parks |
| Corridor Mixed-use | |

Figure 11: Future Place Types
Source: Ingalls Planning & Design

FOCUS AREA



AREAS & ACTIONS

The plan's umbrella theme centers around protecting and improving the **quality-of-life** for Ogden community members. The actions below were identified and developed to further this theme. However, there were additional focus areas that function as specific categories that will advance the plan's theme and reflect the community's vision, values and principles.

These focus areas include:

1. **Housing & Neighborhoods**
2. **Civic & Cultural Resources**
3. **Community Character**

The project team and steering committee considered all qualitative and quantitative data to draft action plans that are divided into three focus areas. The focus areas were derived from community feedback and input from the steering committee. They are areas that came up often and are most in need of attention. They reflect the community theme and vision, as well as the core values and planning principles.

Once the focus areas were identified, they were further considered and developed to extend to actions that needed to take place to achieve desirable outcomes. After thorough analysis of a variety of key data, the focus areas were developed. Important action items were then identified to help the Town achieve desired outcomes for each of the priorities.

During the late stages of the comprehensive plan update, the comprehensive plan steering committee reviewed and considered the list of action items included in this section of the plan. The project team asked the committee to select the three action items that they considered to be the most immediately important. Their responses led to three action items that were identified as 'Priority Projects.' These three were analyzed and considered more deeply in order to provide sufficient detail to the Town to assist more with implementation.

Focus Areas



Housing & Neighborhoods.

Encouraging conditions that improve housing and allow for residential growth is a high priority for the Town of Ogden. Ogden has experienced some growth in residential land since the last update to this comprehensive plan in 2012. These areas of growth were further analyzed in earlier sections of the plan.



Community Character.

The Town of Ogden is known for - and proud of - its active farmland. In an effort to best encourage active farming and preserve prime farmland, the project steering committee and Ogden community members determined that farmland needs to be a priority for the future of the Town. Ogden's character is tied to active farmland as well as open space, green space and rural land. Together, these convey a Town with a strong rural character.



Civic & Cultural Resources.

The planning process revealed a desire by community members to improve and maintain many of the Town's important civic and cultural resources. This includes some obvious physical resources such as the Town Hall campus and Town roads and corridors. It also includes broader and less tangible resources such as the Town Hamlets and the Erie Canal. Of course, parks are also included in this focus area but are better addressed in the Park Master Plan.



Housing & Neighborhoods

The actions below aim to provide appropriate housing recommendations to accommodate potential growth and serve existing and future populations of Ogden.

1

Evaluate and Consider Improvements to Subdivision Regulations.

Subdivision is one of the most important municipal tools for guiding desired residential growth and development. Future residential growth could continue to occur in the southeast area of the Town. The Town's existing subdivision regulations should be evaluated to determine any needed changes that would help to maximize the efficiency of future residential development.

There are few development requirements that regulate or define site or area standards in the Town's subdivision law. While this provides developers with flexibility to design and build subdivisions to meet their needs, it does not necessarily result in optimal development for the Town.

Key components and regulations that should be considered:

- Require connected streets and restrict or heavily limit culs-de-sac;
- Require or encourage sidewalks and trails connecting to major corridors, especially closer to the Village; and
- Encourage landscaping such as street trees to buffer pedestrian ways.
- Consider hiring a planning consultant to help with any strategic updates to the zoning code and other land use regulations that were identified in this plan.

2

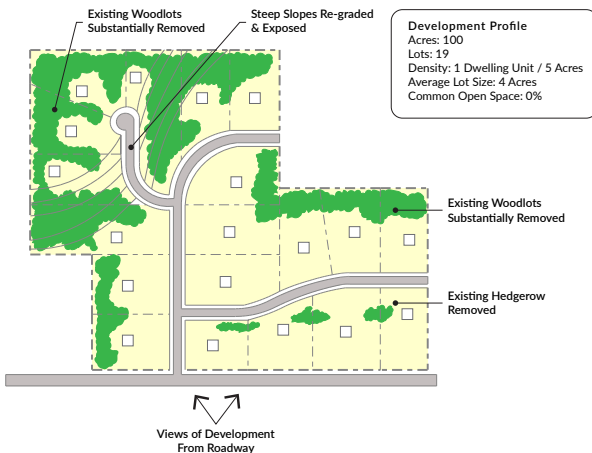
Evaluate and Consider Improvements to Cluster Development Regulations.

The Town does have provisions for cluster subdivisions contained within the subdivision law. While it is beneficial that Ogden already has some cluster regulations in place, they are minimal in nature and should be evaluated and improved as needed. Cluster regulations should be encouraged in areas where this type of development would be desirable. Areas with capable connections to existing infrastructure systems including wastewater, water, streets, sidewalks and others should be prioritized. Supplemental regulations could include a measurable metric to discern desirable density for a single cluster residential development. Cluster residential uses should be limited to existing residential and mixed-use districts and to areas with fewer infrastructure challenges.

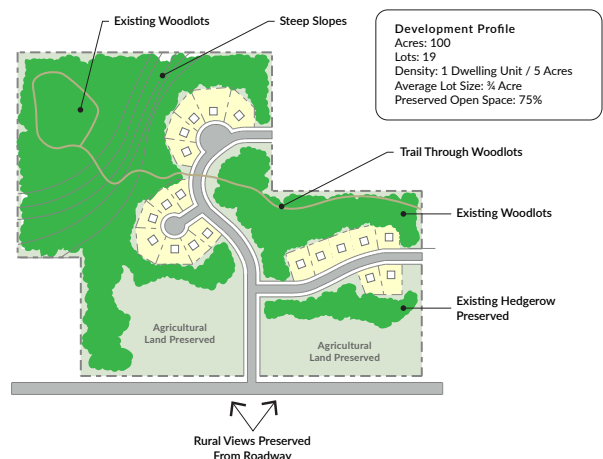
Key components and strategies that should be considered:

- Minimum lot size that best utilizes existing infrastructure and preserve open space and agricultural land.
- Require site plans for layout and configuration of all residential lots, buildings, new roads, utilities, parks and green space, and landscaping;
- Preserve agricultural land and rural viewsheds from major corridors; and
- Consider hiring a planning consultant to help with any strategic updates to the zoning code that were developed during this comprehensive plan.

Traditional Subdivision Design



Cluster Subdivision Design



3

Continue to Promote or Encourage Residential Development in Areas of the Town with Existing Infrastructure.



This action item should be considered in tandem with #1 and #2. Residential growth and prosperity is desirable in most any community, and Ogden is no different. As Ogden continues to change, the housing needs within the community will also evolve. There are existing infrastructure challenges in Ogden that affect future residential development. Whenever possible, the Town should steer residential development to areas of the Town that are best-equipped to handle that development. Specific and suitable areas within the Town are further detailed in the Future Place Types map.

This action does not mean that Ogden should exclusively pursue one type of housing or residential development in a single location in the Town, but rather that a variety of housing should be strategically pursued in the most desirable locations for future residential development. The future place type map indicates that a wider variety of housing types including multi-unit homes, townhomes, and two-unit homes could be permitted in this area north of the Village of Spencerport. To a degree, this housing is already occurring along streets in this area of Town. The Town should review their zoning code and consider ways to define and regulate various housing types in a specific district for this part of Ogden.

Single-unit residential development has occurred more frequently in the southeastern area of the Town. To the extent practicable, the Town should continue to encourage this type of residential development in this area. This may be best pursued through allowing for smaller minimum lots, connected streets, and focusing on existing infrastructure connections to most efficiently use developable land. This could also include land that is currently used agriculturally in the southeastern portion of the Town. In these cases, land should be developed to protect rural views and character and minimize the amount of agricultural land that is subdivided for residential use.

Key objectives and policy revisions include but are not limited to:

- Update residential districts in the zoning code to align with Neighborhood-Residential and Mixed-Residential place types on the Future Place Types map;
- Specifically permit more housing types for the area nearer the Village on the Future Place Types map. This should include two-family homes and duplexes as well as townhomes and condominiums; and
- Encourage interested residential developers to consider properties and land that is most readily developable. This could include areas of the Town that have existing water and/or sewer connections or can most affordably connect to and utilize existing infrastructure.
- Consider hiring a planning consultant to help with any strategic updates to the zoning code that were developed during this comprehensive plan.



Community Character

Beyond recognizing the importance of farmland in the Town, Ogden identified actions that will help ensure that community character will remain identifiably 'Ogden' into the future.

4 Update the Town's Agricultural and Farmland Protection Plan.

The Town's Agricultural and Farmland Protection Plan was completed in 2012. This plan looked at relevant market trends, stakeholder and farmer feedback, succession plans for existing farms, and government resources and programs. The plan also included a detailed agricultural profile providing a snapshot of past, present, and future conditions for farmland in Ogden. It's time for Ogden to consider an update to this plan. Data and recommendations from 2012 may no longer be as relevant in 2023 and some of the insights from the comprehensive planning process may give the Town a firm foundation on which to begin an update to the agricultural and farmland protection plan.

Key components, programs and policies that should be considered:

- Update data from comprehensive plan and property information to analyze existing farmland;
- Consider utilizing the New York State Farmland Protection Planning Grants Program to carry out an update, especially if the data indicates many changes requiring a more significant update; and
- Consider utilizing the New York State Farmland Protection Implementation Grants Program to help implement an updated Farmland Protection Plan.

5 Align Future Agricultural Land Use and Policy with the County's Farmland Protection Plan.

Monroe County is scheduled to complete an update to their Farmland Protection Plan by the end of 2024. The County's website states the purpose of this plan is to "ensure that farming continues as a way of life for Monroe County residents and that county residents can enjoy the benefits that come from having valuable, highly productive farmland within Monroe County." Ogden should review the goals and objectives of the County's updated plan and seek to align Town agricultural land uses, policies, and practices with the County's plan to the extent practicable.

Key coordination and collaboration that should be considered:

- Reach out to Monroe County to discuss and coordinate goals and objectives of the County's plan that would best align with Ogden's Farmland Protection Plan. Ideally this would take place after an update to the Town's plan.
- This action item should occur alongside an update to the Town's farmland protection plan (Action Item #4).



6 Work With Strategic Partners to Protect Farmland in the Town.

Ogden's farmland is one of the Town's most significant assets. The Town has long been a farming community and, thus, prime and active farmland is necessary and important to Ogden's way of life. As such, the Town should establish collaborative partnerships with organizations that can help Ogden farmers and landowners protect their active farmland.

One of these organizations is the Genesee Land Trust, an organization with staff who can help guide projects through the process of farmland protection. The land trust helps communities protect farmland, but they also work with established and new farmers to build bridges for the next generation of farmers. This action item should align with an updated Agricultural and Farmland Protection Plan (Action Item #4).

Key organizations and strategies that should be considered:

- Collaborate with the Genesee Land Trust to identify prime farmland that should be protected; and
- Coordinate with the Genesee Land Trust to establish a Town practice to connect with interested farmers in the area who are seeking available farmland.

Other strategic partners include:

- Existing farmers within Ogden and their connections in the farming community;
- New York Regional Navigator Team; and
- Cornell Cooperative Extension

7 Develop Future Land Use Regulations that Strengthen Active Farmland and Agricultural Practices.

Future agricultural land and farmland has consistently been mapped in the west side of the Town. Agricultural land uses and practices continue to evolve, and this should be capably reflected in Ogden's regulations and zoning code. One of the recommendations from the Town's existing Agricultural and Farmland Protection Plan suggested creating "farm-friendly" zoning districts and land uses. The existing Rural Agricultural (RA) District is intended to protect predominantly agricultural areas from non-farm development pressure. Ogden should conduct a thorough review of this district to identify any missing agricultural land uses, determine the need to update or modernize regulations and/or definitions, and re-consider the conditional land uses and their associated regulations.

In addition, the Town should consult with the Agriculture and Life Sciences Institute at Monroe Community College (MCC). The institute is an advocacy group that specifically provides land use solutions for protecting farmland and making agricultural land uses more viable for municipalities. Any changes to existing land use regulations should be aligned with an updated Agricultural and Farmland Protection Plan (Action Item #4).

Key services provided by the Agriculture and Life Sciences Institute:

- Participatory assistance to municipalities and authorities through interpretation of land use policy, regulations and ordinances;
- Assisting municipalities in developing and implementing plans to protect farmland; and
- Interpreting and assisting municipal and law enforcement officials on agricultural district laws and agricultural value assessments, including property tax exemptions through the NYS Department of Agriculture.

Key regulation and policies that should be considered:

- Conduct a review by Town staff of existing farmland and agricultural land to determine land that would be better suited under a zoning district that prioritized these uses; and
- Update zoning districts and regulations to reflect prime farmland and agricultural land uses and apply RA and/or RR districts more widely to these areas. The Town should consider districts that both prioritize agricultural uses and permit a mix of complementary uses to provide flexibility to property owners.

8**Encourage a Farm-to-School Policy for the Town’s School District.**

New York’s Farm-to-School program originated to connect schools with local and nearby farms and food producers. These programs can help strengthen local agriculture, improve student health, promote awareness of local food systems, and create an efficient use of existing local crops. The Town’s role should be to identify possible interest from local farmers and help them coordinate with the State to determine appropriate actions that need to be taken to establish a Farm-to-School program. Ogden farmers can work directly with local schools or they can coordinate with distributors to sell to schools.

Key organizations, programs and strategies that should be promoted:

- Engage local farmers and any advocacy groups to determine interest in a farm-to-school policy;
- Connect interested farmers with the Cornell Cooperative Extension to provide them with training and resources, including those for market readiness;
- Assist interested farmers by providing them with State resources including the NY Department of Agriculture and Markets.

9**Consider a Partnership with the Rochester Food Policy Council to Enhance Local and Regional Food Systems.**

The City of Rochester has a Food Policy Council which aims to promote equitable access to healthy foods and create opportunities to participate in the local food economy. The Council emphasizes equity and healthy living, including a goal to increase access to healthy food in the community. The Council’s 2023 Action Plan stresses the importance of local and regional food systems and collaboration with various partners and stakeholders. Ogden should consider establishing a partnership with the City’s Food Policy Council to help provide more local food options to the Rochester community.

Key organizations and strategies that should be considered:

- Collaborate with the Rochester Food Policy Council and local farmers to determine opportunities for expanded food options to the greater Rochester community.
- Review the Council’s 2023 Action Plan to identify potential benefits of a future partnership between the Town and the Council.

10**Promote the Local Farmer’s Market to Encourage Community Members to Buy Local.**

A local farmer’s market is held at the North Chili United Methodist Church on Westside Drive. While not a large farmer’s market, it includes many vendors with products ranging from fruits and vegetables to meats and baked goods. This long-standing farmer’s market is important to local farmers and growers and it could benefit from more exposure and promotion. The Town should coordinate with market organizers to advertise and promote the market on the Town’s website, social media channels, and other means in order to continue to encourage community members to buy local.

Key organizations and strategies that should be considered:

- Coordinate with market organizers to better promote the market. Develop a stronger relationship between the Town and the market to ensure continued success of the farmer’s market.

Utilize Strategies and Tools to Preserve and Protect Open Space.



In addition to its significant farmland acreage, the Town of Ogden also has a lot of open and undeveloped land including wetlands and forested land. There are some existing incentive zoning provisions for open space preservation in the Town's zoning code that are intended to preserve farmland and open space in accordance with Ogden's comprehensive plan. The Town's code also permits cluster subdivisions in accordance with State enabling legislation. Cluster development is specifically intended to devote some land to open space. These are some good existing tools for the Town. Below are several other tools that Ogden should consider to preserve and protect open space. This action should be considered closely alongside Action Items #4-7.

Measurable Open Space Requirements

Requiring a measurable commitment to open space within the Town's subdivision and cluster subdivision regulations is a consideration that the Town could pursue to ensure that future development does not occur in ways that inhibit wetlands, forested land and undeveloped land that contributes to the Town's rural character. These provisions should be considered for the Town's subdivision and cluster development regulations. A measurable requirement could specify that parcels larger than a certain size (1 acre, 5 acres, etc.) must set aside a certain percentage of land (25% for example) that will be preserved as usable open space.

Conservation Easements

A conservation easement is a voluntary agreement that protects natural resources on a parcel or parcels of land. When an easement is put in place, development is restricted in perpetuity. These agreements are held between landowners and a government agency or a land trust. Conservation easements are attached to a property's deed and transfer to all future property owners.

Purchase of Development Rights (PDR)

A PDR program provides landowners with a way to be compensated for unused or undeveloped land. This can manifest in a variety of ways that can both benefit landowners and protect active farms and

preserve undeveloped land. A PDR program commonly uses public money to purchase development rights to private land as a means to preserve agricultural land and open space. New York's General Municipal Law authorizes municipalities like Ogden to use funds to acquire interests or property rights to preserve both agricultural land and open space. The fund from which these purchases are made is financed at the local level through bonds that are authorized through voter referenda.

Key programs, strategies, policies and organizations that should be considered or included:

- Conduct a detailed staff review of the Town's land use codes including the zoning code, subdivision regulations and cluster regulations to identify and consider measurable open space requirements;
- Collaborate with interested property owners and NY DEC to determine suitability and potential for conservation easements. These easements come in many shapes and sizes and can be tailored to specific characteristics of an individual property;
- Should a conservation easement be a desirable solution for an individual property, the Town should coordinate with the Genesee Land Trust to determine how best to set up an agreement;
- Ensure that an update to the Town's Agricultural & Farmland Protection Plan retains the recommendation to consider PDRs for future farmland and open space protection; and
- Consider utilizing the New York State Farmland Protection Implementation Grants Program to fund the purchase of development rights (PDR) on individual farms.



Civic & Cultural Resources

The actions below are intended to give implementable steps to improve and enhance the Town's many civic and cultural resources.

12

Develop Corridor Design Guidelines to Ensure Protection of Important Rural Viewsheds and Character.

Rural character and viewsheds are an important component to Ogden's identity. The Town has many active farms and agricultural land uses that provide scenic views of rural land and cropfields. Corridor design guidelines should be adopted to ensure that future development does not hinder existing rural character and viewsheds. Moreover, these design guidelines should be developed to complement existing scenic views and promote design that enhances these views for passersby.

Corridor design guidelines could include the following (among others):

- Landscaping, buffering and screening to protect the visual quality of landscapes and viewsheds.
- Site design standards that "design with nature." This could include designing with natural drainage ways, contours and landforms;
- Roadways or vehicles access points that minimize the number of curb cuts to preserve natural vegetation including hedgerows.

Key organizations, programs and policies that should be considered:

- Consider best practices and contact other municipalities with similar corridor design guidelines, such as Henrietta NY;
- Determine the corridors and/or zoning districts where these guidelines should apply; and
- Consider hiring a consulting firm or team that has experience with transportation planning, and developing corridor guidelines and/or standards.

13

Leverage and Promote Ogden as an Erie Canal Community.

The Erie Canal runs through the Town, north of NYS Route 31. Spencerport is known as a Canal village and community, with adjacent parks, trails and the Union Street bridge. Ogden has canal-adjacent parks and trails as well, but its connection and relationship to the canal could be bolstered. Other actions in this plan should help increase physical access to and around the canal. Ogden should also strive to include the canal and relevant Canal sites in its future programming.

Key organizations, programs and strategies that should be considered:

- Consider canal sites such as Ogden Heritage Park for smaller Town events and future programming to better link Ogden to the canal.
- Connect with existing canal communities to compare strategies and promotion efforts for canal sites and events. This should include the Towns of Perinton, Pittsford and Greece and the Villages of Fairport, Spencerport and Brockport.

Develop a Town Hall Campus Facilities Plan.



Throughout the planning process, it was clear to the project steering committee that improvements were desirable and needed for some of the Town's public facilities. Many of the Town's seniors have expressed an interest in improving the Town's Senior Center and others have also indicated that the Town Hall location is in need of updates and improvements.

A comprehensive facilities plan will help the Town identify needed improvements and upgrades to the Town Hall campus. This could include re-locating the Senior Center, if feasible, to the Town Hall facility. Additionally, this plan should help determine the need concerning the re-locating of the Farmer's Library, which is currently housed at the Town Hall. This should also include recreation facilities programming for the Town Hall campus.

This facilities plan should include a detailed inventory and analysis of the Town Hall including its existing functions, amenities, services, etc. Any performed analysis should be cognizant of demographic trends in the Town, which were recently analyzed and included in this comprehensive plan update. This analysis should also consider the current functions, capacity, amenities, and services provided at the Town's Senior Center. Additionally, an assessment of the Town Hall facilities should consider what - if any - improvements are needed to improve accessibility for all Town residents. This will help the Town determine if a re-location of the Senior Center to the larger Town Hall facility is needed and, subsequently, if it is feasible.

Any facilities plan should also be grounded in achievable goals. These could include improving or moving the Senior Center, re-housing the Farmer's Library, expanding Town Hall services and amenities, etc.



Attention should also be given to establishing a capital improvement plan or program (CIP) that prioritizes and budgets any determined or desirable improvements that are recommended in the facilities plan. This CIP should align with the Town's budget, fiscal capacity and revenue sources. This CIP should be specific to the facilities plan.

Developing a facilities plan for the Town Hall campus could be carried out by Town staff, but it is possible - if not likely - that Ogden will need to hire a consultant to help develop the plan.

Key organizations, strategies and efforts that should be considered:

- Conduct an internal and preliminary inventory and analysis among Town staff to best determine existing needs and opportunities;
- If services are added or re-located to the Town Hall, Ogden should consider studying the existing site circulation, access and parking conditions to identify any needed improvements. This can be done as a component of the facilities plan; and
- If the facilities planning process determines the need to re-imagine the entire Town Hall campus/site, then the Town could consider including master planning and/or concept planning.
- Consider pursuing funding through the NYS Office of Homes and Community Renewal. CDBG funding was available in 2023 for public facility, public infrastructure and community planning;
- Consider hiring a multi-disciplinary consultant or consulting team that is well-versed in planning for public facility condition assessments, long-term facility planning, and/or facility master planning.

The Town of Irondequoit NY recently developed a Campus Master Plan to identify concepts and physical planning that will better utilize the Town Hall campus. This process was preceded by an overall public facilities plan that identified needs and opportunities for Irondequoit's Town Hall.

15

Increase Public Access to the Erie Canal Through the Development and Expansion of Trails.

Expanding or developing trails along or near the canal continues to be a priority among community members in Ogden. The 2012 comprehensive plan indicated unused railroad beds as an opportunity for new trails. Ogden should consider additional needed planning, design, and funding for converting these existing and under-utilized railroad beds into a system of trails that connect to important canal locations and assets.

The 2023 Parks and Recreation Master Plan includes a recommendation to develop a formal trail along an abandoned railroad bed near Heritage Park. Genesee Transportation Council (GTC) has a Regional Trails Initiative that was intended to expand the region's trail system in an effort to connect communities, celebrate natural features, and enhance access to cultural destinations. The abandoned railroad bed near Heritage Park is identified in the GTC trails initiative as a "Planned/Prospective" regional trail. Prospective trails are ones which have been identified and studied in previous plans, and

the railroad bed that runs south of the canal and loosely connects with Heritage Park is included as a "Planned/Prospective" trail. Through its inclusion in the Regional Trails Initiative, this trail could be a good candidate for future Federal funding through GTC.

Key organizations and programs that should be considered:

- Coordinate with GTC to identify other possible opportunities based on their existing Regional Trails Initiative;
- Coordinate with GTC to determine if any of the Town's abandoned railbeds, particularly the one near Heritage Park, could be eligible for funding to develop a trail; and
- Consider collaborating with Rails-to-Trails Conservancy to secure federal funding to develop the abandoned railbed near Heritage Park.

16

Develop Design Standards for Future Mixed-use Districts.

Ogden should consider specific design or development standards for future mixed-use zoning district to ensure that these areas within Ogden reflect quality design and development.

Site standards could include a variety of design components including interior parking lot design, building placement and orientation, desired signage and sign types, and pedestrian connectivity.

Key regulations and strategies that should be considered:

- Consider hiring a consulting firm or team that has experience with developing design or development standards. This could be done as a component to a larger update to the Town's zoning code to ensure consistency with the comprehensive plan.



17

Consider Adopting Standards for Hamlet areas and Along Certain Corridors.

Hamlet and/or corridor standards could include public space and rights-of-way including parks, streets and sidewalks, curbs, crosswalks, and other public facilities. Attention to design and maintenance of these components sends a message to residents and visitors that public space is valued and their appearance, function, condition and maintenance will be prioritized in Ogden. The Town should consider and develop standards addressing:

- Sidewalk installation and maintenance;
- Street and shade tree planting;
- Shoulders and buffer space for

pedestrians; and

- Gateways and access to parks and other public facilities.

Key regulations and strategies that should be considered:

- Determine areas in Town where this should apply. This could include Adams Basin and NYS Route 36/ Washington Street and Canal Road/ Big Ridge Road; and
- Consider hiring a consulting firm or team that has experience developing public realm standards. This could be carried out simultaneously with Action Item #12.

18

Develop a Town-wide Connectivity and Circulation Plan.

Throughout the 2023 update to the comprehensive plan, there were many discussions and comments regarding various challenges and issues with various intersections and streets in Ogden. Some of these intersections have challenging sight-lines for approaching vehicles. Others may be in need of attention to existing or needed pedestrian facilities (sidewalks, crosswalks). Still others may require solutions and actions aimed at reducing speed along important corridors in the Town.

The Genesee Transportation Council (GTC) regularly receives Federal funding, which is used to fund transportation studies and plans for communities within the region. The Town should coordinate with GTC to apply for funding to develop a Town-wide Connectivity and Circulation plan to assess important

transportation corridors and facilities and determine needed improvements. Below is a list of identified intersections and corridors that would benefit from a more nuanced connectivity and circulation plan:

Route 31 - particularly the intersection of Washington and Route 31:

- Route 259
- Big Ridge Road
- Washington Street

Key organizations and programs that should be considered:

- Coordinate with GTC to identify funding opportunities for a future study that includes identified intersections and corridors.

Implementation Matrix Introduction

The table on the following pages is intended to succinctly summarize a series of categories that are integral to implementing the action items. The information in this table details who should be involved for each action item, a rough timeline of when implementation should take place, and a list of resources that will be helpful to employ. Resources include best practice strategies, existing publications, available funding sources and existing groups or organizations with expertise to help Ogden.



Implementation Matrix

Action Item	Who Should Lead? Who Should Be Involved?
1 Evaluate and Consider Improvements to Subdivision Regulations.	<ul style="list-style-type: none"> • Lead: Town Building Department • Involved: Town Planning and Zoning Boards; Code Enforcement; Building Officer
2 Evaluate and Consider Improvements to Cluster Development Regulations.	<ul style="list-style-type: none"> • Lead: Town Building Department • Involved: Town Planning and Zoning Boards; Code Enforcement; Building Officer
3 Continue to Promote or Encourage Residential Development in Areas of the Town with Existing Infrastructure.	<ul style="list-style-type: none"> • Lead: Town Building Department • Involved: Town Planning and Zoning Boards; Code Enforcement; Building Officer; Town Board
4 Update the Town's Agricultural and Farmland Protection Plan.	<ul style="list-style-type: none"> • Lead: Town Staff; Planning Consultants • Involved: Town Planning and Zoning Boards; Town Board; Local Farmers
5 Align Future Agricultural Land Use and Policy with the County's Farmland Protection Plan.	<ul style="list-style-type: none"> • Lead: Town Staff; Planning Consultants • Involved: Town Planning and Zoning Boards; Town Board; Local Farmers
6 Work With Strategic Partners to Protect Farmland in the Town.	<ul style="list-style-type: none"> • Lead: Local Farmers & Town Staff • Involved: Town Planning Board; Town Board
7 Develop Future Land Use Regulations that Strengthen Active Farmland and Agricultural Practices.	<ul style="list-style-type: none"> • Lead: Town Building Department & Town Planning Board • Involved: Town Zoning Board; Code Enforcement
8 Encourage a Farm-to-School Policy for the Town's School District.	<ul style="list-style-type: none"> • Lead: Spencerport School District & Local Farmers • Involved: Town Staff; Town Planning Board; Town Board
9 Consider a Partnership with the Rochester Food Policy Council to Enhance Local and Regional Food Systems.	<ul style="list-style-type: none"> • Lead: Town Board • Involved: Town Staff; City of Rochester Staff

When Should This Happen?

What Are the Available Resources and/or Best Practice?

<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 • This could be pursued during a larger zoning update. 	<ul style="list-style-type: none"> • Best Practice: Review existing subdivision laws from other communities (eg Penfield, Perinton, Henrietta) • Publications: Subdivision Review in NYS (2023)
<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 • This could be pursued during a larger zoning update. 	<ul style="list-style-type: none"> • Best Practice: Review existing cluster laws from other communities • Publications: Subdivision Review in NYS (2023)
<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 • This could be pursued during a larger zoning update. 	<ul style="list-style-type: none"> • Best Practice: Review residential districts in similar communities to determine best methods to encourage housing development in the right areas in Town
<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 	<ul style="list-style-type: none"> • Best Practice: Consider pursuing funding to hire a consultant to update the farmland plan. • Funding Sources: NYS Farmland Protection Planning Grant Program
<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 	<ul style="list-style-type: none"> • Best Practice: This should occur concurrent to Action Item #4. • Funding Sources: NYS Farmland Protection Planning Grant Program
<ul style="list-style-type: none"> • General: Medium-Term • Range: 2028-2030 	<ul style="list-style-type: none"> • Groups/Organizations: Local Farmers; Cornell Cooperative Extension; New York Regional Navigator Team; Genesee Land Trust
<ul style="list-style-type: none"> • General: Medium-Term • Range: 2028-2030 	<ul style="list-style-type: none"> • Groups/Organizations: MCC Agriculture & Life Sciences Institute; NY Department of Agriculture and Markets
<ul style="list-style-type: none"> • General: Long-Term • Range: 2030-2032 	<ul style="list-style-type: none"> • Groups/Organizations: Cornell Cooperative Extension; NY Department of Agriculture and Markets
<ul style="list-style-type: none"> • General: Medium-Term • Range: 2028-2030 	<ul style="list-style-type: none"> • Groups/Organizations: Rochester Food Council • Publications: Food Council Action Plan (2023)

Action Item

Who Should Lead? Who Should Be Involved?

10	Promote the Local Farmer’s Market to Encourage Community Members to Buy Local.	<ul style="list-style-type: none"> • Lead: Town Board & Town Staff • Involved: Farmer’s Market Leadership & Organizers
11	Utilize Strategies and Tools to Preserve and Protect Open Space.	<ul style="list-style-type: none"> • Lead: Town Building Department & Parks & Recreation • Involved: Town Planning and Zoning Boards; Code Enforcement; Town Board
12	Develop Corridor Design Guidelines to Ensure Protection of Important Rural Viewsheds and Character.	<ul style="list-style-type: none"> • Lead: Town Building Department; Planning Consultants • Involved: Town Highway Department; Town Board; Code Enforcement
13	Leverage and Promote Ogden as an Erie Canal Community.	<ul style="list-style-type: none"> • Lead: Town Parks & Recreation • Involved: Town Staff; Town Board
14	Develop a Town Hall Campus Facilities Plan.	<ul style="list-style-type: none"> • Lead: Town Board • Involved: Town Building Department, other relevant Town Staff
15	Increase Public Access to the Erie Canal Through the Development and Expansion of Trails.	<ul style="list-style-type: none"> • Lead: Town Parks & Recreation • Involved: Town Building Department; Town Planning Board
16	Develop Design Standards for Future Mixed-use Districts.	<ul style="list-style-type: none"> • Lead: Town Building Department & Planning Consultant • Involved: Town Planning & Zoning Boards; Town Board
17	Consider Adopting Standards for Hamlet areas and Along Certain Corridors.	<ul style="list-style-type: none"> • Lead: Town Building Department; Planning Consultants • Involved: Town Highway Department; Town Board; Code Enforcement
18	Develop a Town-wide Connectivity and Circulation Plan.	<ul style="list-style-type: none"> • Lead: Town Highway Department • Involved: Town Building Department; Town Planning Board; Town Board

When Should This Happen?

What Are the Available Resources and/or Best Practice?

<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 	<ul style="list-style-type: none"> • Groups/Organizations: Ogden Farmer's Market, other local Farmer's Market organizers and organizations
<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 	<ul style="list-style-type: none"> • Best Practice: Review possible tools and strategies to determine which are desirable and can be efficiently pursued • Groups/Organizations: NY DEC; property owners
<ul style="list-style-type: none"> • General: Medium-Term • Range: 2026-2028 	<ul style="list-style-type: none"> • Best Practice: Consider pursuing funding to hire a consultant to develop these guidelines; Review existing design guidelines from other communities (e.g. Town of Henrietta)
<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 	<ul style="list-style-type: none"> • Best Practice: Connect with and review practices of existing canal communities, canal organizations and other similar groups
<ul style="list-style-type: none"> • General: Long-Term • Range: 2024-2030 • This action item should be pursued quickly, but it may take years to implement. 	<ul style="list-style-type: none"> • Best Practice: Hire a consultant to conduct a facilities plan; Determine need for concept or master planning for the site during this process • Funding Sources: NYS CFA; NY Office of Homes and Community Renewal (CDBG)
<ul style="list-style-type: none"> • General: Long-Term • Range: 2030-2032 	<ul style="list-style-type: none"> • Groups/Organizations: Genesee Transportation Council (GTC); Rails-to-Trails Conservancy • Funding Sources: Federal funding through GTC and Rails-to-Trails
<ul style="list-style-type: none"> • General: Short-Term • Range: 2024-2026 • This could be pursued during a larger zoning update. 	<ul style="list-style-type: none"> • Best Practice: Hire a consultant to help implement needed changes to zoning and land use regulations; carry out this action item alongside Action Items # 1, 2 and 3.
<ul style="list-style-type: none"> • General: Medium-Term • Range: 2026-2028 	<ul style="list-style-type: none"> • Best Practice: Consider pursuing funding to hire a consultant to develop these guidelines; carry out this action item alongside Action Item # 12.
<ul style="list-style-type: none"> • General: Medium-Term • Range: 2024-2028 	<ul style="list-style-type: none"> • Groups/Organizations: Genesee Transportation Council (GTC); NY DOT • Funding Sources: Federal funding through GTC