

Town of Ogden 2012 Comprehensive Plan



Adopted on November 28, 2012

Town of Ogden
269 Ogden Center Road
Spencerport, New York 14559



This plan was initiated by and completed under the stewardship of the Town Board. The membership of the Town Board includes:

Gay Lenhard, Supervisor
Tom Cole, Deputy Supervisor
Dave Feeney, Councilman
Thomas Uschold, Councilman
Malcolm Perry, Councilman

The Town would like to thank the following individuals for devoting their time and effort to developing this plan (listed alphabetically by last name):

“A community is like a ship; everyone ought to be prepared to take the helm.”

~ H. Ibsen

- Jack Crooks, Building Inspector
- Duane Fregoe, Zoning Board Chairperson
- Antonios Halaris, Planning Board Member
- Gary Parker, Planning Board Chairperson
- Dave Pulhamus, Conservation Board Chairperson
- Marc Robinson, Planning Board Member
- John Steinmetz, Steinmetz Planning Group
- Tom Uschold, Town Board Member
- Dave Widger, Highway Superintendent

The Committee would also like to thank all of the residents, property owners, and elected officials that participated in this process.

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Introduction

What Is A Comprehensive Plan?

A Comprehensive Plan provides an overall framework for future public and private investment and decision making in our community. This investment can take many forms, including but not limited to, a community's financial, civic, and creative resources. In Ogden, it is this collective investment by our residents, businesses, churches, schools and local government that will shape our physical, social and economic character. This Comprehensive Plan articulates an overall vision for the community and the means to achieve that vision. It is important to note that this plan is consistent with New York State Municipal Law. According to NYS Town Law 272-A, a Comprehensive Plan is defined as...

“Action to be effective must be directed to clearly conceived ends.”

~ J. Nehru

“the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and Instruments for the immediate and long-range protection, enhancement, growth and development of the town.”

According to New York State Law, the town's comprehensive plan must be adopted by the Town Board, which requires public review through a public hearing. However, this approval process does not preclude future review and amendment. The vision and policies within this document should be perceived as flexible. It is reasonable to assume, that as the conditions on which they are based change, their relevance to the community may change as well. In other words, this document is an instrument of Town Policy, it should not foreclose future decisions that may not align precisely with the stated vision and policies. However, for actions or decisions that deviate from the objectives expressed in the Plan, a sound argument and rationale should be presented. Such deviations should be supported only after careful consideration of the overall benefit to the community.

Planning Horizon

The planning horizon is defined by the length of time for which this plan is considered relevant and representative of the community in Ogden. It also quantifies the length of time necessary to implement a majority of the plan's recommendations. The planning horizon for this effort is 10 years or 2022. This allows for the inclusion of the information obtained in the 2020 Census to be included in the next update of this document. However, it is recommended that the information contained in this document be reviewed by the Town on a regular basis to ensure that it is relevant and beneficial prior to 2022.

Comprehensive Planning Process

The Town of Ogden's Comprehensive Plan is a product of a significant amount of time and energy provided by the members of the Steering Committee, Town Staff and the consultants hired by the Town. The Steering Committee was appointed by the Town Board to oversee the development of this plan. The members of the Steering Committee are listed on page 2 of this plan.

The plan is part of a series of successful planning and legislative efforts by the Town to articulate its future and achieve its vision and policies. These planning efforts are listed below:

- 2003 Comprehensive Plan
- 2003 Heritage Commercial District Adopted
- 2006 Open Space Plan Adopted
- 2008 Prioritization of Open Space Parcels
- 2009 Incentive Zoning Law Adopted
- 2012 Agricultural & Farmland Protection Plan

Building Upon the 2003 Plan

The 2003 Comprehensive Plan for Ogden was developed using an extensive public input process. This process included;

- A Community Forum;
- A written community survey available to all residents;
- A Community Values Survey;
- A Visual Preference type survey; and
- A Public Hearing.

Due in large part to the volume and quality of the public input received during the previous planning process, the 2003 Comprehensive Plan has served the community very well. As a result, the 2012 Comprehensive Plan utilizes as much of the content of the 2003 Plan as possible. A Steering Committee was formed by the Town to review the input from the 2003 process and complete the update process. The Committee reviewed the 2003 Plan in great detail and recommended edits, additions, or deletions where appropriate. These changes will serve to ensure that the 2012 Plan is reflective of the current state of the Town.

Introduction

Key Issues

How well a community builds upon its strengths and opportunities, addresses its weaknesses and identifies its threats will determine its level of success over time. In May, 2011 the Steering Committee participated in a brainstorming exercise to identify the strengths, weaknesses, opportunities, and threats for Ogden. The issues raised by the group are listed below and will become the basis for the 2012 Comprehensive Plan. A review of the issues raised in 2011 indicates that many of them are similar to those raised in 2003. This is an indication that the vision and policies developed in 2003 are still relevant to Ogden today.

Strengths

- Diverse living options (Country, Suburban & Village) ★★★★★
- Good community feel...neighborly ★
- Route 531 provides convenient access to the City and the region ★
- Tops Supermarket ★
- Erie Canal ★
- Rural character of the Town
- Close to Rochester, yet still rural
- Good school system, Spencerport, Churchville-Chili & Brockport
- Diverse faith community
- Town Hall complex is centrally located
- Local road system provides very easy travel around Town
- Functional government
- Police department helps to ensure that Ogden remains a safe place
- Fire & ambulance departments are good
- Successful farming community
- Financial diversity with regard to incomes (low, moderate, & high)
- Recreational & programmatic offerings for young people & seniors
- Community Center
- Relationship with Monroe County...expanding shared services with other communities
- Strong industrial base
- Lack of sewers helps to retain rural character

Weaknesses

- Taxes ★★★★★
- Existing ratio of commercial to residential development ★★★
- High bedrock throughout most of the Town ★★
- Lack of sewers limits development options ★
- Lack of retail opportunities in the Town and Village ★
- Poor drainage due to natural constraints & poor land use practices

Opportunities

- Route 531 could draw commercial & industrial development ★★
- Vacant land currently zoned for industrial purposes ★
- Approved residential lots...are essentially “shovel ready”
- Ease of commuting to jobs & markets
- Places of worship, Erie Canal, Tops Supermarket

Threats

- Taxes (local & State) ★
- Current state of the regional & national economy
- Not drawing in more industrial or commercial development
- Government funding, board turnover, & staff retirements
- Industrial & commercial operations pulling out of Ogden
- Loss of farming & farmland due to retirement, development, etc.
- Cost of maintaining a large local police department

★ Conveys the importance of the issue by indicating the number of votes given to a particular item by members of the committee.

Commonly Used Acronyms

There are numerous agencies, organizations, and planning references used throughout this document. The following list provides the acronyms for the most commonly used names and titles:

- AFT American Farmland Trust
- CEO Code Enforcement Officer
- CCE Cornell Cooperative Extension
- COMIDA County of Monroe Industrial Development Agency
- DEC Department of Environmental Conservation
- DOH Department of Health
- DOT Department of Transportation
- DPW Department of Public Works
- EMC Environmental Management Council
- GFLRPC Genesee Finger Lakes Regional Planning Council
- GLT Genesee Land Trust
- GTC Genesee Transportation Council
- MC Monroe County
- MCWA Monroe County Water Authority
- NYPF New York Planning Federation
- NYS New York State
- RGRTA Rochester-Genesee Regional Transportation Authority
- SCC Spencerport Chamber of Commerce
- SCSD Spencerport Central School District
- SEQRA State Environmental Quality Review Act
- US United States

Community Profile

Introduction

It's been said that in order to know where you are headed, you must look at where you have been. The same holds true for a community planning its future. This community profile section has been created to provide the Steering Committee and the community at large with a foundation for the vision and goals of its community.

A look at past and current conditions allows community leaders and members to make informed decisions about future direction. This section of the plan provides useful information on a wide variety of topics affecting the social, economic and environmental character of Ogden. The topics included in this section were selected based on input received from the Steering Committee and reflect the areas that will be addressed in the plan's vision and goals.

“A Community Plan is no better than the information on which it is based.”

~ T. Daniels

Several analysis measures are used to provide an accurate profile of Ogden. In many of the categories, data from several points in time will be provided to show the trends in the Town of Ogden. Observing changes over time allows us to make assumptions about future progress. Where appropriate, information from other municipalities, including the Village of Spencerport, will be included as well, providing context and a glimpse of regional dynamics that may be affecting Ogden. Although the Town and the Village are separate municipalities with individual processes, cooperative planning and action are needed to achieve their vision for the future.

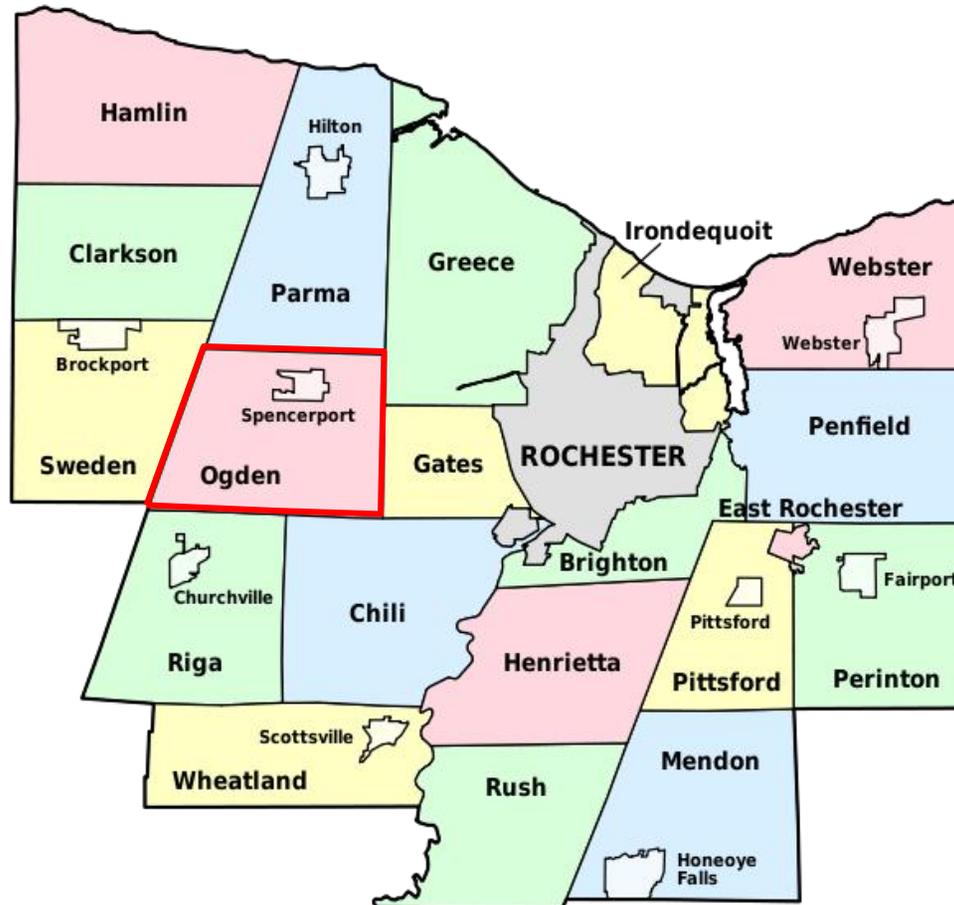
Reliable resources such as the United States Census, New York State Department of Transportation, New York State Department of Environmental Conservation, Ogden Town Hall, Monroe County and the Genesee Finger Lakes Regional Planning Council were used to compile the data needed for an accurate representation of Ogden.

It is important to note that information from the 2010 United States Census was used when available. However, as more data is published, a review of the information provided in this section is suggested in order to validate the recommendations contained in this plan and assist in its implementation.

Location

The Town of Ogden (outlined in red in Figure 1) is located in western Monroe County, New York. As the map indicates, the Village of Spencerport is located entirely within the Town. The primary access to the Ogden from the east is provided by the NYS Route 531 Expressway. NYS Route 259 (Union Street) is the main north/south road that separates the eastern and western portions of the Town. The primary travel route from the west is NYS Route 31. The Erie Canal passes through the northern portion of Ogden and through the Village of Spencerport.

Figure 1: Location Map



Map Source: [www.http://en.wikipedia.org](http://en.wikipedia.org)

Community Profile

Town Population History

A review of population trends is one of the best ways to begin a community's inventory and analysis. This information sets the stage for decisions made throughout the planning process and provides the context and understanding required for a successful plan. As shown in Table 1, Ogden grew from a total population of 14,693 in 1980 to 19,856 residents in the year 2010. This represents an additional 5,163 people or a 35% increase in persons living in Ogden over a thirty year period. A closer look at the growth trends for the Town indicates that the rate of population growth has slowed steadily between 1980 and 2010. Although its population will likely increase over the next decade, the number of new residents is expected to be similar or less than the 1,364 new residents that came to live in Ogden between 2000 and 2010.

“Understanding current & projected population changes allows the community to make informed decisions about many other aspects of community life, such as the need for more parks, schools, etc.”

~ 2003 Comprehensive Plan

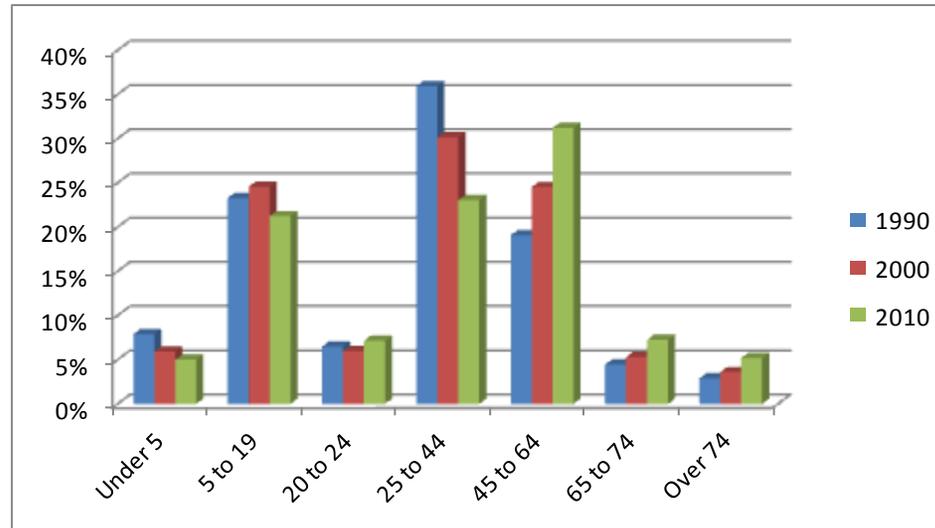
Table 1: Town Population Change 1980 to 2010 (Source: US Census)

<u>Towns</u>	<u>1980</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>	<u>Population Change</u>	<u>Percent Change</u>
Mendon	5,434	6,845	8,370	9,152	3,718	68.42%
Clarkson	4,016	4,517	6,072	6,736	2,720	67.73%
Webster	28,925	31,639	37,926	42,641	13,716	47.42%
Ogden	14,693	16,912	18,492	19,856	5,163	35.14%
Penfield	27,201	30,219	34,645	36,242	9,041	33.24%
Pittsford	22,620	24,497	27,219	29,405	6,785	30.00%
Riga	4,309	5,114	5,437	5,590	1,281	29.73%
Parma	12,585	13,878	14,822	15,633	3,048	24.22%
Perinton	38,329	43,015	46,090	46,462	8,133	21.22%
Chili	23,676	25,178	27,638	28,625	4,949	20.90%
Greece	81,367	90,106	94,141	96,095	14,728	18.10%
Hamlin	7,675	9,203	9,355	9,045	1,370	17.85%
Henrietta	36,134	36,376	39,028	42,581	6,447	17.84%
Rush	3,001	3,217	3,603	3,478	477	15.89%
Brighton	35,776	34,455	35,588	36,609	833	2.33%
Wheatland	4,897	5,093	5,149	4,775	-122	-2.49%
Gates	29,756	28,583	29,275	28,400	-1,356	-4.56%
Sweden	14,859	14,181	13,716	14,175	-684	-4.60%
Irondequoit	<u>57,648</u>	<u>52,377</u>	<u>52,354</u>	<u>51,692</u>	<u>-5,956</u>	<u>-10.33%</u>
Total	452,901	475,400	508,920	527,192	74,291	90.0%

Age

Although age may be a state of mind to the individual, it usually equates to a level of activity for the community at large. The community's age breakdown provides significant insight into the level of services and goods that may be required in a given area, as well as potential consumer trends. For example, a community with a high percentage of children under the age of 19 may have a need for increased education resources, while a large

Figure 2: Shift In Age Groups 1990 to 2010 (Source: US Census)



number of 25 to 44 year olds often indicate the potential for robust consumer activity related to raising a family and owning a home. Although age breakdown alone cannot determine the exact level of public and private sector consumer demand, it is one tool that can assist in predicting future needs.

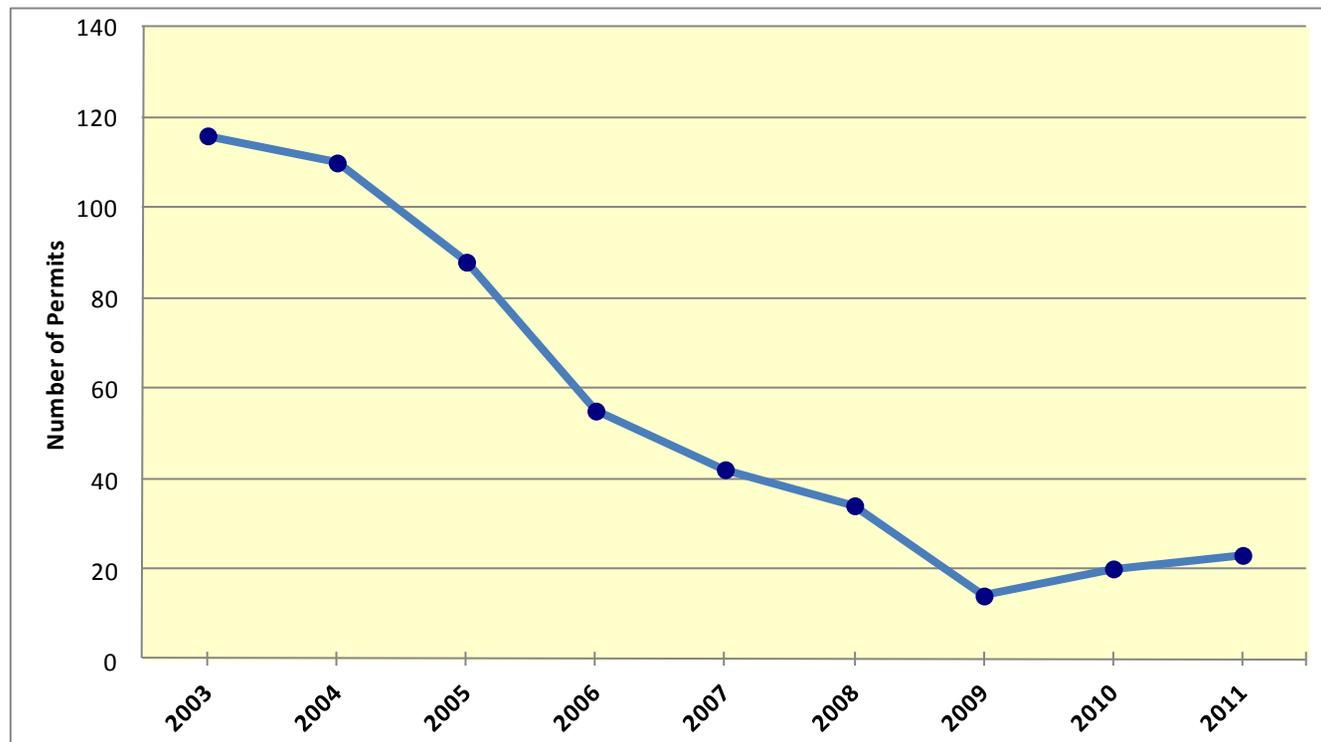
As the graph indicates, Ogden's population has aged slightly over the last decade. While the number of 5 to 19-year olds has increased slightly, the number of 25 to 44-year olds has also decreased somewhat. It is interesting to note that increases took place in the three oldest age groups. An increasing percentage of older residents may indicate the need for additional publicly provided services in the future, including health care, senior programming, etc.

Community Profile

Development Activity

The graph shown in Figure 3 illustrates the number of certificates issued each year for new homes built in Ogden since 2003. A review of this information indicates that the number of certificates issued by the Town has steadily declined between 2003 and 2009. During this six year period, the number of new homes built in Ogden each year dropped from 116 permits to 14. By comparison, in the most recent three year period (from 2009 to 2011), the number of homes completed has increased slightly. The dramatic reduction in construction activity over the past decade is consistent with the economic slowdown being experienced by the region, state, and nation.

Figure 3: C of O's Issued for new Single Family Homes from 2003 to 2011 (Source: Building Department)

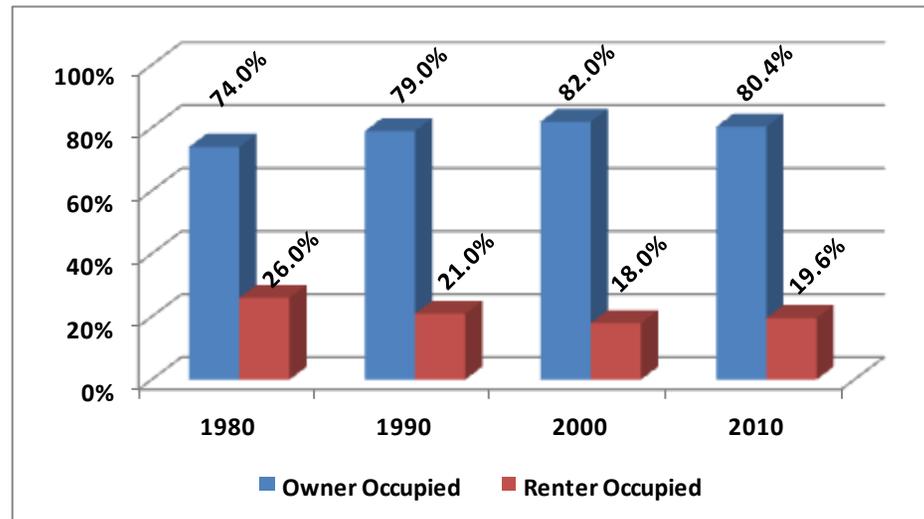


There have been 502 new single family homes completed in Ogden between 2003 and 2011.

Home Ownership

The graph to the right illustrates home ownership trends in the Town (without the Village) over the last three decades. As the graph indicates, home ownership steadily increased in the Town between 1980 and 2000. However, in the most recent decade, home ownership rates dropped for the first time in 30 years. This may be partially attributed to the increase in senior living opportunities (many of which are rental units) that have been created in the Town since the 2000 Census.

Figure 4: Shift Home Ownership from 1980 to 2010 (Source: US Census)



Ogden will continue to be a community with a high percentage of owner occupied housing. However, national trends indicate that more and more homeowners are choosing the personal freedom that renting provides over the security of home ownership.

According to the 2003 Comprehensive Plan, “The high percentage of owner-occupied housing can indicate a certain level of population stability. While homeowners do not have to consider relocation unless outside circumstances require them to (i.e., personal desire, financial reasons, new job, etc.), renters must consider their housing choice on a regular basis via their lease terms. Therefore, transient populations are more commonly found in areas with a high concentration of renter-occupied housing.”

This statement is still accurate. However, we used to think of renters as people or couples that were not able to afford to buy a home. This is changing. More and more people are choosing to rent for a variety of reasons. The most commonly cited reasons include the poor financial return on real estate in the Rochester area, the lack of maintenance costs and responsibilities associated with renting, and the ability to lock the door and travel without worrying about the property. As a result, the decrease in home ownership within the Town is expected to continue over the next decade.

Community Profile

Housing Occupancy & Home Value

According to the Greater Rochester Association of Realtors, Ogden's median home sale price in 2010 was \$139,950. A review of the information provided in Table 2 indicates that Ogden has the ninth highest median sale price within Monroe County. This is an indication that the Town is a desirable place to live with a relatively stable real estate market. However, it should be noted that the median home sales price in Ogden did not keep up with the rate of inflation.

Table 2: Comparison of Median Home Sale Prices from 2000 to 2010 (Source: GRAR)

<u>Towns</u>	<u>2000</u>	<u>2010</u>	<u>2000 Adjusted</u>	<u>Did Sale Prices Keep Up w/ Inflation</u>
Pittsford	\$213,500	\$262,500	\$270,354	No
Mendon	\$209,500	\$244,000	\$265,298	No
Penfield	\$145,000	\$190,000	\$183,613	Yes
Perinton	\$142,900	\$184,475	\$180,954	Yes
Webster	\$129,900	\$171,000	\$164,492	Yes
Rush	\$138,600	\$170,000	\$175,509	No
Brighton	\$127,000	\$170,000	\$160,819	Yes
Riga	\$111,900	\$160,000	\$141,698	Yes
Ogden	\$111,250	\$139,950	\$140,875	No
Chili	\$97,700	\$135,000	\$123,717	Yes
Henrietta	\$94,700	\$128,500	\$119,918	Yes
Parma	\$98,800	\$126,500	\$125,110	Yes
Sweden	\$89,900	\$126,000	\$113,840	Yes
Clarkson	\$96,500	\$123,250	\$122,197	Yes
Greece	\$89,000	\$116,750	\$112,700	Yes
Irondequoit	\$82,500	\$109,900	\$104,469	Yes
Wheatland	\$89,750	\$106,500	\$113,650	No
Hamlin	\$84,500	\$105,000	\$107,002	No
Gates	\$84,900	\$104,900	\$107,508	No

Ogden's housing vacancy rate has remained steady over the past decade. According to the US Census, it was 3.2% in the year 2000 and has increase slightly to 3.4% in 2010.

Community Profile

Based on the public input received during the previous comprehensive planning effort and the ongoing interest in various development proposals, it can be said that there is considerable concern about the potential for future development of land currently designated for agriculture. Although development will have to be monitored to ensure it is in keeping with the Town's vision for the future, some residential development will be necessary. In addition to location, the Town should also consider the type, design, scale and price range for any new residential developments proposed in the Town. These decisions will go a long way in determining Ogden's character and appeal.

Assessed Value

In 1996, the Town of Ogden instituted the use of full valuation assessments. Table 3 contains a comparison of total assessment for Ogden in 2001 and 2011. Between 2001 and 2011 the Town's total assessed value increased at average rate of 4.19% per year and did keep pace with inflation. The Town should continue to monitor assessments as a general indicator of the community's economic condition.

Table 3: Comparison of Assessed Value for Ogden from 2001 to 2011 (Source: Town Assessor's Office)

	<u>2001</u>	<u>2011</u>	<u>2001 Adjusted</u>	<u>Did Assessed Value Keep Up w/ Inflation</u>
Total Assessed Value	\$728,474,085	\$1,034,062,031	\$924,680,847	Yes

Community Profile

Household Income

Actual income data from the 2010 Census has not been released at this time. However, estimates for the 2010 Median Household Income are available and are contained in Table 4. According to the information contained in Table 4, Ogden's Median Household Income is approximately \$67,973. This represents the sixth highest income level among Monroe County towns.

Table 4: 2010 Estimates for Median Household Income (Source: US Census)

<u>Towns</u>	<u>HH Income</u>
Pittsford	\$102,355
Mendon	\$90,326
Rush	\$81,184
Perinton	\$74,497
Penfield	\$71,550
Ogden	\$67,973
Webster	\$66,727
Riga	\$64,846
Chili	\$63,937
Parma	\$63,607
Clarkson	\$62,324
Wheatland	\$61,462
Brighton	\$61,381
Hamlin	\$59,286
Henrietta	\$58,750
Greece	\$53,894
Sweden	\$52,623
Irondequoit	\$51,683
Gates	\$50,677

Transportation

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 for commuters traveling to 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. Traffic along Manitou Road, Union Street (SR 259), Washington Street (SR 36) and Spencerport Road (SR 31) west of Washington Street (SR36) has increased during peak hours. The increase seems especially noticeable on Union Street (Route 259) and Manitou Road.

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. The exact nature of these improvements are currently under design.

Another transportation factor to consider are the bridges over the Erie Canal. The canal serves an important role for the village, as a recreational and economic development draw. Although the canal's former role as a commercial artery is now defunct, the bridges over it have a direct effect on Ogden's current transportation system. Several bridges over the barge canal are relatively narrow and are weight restricted. In other words, the original design of these bridges was not intended to accommodate the wider and heavier vehicles of today. These restrictions apply to the bridges on Union Street, Trimmer Road, Gillett Road and Gallup Road.

NYSDOT is the process of planning improvements to the terminus of NYS Route 531, Washington Street, & NYS Route 31.

Community Profile

Agricultural Activity

Farms, orchards and vineyards all have one thing in common—they are an asset to the community in which they are located. In addition to the aesthetic benefit of having agricultural land and open space located within a community, agriculture also contributes to the success of the local economy and the character of the Town. While the presence and strength of the agriculture industry may vary from town to town, it is always a resource that must be considered carefully when determining the future of the Town. Agriculture has been the predominant land use in the Town of Ogden for centuries. It is a vital resource that contributes to the town's economy, character and appeal. Planning for Ogden's future must take into consideration that agricultural lands will face considerable pressure to be developed.

The preservation of farmland & open space has been highlighted as one of the most important issues within Ogden during the various planning efforts undertaken over the past decade.

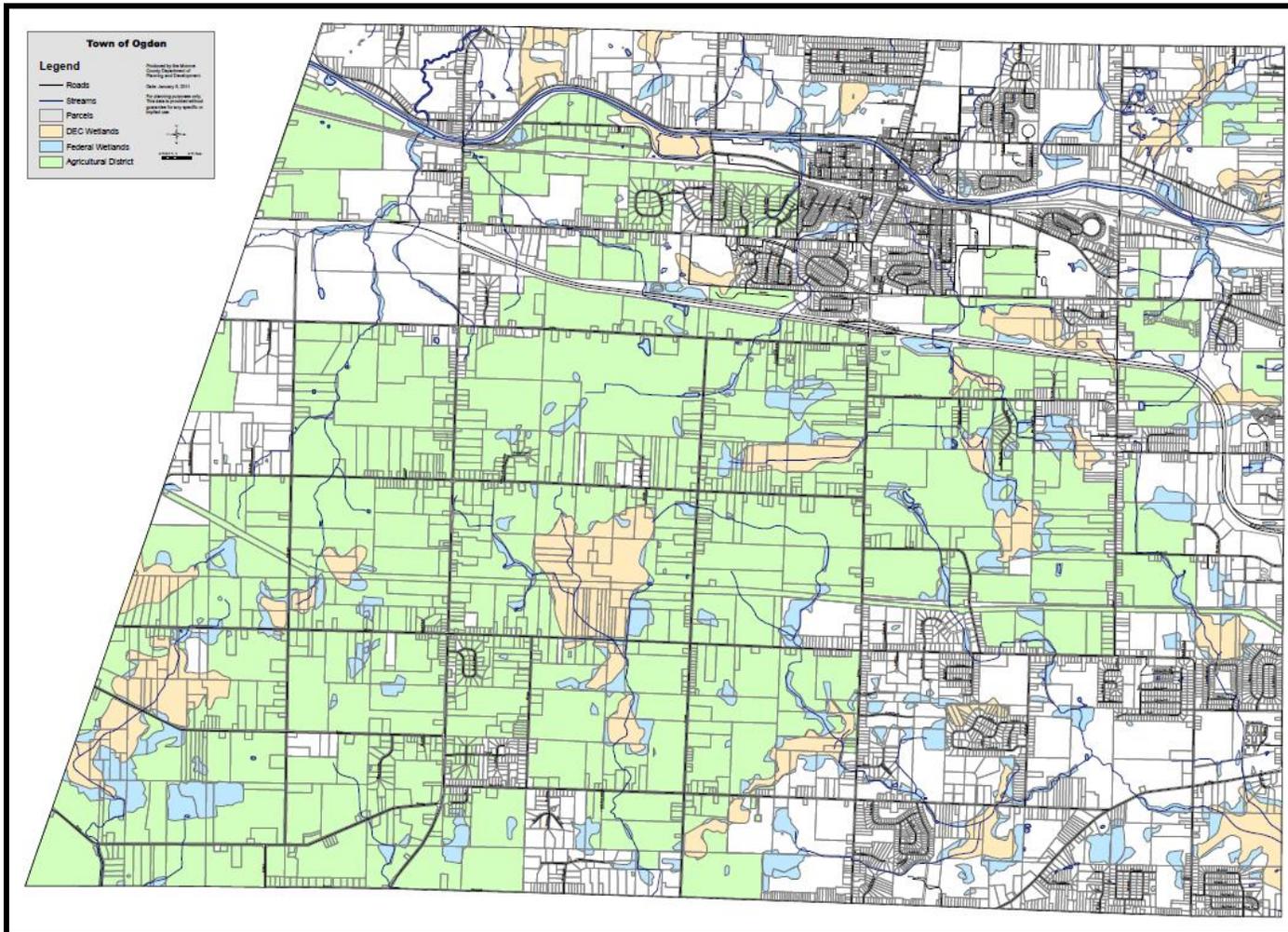
Agricultural activity in Ogden can be divided into three categories; fruit crops, livestock, and field crops. According to the information contained in Table 5, Ogden's primary agriculture activity is field crops. In 2011, over 70% of all active farmland in the Town is devoted to field crops. By comparison, livestock farming occupies approximately 26% of the Town's active farmland. The remaining 3% of the active farmland in Ogden is used for fruit crops. Approximately 17% of all farmland in Ogden is classified as vacant. Vacant farmland includes land used for pasture, land that is temporarily fallow, or land that was once used for farming but is no longer in service.

Table 5: Existing Agricultural Activity in Ogden (Source: Real Property System & Farmer Input)

	<u>Acres</u>	<u>Percent of Active Farmland</u>	<u>Percent of All Farmland</u>
Fruit Crops	207	3.4%	2.8%
Livestock	1,623	26.4%	21.8%
Field Crop	4,322	70.2%	58.0%
Vacant Farmland	<u>1,296</u>	<u>NA</u>	<u>17.4%</u>
TOTAL	7,448	100%	100%

In general, farming activities are spread throughout Ogden, with a higher concentration of agricultural activity occurring in the western half of the Town. The larger farm operations are also located in the western half of the Town.

Figure 5: Ag District & Wetland Map



There are currently two Ag Districts which are operating in Ogden. These districts include portions of Midwestern District #1 and Northwestern District #5. Figure 5, shows the combined extent of these two Ag Districts in the Town. NYS Ag Districts have to be renewed every eight years. The renewal dates for Midwestern District #1 is 2013 and for Northwestern District #5 is 2016.

Community Profile

Implications

The information contained in this Community Profile is intended to provide a snapshot of the Town's past, present, and future conditions. Although the exact changes that will occur in Ogden over the next decade are impossible to predict with a high degree of accuracy the following assumptions will guide the Comprehensive Planning process:

- Population growth will continue but at a slower rate than previously experienced;
- The population growth of senior citizens will continue to outpace other age groups;
- Real estate values will continue to be stable; significant increases in value are not likely;
- Sanitary sewer capacity will be one of the primary limitations on new residential development;
- Development will occur where sanitary sewers are available, primarily in the following areas:
 - ◆ Adjacent to the Village of Spencerport;
 - ◆ Near the eastern town boundary that Ogden shares with Greece and Gates; and
 - ◆ Near the southeastern town boundary that Ogden shares with Chili.
- Road carrying capacities will remain more than adequate; and
- Farming will remain a strong component of the local economy.

“Prediction is very difficult, especially about the future.”

~ Niels Bohr

These assumptions, combined with the key issues summarized on page 6, will form the basis of the community's vision and policy areas for the updated Comprehensive Plan.

Position Statement

The position statement from the 2003 Comprehensive Plan states;

“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.”

This statement is still accurate. However, the recent downturn in the national economy has been felt in Ogden. New commercial and industrial investment in the Town has slowed dramatically. A review of housing values and building permit activity indicates that the market for new and existing homes has also softened.

Looking ahead, the Town feels that it still has the assets and resources in place that make it a great community. Ogden and its partners will continue to work towards achieving its vision while recognizing that the rate of change and the pace of investment will continue to be less than it experienced during the formulation of its previous Comprehensive Plan. Over the next decade, the Town will focus on preserving and enhancing existing public investments and community programs rather than actively seeking out new or expanded initiatives.





Plan Framework

Good public policy is developed and implemented on multiple levels. It must address the short and long term needs of a community as well as provide varying levels of detail. In an effort to accomplish this, this plan has five key elements. To help illustrate certain elements of the plan, non-planning examples have been included.

1. **Vision:** A general statement of a future condition which is considered desirable for the entire community; it is an end towards which all actions are aimed. Think in terms of what you want the community to "have" or "be". The Vision should not dramatically change over time but rather be consistent throughout the planning period.
2. **Policy:** Similar to a vision in that it is a general statement of a future condition towards which actions are aimed. However, the scope of a policy is much more narrow. It should support the vision by addressing a particular area or issue facing a community. Policies should not dramatically change over time but rather be consistent throughout the planning horizon. Ideally, the policies contained in this plan should be useful for the 10-year planning horizon. *Policy Example: To have a well educated child.*
3. **Policy Objective:** A statement of a measurable activity to be accomplished in pursuit of the policy; it refers to some specific aspiration which is reasonably attainable. Think in terms of actions such as "increase", "develop", or "preserve". The general lifespan of a policy objective is 6 to 10 years. *Policy Objective Example: To increase my child's vocabulary.*
4. **Policy Measure:** A specific measure that relates directly to accomplishing the objectives; it identifies how, when, and amount to be done. Think in terms of, "how do we tell if our objectives are working?" Measures should be reviewed every one to two years to determine if the objectives are effective. The measures included in this plan are more general and do not specify a time frame and amount to be accomplished. The Town should work to establish the baseline condition for all the measures in this plan and then determine the level and timing that is desirable. *Policy Measure Example: Number of new words spoken in six months.*
5. **Implementation Items:** A specific proposal to do something that relates directly to accomplishing an objective; it can take the form of a plan, project, or program. The lifespan of an implementation item can vary from one to 10 years depending on the item. Although the plan contains specific implementation items to guide future activity, it should not preclude the implementation of additional items that the community may identify over time. *Implementation Item Example: Introduce one new word a week, repeating it three to five times per day.*

Community Vision



Community Vision

"It is the vision of the Town to be an attractive place to grow up, live, raise a family, and enjoy retirement. It will be a place known for its...

- **Attractive & safe residential living areas;**
- **Diverse economic opportunities;**
- **Quality community resources;**
- **Diverse leisure & cultural assets;**
- **Scenic natural resources;**
- **Regional collaborative efforts;**
- **Vital farmland & agricultural heritage; and**
- **Appealing design & development practices.**

...The Town will strive to achieve this vision while managing future growth in a way that maintains its rural character and small town charm. The Town also recognizes that the Village is the social and cultural center of the Town, which enhances its overall appeal and the quality of life of its residents."

Policy Area: Residential Living

Policy

It is the policy of the Town to locate future residential development in areas where existing infrastructure is available, ensuring that high quality farmland and open space are preserved. Ogden's current mix of housing options, including traditional Village neighborhoods, hamlets, suburban subdivisions and rural homesteads, are appealing and attract a wide range of residents. Future residential areas in the Town should minimize negative impacts related to traffic and noise and capitalize on Ogden's rural character and appeal.

Objectives

- A. Encourage residential development to be directed to areas where water and sewer are available or consistent with future land use map.
- B. Increase opportunities for mixed-use residential development, including single-family and neighborhood commercial uses.
- C. Accommodate a variety of living options.
- D. Preserve existing housing values.
- E. Ensure there is sufficient housing for seniors that is attractive and convenient.
- F. Extend village character to neighborhoods in the Town where feasible.
- G. Utilize alternative development techniques to minimize land consumption.

Measures

- 1. Number of housing code enforcement cases.
- 2. Percentage of single, double and multi-family housing units.
- 3. Percentage of home ownership.
- 4. Median assessed home value.
- 5. Median selling price in a calendar year.
- 6. Number of clustered subdivisions.
- 7. Number of senior housing units.

Implementation Items

- a. Where feasible and desirable, ensure that new roads and subdivisions form an interconnected street pattern.
- b. Continue to encourage developers to bury lines in new residential construction.
- c. Utilize the future land use map as a guide for locating future residential development. However, deviations from the future land use map may be necessary or desirable to achieve the intent of the goals and policies contained in this document. In these cases, a sound argument and rationale should be presented for actions or decisions that deviate from the objectives expressed in the Plan.
- d. Encourage the location of housing for the elderly in close proximity to services and transportation.
- e. Encourage alternative development techniques where appropriate to achieve the Town's vision. These include but are not limited to utilizing the clustering provisions or incentive zoning law adopted by the Town.

Policy Area: Economic Opportunities

Policy

It is the policy of the Town to support economic opportunities within the Village of Spencerport and the hamlets while encouraging industrial growth and the development of designated commercial nodes throughout the Town. Economic development located in the Town will respect the Village's role in local commerce and complement existing businesses in a way that meets the needs of the community. In addition, commercial development outside the Village will be aimed at a broader community and may serve residents and visitors from neighboring towns. Existing and new businesses within the Town will maintain the Town's current character and rural appeal.

According to Businessweek magazine, the Rochester region had the 15th strongest job market in the Country in 2010. In 2011, Business Facilities named Rochester, the first in job growth for mid-sized regions.

Objectives

- A. Encourage additional services and retail opportunities available locally for Town and Village residents.
- B. Maintain or increase the commercial and industrial tax base.
- C. Ensure there is a balance of residential, commercial and industrial development to ensure future growth does not negatively impact the overall tax base.
- D. Capitalize on the available highway system to attract a wide variety of light and high-tech industry into the Town's designated industrial areas.

Measures

- 1. Percentage of occupied commercial and industrial space.
- 2. Per Capita Income/Median Family income.
- 3. Number of events, attractions or destinations that draw over 1,000 people per year.
- 4. Number of Chamber of Commerce members.
- 5. Number of retail and service establishments located in the Town.

Policy Area: Economic Opportunities

Implementation Items

- a. Assess percentage breakdown of agricultural, business and industry, and residential to determine which areas need to be encouraged to maintain a proper balance of land uses in the future.
- b. Once identified (in Task a), solicit local and regional developers to fill existing gaps in business and industrial operations within the Town of Ogden.
- c. Survey vacant commercial and industrial spaces regarding their size, location and specifications in order to have updated information for realtors and developers.
- d. Pursue businesses that can provide support services to existing manufacturing or industry in the town.
- e. Better define the purpose and design requirements of the “Heritage Commercial District” which extends along S. Union Street from the Village line to Chambers Street.
- f. Provide the planning and zoning board with the future land use map included in this plan along with any written guidelines to assist them in approving the appropriate placement of future commercial and industrial development.
- g. Continue the positive working relationship with the County of Monroe Industrial Development Agency (COMIDA) to market and attract industrial developers to Ogden.
- h. Conduct a market analysis of commercial areas/nodes within the Town and determine niche market opportunities.
- i. Work with the Village of Spencerport to analyze the current market and identify niche market opportunities.
- j. Survey Town and Village residents to determine what types of goods and services they would like to see available in the community.
- k. Explore the possibility of creating marketing themes for various commercial or mixed-use areas throughout the Town.
- l. Work with the Spencerport Area Chamber of Commerce to survey local businesses to determine their current level of success and solicit ideas for improving Ogden's business environment.
- m. Improve fiber-optic and high technology communication infrastructure within the Town as an incentive for new business start-up and relocation.

Policy Area: Leisure & Culture

Policy

It is the policy of the Town to ensure that a wide variety of leisure and cultural opportunities exist within the community. Three golf courses, the Erie Canal, Town and County parks, the Town Recreation Department and Springdale Farm are some of the attractions that residents of the Town, Village, and neighboring municipalities frequently enjoy. The Town will support these types of activities as it seeks to increase the quality and quantity of activities provided to its residents and visitors, such as additional recreational facilities and an expanded public open space system.

Objectives

- A. Improve the condition and usage of existing park and recreation facilities located in the Town.
- B. Promote the recreational opportunities available (i.e., golf courses, Town and County parks, etc.) to residents of Ogden and neighboring towns.
- C. Provide and expand a wide variety of recreation activities and facilities for residents of all ages.
- D. Preserve open space for public access and recreation, and promote and expand existing trails and greenways.
- E. Improve utilization of the Erie Canal as a recreational resource.
- F. Ensure park facilities keep pace with growth in the Town.

Measures

- 1. Number of residents participating in recreation programs by age group.
- 2. Average daily canal usage.
- 3. Miles of completed trail system.
- 4. Acres of park land and open space available for public access (calculated per capita)
- 5. Number of park and recreation facilities.
- 6. Dollars spent on recreation projects or programs.
- 7. Miles of snowmobile trail.

Implementation Items

- a. Utilize the Parks and Recreation Master Plan to guide updates to existing facilities and the development of new facilities at each of the Town's parks.
- b. Initiate development of the following recreational facilities:
 - Heritage Trail Park; and
 - Park in the southeast quadrant of the Town.
- c. Develop a detailed plan to create trails along the Canal and on unused railroad beds that traverse the Town of Ogden from east to west. Including a multi-use trail that connects the Canal to Northampton Park and to the Route 5 Bike Trail.
- d. Continue to utilize the Town of Ogden's official website or maintain a separate site to advertise and showcase recreational and cultural events in the town.
- e. Promote various community activities (e.g., Erie Canal, parks, golf courses, and agricultural attractions) throughout the region, with emphasis on opportunities for multi-day visits.
- f. Encourage the development of additional bed and breakfasts or other alternative accommodations to attract visitors to the area.
- g. Expand boater services and facilities available along the canal.
- h. Identify opportunities to connect existing and new park areas by developing an off-road recreational trail way system.
- i. Support the clean up of land along the Canal, the development of recreational boating, and the upgrading and maintenance of the Canal towpath.
- j. Utilize clustering provisions or incentive zoning law to create leisure opportunities in appropriate areas as development occurs.

Policy Area: Community Assets

Policy

It is the policy of the Town to have community assets (public services, civic organizations and business groups) that meet the needs of residents and support local businesses. The Town enjoys the health and safety benefits provided by its local police department, local fire department and ambulance services, as well as the public water and sewer service (in certain areas). The welfare of residents is ensured by three public school districts, the public library, the faith community and the senior center. The collective efforts of these public and not-for-profit groups are an invaluable asset to the community, and it is essential that the level of service provided to the Town is maintained or increased based on future need.

Objectives

- A. Maintain the current level of services necessary to ensure the health, safety and welfare of the residents.
- B. Ensure that public services and resources are conveniently located and easily accessible.
- C. Increase public participation in community planning and decision making.
- D. Maintain current water and sewer services and expand service where consistent with the Town's future land use map.
- E. Enhance accessibility for all people with disabilities.

Measures

- 1. Public library materials per capita.
- 2. Number of places of worship.
- 3. Property and overall crime rates.
- 4. Annual usage of senior center.
- 5. Attendance at public meetings (i.e., Town and Village Boards, Planning Boards, etc.).
- 6. Percent of 18 and older registered to vote.
- 7. Number of 911 calls/responses in the Town and Village.

Policy Area: Community Assets

Implementation Items

- a. Continue to allow the community center to be used as a meeting place for various volunteer organizations.
- b. Work with the local school districts and Roberts Wesleyan college to establish a resource sharing program. which enables town residents to utilize campus facilities (e.g. library, gyms, indoor pool, meeting rooms).
- c. Collaborate with area schools to develop a volunteer/community service component that will benefit local organizations.
- d. Conduct a community resource inventory of the Town and determine the topical areas or constituencies that require new or improved services.
- e. Continue to utilize citizens advisory committees that convene as needed (e.g. quarterly, bi-monthly or monthly) to provide input on a variety of topics and feedback on a wide variety of town policies and projects. These "focus groups" of citizens should represent the diversity of residents living in the town.
- f. Use alternative public awareness techniques (i.e., notices sent through school district, community newspapers and advertising publications) to encourage increased attendance at board meetings and public hearings.
- g. Ensure ADA compliance in all public buildings and businesses located in the town.
- h. Administer community surveys as needed to gauge the quality of services delivered within the community.
- i. Place new civic uses in close proximity to the Village of Spencerport.
- j. Work with RTS to improve transit service and provide efficient connection to activity centers throughout the community.

Policy Area: Natural Resources

Policy

It is the policy of the Town to be a community that preserves and enhances the quality of its natural resources (air, land, and water) through the combined efforts of its residents, businesses and government. Sound development practices, proper zoning guidelines and community stewardship should be employed to reduce or eliminate the degradation of these resources. In particular, special attention should be given to protect the Town's open space, such as wetlands, woodlands, streams, farmland and parks, due to their environmental, aesthetic and recreational value.

Objectives

- A. Avoid placement of harmful activities or development in or near environmentally sensitive areas.
- B. Expand the reduction, reuse and recycling of appropriate materials.
- C. Reduce and mitigate air and noise impacts through sound site development practices.
- D. Provide needed training to local officials and board members.
- E. Investigate and utilize techniques to preserve open space within the Town.

Measures

- 1. Creek water testing results.
- 2. Cubic yards of organic material collected.
- 3. Acres of preserved open space.
- 4. Acres of wetland.
- 5. Acres of woodlands.
- 6. Quality of surface water.

Implementation Items

- a. Continue to utilize and improve the effectiveness of the Town wide drainage district.
- b. Establish environmental protection overlay districts.
- c. Ensure the planning and zoning boards are well educated on the New York State Environmental Quality Review Act and EPA MS-4 Standards and how other communities have applied them to development proposals within their community.
- d. Support a volunteer stream watch program, including the participation of local science teachers, to ensure the safety and cleanliness of local waterways, the canal, its bank areas and nearby open space.
- e. Ensure that industrial uses are managing their waste operations in a way that does not negatively impact neighboring properties or natural resources.
- f. Monitor construction sites and facility operations.
- g. Maintain and update, the prioritized inventory of open space parcels.
- h. Encourage creative development practices in residential areas whenever possible in an effort to preserve open space and limit the environmental impacts of new development.
- i. Research grant opportunities and other methods for obtaining funds needed to purchase development rights to key open space areas.
- j. Identify training opportunities for local officials and board members to obtain information and techniques relevant to preserving the area's natural resources.
- k. Establish greenway corridors along streams as part of a town-wide open space system.
- l. Establish buffer/setback standards for new development to help protect significant streams.
- m. Continue the policy of no net loss of designated wetlands within the Town.
- n. Seek remediation of sites that have impaired or continue to impair groundwater quality.
- o. Investigate establishing local State Environmental Quality Review Act (SEQRA) thresholds.
- p. Conduct floodplain studies.

Policy Area: Regional Collaboration

Policy

It is the policy of the Town to have inter-municipal relationships that strengthen the regional economy, protect sensitive environmental areas, preserve local character, and enhance the quality of life for residents. The Town recognizes that its well being is directly linked to that of the Village and the County as a whole, and it understands that the success of these relationships is critical to the future of the Town. Ogden will work with neighboring towns to ensure that any expansion and development in this area positively impacts the businesses and residents.

Objectives

- A. Work with Village officials to ensure all planning and design efforts are complimentary.
- B. Consolidate or share services with other municipalities, when feasible, in an effort to reduce residents' tax burdens.
- C. Work with neighboring towns to address common issues and concerns.
- D. Strengthen relations with neighboring towns in an effort to pursue grant opportunities and improve communication.
- E. Coordinate with neighboring towns and villages on the maintenance, use and development of the Erie Canal.
- F. Strive to view and protect the environment using natural boundaries (watersheds, prime soil areas, etc.) rather than municipal boundaries.

Measures

- 1. Number of joint grant applications submitted with other governments.
- 2. Total cost of government in the Town and Village per capita
- 3. Water quality of surface water.
- 4. Annual operating budget savings from shared or consolidated services.
- 5. Number of joint endeavors with other municipalities.
- 6. Number of new jobs created each year.

Policy Area: Regional Collaboration

Implementation Items

- a. The Town should work with the Village to:
 - Plan the future transportation network for the community and indicate potential street extensions and improvements;
 - Adopt land use maps that are complimentary; and
 - Market the area to potential businesses and visitors in conjunction with the Spencerport Chamber of Commerce and Monroe County.
- b. Identify ways to increase the number of shared or consolidated services where feasible. Examples include:
 - Soil and Water Conservation efforts;
 - Coordination of Emergency Management efforts between the Town and County; and
 - Highway Department services and equipment with other the school districts, Towns, the County, and NYS.
- c. Establish an ongoing dialogue with towns similar to Ogden in an effort to share ideas and information.
- d. Collaborate with neighboring towns on projects that have a regional impact (i.e., the extension of Route 531 and development of the Erie Canal).
- e. Develop a regional marketing plan with neighboring towns to attract business and industry to the Rochester area instead of Syracuse or Buffalo.
- f. Pursue state and federal funding opportunities (grants. etc.) with neighboring municipalities and private organizations. Recent experience has been that applications showing collaborative efforts among municipalities can be highly successful.
- g. Encourage residents from Ogden and neighboring towns to work together to address common residential issues along town border areas.

Policy Area: Farmland & Agricultural Heritage

Policy

It is the policy of the Town to be a rural community that values its farmland and agricultural heritage. In addition to agriculture's contribution to the community's rural character, the Town acknowledges that farming and farmland contribute to the local economic base and provide a public service in the form of open space. The Town will support land use regulations that protect agricultural land from residential and commercial encroachment and will work to support the viability and success of existing agricultural businesses.

Objectives

- A. Protect prime soils for current and future farm use.
- B. Ensure that the infrastructure necessary for successful agricultural operations is in place and properly maintained.
- C. Support the agricultural economic development needs and opportunities of the local farming community.
- D. Increase the community's awareness of the significance that agriculture and farming have in their daily lives.
- E. Ensure that local regulations and permit procedures are supportive and protective of agricultural activities.
- F. Maintain positive relationships between the various levels of government and the farming community.

Measures

- 1. Number of farms.
- 2. Value of agricultural products sold.
- 3. Acres of active farmland.
- 4. Acres of prime farmland that are lost or preserved.
- 5. Number of nuisance complaints received by the Town.

Policy Area: Farmland & Agricultural Heritage

Implementation Items

- a. Work with the Monroe County Farmland Protection Board to support area farmers and implement the recommendations of Ogden's Farmland Protection Plan.
- b. Consider modifying the existing zoning regulations to make them more "farm friendly."
- c. Continue to utilize and improve the effectiveness of the Town wide drainage district.
- d. Support the development of a agricultural mentoring program on the west side of Monroe County. This could take the form of a Future Farmers of America (FFA) Program in the Spencerport School District or a neighboring district.
- e. Utilize the results of the parcel rankings completed by the Open Space Committee and the Farmland Planning Committee to guide future land preservation efforts. Land preservation techniques should include but not be limited to clustering, incentive zoning, purchase of development rights and donations of land.
- f. Create design guidelines and/or regulations to encourage compatibility of non-farm development with active farmland.
- g. Promote and expand local Farmers Markets to encourage residents and visitors to buy locally.
- h. Encourage the distribution of agricultural marketing materials throughout the county and in surrounding areas to attract visitors.
- i. Encourage informational sessions to highlight the importance and benefits of Agricultural Districts; encourage landowners and farmers to participate.
- j. Educate the various Town Boards on the existing protections provided by and the limits of the NYS Agriculture and Market Law.

Policy Area: Design & Development

Policy

It is the policy of the Town to manage development in a way that preserves the Town's character and rural appeal for generations to come. The abundant open space and farmland in the Town of Ogden, which is an important part of the community's fabric, will be preserved over time. New residential, commercial and industrial investment will be consistent with the Town's character by ensuring appropriate location, style and scale of development. The rural appeal of the Town will be a consideration in project review decisions, ensuring high quality design in all future development.

Objectives

- A. Coordinate design guidelines with the Village and other commercial nodes located within the Town.
- B. Ensure that the Comprehensive Plan and Land Use Map are reviewed on a regular basis and revised as necessary to reflect community views.
- C. Improve transportation access in an effort to minimize traffic impacts and improve safety for pedestrians and motorists.
- D. Maintain all development review processes (Planning Board and Zoning Board of Appeals) and institute additional mechanisms if necessary, (i.e., design review function, Farmers Advisory Board, etc) to ensure consistency in character and appeal.
- E. All future development should be consistent with the results of the Community Preference Survey (summarized on page 42 and 43).

Measures

1. Number of mixed-use developments in the Town.
2. Number of approved building lots.
3. Houses per acre in the Town.
4. Percentage of Town land zoned residential.
5. Percentage breakdown of residential lot sizes (e.g., < ½ acre; ½ - 1 acre; 1 - 3 acres; 3 - 5; and > 5 acres).
6. Ranking of local images in visual preference survey.
7. Commercial development with shared access points.
8. Miles of new road (including non-dedicated roads).

Policy Area: Design & Development

Implementation Items

- a. Examine the possibility of adding an Architectural or Design Review function to the Planning Board's review and approval processes.
- b. Complete design standards for residential and non-residential development and redevelopment.
- c. Design and build pedestrian safety and convenience into all parking areas.
- d. Continue to control site lighting to ensure that it does not intrude on adjoining or neighboring properties.
- e. Work with the Village officials to create design guidelines for areas that border Spencerport in order to extend the Village's charm and appeal.
- f. Continue to educate residents on the permit process for home improvements through various media, including brochures, newspaper inserts, the internet and the Town's web site.
- g. Research the Town of Ogden's options in instituting an application fee to offset the cost of architectural site redevelopment.
- h. Consider the development of a pedestrian or bicycle circulation system that includes linkages between residential streets and the Town's trail system.
- i. Ensure that residential developments near the village are designed, scaled and styled in village-like fashion.
- j. Refine provisions and incentives for mixed-use development in designated areas.
- k. Provide incentives for the dedication of open space in private developments in order to encourage conservation development.
- l. Work with the NYSDOT and the County to develop a capital program to maintain or improve the efficiency of the existing road system.
- m. Identify and implement, through NYSDOT and the County, improvements to address traffic flow at congested intersections.
- n. Perform land use planning and transportation planning activities concurrently and in a coordinated fashion.
- o. Keep the number of individual road cuts along arterials and collector roadways to a minimum in order to maintain the traffic carrying capacity and safety of highways and to permit more efficient use of interior areas.
- p. Enhance the attractiveness of commercial areas through the use of adequate landscaping, lighting, sign control and improved property maintenance.

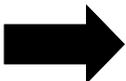
Policy Area: Design & Development

Rural Landscapes



To Be Encouraged

- Preserved open space & agricultural land
- Efficient use of land & resources
- Scenic views
- Public access
- Diverse environment & habitat for wildlife



To Be Avoided

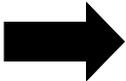
- Loss of open space land & agricultural land
- Increase in services required
- Less appealing views
- Lack of public access
- Loss of habitat

Transportation Corridors



To Be Encouraged

- Abundant green space & landscaping
- Aesthetic appeal
- Pedestrian friendly
- Preserves local character
- Effective gateway



To Be Avoided

- No landscaping
- Unattractive design
- Single use, single story, multiple curb cuts
- Does not preserve local character
- No gateway or sense of arrival

Commercial Development



To Be Encouraged

- Parking is to the rear/side of the building
- Pedestrian friendly
- Strong architectural presence & design
- Abundant landscaping
- Limited signage



To Be Avoided

- "Sea" of front yard parking
- No safe, pedestrian access
- Unattractive building design
- Limited or no landscaping
- Excessive signage

Residential Development



To Be Encouraged

- Pedestrian friendly
- Good curb appeal
- Well landscaped, with open space
- Enhances local character
- Two family units that contribute to the streetscape



To Be Avoided

- Emphasizes automobile access
- Unattractive design
- Limited landscaping
- Does not enhance local character
- Two family units that detract from the streetscape

Land Use

What Is A Land Use Plan?

What is a Land Use Plan? In the simplest of terms, a community's land use plan defines what goes where. Land use, which is commonly depicted in map format, describes how the land in a given area is or should be developed. When considering the developed landscape, one should consider the spectrum of land use possibilities. Cities are at one end of the spectrum featuring dense blocks of diverse uses, rural and suburban towns are in the middle with land uses that are typically spread out with less diversity of uses, and wilderness is at the other end of the spectrum with a single land use - open space.

“Growth is inevitable and desirable, but destruction of community character is not. The question is not whether your part of the world is going to change. The question is how.”

~ E. McMahon

While the role of land use in determining the location of development is key, that is not the only function it serves. Land use also helps to define a community's sense of place and a common vision. The manner in which residents perceive their environment, organize their time and determine local interaction is defined in large part by the organization of land uses within their community. The feel of a place, the sense of connectivity and the overall success of a community can often be attributed to land use. It is, after all, the blueprint by which a community is built.

This section of the Comprehensive Plan provides a graphic representation of current and future physical uses of land within the Town of Ogden. This is accomplished by using two maps, the Existing Land Use Map and a Future Land Use Concept Map.

Existing Land Use

In the Town of Ogden, there are nine land use categories; agriculture; residential; commercial; industrial; recreation uses; public service; vacant; infrastructure; and open space. The land use assigned a given parcel or collection of parcels is determined by the land use code (based on New York State classifications), which is recorded in the Real Property System of Monroe County. In the Town of Ogden, the dominant land use is agriculture, with a significant concentration in the west and southwest areas of town. Residential uses are located throughout the Town. However it is important to note that clusters of residential parcels are located in close proximity to major roadways in the Town, including Route 531. This is an important point since a considerable amount of agricultural land is also located near these main roadways. It is likely that these agricultural lands will be the target of development pressure in the future.

Although there is no formal pattern in the Town's land use, which is common in most rural towns, there remains a significant amount of land categorized as vacant in the eastern portion of the Town. Many of the vacant parcels are large in size, which may pave the way to residential subdivision and development. In addition, the Town has expressed an interest in steering large scale industrial and residential developments to this area of the Town, which would allow for the preservation of agricultural and open space land west of Union Street (SR 259).

Land use decisions made over the next decade will need to take all of these factors into consideration. The Town will need to determine the land use measures that preserve its agricultural character while allowing for the growth and expansion required in the Town or Ogden. The Town should strive to balance residential, commercial, and industrial uses to achieve the best of both worlds.

Land Use

Figure 6: Existing Land Use Map

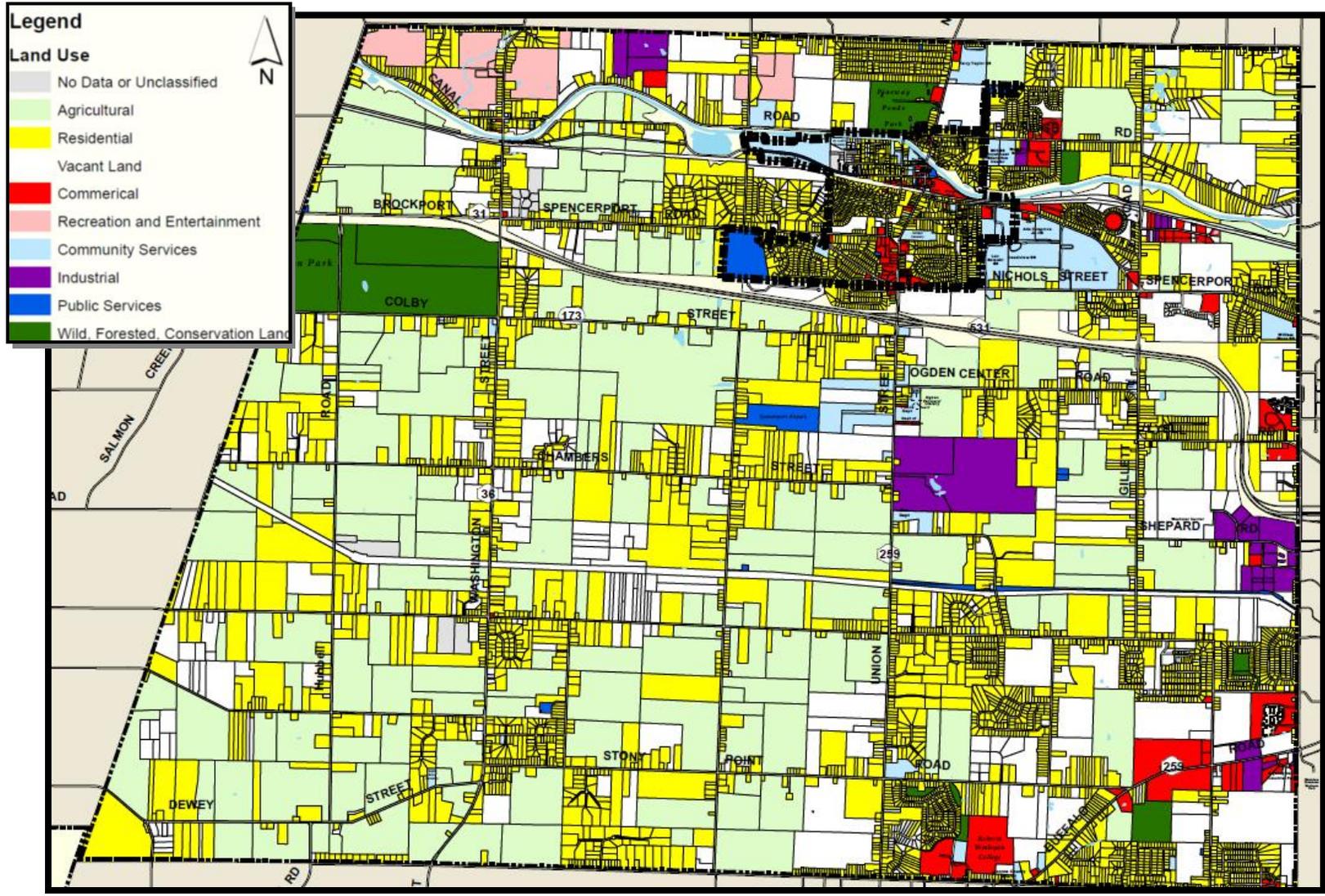
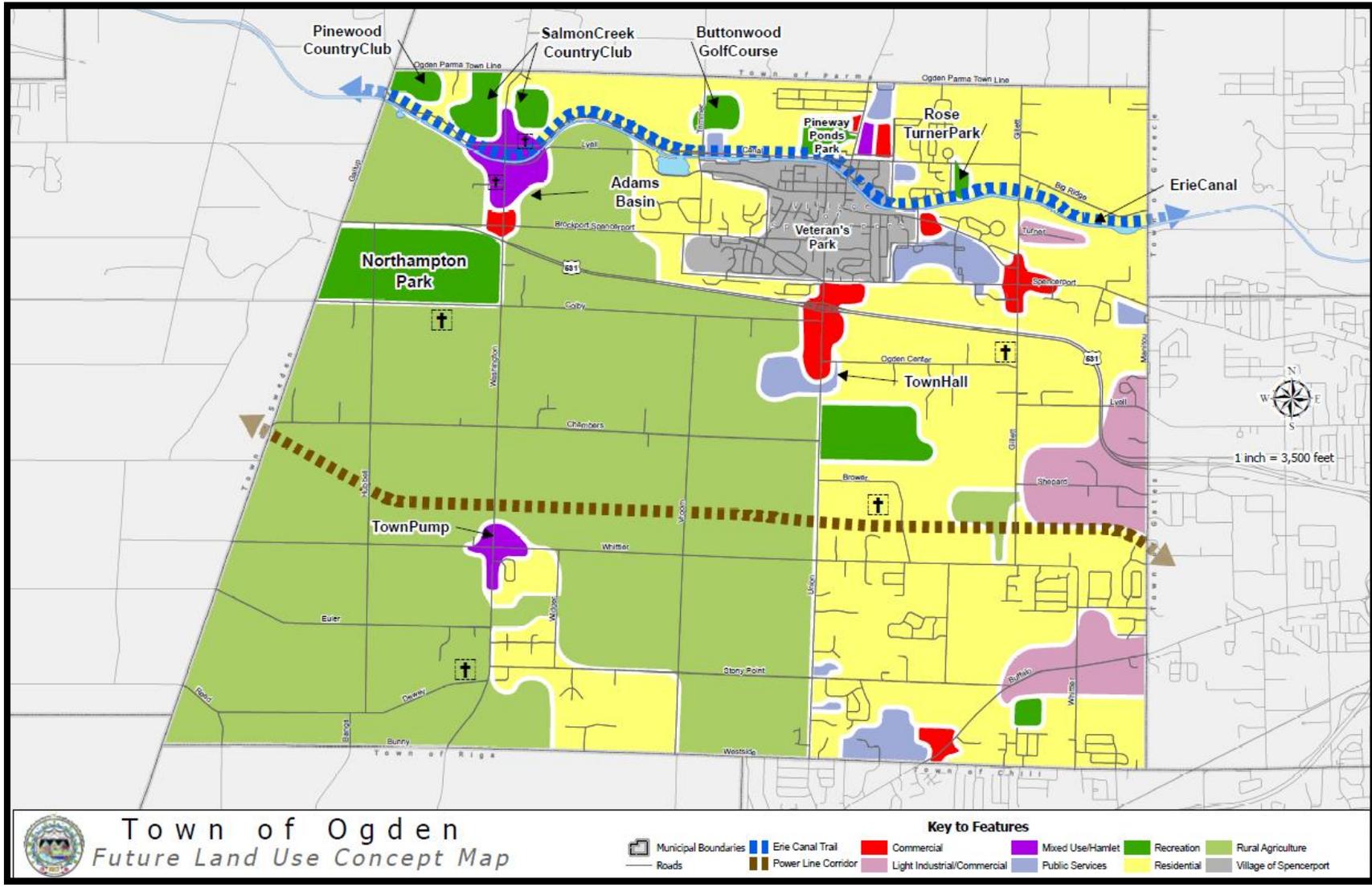


Figure 7: Future Land Use Concept Plan



Land Use

Future Land Use Categories

The Town's clustering provision & incentive zoning law enables it to accommodate a wide variety of development types to achieve the future land use vision for the community.

-  Rural / Agriculture - Agriculture, and the open space it provides, is essential to the rural character and local economy of Ogden. In order to maintain the assets agriculture affords, the Town has designated an agricultural area that aims to preserve contiguous parcels of farmland. It is recommended that the Town utilize the variety of farmland preservation techniques articulated in the 2006 Open Space Plan and the forthcoming 2012 Agricultural and Farmland Protection Plan to retain the rural character of western Ogden.
-  Residential - The Town is proud to offer a broad array of housing choices. Over the next decade, the type of housing offered in the Town will continue to diversify. However, the Town still desires residential development that utilizes existing infrastructure and preserves a significant portion of the Town's open space and farmland for future generations. In addition, the Town strives for residential development that compliments, transitions smoothly from, and maintains consistency with surrounding neighborhoods or commercial areas.
-  Commercial - Retail, consumer oriented services, and office uses such as restaurants, barber and beauty shops, doctors' offices, book stores, and small scale insurance offices are expected to locate in the core area of identified neighborhood development nodes. Features necessary to successfully integrate such uses into the neighborhood fabric include entrances that face the street; appropriate scale, style, and materials for buildings; and shared or rear parking to minimize pedestrian-vehicle conflict points and paved areas. The functionality and appearance of commercial nodes in the Town can be improved through consideration of an overall plan for circulation (shared access driveways, pedestrian circulation, rear parking) and design (landscaping, signage, building style and materials).
-  Light Industrial / Commercial - The industrial properties and large scale commercial operations are a valuable asset to the Town because they increase the assessed value of the community, reduce taxes for residents and improve future business attraction opportunities. The Town also recognizes that the character and community impacts associated with light industrial development is similar to those associated with large scale commercial activities. As a result, the future land use map supports a mix of these activities in designated areas, in order to expand opportunities for light industrial and large scale commercial development.

Future Land Use Categories

-  Public Services - The Town of Ogden defines public services as public or non-profit services or amenities which benefit a broad scope of people. Examples of public services include Town offices and facilities, places of worship and cemeteries. The areas designated as a public service represent current and future uses anticipated over the next 10 years.

 -  Recreation and Parks - The Town of Ogden recognizes the importance of maintaining and expanding its current parks and recreation facilities to provide sufficient recreation opportunities to its residents. The areas identified on the future land use map coincide with the Parks and Recreation Master Plan currently being completed by the Town of Ogden.

 -  Mixed Use / Hamlets - There are two existing hamlets within the Town; Adam's Basin and Town Pump. The hamlets are characterized by a variety of small scale commercial, residential, and religious uses on small lots in close proximity to each other. The Town will continue to support a mix of uses in the hamlets that compliment the traditional development pattern and does not detract from the existing charm or character.
- Trails - Identified trails provide linkages between residential areas and along scenic corridors, especially the Erie Canal. The trail system is an important part of Ogden's year round recreational opportunities.

Land Use

Fiscal Impact of Land Use

There is a direct relationship between land uses, the services they require, and the taxes required to provide those services. For example, undeveloped lands such as agriculture and open space do not require community services such as fire or police protection and does not increase the number of children to be educated by the local school system. In 2001, the American Farmland Trust summarized 83 cost of community services studies that it has conducted across the country. This summary indicates that, approximately \$0.36 of each tax dollar paid on undeveloped land is used to cover community services (as shown in Table 6). The remaining \$0.64 represents a cash contribution to the community's overall budget. By comparison, residential uses require the largest range of services, including fire, police, sidewalks, water service, sewer service, recreation, library services, and the education of children. Individual studies indicate that the cost of these community services can exceed the tax dollars brought in by the residential uses by as much as \$1.11 on the dollar. According to Table 6, on average, residential uses have a net loss of approximately \$0.15 for every tax dollar they contribute. Finally, commercial and industrial uses positively contribute to a community's budget by only requiring \$0.27 in services for every tax dollar they contribute.

Table 6: Fiscal Cost / Benefits of Various Land Uses (Source: American Farmland Trust)

<u>Land Use</u>	<u>Taxes Paid</u>	<u>Cost of Services</u>	<u>Net Gain</u>
Agricultural or Open Space	\$1.00	\$0.36	+ \$0.64
Commercial / Industrial	\$1.00	\$0.27	+ \$0.73
Residential	\$1.00	\$1.15	- \$0.15

Over the next decade, as Ogden continues to grow, it is imperative that the Town balances residential growth and open space preservation with commercial and industrial developments to help alleviate the tax burden for its residents.

Conclusion

The Town of Ogden has so much to offer—scenic, rural landscape; great neighborhoods; a charming village; recreational amenities, including three golf courses; thriving industry with room to expand; and close proximity to the City of Rochester and other major employment hubs in Monroe County. The list goes on. However, these assets must be preserved to ensure that Ogden maintains the character and appeal that has drawn people here in the first place. This Comprehensive Plan is part of a series of actions the Town has taken to secure the future it desires.

Ogden's success is evidenced, in part, by the recent growth in residential development. For all of the amenities mentioned above and more, people want to live in Ogden. However, continued residential growth in Ogden may negatively impact the Town's rural character over time. Ogden will have to monitor development closely to ensure that its open space and agricultural lands are preserved for future generations. Changes to the Town's current zoning codes and the use of creative development techniques will help to preserve Ogden's character.

Growth in a town also brings with it concerns and issues related to local taxation. As the number of residents in a given community increases, the level and cost of municipal services also rises. The Town of Ogden, in an effort to maintain a somewhat stable tax rate, will need to actively pursue and attract industrial and commercial development within its boundaries. This comprehensive plan, through the future land use map, has identified the most suitable locations for future industrial and commercial development. Town officials should strive to ensure that future development be in accordance with this plan. In addition, the Town will need to take measures to preserve the agricultural and open space lands the community wishes to protect. While these lands contribute significantly to Ogden's character, they are also a valuable economic resource as open space. The Town will need to work to achieve an efficient balance of residential, industrial/commercial and open space land uses over the next decade.

While land and taxes are, perhaps, the most significant issues the community must address over the next decade, other important areas will require attention as well. Recreation and parks, community programs and services, and education are just a few examples of the issues that impact the quality of life in Ogden. This plan includes objectives and implementation items to maintain, expand or improve a wide variety of community resources and services to ensure that Ogden continues to be a place where residents and businesses want to stay.

Endnotes

- 1) All maps were prepared by Bergmann Associates unless otherwise noted. The maps contained in this document are intended for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.
- 2) Photos courtesy of the Town of Ogden, the Steinmetz Planning Group, and Flickr.

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