Town of Ontario
Wayne County, New York

Comprehensive Plan

ADOPTED
June 26, 2006
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INTRODUCTION

Purpose

The purpose of the Town of Ontario Comprehensive Plan is to guide local officials and community members in making decisions that will affect the future of the Town. Future Town actions that will be based on the policies and recommendations in the Plan include revisions to zoning and other local laws and regulations, capital budgeting, and providing services to the community. The Comprehensive Plan addresses the full spectrum of issues facing the Town and balances competing needs and interests in the community.

Legal Basis

The Comprehensive Plan has been prepared pursuant to NYS Town Law § 272-a. Town Law § 272-a specifies that the Town Board is responsible for preparing and adopting a Comprehensive Plan. As the law also permits the Town Board to delegate this responsibility to an ad hoc committee established for the express purpose of preparing Comprehensive Plans, the Town Board appointed a Comprehensive Plan Committee (CPC) to guide the preparation of the Comprehensive Plan.

The Comprehensive Plan is a policy document that does not, in itself, have the force of law. However, the Plan will influence changes in Town laws and regulations as well as funding decisions and other Town actions during the next 10 to 15 years. In particular, local zoning regulations must be consistent with the Comprehensive Plan.

Process of Preparing the Plan

The Town of Ontario Comprehensive Plan represents the culmination of a planning process that began in August 2003. The Comprehensive Plan Committee met monthly for more than one year to coordinate the preparation of the Plan.

Members of the CPC included representatives from the Town Board, Planning Board, and Zoning Board of Appeals, as well as citizens at large. The following persons served on the Comprehensive Plan Committee:

- John Albright
- Tom Briggs
- Tom McCune
- Craig Litt
- Richard Clark
- Norris Cooper
- Lori Eaton-Smith
- Roy E. Herrmann, Jr.
- Bonnie Hill
- Shirley Lockwood
- Jinny Loomis
- Donald Shears
- Jim Switzer
- Steve Tobin
- Ray Todd
- Betty Wayman
- Katie Kelsch, Secretary
- Joseph Molino, Supervisor
The Town retained a team of consultants led by Stuart I. Brown Associates, a planning and management consulting firm based in Fairport, New York, to facilitate the planning process and prepare the plan document. MRB Group, based in Rochester, New York, provided engineering assistance, prepared the maps, and assisted in public participation and coordination.

Public participation included a Residents' Survey, distributed in September 2003, a public informational meeting to present the results of the Residents' Survey (2003), a CPC public hearing (2004), and a Town Board public hearing (2005).

Several CPC meetings also included roundtable discussions with representatives of various interest groups. Roundtable discussions were held on the following topics:

- Farmland and Agriculture
- Parks and Recreation
- Economic Development
- Housing Development and Neighborhoods
- Downtown Walking Tour

Plan Organization

The Land Use Overview presents an overview of the community, summarizes the issues addressed in each section, and shows how the individual topical areas relate to one another. It also presents an introduction to zoning and subdivision regulations, which are the primary tools available to the Town to help achieve the land use goals of the Plan.

A Future Land Use Map and Conservation Overlay presents the Town policy regarding land use, and will be used as a guide in revising the Town's zoning map.

Topical sections of the Comprehensive Plan address the major issues identified by the community:

- natural resources and open space;
- farmland and agriculture;
- housing and residential neighborhoods;
- economic development;
- parks and recreation;
- transportation and infrastructure; and
- community services and facilities.
In each section, the Plan presents:

- goals;
- background information;
- issues and opportunities;
- tools and techniques; and
- recommended actions.

The Implementation Strategy summarizes the recommended actions by topic, with a proposed time frame, responsible agency, cost estimate, and potential funding sources. A summary of the recommended actions by time frame provides a year-by-year guide to implementing the Plan.

“Sidebars” within the Plan document present additional information that supports and/or provides the context for the recommendations in the Plan.

- Relevant Plans and Programs include summaries of plans prepared by the Town or other government agencies and descriptions of State or County government programs.
- Residents’ Survey Highlights present the relevant findings from the survey of Ontario residents conducted in Fall 2003. The final report from the Residents Survey is available at the Town Hall and is included as an appendix to the Comprehensive Plan.
- Highlights of Roundtable Discussions summarize the issues and recommendations presented by residents and resource people who met with the CPC.

**Monitoring and Updating the Plan**

The Town of Ontario is not static, but is in a constant state of flux and change. Over time, the changes which occur in the community may render the Comprehensive Plan outdated or inappropriate if the Plan is not updated to take the changes into consideration. Accordingly, it is essential for the Town Board to monitor changes in the community and to reevaluate the relevance and appropriateness of the goals set forth in the Plan and the measures recommended to achieve the goals. The Plan should then be updated, as necessary, to appropriately revise the goals and recommended actions so the Plan may continue to serve as useful and relevant guide for Town officials.

In communities that experience a slow rate of change, reviewing and updating the Plan at 5-year intervals may be sufficient. In communities that experience rapid change, the Plan may need to be reviewed and updated more frequently, perhaps at 2- or 3-year intervals.
The Town Board would be wise to enlist the Town Planning Board and Zoning Board of Appeals to assist with reviewing and updating the Plan as the Planning Board and Zoning Board of Appeals may have much information and insight that may be beneficial to the Town Board in determining how the Plan should be revised. As with the initial adoption of the Comprehensive Plan, future amendments to the Plan will require both environmental reviews to evaluate potential adverse impacts and public hearings to provide members of the public to comment on the proposed amendments.
Land Use Overview

GOALS:

A. Preserve large, contiguous areas of high quality farmland to support continued agricultural production in the Town.

B. Protect sensitive natural features such as stream corridors, wetlands and woodlands.

C. Accommodate new residential development in the rural areas of the Town that is consistent with the retention of farmland and the protection of natural features.

D. Encourage the efficient use of infrastructure such as public sewers in locating and designing new residential and business development.

E. Support and enhance existing residential neighborhoods.

F. Protect the primarily residential character of Ridge Road and limit commercial development to compact “nodes” in downtown Ontario, Ontario Center and at the Lakeside Road intersection.

G. Revitalize downtown Ontario as a cohesive and vital retail and commercial district, with businesses on the ground floor and apartments in the upper stories.

H. Retain Route 104 as a high speed thoroughfare for east-west traffic, while accommodating additional commercial and industrial development along its borders.

I. Improve physical and visual access to Lake Ontario.

J. Improve the appearance of Route 104 as a “gateway” to the Town of Ontario.
Land Use Overview

Regional Orientation

The Town of Ontario is located in the northwestern portion of Wayne County and is bordered by Monroe County to the west and Lake Ontario to the north. The City of Rochester is located approximately 15 miles west of the Town. (See Map 1: Regional Orientation.)

Route 104 and Ridge Road are major east-west thoroughfares that bisect the Town in the southern part. The Hamlets of Ontario and Ontario Center developed along this east-west corridor.

Existing Land Use

The existing land uses are depicted on Map 2: Land Use Property Classifications. The land use classifications shown on the map are based on 2004 tax parcel records.

Farming continues to be the predominant land use in the Town. A description of the agricultural resources is found in the Farmland and Agriculture chapter.

Natural features in the Town include wetlands, streams, woodlots and the Lake Ontario shoreline. A description of the natural features is included in the Natural Resources and Environmental Protection chapter.

The Town has a variety of housing types as described in the Housing & Residential Neighborhoods chapter.

Commercial and industrial business uses are located primarily along Route 104 and Ridge Road and in the downtown business district of the Hamlet of Ontario. Descriptions and analysis of businesses in the Town are presented in the Economic Development chapter.

Land used for transportation and utilities include highways, water utilities plants, railroads, and telecommunications facilities. Information and analysis of these facilities and services are presented in the Transportation and Infrastructure section of the Plan.

Several large parcels in the Town are used for public parks and private recreational facilities. Government and community service facilities in the Town include the Town Hall, Highway Department, fire stations, cemeteries and private recreational facilities such as the Ontario Golf Club. These facilities and related issues are addressed in the Parks, Recreation, and Government Services chapter.
Summary of Existing Zoning Districts

The **Rural** district encompasses most of the land area in the Town. The minimum lot size is 35,000 sq. ft where public sewers are not available and 28,000 sq. ft. where sewers are available.

The **Suburban Residential** district includes land between Furnace and Knickerbocker Roads, north of Route 104 to the lakeshore, as well as areas south of Ridge Road. These areas include existing suburban-type development as well as adjoining vacant land. Minimum lot sizes for single family dwellings are 18,000 sq. ft. when public sewers are available and 22,500 where septic systems are required.

The **Urban Residential** district includes the hamlet of Ontario, the manufactured home park located east of the hamlet, a fairly large undeveloped area east of the manufactured home park, and several areas west of the hamlet located between Ridge Road and Route 104. This district allows all types of residential development. Single family dwellings require a lot size of 18,000 square feet in areas with sewer service and 22,500 where septic systems are required.

The **Business** districts are located in the downtown areas of the hamlets of Ontario and Ontario Center, as well as along the south side of Route 104. A wide variety of business uses are permitted, with the exception of those that rely on outdoor sales, truck terminals, automotive body shops, and industrial uses.

The **Business Transitional** districts are located along the north side of Route 104 between Slocum Road and the hamlet of Ontario and along both sides of Route 104 east of the hamlet. This district permits certain industrial, storage and “heavy commercial” uses, such as outdoor sales and body shops, in addition to those uses permitted in the Business district.

The **Industrial** districts encompass several large areas north of Route 104 in the western portion of the Town, and north of the railroad tracks in the eastern portion of the town. A variety of processing, manufacturing and storage uses are permitted.

The **Public Utility** district includes the site of the Ginna Nuclear Power Plant and high-density powerlines.

The **Planned Unit Development** district was established to allow an approved development plan to substitute for the zoning regulations of a conventional district. Planned developments can include a variety of residential and/or business uses. The project site typically must be a minimum of 50 acres, and a minimum of 15% of the site must be devoted to common open space. A Planned Unit Development must be approved by the Town Planning Board based on criteria indicated in the zoning regulations.

The zoning regulations include special conditions for several uses. These conditions must be met before the Code Enforcement Officer can issue a building or use permit. Several other uses require a special permit from the zoning board of appeals or planning board.

Certain uses, such as telecommunications facilities and adult entertainment uses, are regulated by separate local laws.
**Land Use Overview**

**Route 104 and Ridge Road**

Issues associated with development along Route 104 and Ridge Road are not related solely to one topical area. The following narrative includes a description of land uses and analysis of the issues along these unique corridors.

**Route 104**

**Existing Land Use**

For the purpose of analysis, the area along Route 104 may be divided into three sections: the western area, the area between the hamlets of Ontario Center and Ontario, and the eastern area.

Beh Industrial Park and a windmill are located on the north side of Route 104 at the western “gateway” to the Town. Several vacant parcels are located in this area. The south side is characterized by smaller lots, many of which have frontage on both Ridge Road and Route 104. The types of uses currently found on both the north and south sides include several automobile-oriented and storage businesses. For example, the area around the intersection of Route 104 with Lakeside Road includes a motel and retail stores on the south side and a auto salvage yard and auto repair business on the north side.

Between Slocum Road and Ontario Center Road, several retail businesses are located on the south side and the north side is vacant or agricultural land. The railroad right-of-way adjoins the highway in this segment westerly.

Between Ontario Center and Furnace Roads, commercial uses have become established on both the north side of Route 104, south of the railroad right-of-way, and along the south side. Tops Plaza is located immediately east of Furnace Road. Uses on the south side include retail businesses, professional services and restaurants. Some of these lots abut residential parcels with frontage on Ridge Road. Uses on the north side within this segment include retail, automotive, storage and manufacturing.

In the Hamlet of Ontario, residential neighborhoods abut a portion of the south side of Route 104. Commercial business are located east and west of the hamlet on the north and south sides of Route 104, with industrial and storage uses located north of the railroad.

In the eastern area, much of the land north and south of Route 104 is vacant or farmed. Business uses in this area include a manufactured home park on the south side and a vacant restaurant/party house and a small manufactured home park on the north side of Route 104.

**Issues and Opportunities**

Land along Route 104 presents unique issues and opportunities. High speeds make it difficult to establish businesses along this highway. The highway median prevents left turns between intersections, thereby limiting access to commercial property. There is a need to balance the goal of retaining Route 104 as a high-speed thoroughfare with the goal of encouraging additional business development in the Town.

Western “gateway” along Route 104: Beh Industrial Park, windmill
One option to support existing businesses and encourage additional commercial development along Route 104 is to develop a parallel service road to provide access to businesses. Another option is to remove the median and reduce the speed limit to 45 mph in certain segments, similar to a segment of Route 104 in the Town of Williamson, to the east. Additional access for businesses is most needed within the segment of Route 104 between Ontario Center Road and Furnace Road, as there is already a concentration of businesses in this area, including a major grocery store (Tops) and shopping plaza.

Along the other segments of Route 104, the interest in encouraging business development needs to be carefully balanced with the need to preserve the highway as a high-speed east-west access route. Additional driveways may compromise the safety of the highway. The Planning Board has the ability to limit in cooperation with the NYS Department of Transportation the number of access points and to require business developers to share access roads with neighboring properties. For example, a driveway should be sited along the lot line, with access easements granted to the adjoining lot to accommodate future development. (See Transportation & Infrastructure chapter.)

The proximity of the railroad and difficulties obtaining approval for railroad crossings limit opportunities to develop land to the north of Route 104. This is particularly problematic in those areas where the railroad right-of-way adjoins that of Route 104. (See Transportation & Infrastructure Chapter.)

As the “gateway” to the Town of Ontario, Route 104 and its adjoining land uses represent visitors’ “first impression” of the Town. Power lines, the windmill east of Beh Industrial Park, roadside signage and pole barn construction contribute to this impression.

Relation to Existing Zoning

Zoning along Route 104 includes Industrial, Business Transitional and Business districts. In the western portion of the Town, the north side of Route 104 is zoned Industrial and the south side is zoned Business Transitional.

Between the hamlets of Ontario Center and Ontario, areas of Business zoning are located along the south side with Business Transitional zoning on the north side. Areas of Urban Residential Zoning are also found along this segment. In the eastern part of the Town, land along Route 104 is zoned Business Transitional, with land north of the railroad zoned Industrial.

The boundaries of the various zoning districts coincide largely with the types of business uses found in these areas.
Land Use Overview

Policies and Recommendations

Policy: Retain Route 104 as a high speed thoroughfare for east-west traffic, while accommodating additional commercial and industrial development along its borders. Land use and zoning should be consistent with the Future Land Use Plan.

Recommendations:

- Retain the existing zoning classifications and boundaries, except that the Industrial zoning district at the eastern boundary of the Town should be changed to Business Transitional.

- Recruit industrial businesses to locate operations within existing industrial parks (See also Economic Development Recommendations)

- Work with appropriate agencies to remove the railroad tracks along Route 104 and to construct access roads and trails along appropriate sections of the right-of-way. (See also Transportation & Infrastructure Recommendations)

- Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (See also Economic Development Recommendations)

- Utilize the subdivision and site plan review process to limit the number of access points to Route 104.

- Establish guidelines to ensure that new development along the Route 104 corridor meets appropriate appearance and design standards.

Ridge Road

Existing Land Use

Ridge Road is among the oldest roads in the Town; it was the main east-west thoroughfare in the region prior to the construction of Route 104. The historic hamlets of Ontario and Ontario Center developed along Ridge Road and much of the Town’s older housing stock is found in small lots along the length of Ridge Road through the Town.

Several newer housing subdivisions have been constructed south of Ridge Road, including Southbrook Estates, Centennial Village and Lily Pond Way.

Issues and Opportunities

Older housing stock and small lot sizes give the neighborhoods along Ridge Road a unique character.

Some of the commercial properties along Route 104 also have frontage on Ridge Road. The Town’s zoning regulations prohibit commercial entrances from Ridge Road in order to protect the residential character of the area.

The Hamlet of Ontario is unique in the Town as a historic hamlet with relatively self-contained neighborhoods. Residents live close to shopping and services including businesses in downtown Ontario, Tops Plaza and other businesses on Route 104, and the school complex at Route 350 in Ontario Center. There is a need to improve sidewalks to accommodate pedestrians.
Land Use Overview

Relation to Existing Zoning

In the western portion, most of the land on the north side of Ridge Road is zoned Urban Residential, with Suburban Residential along the south side, including the newer subdivisions. Some areas of Business and Business Transitional zoning are found along the north side of Ridge Road. Land encompassing Centennial Village is zoned for Planned Unit Development. Except for the downtown business district, land in the Hamlet of Ontario is zoned Urban Residential. East of the Hamlet, land along Ridge Road is zoned Suburban Residential and Urban Residential.

Policy and Recommendations

Policy: Preserve the residential character of Ridge Road, with commercial nodes limited to downtown Ontario and Ontario Center.

Recommendations:

• Retain the existing zoning district and boundaries.

• Encourage occupants of older housing to participate in County programs that assist homeowners to renovate housing.

Open Space and Visual Resources

A relatively sparse network of roads covers the Town of Ontario and much of the past development has occurred within certain limited areas. Elsewhere in the Town, development has occurred on scattered sites. As a result, the Town remains a primarily rural community. In addition, the presence of viable agricultural operations and continued use of lands for agriculture helps to preserve open space in the Town of Ontario and contribute to the rural character.

The Lake Ontario shoreline contributes to the Town’s open space and visual resources. The dramatic cliffs bounding the Ginna Power Plant site and the cliff areas to the west at Eagle Cliff and east at the Glen Rug Farm constitute unusual shoreline formations in contrast to the basically flat shoreline plateau.

The only publicly accessible land adjoining Lake Ontario is at Bear Creek Harbor. However, new residential development at Ontario-on-the-Lake has provided opportunities to establish viewpoints as part of approved subdivisions.

View from Bear Creek Harbor
Residents’ Survey Highlights (Fall 2003)

- Nearly three-quarters (74%) of respondents agreed with the statement, “In order to preserve open space, scenic views and wildlife habitat for the future, the Town of Ontario should establish a program to purchase undeveloped land and/or the development rights to the land to keep it from being developed.” More than one-half of the respondents (55%) would be willing to pay additional taxes to preserve open space in the Town. A total of 26% were willing to spend more than $50 annually.

- A total of 62% of respondents agreed that, “The Town should provide increased public access to Lake Ontario.”

The mined ore beds provide opportunities for open space and recreation, as these lands are not suitable for development. The 60 acres of Casey Park provide an example of former ore beds that have been adapted for recreational use.

Though private, Ontario Golf Club is another important open space resource even though it is not a public facility. The eighteen hole course covers approximately 123 acres in the southwestern quadrant of the community.

Policy and Recommendations

Policy: Facilitate public access to Lake Ontario and protect the visual resources of the Town.

Recommendation: Utilize the subdivision and site plan review process to protect scenic views and/or provide public access to Lake Ontario in conjunction with new development along the lake shore.
**Land Use Overview**

**Future Land Use Plan**

Map 4: Future Land Use Map presents the Town’s “vision” for use of land within its borders. It delineates distinct areas within the Town and recommends ways to ensure the most appropriate land uses for each area, consistent with the goals of the Comprehensive Plan.

The Future Land Use Map is intended as a guide to the revision of the Town’s zoning regulations and zoning map. The Town’s zoning needs to be consistent with the recommendations of the Comprehensive Plan.

The Future Land Use Map delineates the following categories of land use:

- Rural Residential/ Agricultural
- Suburban Residential
- High Density Residential
- Planned Development
- Downtown Business District
- General Commercial
- Highway Commercial
- Industrial
- Public Utility
- Parks, Recreation & Community Facilities

Map 5: Conservation Overlay Map depicts the location of farmland protection areas, regulated wetlands, streams and woodlands.

The following narrative describes the location and existing uses within each of the future land use category, the issues affecting these areas, the relation of the future land use areas to existing zoning districts, and recommendations for zoning changes and other actions.

**Rural Residential/ Agricultural**

Most of the Town’s area is designated Rural Residential/ Agricultural. In general, land in this category is not currently served by public sewers. The rural areas of the Town are characterized by farmland, single family dwellings on large lots, and residential development along existing roads. Lot sizes vary from 35,000 sq. ft. or smaller to hundreds of acres. Land in this category includes farmland and residential development along existing roads.

**Issues and Opportunities**

As residences are constructed along existing roads, views of open land are compromised and the rural character is diminished.
Land Use Overview

Relation to Existing Zoning

The Rural Residential/Agricultural category on the Future Land Use Map corresponds to the Town’s existing R zone, with the following exceptions:

♦ The area that includes Ontario-on-the-Lake is excluded, as this area is served by public sewers and recent development is more similar to suburban residential.

♦ Additional land in the northeast portion of the Town is shown as Rural Residential/Agricultural rather than Suburban Residential, due to the presence of high quality agricultural soils and actively farmed land.

Policy and Recommendations

Policy: Promote agriculture and protect sensitive natural features such as stream corridors, wetlands and woodlands while accommodating new residential development in the rural areas of the Town.

Recommendations:

♦ In Rural Residential/Agricultural areas within the proposed Conservation Overlay Zone, utilize innovative zoning techniques such as Farmland Protection grants, Cluster Development and Incentive Zoning to limit the overall density of development in these rural portions of Town to 1.25 gross acres per dwelling unit, while retaining the minimum lot size requirement of 35,000 Sq. Ft.

♦ Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction.

♦ See also the “Natural Resources & Environmental Protection” and “Farmland & Agriculture” chapters.

Suburban Residential

Areas most suitable for medium density residential development are designated “Suburban Residential.” Established residential subdivisions are included in this designation, as well as adjoining areas that are or could easily be served by both public water and public sewer service.

Issues and Opportunities

There is a demand in the town for suburban styles of housing development, as represented by Stonehedge Estates, Southbrook Estates and other residential developments.

In areas where both sewer and water service are available, more intensive development would make efficient use of the infrastructure. The Town’s wastewater treatment plant, located on Lake Road west of Furnace Road, processes sanitary sewage from those parts of the Town that have access to sewer service. (See map and description of sanitary sewer system in the Transportation & Infrastructure chapter.)

The level topography does not present a major obstacle in extending sewer lines to additional areas. The only constraint to extending sewers is cost. Higher density development would allow the cost of sewer line extensions to be shared by many property owners. As the wastewater treatment plant has excess capacity, additional sewer service would reduce the cost of treatment for properties that currently use sewer service.
Some areas designated for future residential development are currently farmed and contain high quality agricultural soils. There must be a balance between encouraging development that makes efficient use of existing sewer lines and retaining farmland for continued agricultural production.

Relation to Existing Zoning

The existing Suburban Residential zoning district is proposed to be reduced in some areas to provide for additional open space/ agricultural land protection. The area around Ontario-on-the-Lake is designated suburban residential to reflect its character.

Policy and Recommendations

Policy: Provide for moderate density residential neighborhoods in areas that have access to public sewers.

Recommendations:

• Apply Suburban Residential zoning to those areas that have access to public sewers, as depicted on the Future Land Use Map.

• Encourage or require creative development designs of residential subdivisions in order to preserve natural features, manage stormwater runoff, and incorporate open space.

• Uphold appropriate standards of development for new residential subdivisions. Continue to update development standards as necessary and enforce provisions required in approved subdivision plans. (See Housing & Residential Neighborhoods Recommendations.)

High Density Residential

The High Density Residential category encompasses all of the existing apartment complexes, manufactured home parks, townhouses and other high-density housing types in the Town.

Issues and Opportunities

The existing apartment complexes, manufactured home parks, townhouses and other high-density housing types are located in areas that are served by public sewers and have access to major roads such as Ridge Road and Route 104.

Relation to Existing Zoning

The High Density Residential category coincides with the boundaries of the existing Urban Residential zoning district.

Policy and Recommendations

Policies: Continue to designate areas for high density residential development such as apartments and townhouses. Encourage existing mobile home parks to maintain their infrastructure and grounds appropriately.

Recommendations: See Housing and Residential Neighborhoods chapter.
Downtown Business District

The Downtown Business land use category encompasses land in the commercial district of the Hamlet of Ontario, along Ridge Road west of the Walworth-Furnace Road intersection. The land uses in this area are primarily commercial structures, many with residential apartments on the upper stories. Several single and two-family dwellings and apartments are included within this area as well as parking lots, a church, and a telephone company utility use.

Issues and Opportunities

The downtown business district is unique in the community. It houses primarily neighborhood-oriented businesses such as hair salons and pizzerias, as well as professional offices. It provides an alternative to the “big box” highway-oriented businesses along Route 104 for residents of the Hamlet and nearby neighborhoods.

Relation to Existing Zoning

This area is currently zoned Business. A wide variety of business uses are permitted, excluding those that involve outdoor sales, truck terminals, automotive body shops, and industrial uses.

Policy and Recommendations

The vitality of “downtown” Ontario is significant to the Town’s economic development program and to the health of the hamlet community and nearby neighborhoods.

Policy: Revitalize the downtown area as a cohesive and vital commercial district, with retail and services on the ground floor and apartments in the upper stories.

Recommendations regarding infrastructure improvements, appearance and business assistance are included in the Economic Development chapter.

General Commercial

The General Commercial category applies to land located along the south side of Route 104 and includes a few parcels located on Ridge Road.

Issues and Opportunities

Areas suitable for commercial uses are located along the major highways in the Town—Route 104 and Ridge Road. The General Commercial designation is intended to include neighborhood-oriented retail and service businesses, with the exception of automobile-related businesses and storage uses.

Relation to Existing Zoning

The General Commercial designation correlates to the Town’s existing Business zoning district.

Policy and Recommendations

See the narrative included in the Route 104 and Ridge Road sections of this chapter, as well as the Economic Development chapter.
Highway Commercial

The Highway Commercial category applies to land located along the south side of Route 104 in the western part of the Town, along the north side of Route 104 in the central area, and along both sides of Route 104 in the eastern area of the Town.

Issues and Opportunities

The Highway Commercial designation is intended to accommodate retail and service businesses, as well as automobile-related businesses and storage uses.

Relation to Existing Zoning

The Highway Commercial designation correlates to the Town’s existing Business Transitional zoning district.

Policy and Recommendations

See the narrative included in the Route 104 and Ridge Road sections of this chapter, as well as the Economic Development chapter.

Industrial

The Industrial category includes land located on the north side of Route 104 in the western and eastern portions of the Town.

Issues and Opportunities

The Industrial designation is intended to accommodate manufacturing and storage uses.

Relation to Existing Zoning

The Industrial designation correlates to the Town’s existing Industrial and Industrial-Adult Entertainment zoning districts.

Policy and Recommendations

See the narrative included in the Route 104 and Ridge Road sections of this chapter, as well as the Economic Development chapter.
Land Use Overview

Parks, Recreation and Community Facilities

Areas designated for Parks, Recreation and Community Services include Town-owned parkland, Town government facilities and other Town-owned land, schools, and private recreational facilities such as the golf course.

Issues and Opportunities

These areas are designated on the Future Land Use Map in order to demonstrate that the Town’s policy is to keep these areas in public, community service, or recreational use.

Policy and Recommendations

See Parks & Recreation and Public & Community Services chapters.

Conservation Overlays

Conservation overlays are superimposed over the underlying land use category. Additional guidelines are proposed to protect the Town’s natural resources, including stream corridors, steep slopes, woodlots, and flood hazard areas. As wetlands are regulated by New York State and the Army Corps of Engineers (see the Natural Resources and Environmental Protection chapter), additional town involvement in their protection is not necessary.

The woodlot overlay would require Town approval before trees are removed from woodlots designated as “significant” by the Town.

The stream corridor overlay would apply to land along both sides of Bear Creek, Deer Creek, Dennison Creek, Four Mile Creek and their tributaries, within 50 feet of the stream bank or a distance sufficient to protect the stream banks. Development guidelines would restrict the removal of vegetation, and ensure effective erosion and sediment control.

Maps of these resources are included in the Natural Resources & Environmental Protection chapter.

Recommendations

♦ Enact Conservation Overlay zoning provisions designation to protect stream corridors, woodlots, and other sensitive environmental features.

♦ Utilize the Farmland Protection Overlay as a guide for land or easement acquisition efforts and in guiding the design of open space or conservation subdivisions.
Recommended Actions:

General

1. Revise zoning district regulations and the zoning map in accordance with the Future Land Use Plan.

2. Continue to maintain and apply the Town’s Design Criteria and Construction Specifications in order to ensure that new residential subdivisions and other development are constructed to appropriate standards. (Also RES-15)

3. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (Also RES-7, ED-23)

4. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. (Also RES-8, ED-24)

5. Conduct regular joint meetings of the Town Board, Town Planning Board and Zoning Board of Appeals to improve communications and coordination among the boards

6. Utilize the subdivision and site plan review process to limit the number of access points to Route 104. (Also TI-6)

7. Ensure that all future development in the Town meets local, state and federal regulations regarding stormwater management. (Also TI-18)

Natural Resources and Environmental Protection

8. Utilize the subdivision and site plan review process to protect views and/or provide public access to Lake Ontario in conjunction with new development along the lake shore.

9. Enact Conservation Overlay zoning provisions designation to protect stream corridors, woodlots, and other sensitive environmental features. (Also NR-1)

10. Require the preservation of sensitive natural features and open space to be incorporated into the design of new residential and business development. (Also NR-2, RES-2)

11. Apply appropriate standards to new development to minimize erosion and sedimentation associated with new construction. (Also NR-4)

12. Establish a minimum open space requirement for subdivisions of five or more lots. (Also NR-3, RES-4)

Agriculture and Farmland

13. Establish a program, utilizing funding from government and private grants, to purchase the development rights to farmland in designated preservation areas as shown in the Conservation Overlay map. (Also AG-1)
Land Use Overview

Recommended Actions (continued):

14. Utilize the Farmland Protection Overlay as a guide for land or easement acquisition efforts and in guiding the design of open space or conservation subdivisions. (Also AG-3)

15. Preserve farmland in conjunction with limited residential development in designated rural/agricultural areas of the town. (Also AG-8)

16. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/agricultural areas of the Town. (Also AG-2, RES-17)

Housing and Residential Development

17. In Rural Residential/Agricultural areas within the proposed Conservation Overlay Zone, utilize innovative zoning techniques such as Farmland Protection grants, Cluster Development and Incentive Zoning to limit the overall density of development in these rural portions of Town to 1.25 gross acres per dwelling unit, while retaining the minimum lot size requirement of 35,000 Sq. Ft. (Also RES-13)

18. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also RES-5, TI-7)

19. Encourage occupants of older housing to participate in government and private programs that assist homeowners to renovate housing. (Also RES-15)

Business and Economic Development

20. Recruit industrial businesses to locate operations within existing industrial parks. (Also ED-6)

21. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also ED-5, TI-4)

22. Establish guidelines to ensure that new development along the Route 104 corridor and downtown Ontario meets appropriate appearance and design standards. (Also ED-25)

23. Enact zoning regulations that encourage the development of small business plazas rather than individually developed parcels (Also ED-21)

Transportation and Infrastructure

24. In a manner consistent with the Future Land Use Plan, extend sanitary sewers into areas of the Town where the density of development is sufficient to financially support and make such extensions affordable, and to areas that will promote the protection of surface and groundwater resources. (Also TI-15)
Natural Resources
and Environmental Protection

GOALS:

A. Protect water quality from pollutants carried by eroded soil.

B. Protect the natural flow of streams.

C. Protect sensitive natural features such as woodlands, wetlands, stream corridors, and ponds.

D. Reduce the potential for groundwater contamination associated with failing septic systems.
Existing Plans, Programs and Regulations

Wetlands

Wetlands regulated by the State and Federal governments and located within the Town of Ontario are depicted on Map 8: Regulated State and Federal Wetlands. Mapped wetlands and adjacent areas within one hundred feet are subject to regulations preventing filling or other development. Determining the exact boundaries of regulated wetlands requires field investigation and verification by a qualified individual.

Flood Hazard Zones

Flood Hazard zones and floodways are usually located along watercourses (see Map 7: FEMA Flood Zones. Those areas within the one hundred year flood boundary could be expected to be flooded once in every hundred years, on average. The Town has adopted a local flood control ordinance that specifies, consistent with federal standards, the conditions under which development can occur in such areas. As a result, federal flood insurance is available to landowners within flood hazard zones.

Existing Conditions

Watercourses and Drainage Basins

Surface water runoff within the Town of Ontario generally flows from south to north. All of the stormwater in the Town of Ontario discharges to one of the main creeks or one of its tributaries, eventually discharging to Lake Ontario.

The four drainage basins or watersheds associated with the major streams in the Town are depicted in Map 7: Watercourses and Watersheds, illustrates drainage within the region. The table below indicates the total number of acres drained by each major stream as well as the acreage within the Town of Ontario. Many of the major streams originate outside the Town.

<table>
<thead>
<tr>
<th>Watershed</th>
<th>Total Acreage</th>
<th>Acreage within Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bear Creek</td>
<td>10,600</td>
<td>6,270</td>
</tr>
<tr>
<td>Mill Creek (including Deer Creek</td>
<td>8,720</td>
<td>5,785</td>
</tr>
<tr>
<td>Dennison Creek</td>
<td>5,460</td>
<td>5,765</td>
</tr>
<tr>
<td>Fourmile Creek</td>
<td>10,360</td>
<td>2,265</td>
</tr>
</tbody>
</table>

Source: MRB Group

Wetlands

Wetlands provide unique habitat for wildlife and plants. They also assist with flood control by storing a large quantity of stormwater. The locations of wetlands mapped by State and Federal agencies are depicted in Map 8: Regulated Wetlands.

Groundwater

A secondary unconfined aquifer is located within the Town of Ontario. The aquifer is located roughly parallel to Ridge Road in a band generally one-half to three-quarters mile in width. The location of the aquifer is illustrated in Map 9: Secondary Unconfined Aquifer. The presence of the aquifer renders the area particularly sensitive to pollution from failed septic systems, stormwater infiltration and other sources.

Topography and Bedrock
The three basic physiographic regions in the Town of Ontario were formed by the action of glaciers on the underlying bedrock. The “Glacial Outwash” region, located south of Ridge Road, is characterized by rolling to hilly surfaces of slight relief and poorly defined drainage networks. Most of the Town’s wetlands are found within this region.

The “Glacial Lake” region is characterized by smooth surfaces of extremely low relief gradually inclined to the south. This region was once submerged beneath a lake, the ancient shoreline of which is located along Ridge Road. Streams in this region have shallow, narrow channels with moderate gradients. A subregion along the Ontario shoreline, designated “Stream Erosion,” consists of streams with broad, relatively deep valleys, narrow flood plains and steep gradients that have been reshaped through stream erosion.

In the central area of the Town, a relatively shallow strata of bedrock is found within a band approximately two miles wide which extends east and west across the Town midway between Ridge Road and Lake Ontario. The band corresponds to the Lower Silurian classification which is depicted in Map 10: Bedrock Classifications. Shallow bedrock is especially common in a narrow east to west band immediately north of Ridge Road. Between Lakeside and Slocum Roads shallow bedrock is encountered as far north as Willits Road. West of Lakeside the shallow bedrock extends northerly as far as Boston Road.

The zones of shallow bedrock are associated with soils such as the Wassaic-Newstead-Joliet association which are poorly drained and have seasonally high water tables. It is common in these zones to find bedrock within twenty inches of the surface, limiting development, rendering excavation difficult and costly and complicating, or preventing, the construction of septic leach fields. More information about soils may be found in the following section and in Map 11: General Soil Association Groups.

**Mineral Deposits**

Natural deposits of iron ore are found within a narrow east-west band located immediately north of the ridge and Route 104. Throughout the first half of the twentieth century, strip mining operations were conducted in the southernmost portion of the shallow bedrock zone. The abandoned mine sites have left behind ungraded spoil banks and flooded quarries. The locations of these abandoned ore beds are depicted in Map 12: Abandoned Ore Beds.

Natural drainage patterns remain disrupted due to spoils deposited and diversion ditches constructed as part of the mining operations. The remaining spoil banks, diversion ditches and relocated streams have resulted in a less efficient pattern of storm runoff, compounding the effects of a water table which was already high due to the thin soil cover and poor infiltration into the underlying bedrock strata.
Soils

The glacial ice which once covered the Town of Ontario left a mantle of glacial deposits from which the soils were formed. As glacial Lake Iroquois receded, it left the prominent beach ridge now followed by Ridge Road. The ridge divides the soils within the Town into three general zones: those south of the ridge, the ridge itself and those north of the ridge. Soil Associations are depicted in Map 11: General Soil Association Groups.

Southern Zone, Madrid-Bombay Association. Within the southern zone, identified as the Madrid-Bombay association group, both Madrid-Bombay and Madrid-Massena soils predominate. Pockets of glacial till, outwash material, silt and clays are also randomly distributed within this zone. The well drained Bombay soils, when mixed with the well drained Madrid soils, yield conditions generally conducive to development. While there is a seasonal high water table in some areas, this condition is temporary with the water table at six foot depth through most of the year. Nevertheless, it may be necessary to protect basements from underground seepage and septic leach fields should be carefully designed. These soils are concentrated in the area south of Ontario Center, have good farming potential and often make excellent home sites.

In contrast, when mixed instead with the somewhat poorly drained Massena soils, the well drained Bombay series is much less conducive to development. Massena soils often require artificial drainage and pose fairly serious limitations including a high water table and slow permeability in the subsoil layer despite a gravelly surface layer. Large pockets of these soils are found in the southwest quadrant of the Town. Other soil associations found in the southern zone include Lyons-Appleton-Massena, Canandaigua and Carlisle. These are all seriously limited for development and characterized to varying degrees by poor drainage, prolonged high water table, poor permeability and ponding.

Ridge Zone, Alton-Phelps Association. The ridge itself, comprised almost entirely of Alton-Phelps soils, forms a narrow band dividing the Madrid-Bombay group to the south from other associations to the north. The Alton Phelps soils underlying Ridge Road, with their gravelly texture and gravelly sand substratum, have few limitations for road development. This association, not found elsewhere in the Town, is well drained with a water table at over 6 feet and is very permeable. Basements constructed within the Alton Phelps combination need to be protected and special design of septic leach fields is necessary.

Northern Zone, Appleton-Lockport Association. As seen in Map 11, a zone of Appleton-Lockport association lies immediately north of the ridge. The poorly-drained Appleton soils are concentrated in a large crescent bordered by Boston and Lakeside Roads extending south to...
Route 104. These soils have a seasonally high water table and slow permeability. Appleton soils have serious limitations for most potential uses including cultivated and fruit crops, pastureland and urban development. Basements need protection from underground seepage and septic leach fields must be specially designed.

In addition to being poorly drained with a seasonally high water table, the Lockport-Brockport soils have bedrock at 20 inches from the surface. Development in any form is limited. Underground excavations can be costly because of the bedrock, basements need protection from underground seepage and septic leach fields should be specially designed. Lockport-Brockport soils occupy a significant portion of the area between Boston Road and Route 104 in close association with the Appleton soils.

The balance of the northern zone is dominated by the Ira-Sodus and Williamson-Elnora-Collamer-Niagara soils. As can be seen in Map 11, the Ira-Sodus soils extend in a broad band from the northern boundary of the Appleton-Lockport soils almost to the lakeshore. A narrow band of Williamson-Elnora-Collamer-Niagara soils is found immediately along the shore of Lake Ontario.

**Northern Zone, Ira-Sodus Association.** The Ira Sodus soil association, although moderately well-drained in the upper layer with a gravelly surface layer, poses serious limitations to development because of the poor subsoil. Basements need to be protected from underground seepage and septic leach fields should be carefully designed. The Sodus soils are often found on slopes which pose additional limitations. Construction costs are generally higher on the sloping Sodus soils and maintaining streets and roads may be more difficult. Ira-Sodus soils occupy large areas south of Lake Road extending down Slocum Road and as far south as Kenyon Road.

Ira-Sodus soils are also interspersed with large areas of the Hilton association between Boston and Berg Roads and northeast of Willits Road along Dennison Creek. While the moderately well-drained Hilton soil has good potential for farming and fruit crops, it has a number of limitations for development due to a seasonally high water table, slow permeability in the substratum and a gravelly surface texture. The Ovid association dominates a large portion of the area along Kenyon and along Knickerbocker Road from the railroad to just south of Bailey Road. Ovid soils are severely limited for development because of a seasonal high water table and moderately low to slow permeability. As with other poorly drained soils, basements need to be protected from underground seepage and septic leach fields need to be specially designed.
Open Space Index—
1999

In 1979, the Ontario Environmental Management Council and Conservation Advisory Board prepared an open space index for the Town. This document served as the basis for the open space inventory. Much of the mapped information included in the index can be found in maps 1 through 9 of the 1991 Town of Ontario Master Plan. The 1979 analysis found that of the 21,000 acres that make up the Town of Ontario, 5,300 acres were identified as woods and brushland and 2,500 were in orchard use. The remaining acreage consisted of developed areas and open spaces classified as residential or farm related.

Northern Zone, Williamson-Elnora-Collamer-Niagara Associations. Collamer-Niagara soils dominate the lakeshore area north of Lake Road extending south into the Furnaceville area. This soil association combines the moderately well-drained silts of the Collamer series with the somewhat poorly drained Niagara silt loam. Both soils are well-suited to fruit crops but have serious limitations for development because of seasonally high water tables, susceptibility to erosion and slow permeability. Basements may be subject to underground seepage, construction sites need some form of sediment control such as sediment basins and removal of plant cover should be kept at a minimum. Septic tank filter fields must be carefully designed if public sewers are not available.

In addition to the major soil associations discussed above, the Northern zone has scattered deposits of a variety of other soils. Most are poorly drained and those that are well drained, such as Williamson, are typically subject to a seasonally high water table. An exception is the Elnora soils which are well drained with rapid subsoil permeability, posing an particular risk of ground water pollution from septic systems. Among the remaining soils, the Wassaic-Newstead-Joliet association is notable for its shallow to moderate depth to bedrock (see the discussion in the section on Groundwater, Topography/Bedrock and Mineral Deposit, above.) Limitations on development are severe due to the shallow bedrock. Excavation can be difficult and costly and there is a pollution hazard from waste disposal systems because of the jointed and fractured nature of the bedrock.

Woodlands

Woodlands are found scattered throughout the Town and contribute to the rural character. Nearly all of such lands are believed to consist of regrowth following logging decades ago. However, there are also some isolated pockets of “old growth.” Map 13 depicts the locations of existing wooded areas.
Issues and Opportunities

Stormwater Drainage

Proper stormwater drainage in the Town of Ontario is challenging due to the low relief and poorly drained soils found in the Town, as well as the disruption to natural drainage patterns that has resulted from the past mining of iron ore. This has resulting in flooding and ponding in some areas. Issues and opportunities related to stormwater management are included in the Transportation and Infrastructure Chapter.

Periodic maintenance and clearing of key watercourses is essential to reduce the risk of flooding from stormwater.

Septic Systems

On-site septic systems rely on soil and its natural bacteria to filter and process the pathogens in wastewater. When they are working properly, such systems are highly effective. Failing systems, however, can introduce pathogens to groundwater, streams and Lake Ontario.

The potential for pollution from failed septic systems is particularly great in areas having Elnora soils which are well drained with rapid subsoil permeability and in areas of shallow bedrock because of the jointed and fractured nature of the bedrock.

Sedimentation and Erosion

Sediments that are carried into streams and the lake affect the clarity of the water and compromise fish habitats. In addition, the sediments may contain contaminants that degrade the quality of water.

Erosion occurs naturally along streambanks and the lakeshore, as the water scours the banks along bends in the streams. Natural vegetation helps to slow erosion, as roots hold soil in place. When natural vegetation is removed, streambanks and the lakeshore are highly vulnerable to erosion and sedimentation.

Erosion and sedimentation also occur during construction, as soil is exposed to rain. Roadside ditches also contribute sediments to the lake as stormwater scours the bottom of the ditch. In areas of steep slopes, erosion can be accelerated.

Sensitive Natural Areas

Sensitive natural features in the Town include wetlands, woodlots, and stream corridors. These areas provide wildlife habitat and contribute to the ecological diversity of the Town and region. Several areas of the Town, along the lakeshore and streams, are susceptible to flooding. Maps 6, 7, 8 and 13 show the locations of sensitive natural areas.

Most of the woodlands in the Town are “second growth” forests that have reverted from farmland. However, some small areas of “old growth” forest and are found in the Town. The location of wooded areas are depicted in Map 13. However, the delineation of those woodlots that have ecological value must be done in the field.
Tools and Techniques

Stormwater Management

Stormwater management utilizes a system of vegetative and structural measures to control the increased rate and volume of stormwater runoff that results from new development. Such measures must be designed as part of new development to ensure that stormwater is properly filtered before flowing into streams or the Lake, and that the flow is managed to prevent flooding. Specific techniques include retention ponds, drainage swales, and artificial wetlands.

Local governments have the authority to require effective stormwater management techniques to be incorporated into the design of new development. Individual property owners can help to manage stormwater by limiting the amount of impermeable surfaces and allowing stormwater to filter into the ground before flowing into streams or the Lake.

Erosion and Sedimentation Controls

The prevention of erosion during construction requires the use of specific techniques designed to retain soil on site. Local governments typically require such techniques as part of the subdivision or site plan review process. Erosion and sedimentation control is included in the requirements of the Town of Ontario’s Design Standards.

Conservation Overlay Zoning Districts

Conservation Overlay Districts also known as Environmental Protection Overlay Districts (EPODs) can be incorporated into zoning regulations to provide additional protections to sensitive natural features such as stream corridors, woodlots and scenic views. The requirements of the Conservation Overlay District (or EPOD) supplement the land use and dimensional requirements of the underlying zoning district.

Overlay regulations for woodlots typically require Town approval before trees larger than a specified size are removed. The requirements would only apply to woodlots that are designated on a resource map and meet clearly specified criteria. "Overlay" zoning regulations designed to protect stream corridors typically limit the removal of natural vegetation within a certain distance (e.g., 50 feet) of the stream bank.
Cluster Development and Conservation Subdivisions

Clustered subdivisions allow dwelling units to be constructed on lots smaller than the “minimum lot size” required by zoning, while ensuring that the maximum density allowed in a zoning district is not exceeded. For example, if zoning regulations require a minimum lot size of 2.5 acres, approximately 40 dwelling units would be permitted on a 100-acre parcel. With clustering, the 40 units could be placed on 1-acre lots, with approximately 60 acres set aside as permanent open space.

Conservation subdivisions utilize design to maximize the amount of usable open space in a clustered subdivision. Once the permitted number of dwelling units is determined, the developer and the Planning Board apply the following design process to a parcel to be subdivided:

- Identify lands with conservation value. These include areas that must remain undeveloped, such as wetlands, floodplains and very steep slopes, as well as areas that contribute to the character of the area, such as active farmland, views, wooded areas, or streams. The remaining lands are best suited for development.
- Locate homes on the land identified as best suited for development.
- Once homes are sited, sketch in a network of streets and trails.
- Finally, draw the lot lines.

The Planning Board’s review of a clustered or conservation subdivision is more challenging than that of traditional subdivisions. In addition, the Town needs to be prepared to hold and monitor conservation easements in perpetuity and the Planning Board needs to work closely with developers to create subdivision designs that maximize the protection of open space and natural features.

Clustered subdivisions can result in permanent protection of resources at low cost to the Town, as open areas would be protected by conservation easements. This technique is most effective for the preservation of environmentally sensitive areas, open space and scenic views that are located on the same lot as proposed residential development.

As clustering does not reduce the number of building lots that can be developed on a parcel, it is generally acceptable to landowners and developers. Clustering works best when the zoning requires low densities.
Recommended Actions:

1. Enact Conservation Overlay zoning provisions as a supplement to the underlying zoning designation to protect stream corridors, woodlots, and other sensitive environmental features. (Also LU-9)

2. Require the preservation of sensitive natural features to be incorporated into the design of new residential and business development. (Also LU-10, RES-2)

3. Establish a minimum open space requirement for subdivisions of five or more lots. (Also LU-12, RES-4)

4. Apply appropriate standards to new development to minimize erosion and sedimentation associated with new construction. (Also LU-11)

5. Continue funding the Ontario Watershed Management District and continue programs coordinated by the Town’s Watershed Management Advisory Council to periodically maintain and clean watercourses. (Also TI-20)

6. Continue to respond to complaints about failing septic systems, particularly in those areas where the risk of contaminating groundwater is high.

7. Utilize the subdivision and site plan review process to set aside views and/or public access to Lake Ontario as part of new development along the lakeshore. (Also LU-8)
Implementation Strategy

1. Summary of Goals and Recommended Actions

2. Recommended Actions, with Time Frame, Estimated Costs and Responsible Agencies

3. Summary of Recommended Actions Grouped by Time Frame
Implementation Strategy

LAND USE

Goals:

A. Preserve large, contiguous areas of high quality farmland to support continued agricultural production in the Town.

B. Protect sensitive natural features such as stream corridors, wetlands and woodlands.

C. Accommodate new residential development in the rural areas of the Town that is consistent with the retention of farmland and the protection of natural features.

D. Encourage the efficient use of infrastructure such as public sewers in locating and designing new residential and business development.

E. Support and enhance existing residential neighborhoods.

F. Protect the primarily residential character of Ridge Road and limit commercial development to compact “nodes” in downtown Ontario and Ontario Center and at the Lakeside Road intersection.

G. Revitalize downtown Ontario as a cohesive and vital retail and commercial district, with businesses on the ground floor and apartments in the upper stories. (Also ED-K)

H. Retain Route 104 as a high speed thoroughfare for east-west traffic, while accommodating additional commercial and industrial development along its borders.

I. Improve physical and visual access to Lake Ontario. (Also PR-C)
Recommended Actions:

**General**

1. Revise zoning district regulations and the zoning map in accordance with the Future Land Use Plan.

2. Continue to maintain and apply the Town’s Design Criteria and Construction Specifications in order to ensure that new residential subdivisions and other development are constructed to appropriate standards. (Also RES-16)

3. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (Also RES-7, ED-23)

4. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. (Also RES-8, ED-24)

5. Conduct regular joint meetings of the Town Board, Town Planning Board and Zoning Board of Appeals to improve communications and coordination among the boards.

6. Utilize the subdivision and site plan review process to limit the number of access points to Route 104. (Also TI-6)

7. Ensure that all future development in the Town meets local, state and federal regulations regarding stormwater management. (Also TI-17)

**Natural Resources and Environmental Protection**

8. Utilize the subdivision and site plan review process to protect views and/or provide public access to Lake Ontario in conjunction with new development along the lake shore. (Also NR-7)

9. Enact Conservation Overlay zoning provisions designation to protect stream corridors, woodlots, and other sensitive environmental features. (Also NR-1)

10. Require the preservation of sensitive natural features and open space to be incorporated into the design of new residential and business development. (Also NR-2, RES-2)

11. Apply appropriate standards to new development to minimize erosion and sedimentation associated with new construction. (Also NR-4)

12. Establish a minimum open space requirement for subdivisions of five or more lots. (Also NR-3, RES-4)

**Agriculture and Farmland**

13. Establish a program, utilizing funding from government and private grants, to purchase the development rights to farmland in designated preservation areas as shown in the Conservation Overlay map. (Also AG-1)
Implementation Strategy

14. Utilize the Farmland Protection Overlay as a guide for land or easement acquisition efforts and in guiding the design of open space or conservation subdivisions. (Also AG-3)

15. Preserve farmland in conjunction with limited residential development in designated rural/ agricultural areas of the town. (Also AG-8)

16. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/ agricultural areas of the Town. (Also AG-2, RES-18)

Housing and Residential Development

17. In Rural Residential/Agricultural areas within the proposed Conservation Overlay Zone, utilize innovative zoning techniques such as Farmland Protection grants, Cluster Development and Incentive Zoning to limit the overall density of development in these rural portions of Town to 1.25 gross acres per dwelling unit, while retaining the minimum lot size requirement of 35,000 Sq. Ft. . (Also RES-13)

18. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also RES-5, TI-7)

19. Encourage occupants of older housing to participate in government and private programs that assist homeowners to renovate housing. (Also RES-15)

Business and Economic Development

20. Recruit industrial businesses to site operations within existing industrial parks. (Also ED-6)

21. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also ED-5, TI-4)

22. Establish guidelines to ensure that new development along the Route 104 corridor and downtown Ontario meets appropriate appearance and design standards. (Also ED-25)

23. Enact zoning regulations that encourage the development of small business plazas rather than individually developed parcels (Also ED-21)

Transportation and Infrastructure

24. In a manner consistent with the Future Land Use Plan, extend sanitary sewers into areas of the Town where the density of development is sufficient to financially support and make such extensions affordable, and to areas that will promote the protection of surface and groundwater resources. (Also TI-14)
Natural Resources & Environmental Protection

Goals:

A. Protect water quality from pollutants carried by eroded soil.

B. Protect the natural flow of streams.

C. Protect sensitive natural features such as woodlands, wetlands, stream corridors, and ponds.

D. Reduce the potential for groundwater contamination associated with failing septic systems.

Recommended Actions:

1. Enact Conservation Overlay zoning provisions as a supplement to the underlying zoning designation to protect stream corridors, woodlots, and other sensitive environmental features. (Also LU-9)

2. Require the preservation of sensitive natural features to be incorporated into the design of new residential and business development. (Also LU-10, RES-2)

3. Establish a minimum open space requirement for subdivisions of five or more lots. (Also LU-12, RES-4)

4. Apply appropriate standards to new development to minimize erosion and sedimentation associated with new construction. (Also LU-11)

5. Continue funding the Ontario Watershed Management District and continue programs coordinated by the Town’s Watershed Management Council to periodically maintain and clean watercourses. (Also TI-20)

6. Continue to respond to complaints about failing septic systems, particularly in those areas where the risk of contaminating groundwater is high.

7. Utilize the subdivision and site plan review process to set aside views and/or public access to Lake Ontario as part of new development along the lake shore. (Also LU-8)
Agriculture and Farmland

Goals:

A. Promote the continued economic viability of agriculture. (Also ED-1)
B. Attract and retain agricultural support businesses such as suppliers and processors.
C. Allow farm operators to operate farm-related business in conjunction with production agriculture.
D. Preserve a sufficient amount of farmland to ensure a viable land base for continued agricultural production in the Town.
E. Preserve a large, contiguous area of high quality farmland for continued agricultural production.
F. Preserve farmland in conjunction with limited residential development in designated rural/agricultural areas of the Town.
G. Reduce the potential for conflict between farmers and non-farming neighbors.

Recommended Actions:

1. Establish a program, utilizing funding from government and private grants, to purchase the development rights to farmland in designated preservation areas as shown in the Conservation Overlay map. (Also LU-13)
2. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/agricultural areas of the Town. (Also LU-16, RES-16)
3. Utilize the Farmland Protection Overlay Map as a guide for land or easement acquisition efforts and in guiding the design of open space or conservation subdivisions. (LU-14)
4. Revise zoning regulations to permit farm-related businesses, such as farm markets and craft manufacturing, to be established on farm property in conjunction with agricultural operations. (Also ED-4)
5. Work with County and State economic development agencies to attract and retain agricultural support businesses. (Also ED-2)
6. Encourage agriculture-related businesses, such as suppliers and processors, to utilize Wayne County’s revolving loan fund for economic development. (Also ED-3)
7. When residential subdivisions are proposed that abut active farmland, require effective buffers to be incorporated into the subdivision design. (Also RES-6)
8. Preserve farmland in conjunction with limited residential development in designated rural/agricultural areas of the town. (Also LU-15)
Implementation Strategy

Housing and Residential Development

Goals:

A. Accommodate a diversity of housing types in the Town in appropriate areas as shown on the Future Land Use Map.

B. Promote high quality design of new housing developments.

C. Maintain a high quality of life in residential neighborhoods.

Recommended Actions:

1. Revise zoning to accommodate the a variety of housing types in appropriate areas as depicted in the Future Land Use Map

2. Require the preservation of sensitive natural features to be incorporated into the design of new residential and business development. (Also LU-10, NR-2)

3. Uphold high standards of development for new residential subdivisions. Continue to update development standards as necessary and enforce provisions required in approved subdivision plans.

4. Establish a minimum open space requirement for subdivisions of five or more lots. (Also LU-11, NR-3)

5. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also LU-18, TI-7)

6. When residential subdivisions are proposed that abut active farmland, require effective buffers to be incorporated into the subdivision design. (Also AG-7)

7. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (Also LU-3, ED-23)

8. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. (LU-4, ED-24)

9. Seek funding for the rehabilitation of deteriorating residential properties. Work with County and private agencies to promote programs that provide funding to homeowners for the rehabilitation of existing housing.

10. Develop a sidewalk plan and policy that addresses the extension of sidewalks as well as maintenance and financing. (Also TI-9)

11. Continue to maintain and upgrade infrastructure in established neighborhoods as needed.

12. Provide illustrated design guidelines to help applicants understand the community’s goals prior to
**Implementation Strategy**

designing a project. Examples of illustrated design guidelines are found in such publications as *Rural By Design*, by Randall Arendt.

13. In Rural Residential/Agricultural areas within the proposed Conservation Overlay Zone, utilize innovative zoning techniques such as Farmland Protection grants, Cluster Development and Incentive Zoning to limit the overall density of development in these rural portions of Town to 1.25 gross acres per dwelling unit, while retaining the minimum lot size requirement of 35,000 Sq. Ft. (Also LU-17)

14. Encourage occupants of older housing to participate in County programs that assist homeowners to renovate housing. (Also LU-19)

15. Continue to maintain and apply the Town’s Design Criteria and Construction Specifications in order to ensure that new residential subdivisions and other development are constructed to appropriate standards. (Also LU-2)

16. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/ agricultural areas of the Town. (Also LU-16, AG-2)

17. Ensure thorough subdivision and site plan review of proposed new developments to ensure that roads interconnect or provide the opportunity for future interconnection with each other and existing roads. Avoid the creation of dead end streets and cul-de-sacs where possible. (Also TI-2)
Business and Economic Development

Goals:

A. Maintain a supportive business environment that encourages economic development while strengthening and retaining existing businesses and industries.

B. Construct and maintain the infrastructure necessary to serve existing and future business development.

C. Encourage the refurbishment and reuse of existing vacant retail, commercial and industrial buildings.

D. Develop a unique and positive image for Ontario and promote and market the community as a good place to start new businesses and to relocate or expand existing businesses.

E. Explore incentives to make the Town even more attractive to new and expanding businesses.

F. Encourage tourism and related business development.

G. Provide appropriate access to properties along Route 104.

H. Establish design guidelines to ensure that new development along the Route 104 corridor and in downtown Ontario meet appropriate appearance and design standards.

I. Promote the continued economic viability of agriculture (Also AG-A)

J. Protect the primarily residential character of Ridge Road and limit commercial development to compact “nodes” in downtown Ontario and Ontario Center.

K. Revitalize downtown Ontario as a cohesive and vital retail and commercial district, with businesses on the ground floor and apartments in the upper stories. (Also LU-G)

L. Retain Route 104 as a high speed thoroughfare for east-west traffic, while supporting existing and accommodating additional commercial and industrial development.

Recommended Actions:

1. Work with local businesses and community groups to develop and promote a unique and positive image of the Town and promote the Town’s image so that people residing in the region will readily associate the image with Ontario and develop print and nonprint promotional materials that publicize the positive image of Ontario.

2. Work with County and State economic development agencies to attract and retain agricultural support businesses. (Also AG-5)

3. Encourage agriculture-related businesses, such as suppliers and processors, to utilize Wayne
**Implementation Strategy**

- County’s revolving loan fund for economic development. (Also AG-6)

4. Revise zoning regulations to permit farm-related businesses, such as farm markets and craft manufacturing, to be established on farm property in conjunction with agricultural operations. (Also AG-4)

5. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also LU-21, TI-4)

6. Recruit industrial businesses to site operations within existing industrial parks. (Also LU-21)

7. Provide sufficient funds to the Town’s economic development program and expand the program to include tourism.

8. Pursue funding to construct an access road between Dean Parkway and Lincoln Road to service industrially zoned properties in this area. (Also TI-5)

9. Pursue funding to construct watermains and sanitary sewer lines to support economic development in appropriate areas of the Town as identified on the Future Land Use Map. (Also TI-16)

10. Arrange for local seminars and training for persons who are interested in starting new businesses, but who may lack the knowledge and skills.

11. Encourage and assist local retail and service businesses to work jointly to promote and advertise their businesses.

12. Assist merchants to form a business improvement district (BID) to raise revenue to pay for the costs of constructing public improvements and providing specialize services.

13. Revitalize the downtown business district by:
   - Encouraging merchants and property owners to utilize National Main Street Trust strategies revitalization strategies.
   - Distributing a letter from the Town Board to downtown property and business owners to request they clean and spruce up their properties and to better maintain the appearance of their buildings.
   - Increasing enforcement of existing codes, ordinances and regulations in downtown.
   - Enacting and enforcing maintenance standards for downtown buildings which would, among other things, limit where dumpsters may be sited and require they be screened from view, and that would prohibit residential use on the first floor of buildings.
   - Developing and enacting building design standards for downtown

14. Distribute a checklist and flow chart that identify the steps and timeframes for the planning and zoning review process to persons/businesses proposing new business development or expansion

15. Pursue funding for economic development programs, e.g., a grant to capitalize a low-interest, revolving-loan pool.

16. Revise Town zoning regulations to provide greater flexibility so that businesses uses that benefit by being near each other may be located in the same zoning district.
17. Continue efforts to recruit major retail and industrial businesses to locate in Ontario by:
   A. Assisting the owner of the former Ames Plaza to redevelop the plaza
   B. Advertising and utilizing other outreach measures
   C. Maintaining and distributing up-to-date information on available industrial and businesses sites to prospective new businesses and existing businesses that need additional land to expand.
   D. Maintaining information on the Town’s Internet website that promotes Ontario and provides useful economic development information
   E. Work to have the area within the 585 telephone area code extended to encompass industrial zoning districts.
   F. Encourage the provision of state, county and local government tax incentives for businesses.
   G. Work with Wayne Economic Development Corporation to foster economic development in the Town.

18. Continue the business visitation program as a means for retaining and assisting existing businesses.

19. Work with WCIDA, the Empire Zone Coordinator, ESDC, and RG&E to share leads about perspective new businesses and to refer prospective new businesses to each other for assistance.

20. Work with appropriate agencies to remove the railroad tracks along Route 104 and to construct access roads and trails along appropriate sections of the right-of-way (Also TI-3)

21. Enact zoning regulations that encourage the development of small business plazas rather than individually developed parcels (Also LU-24)

22. Conduct regular joint meetings of appropriate elected officials and advisory boards to improve communications and coordination among the elected officials and boards especially with regard to economic development policies.

23. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (Also RES-7, LU-3)

24. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. (Also RES-8, LU-4)

25. Establish guidelines to ensure that new development along the Route 104 corridor and downtown Ontario meets appropriate appearance and design standards. (Also LU-22)
Implementation Strategy

Transportation and Infrastructure

Goals:

A. Maintain Town roads in safe and good operational condition.

B. Construct and maintain the infrastructure necessary to attract and serve industrial, commercial, retail and service businesses and to serve existing and future residential neighborhoods.

Recommended Actions:

Roadways and Railroads

1. Conduct a Pavement Management Study of dedicated Town roads and establish a 5-year work plan and budget to maintain the proper level of funding to ensure that the road system are maintained in good condition.

2. Ensure thorough subdivision and site plan review of proposed new developments to ensure that roads interconnect or provide the opportunity for future interconnection with each other and existing roads. Avoid the creation of dead end streets and cul-de-sacs where possible. (Also RES-18)

3. Work with appropriate agencies to remove the railroad tracks along Route 104 and to construct access roads and trails along appropriate sections of the right-of-way. (Also ED-20)

4. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also LU-21, ED-5)

5. Pursue funding to construct an access road between Dean Parkway and Lincoln Road to service industrially zoned properties in this area. (Also ED-8)

6. Utilize the subdivision and site plan review process to limit the number of access points to Route 104. (Also LU-6)

7. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also RES-5, LU-18)

8. Evaluate building setback requirements to ensure they are sufficient to accommodate a future widening of roadways.

Pedestrian and Bicycle Facilities

9. Develop a sidewalk plan and policy that addresses the extension of sidewalks as well as maintenance and financing. (Also RES-10)

10. Work with local bicycling clubs to create dedicated bicycle routes along Lake Road and in other suitable locations. (Also PR-2)

11. Develop trails for bicycling, hiking and other uses including equestrian use that connect with...
neighboring systems (Also PR-3)

**Municipal Water and Sanitary Sewer Service**

12. Make necessary improvements to the water treatment plant and the wastewater treatment plant, as outlined in the recently completed 5-year plan, to ensure high quality treatment of wastewater and drinking water supply, and to ensure compliance with existing and future regulations.

13. Ensure that newly constructed watermains are interconnected or looped with existing watermains to the extent feasible.

14. Perform televising and infiltration and inflow studies to identify deficient sections of existing sewers. Use this information to continue to maintain and repair the existing sanitary sewer collection system.

15. In a manner consistent with the Future Land Use Plan, extend sanitary sewers into areas of the Town where the density of development is sufficient to financially support and make such extensions affordable, and to areas that will promote the protection of surface and groundwater resources. (Also LU-24)

16. Pursue funding to construct watermains and sanitary sewer lines to support economic development in appropriate areas of the Town as identified on the Future Land Use Map. (Also ED-9)

17. Proceed with accurate GIS based mapping and record keeping of the water distribution system and sanitary sewer collection features.

**Stormwater Management**

18. Ensure that all future development in the Town meets local, state and federal regulations regarding stormwater management. (Also LU-7)

19. Consider regional (within the Town) stormwater management measures when possible.

20. Continue funding the Ontario Watershed Management District and continue programs coordinated by the Town’s Watershed Management Council to periodically maintain and clean watercourses. (Also NR-5)

**Telecommunications**

21. Encourage telecommunications companies to install broad-band Internet service in the Town where such service is not currently available.
Community Services and Facilities

Goal:

A. Continue to provide high-quality Town services in a cost-effective and efficient manner.

Recommended Actions:

1.A. Finish constructing the 3,000 sq. ft. addition to the Town Hall to provide increased Town office and meeting space and temporary increased space for the Ontario Public Library until a new library facility can be constructed.

1.B. Construct a new and larger library facility.

2. Incorporate the space and facility needs of the Town Court when planning, designing and constructing future Town Hall expansions and improvements.

3. Maintain Town-owned facilities in good condition.

4. Continue to provide the Wayne County Sheriff’s Department with a facility in the Town of Ontario for use as Sheriff’s Department substation.

5. Work with the U.S. Postal Service to retain the post offices in the Hamlets of Ontario, Ontario Center and Union Hill.

6. Continue to maintain cemeteries for which the Town is responsible in accord with New York State law.

7. Locate Town facilities in the downtown when possible and practical.
Parks and Recreation

Goals:

A. Continue to provide a broad array of high-quality recreational opportunities year-round for Ontario residents of all ages and interests.

B. Continue to maintain Ontario parks and recreational facilities in good operational condition and neat appearance.

C. Improve the physical and visual access to Lake Ontario. (Also LU-I)

Recommended Actions:

1. Implement the recommended actions contained in the Ontario Parks and Recreation Department Comprehensive 2004 Five-year Plan.

2. Work with local bicycling clubs and other organizations to create dedicated bicycle routes along Lake Road in other suitable locations. (Also TI-10)

3. Develop trails for bicycling, hiking and other uses including equestrian use that connect with neighboring systems. (Also TI-11)

4. Acquire additional public access to Lake Ontario.
Implementation Strategy

Historic Resources

Goal:

A. Encourage the protection of historic buildings and landscapes.

Recommended Actions:

1. Establish a recognition program for privately owned historic buildings.
2. Provide information to owners of historic buildings and properties regarding grant programs.
3. Distribute pamphlets and sponsor workshops that provide suggestions for appropriate exterior treatments of historical buildings and appropriate landscaping.
4. Work with the Ontario Historical and Landmark Preservation Society to maintain the Heritage Square complex.
5. Provide support the Town Historian’s office.
6. Make the Town Historian’s office handicapped accessible.
7. Develop an historic resources self-guided tour brochure to promote historic resources in the Town
Historic Resources

GOAL:

A. Encourage the preservation of historic buildings and the protection of historic landscapes.
Historic Resources

Early History

The Town of Ontario is located in the northwest corner of Wayne County along the shores of Lake Ontario. The first settler was Freeman Hopkins, a Quaker, who arrived from New England in 1806 and built a log cabin on the lakeshore when this area was still a part of the Town of Williamson. In 1807 the town separated from Williamson under the name of Freetown and the following year changed its name to Ontario. Other early settlers were Peter Thatcher (the first blacksmith), Noah Fuller, Daniel Inman and Zebedee Hodges.

Although the land and climate were ideal for agriculture, especially fruit farming, the land was heavily forested. The early pioneers cleared the land. However, industries such as saw mills, potash, charcoal and brick making and blacksmithing at first took precedence over farming. By the 1850’s however, fruit, dairy and grain farming were flourishing. This led to the canning and freezing industries which came to Ontario in the 20th century.

Iron ore was discovered in Ontario in 1811 by Mr. Knickerbocker while he was digging a well to water his cattle. A few years later, the manufacture of Iron was begun and continued until about 1918 progressing from the crude shovel and wheelbarrow days to the steam shovel era in the 1880’s. In the early days, the ore was hauled by horse and wagon to Bear Creek Harbor on Lake Ontario and loaded on ships bound for the Charlotte Harbor and the railroad cars at the mouth of the Genesee River in Rochester. The roads along this route gradually turned red from the iron ore. Historical resources report that neighboring villagers could identify men from Ontario because of the red on their boots, wagon wheels, and even mustaches. At their peak, the mines and blast furnaces employed over 200 people at a time including many Irish and Italian immigrants.

A total of 13 one-room schoolhouses were built in Ontario. The earliest one was built of logs in 1816 on Lake Road near Knickerbocker Road. The first high school was built in 1895 across the street from the present-day Ontario Elementary School on Ridge Road. The School District was centralized in 1949.

The first church was formed in 1812 when the Methodist followers met in Zebedee Hodges’ home located where the Ginna Nuclear Power Plant now stands on Lake Road near Ontario Center Road. Their ministry is carried on today in the North Ontario United Methodist Church ("Brick Church") located at the corner of Brick Church and Ontario Center Roads, a mile from the original site.
The Lake Ontario Shore Railroad ran through the Town and was opened for travel in 1874. By 1900, the trolley came to Ontario. It made its way down Ridge Road from Rochester to Sodus Bay. In the spring of the year, because of the many orchards along its route, its ride was advertised as "40 miles of blossoms." Route 104 was built in 1950 as a two-lane highway and expanded to a limited access four-lane highway in 1985.

Ontario’s history is celebrated at Heritage Square at the Brick Church Corners located on Ontario Center Road, one mile south of the lake. These corners were recognized as a mid-nineteenth century crossroads community and were placed on the National Register of Historic Places in 1974. This area consists of the Brick Church, the Pease homestead and Heritage Square Museum.

Located at Heritage Square Museum are the Ruffell Log Cabin, the Baptist Meeting House, the Brick Church Schoolhouse, the Watson Iron Ore Miner’s House, the Warner Farmhouse, the Town Lockup, The Apple Dryhouse and the exhibit barn. The Town of Ontario Historical and Landmark Preservation Society maintains the museum, which is open to the public from 1:30 - 4:00PM Saturdays and Sundays from May through September.

Other historic resources in the Town include the twelve cobblestone houses that were built between 1825 and 1860. This type of cobblestone architecture is unique to Western New York. Over 90 percent of cobblestone houses are located within a sixty-mile radius of Rochester, New York.

The North Ontario United Methodist Church ("Brick Church"), located at the corner of Brick Church and Ontario Center Roads, carries on the ministry of the Tow’s first church, which was formed in 1812.

Map 25 depicts the historical buildings, sites and markers within the Town of Ontario. These sites are listed in the table on the following page.
**Issues and Opportunities**

The historic resources in the Town of Ontario contribute to the character of the community. They provide a physical link to the community’s past.

The preservation of the historic buildings that are privately owned would require the participation of individual landowners. The Town and the Historical Society may be able to provide information about grant funding and technical assistance that may be available to individuals.
Tools and Techniques

Techniques available to local governments to encourage the preservation and restoration of historic buildings include both recognition programs and regulatory approaches.

Recognition programs for privately owned buildings

The National Register of Historic Places recognizes buildings, sites and landscapes that are historically and architecturally significant. The program does not provide protection to privately owned buildings. However, public money cannot be used to alter or demolish buildings that are in a National Historic District or those that are individually listed on the National Register without a formal review of the impacts.

Municipalities may develop their own recognition program to designate historic structures or to acknowledge private efforts to restore or rehabilitate historic buildings. Such a program would send a message to the public that historic preservation is important to the community and may encourage private property owners to restore historic buildings.

Municipalities may also provide information to private property owners to assist in restoration and rehabilitation efforts. There is a considerable amount of literature and technical assistance available to ensure that restoration and rehabilitation of historic buildings is done in a manner that is consistent with the building’s historic character and that does not damage the building’s architectural features or materials.

The Town may undertake a formal survey of its historic resources. Such a survey could form the basis for a recognition program or a regulatory program.

Regulatory techniques

Municipalities may establish regulations to protect historic buildings. The process typically requires the designation of certain historic buildings as “landmarks,” or the delineation of an area as a “historic district.” A citizen board, usually known as the “Historic Preservation Commission” or “Landmarks Preservation Board,” is appointed to review applications for building permits that would affect historic landmarks or buildings within the designated historic district. The board is responsible for ensuring that changes to historic properties are consistent with the historic character of the property.
Historic Resources

Certified Local Government Program

The Certified Local Government Program of the National Park Service encourages municipalities to pass laws that provide for local review of development proposals that would affect historic buildings. Municipalities may be certified by the State Historic Preservation Office if they enact a law that designates local historic landmarks or districts, and that establishes a procedure for reviewing proposed changes to designated properties. Certified local governments are eligible for grant funding that is set aside for participants in the program. Grants may be used for research, education, and restoration of properties.

Tax Incentives for Private Properties

Pursuant to the Farmer’s Protection and Farm Preservation Act, passed in 1996, property owners can claim a tax credit for up to 25% of the cost of rehabilitating a historic barn. Barns constructed or placed into agricultural service before 1936 are eligible, provided that the barn is used for agricultural purposes and meets the tax definition of “income-producing.” The rehabilitation must not “materially alter the historic appearance” of the barn. Costs incurred after January 1, 1997 are eligible. Technical information is available on the NYS Department of Parks, Recreation and Historic Preservation website, at www.nysparks.state.ny.us/field/fsb/barns.htm. This law also enables local governments to phase in the increase in assessed value that results from the rehabilitation of barns built before 1936.

Federal tax credits are available for the rehabilitation of historic and older buildings. A tax credit of 20% of the cost of rehabilitation is available for “certified rehabilitation” of “certified historic structures.” This credit generally applies to buildings that are on the National Register of Historic Places. The renovations must comply with the Secretary of Interior’s “Standards for Rehabilitation.” This credit applies only to buildings that are used for agricultural, commercial, industrial or rental residential purposes. Both the structure and the rehabilitation must be approved by the National Park Service. The project must also meet the guidelines set by the Internal Revenue Service.

A 10% tax credit is available for rehabilitation of “non-historic” buildings built before 1936. This credit applies only to “depreciable” buildings that are used for non-residential purposes. The renovation must be “substantial,” exceeding either $5,000 or the adjusted basis of the property, whichever is greater. Certain guidelines apply for retaining external and internal walls and the internal structural framework. The tax credit must be claimed on IRS form 3468 for the tax year in which the rehabilitated building is placed in service. There is no formal review process for the rehabilitation.
Grant funding

Grant funding is available to both private and public owners of historic properties. The **NYS Office of Parks, Recreation and Historic Preservation** administers a competitive grant program for the restoration of historic buildings.

The **Preservation League of New York** administers a program to provide grants to municipalities and not-for-profit agencies for cultural resource surveys, historic structure reports, and historic landscape reports. Grants awarded are usually between $3,000 and $15,000. The application is usually due in May, with applications available in January. Contact: Preservation League of New York State, 44 Central Avenue, Albany, NY 12206 (518) 462-5658.

The **New York State Council on the Arts** provides grants to local governments and not-for-profit organizations for planning and design, capital funding, and independent projects. The application deadline is generally March 1 of each year. Information is available from Anne VanIngen, Director, Architecture, Planning and Design, NYS Council on the Arts, 915 Broadway, New York, NY 10010, (212) 387-7013.
Historic Resources

Recommended Actions

1. Establish a recognition program for privately owned historic buildings.

2. Provide information to owners of historic buildings and properties regarding grant programs.

3. Distribute pamphlets and sponsor workshops that provide suggestions for appropriate exterior treatments of historical buildings and appropriate landscaping.

4. Work with the Ontario Historical and Landmark Preservation Society to maintain the Heritage Square complex.

5. Provide support to the Town Historian’s office.

6. Make the Town Historian’s office handicapped accessible.

7. Develop an historic resources self-guided tour brochure to promote historic resources in the Town.
<table>
<thead>
<tr>
<th>ID</th>
<th>Name</th>
<th>Address</th>
<th>Year Built</th>
<th>Description</th>
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<tbody>
<tr>
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<td>Fruitland Mill Marker</td>
<td>Ridge Road &amp; Hollybush Lane</td>
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<td>2</td>
<td>Pioneer Cemetery Marker</td>
<td>Ridge Road &amp; Slocum Road</td>
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<td>3</td>
<td>Paint Mill Marker</td>
<td>North side of Route 104</td>
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<td>4</td>
<td>Iron Ore Bed Marker</td>
<td>Furnace Road &amp; Kenyon Road</td>
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<td>Iron Furnace Marker</td>
<td>Furnace Road &amp; Bailey Road</td>
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<td>6</td>
<td>Ontario Cemetery</td>
<td>Behind Town Hall</td>
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<td>7</td>
<td>Furnaceville Cemetery</td>
<td>Trimble Road &amp; Furnace Road</td>
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<td>Calvary Cemetery</td>
<td>At St. Mary's of the Lake Church</td>
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<td>Davis Cemetery</td>
<td>Alright Farms property, South side of Lake Road</td>
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<td>Lakeside Cemetery</td>
<td>Lakeside Road &amp; Lake Road</td>
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<td>Thatcher Cemetery</td>
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<td>Dickinson Cemetery</td>
<td>Slocum Road &amp; Willits Road</td>
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<td>13</td>
<td>Ontario Center Cemetery</td>
<td>Ridge Road &amp; Slocum Road</td>
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<td>14</td>
<td>North Ontario United Methodist Churc</td>
<td>7200 Ontario Center Road</td>
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<tr>
<td>15</td>
<td>First Baptist Church of Ontario</td>
<td>1929 Ridge Road</td>
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<td>16</td>
<td>Immanuel United Church of Christ</td>
<td>1973 Ridge Road</td>
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<td>First Presbyterian Church of Ontario</td>
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<td>Old St. Mary's of the Lake</td>
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<td>Free Methodist Church</td>
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<td>Wayne Central High School</td>
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<td>Former District #1 school</td>
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<td>Former District #4 school</td>
<td>Heritage Square Museum</td>
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<td>6911 Furnace Road</td>
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<td>7384 County Line Road</td>
<td>1840s or 1850s</td>
<td>Gothic Revival</td>
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<tr>
<td>34</td>
<td>Boynton House</td>
<td>259 Lake Road</td>
<td>1862</td>
<td>Italianate brick; Stop on Underground Railroad</td>
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<td>Middleton-Chapman House</td>
<td>487 Lake Road</td>
<td>1844</td>
<td>Cobblestone</td>
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<td>36</td>
<td>Thayer home</td>
<td>524 Lake Road</td>
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<td>Greek Revival</td>
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<td>37</td>
<td>Eagle Cliff Farm</td>
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<td>Pound House</td>
<td>Lake Road &amp; Slocum Road</td>
<td>1835</td>
<td>Greek Revival</td>
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<td>Ross Gates home</td>
<td>1181 Lake Road</td>
<td>c. 1900</td>
<td>Queen Anne style</td>
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<td>Sherbourne-Wickes home</td>
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<td>1835</td>
<td>Brick with cobblestone addition</td>
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</tr>
<tr>
<td>Elwanger summer residence</td>
<td>Ginna property</td>
<td>1924</td>
<td>J. Foster Reed of Rochester was the architect</td>
<td></td>
</tr>
<tr>
<td>Vogt home</td>
<td>1652 Lake Road</td>
<td>1823</td>
<td>Brick - probably constructed with locally made brick.</td>
<td></td>
</tr>
<tr>
<td>Brewer home</td>
<td>1695 Lake Road</td>
<td>1840</td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Motley Manor House</td>
<td>1717 Lake Road</td>
<td>1930</td>
<td>Cyril Tucker of Rochester was the architect</td>
<td></td>
</tr>
<tr>
<td>Davis home</td>
<td>Ontario Center Road &amp; Knickerocker Roads</td>
<td>Pre-1812</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Franke home</td>
<td>1915 Lake Road</td>
<td>1820s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Albright-SomdeCerff home</td>
<td>7609 Knickerocker Road</td>
<td>1870s</td>
<td>Greek Revival</td>
<td></td>
</tr>
<tr>
<td>Albright-Buell home</td>
<td>7559 Knickerocker Road</td>
<td>Around 1850</td>
<td>Greek Revival</td>
<td></td>
</tr>
<tr>
<td>Thatcher home</td>
<td>7434 Knickerocker Road</td>
<td>1827</td>
<td>Federal Style</td>
<td></td>
</tr>
<tr>
<td>Riker home</td>
<td>7325 Knickerocker Road</td>
<td>1842</td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Gage-Verburg home</td>
<td>7101 Knickerocker Road</td>
<td>1845</td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Gage home</td>
<td>7031 Knickerocker Road</td>
<td></td>
<td>Frame farm house</td>
<td></td>
</tr>
<tr>
<td>Camp Cveralls</td>
<td>2463 Lake Road</td>
<td>1940s-1950s</td>
<td>Former camp for girls</td>
<td></td>
</tr>
<tr>
<td>Bowerman-Dudley home</td>
<td>1556 Kenyon Road</td>
<td>1845</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schnetzer-Faas home</td>
<td>6680 Ontario Center Road</td>
<td>1845</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gurnee-Hilleger home</td>
<td>6952 Ontario Center Road</td>
<td>1845</td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Hurley home</td>
<td>7007 Ontario Center Road</td>
<td>1845</td>
<td>Cobblestone smokehouse on property</td>
<td></td>
</tr>
<tr>
<td>Hodges-Peterson home</td>
<td>7272 Ontario Center Road</td>
<td>1841</td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Trimble-Passero</td>
<td>2420 Trimble Road</td>
<td></td>
<td>Stone home</td>
<td></td>
</tr>
<tr>
<td>Thompson home</td>
<td>6952 Furnace Road</td>
<td></td>
<td>Concrete block home</td>
<td></td>
</tr>
<tr>
<td>Eaton house</td>
<td>6788 Furnace Road</td>
<td></td>
<td>Farm house</td>
<td></td>
</tr>
<tr>
<td>Fioco home</td>
<td>2244 Kenyon Road</td>
<td></td>
<td>Brick Italianate Style</td>
<td></td>
</tr>
<tr>
<td>Jossie-VanEnwyck home</td>
<td>7105 Fisher Road</td>
<td></td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Pease Homestead</td>
<td>1588 Brick Church Road</td>
<td>1834</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leenhouts home</td>
<td>1804 Brick Church Road</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sands-Wooster home</td>
<td>7147 Lakeside Road</td>
<td>1876</td>
<td>Brick Italianate Style</td>
<td></td>
</tr>
<tr>
<td>Lakeside Store &amp; Post Office</td>
<td>Boston Road &amp; Lakeside Road</td>
<td>1870s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whitney-Raynor home</td>
<td>5688 Lincoln Road</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hicks home</td>
<td>5833 Lincoln Road</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freeman-Buck home</td>
<td>5708 Walworth Road</td>
<td>Around 1836</td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Casey-Bebernick home</td>
<td>5708 Walworth Road</td>
<td>1830s</td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Camp home</td>
<td>5656 Walworth Road</td>
<td>1834</td>
<td>Cobblestone</td>
<td></td>
</tr>
<tr>
<td>Mink ranch</td>
<td>Lakeside Road &amp; Ridge Road</td>
<td></td>
<td>World's largest mink ranch in 1941</td>
<td></td>
</tr>
<tr>
<td>Slocum-Boughton house</td>
<td>1178 Ridge Road</td>
<td>1827</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maine-Ransley home</td>
<td>1418 Ridge Road</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nash house</td>
<td>1477 Ridge Road</td>
<td></td>
<td>Unusual Italianate style with off-center cupola</td>
<td></td>
</tr>
<tr>
<td>Burnett Building</td>
<td>Ridge Road &amp; Ontario Center</td>
<td></td>
<td>Excellent example of early ceramic block commercial</td>
<td></td>
</tr>
<tr>
<td>Foley Building</td>
<td>Ridge &amp; Ontario Center Road</td>
<td></td>
<td>Was Post Office in 1884</td>
<td></td>
</tr>
<tr>
<td>ID</td>
<td>Name</td>
<td>Address</td>
<td>Year Built</td>
<td>Description</td>
</tr>
<tr>
<td>----</td>
<td>-------------------------------------</td>
<td>----------------------------------------------</td>
<td>------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>79</td>
<td>Ontario Center Hotel</td>
<td>Ridge Road &amp; Ontario Center Road</td>
<td>1887</td>
<td>Queen Anne style</td>
</tr>
<tr>
<td>80</td>
<td>Cone home</td>
<td>1711 Ridge Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>81</td>
<td>Trolley booster station</td>
<td>Across from Elementary School</td>
<td></td>
<td>Reminder of Rochester-Sodus Bay trolley</td>
</tr>
<tr>
<td>82</td>
<td>Palmer Hall</td>
<td>1846 Ridge Road</td>
<td>Early 1900s</td>
<td>Palladium Colonial Revival style</td>
</tr>
<tr>
<td>83</td>
<td>Donald Smith home</td>
<td>1845 Ridge Road</td>
<td>Early 1900s</td>
<td>Formerly Southshore Grange</td>
</tr>
<tr>
<td>84</td>
<td>Richard Doyle home</td>
<td>1900 Ridge Road</td>
<td>Early 1900s</td>
<td>Bungalow home built from a kit</td>
</tr>
<tr>
<td>85</td>
<td>Masonic Temple</td>
<td>1932 Ridge Road</td>
<td></td>
<td>Best preserved in Wayne County</td>
</tr>
<tr>
<td>86</td>
<td>Home</td>
<td>Across from the Masonic Temple</td>
<td></td>
<td>Italianate style with octagonal cupola</td>
</tr>
<tr>
<td>87</td>
<td>Tummonds house (Murphy Funeral Home)</td>
<td>Knickerbocker Road &amp; Ridge Road</td>
<td>Early 1900s</td>
<td>Queen Anne style</td>
</tr>
<tr>
<td>88</td>
<td>Apartment house</td>
<td>Knickerbocker Road &amp; Ridge Road</td>
<td></td>
<td>Early glazed ceramic block commercial building</td>
</tr>
<tr>
<td>89</td>
<td>Apartment house</td>
<td>1969 Ridge Road</td>
<td></td>
<td>Formerly the Ontario Fire Hall</td>
</tr>
<tr>
<td>90</td>
<td>Apartment house</td>
<td>1968 Ridge Road</td>
<td></td>
<td>Original Hezehiah Hill farm house</td>
</tr>
<tr>
<td>91</td>
<td>Former Barns</td>
<td>1980 Ridge Road</td>
<td></td>
<td>Wooden Italianate home</td>
</tr>
<tr>
<td>92</td>
<td>Dr. Peer home</td>
<td>2033 Ridge Road</td>
<td></td>
<td>Wooden Italianate home</td>
</tr>
<tr>
<td>93</td>
<td>Bowling Alley</td>
<td>2090 Ridge Road</td>
<td></td>
<td>Wooden Italianate home</td>
</tr>
<tr>
<td>94</td>
<td>Dunn home</td>
<td>2359 Ridge Road</td>
<td>1850</td>
<td>Brick</td>
</tr>
<tr>
<td>95</td>
<td>Albright-Beha home</td>
<td>2435 Ridge Road</td>
<td>1831</td>
<td>Remains in same family</td>
</tr>
<tr>
<td>96</td>
<td>Fewster home</td>
<td>5539 Arbor Road</td>
<td>1861</td>
<td></td>
</tr>
<tr>
<td>97</td>
<td>Old Turner store</td>
<td>1983 Ridge Road</td>
<td>1879</td>
<td></td>
</tr>
<tr>
<td>98</td>
<td>Commercial buildings</td>
<td>North side, east end of south side of Main Street</td>
<td>1885-1913</td>
<td>Original buildings burned in fire of 1885</td>
</tr>
<tr>
<td>99</td>
<td>Commercial buildings</td>
<td>South side of Main Street</td>
<td>Prior to 1874</td>
<td>Those that survived fire of 1885</td>
</tr>
<tr>
<td>100</td>
<td>Summer homes</td>
<td>Ontario-on-the-Lake</td>
<td>1926</td>
<td></td>
</tr>
<tr>
<td>101</td>
<td>Brick Church Corners marker</td>
<td>Brick Church Road &amp; Ontario Center Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>102</td>
<td>Heritage Square Museum</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>103</td>
<td>Pioneer Settler Marker</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Parks and Recreation

GOALS:

A. Continue to provide a broad array of high-quality recreational opportunities year-round for Ontario residents of all ages and interests.

B. Continue to maintain Ontario parks and recreational facilities in good operational condition and neat appearance.

C. Improve the physical and visual access to Lake Ontario.
Existing Conditions

The Parks and Recreation Department is headquartered at Casey Park located along the west side of Knickerbocker Road a short distance north of Route 104. The department is responsible for recreational programming and the maintenance of Town parks and recreational facilities within the parks. The department also has responsibility for maintaining the grounds of all other Town buildings and Town-owned cemeteries, collecting refuse in the parks, Town Hall and other Town buildings and removing snow from the parks and from the sidewalk stair steps in downtown Ontario.

Recreational Programs

The Parks and Recreation Department offers a broad array of year-round programs, currently 148, for Ontario residents of all ages from toddlers through senior citizens. The program year is divided into three seasons with different programs offered each season. The department also conducts and sponsors various special events throughout the year.

The number of programs offered by the department was significantly expanded between 1998 and 2003. General programming was expanded by 110% and non-athletic programs by 160%. A complete list of the recreational programs and events provided by the department is contained in the Appendix.

The expansion of the recreational programs has been well received by Ontario residents. In 2002, for example, 4,290 registrants participated in the various recreational programs; 2,145 were unduplicated participants. Special events held in Casey Park such as a haunted hay ride, concerts, a fireworks display, and an Easter egg hunt attracted an additional estimated 7,100 participants in 2002.
Recreational Facilities

The Town of Ontario owns and operates two parks, **Casey Park** and **Thompson Park/Memorial Point**. Casey Park, a community park comprised of 72 acres of land, is the largest of the two. **Casey Park** contains an assortment of active and passive recreational facilities identified in the following table:

<table>
<thead>
<tr>
<th>Facility</th>
<th>Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>The “ore bed” swimming pond and beach</td>
<td>Boat rentals (four canoes and two paddle boats)</td>
</tr>
<tr>
<td>Two open-air picnic pavilions</td>
<td>Pedestrian trails</td>
</tr>
<tr>
<td>Six softball/baseball fields</td>
<td>Horseshoe pits</td>
</tr>
<tr>
<td>Seven soccer fields</td>
<td>Spray park</td>
</tr>
<tr>
<td>Lodge available for rent for indoor events</td>
<td>Multi-purpose room in administration building</td>
</tr>
<tr>
<td>Two sand volleyball courts</td>
<td></td>
</tr>
</tbody>
</table>

The parks and recreation administration building and the lodge are recent additions to the park. The administration building with its large multi-purpose room was constructed in 1999. The lodge was constructed in 2002.

**Thompson Park/Memorial Point** is a smaller (6 acres), passive recreational park, located on Lake Ontario at Bear Creek Harbor. The park contains a boat launch and a grassy area suitable for picnicking. A Town permit is required for the use of the boat launch. Recently, Town officials were successful in persuading Wayne County Highway Department officials to incorporate a pedestrian bridge into the design of the new highway bridge constructed on Lake Road to span Bear Creek. The pedestrian bridge, which links the parking and boat launch on the west side of Bear Creek to the grassy area on the east side of the Creek, allows for safe pedestrian passage along the north side of the highway.

The **Ontario Golf Club** is a private, membership club with an 18-hole golf course located in the southeastern part of the Town. In addition to the golf course, the facility also contains a driving range, a pro shop, a swimming pool, a snack shop and full-service restaurant. The restaurant operates year round. The Ontario Golf Club has been operating for 76 years.

Map 24 depicts the locations of public parks and private recreational facilities in the Town.
Relevant Plans and Programs

Wayne County Recreationway Plan

The Wayne County Recreationway Plan, completed in 2002, acknowledges the existing State-designated snowmobile trails. No future trails are designated within the Town of Ontario. (See Figure 4).

The Genesee Transportation Council’s Regional Trails Development Plan, Phase I, completed in 2003, recommends that 17.2 miles of trail along Route 104 in Webster and Ontario be improved with a stone dust surface and opened for multiple uses. This would extend easterly an existing multi-use trail that currently ends at Salt Road in Webster. This improvement was recommended for funding in the “Mid Term” – 2007-2011. The estimated cost of improving this segment of the trail is $825,000. Potential funding sources include the Genesee Transportation Council’s Unified Planning Work Program.

Trails

Bicyclists ride along the shoulders of public roads and highways within the Town of Ontario. Members of the Rochester Bicycle Club utilize Lake Road for timed events and races.

A State Snowmobile Route is located in the Town of Ontario along the Route 104 corridor and north-south through the center of the town and in the northeast area of the town. The trail is maintained by the snowmobile club.

Figure 4
Excerpt from Wayne County Recreationway Plan
Issues and Opportunities

Limited Building Space – Notwithstanding the construction of the recreation administration building with its multi-purpose room and the lodge, the Parks and Recreation Department still does not have sufficient indoor building space to meet its current and growing needs. Town recreation buildings are not large enough to accommodate programs and classes that require large amounts of space.

Fortunately, the Town and the Wayne Central School District have a good working relationship and the School District permits the Town Parks and Recreation Department to utilize school facilities, at no charge, for Town recreation programs that require large amounts of space. The use of School District facilities, however, is also problematic. The scattered locations and the limited availability of school facilities constrains the scheduling of Town recreational programs. Moreover, the lack of space limits the department from being able to offer more recreational programming in response to increasing public demand.

Lack of Swimming Pool for Swimming Lessons—As the Town does not have a public swimming pool for its swimming instruction program, the Parks and Recreation Department must utilize the private swimming pools of Ontario residents who donate the use of their pools for the program. This situation creates a geographically fragmented program, restricts access and forces the Town to rely on the generosity of residents who have swimming pools. It also prevents the swim program from being offered year round.

Potential for Community Recreation Center—A preliminary market analysis and feasibility study prepared by the Ontario Parks and Recreation Director indicates that a Town community recreation facility of 25,000 sq. ft. in size and containing a gymnasium, swimming pool (lesson pool), fitness/exercise room and multi-purpose room would be self-sustaining financially. A combination of user fees, membership fees, rental fees and concession sales would provide adequate revenue to cover the operating costs. The estimated $1.45 million capital construction cost does not include land acquisition costs. Such a facility would reduce many space problems the Parks and Recreation Department currently faces.

Accessibility to Casey Park – Route 104 effectively serves as a barrier separating the northern and southern portions of the Town. This is especially true as it applies to pedestrians and bicyclists. Children often must rely on bicycles as their means of conveyance and crossing Route 104 on a bicycle or by foot is very dangerous, especially for children. Children residing south of Route 104 do not have easy access to Casey Park unless parents drive them to and from the park.

Comprehensive Plan Survey Highlights

Survey respondents were asked about the need for various recreational resources in the Town. The results are presented below:

Community Park

- 16.8% strongly agreed and 22.3% somewhat agreed that another community park (25 to 50 acres) is needed
- 16.1% somewhat disagreed and 27.5% strongly disagreed that another community park is needed.

Pedestrian / Bicycle Trails

- 36.2% strongly agreed and 31.2% somewhat agreed that a network of pedestrian and bicycle trails interconnecting Ontario is needed.
- 7.5% somewhat disagreed and 13.8% strongly disagreed that a network of such trails are needed.

Community Recreation Center

- 23.3% strongly agreed and 24.6% somewhat agreed that a community recreation center is needed.
- 12.5% somewhat disagreed and 29.0% strongly disagreed that a community recreation center is needed.

(Continued on page 158)
Comprehensive Plan Survey Highlights

When asked about how much additional taxes respondents would be willing to pay for the construction and maintenance of a community recreation center,

- 56.2% were unwilling to pay any additional tax
- 18.9% were willing to pay an additional $25 or less annually
- 13.8% were willing to pay an additional $26-$50 annually
- 7.0% were willing to pay an additional $51-75 more annually, and
- 4.1% were willing to pay an additional $75 or more annually.

Access to Lake Ontario

To the question about the Town providing increased public access to Lake Ontario,

- 31.7% strongly agreed and 30.3% somewhat agreed the Town should provide increased public access
- 8.3% somewhat disagreed and 14.1% strongly disagreed that the Town should provide increased access.

Trail Development

Trail development requires an active and involved local committee. The local snowmobile club, for example, has helped to designate certain trails on the statewide system map. Bicycling clubs organize events in the Town and may be effective in identifying potential trail projects. Several organizations in Wayne County promote the use and improvement of trails. The development of additional trails for hiking, bicycling, horseback riding or other uses would require local residents to approach landowners, develop a plan, and seek funding for implementation.

The Wayne County Planning Department may be able to provide assistance in coordinating with other groups and offering technical assistance to local volunteers. However, success in obtaining funding depends on a strong local organization.
Tools and Techniques

Grant Programs

Various grant programs administered by New York State make funding available for parks and other recreational facilities. Grant programs are competitive and each has specific limitations on the type of facility funded. Below is a list of possible grant sources.

**Environmental Protection Fund and Clean Water / Clean Air Programs** - These grant programs are administered by the NYS Office of Parks, Recreation and Historic Preservation (OPRHP). Municipal grant recipients are required to provide a local match equal to the amount of the grant award. The local match may be in the form of force-account (in-kind) labor provided by the municipality and/or labor and/or materials donated from private sources. The value of land acquired for a project may also be applied toward the local match.

**NYS Scenic Byways Program** – This grant program is administered by the NYS Department of Transportation (NYSDOT). NYSDOT works closely with the metropolitan planning organization (MPO) in the selection of projects for funding. A local match equal to the amount of the grant award is required.

**Legislative Initiatives**—NYS Legislators are often able to obtain appropriations for special projects within their respective districts. There are no local match requirements.
Ontario Parks and Recreation Survey Results

In the spring of 2004, the Ontario Parks and Recreation Department surveyed Ontario residents to determine the adequacy of various Town recreational facilities and programs. Survey questionnaires were distributed in the Department’s recreation program announcement booklets that were mailed to all households in Ontario. Two hundred thirty-two (232) survey responses resulted, representing a response rate of approximately 6%. Highlights of the survey results are provided below. The complete survey report is contained in the Appendix.

Recreational Program Quality

Respondents rated the overall quality of the department’s recreational programming at 3.76 using a scale from 1 (poor) to 5 (outstanding).

Types of Recreational Facilities Needed

Respondents rated the need for the following three types of recreational resources, using a scale from 1 (most needed) to 3 (least needed). The ratings are in parentheses:

- forever wild preserves and walking trails (1.58)
- sports fields and green space (1.86)
- special use and lake access (2.21)

Community Recreation Center

74% of the respondents expressed the opinion that a community center should be provided.

The opinion of survey respondents regarding how a community center should be provided was mixed:

- 59% indicated the Town should construct the facility
- 49% indicate the Town and School District should jointly construct the facility
- 45% indicated the Town should lease space for the facility
- 42% indicated the Town should jointly construct the facility with a private partner

Nearly three-quarters (71%) of the respondents expressed a willingness to pay membership fees to utilize a community recreation center if one were constructed.

The amenities most desired in a community recreation center in order of most desired are:

1. indoor swimming pool
2. fitness center
3. gymnasium
**Parks and Recreation Focus Group Meeting**

The focus group meeting was held on July 21, 2004. Comprehensive Plan survey respondents who had expressed interest in the focus group meeting were invited to participate. Following a presentation by the Ontario Parks and Recreation Director in which he provided an overview of the Departmental organization and staffing, duties and responsibilities, facilities and programs, accomplishments, and new 5-year plan, the meeting was opened for public comment and discussion.

Comments and observations offered by the public included the following:

- The Parks and Recreation Department has made great strides and has substantially improved and expanded its recreational programming and facilities during the past several years.

- Casey Park was designed and is being used as a community park with recreational resources for all ages and interests which better serves the community than a sports park that contains only athletic fields.

- The feasibility of constructing a new joint recreation/library facility should be explored.

- A pedestrian/bicycling trail should be constructed along the Seaway Trail (Lake Road).

- Support was expressed for the construction of a new community recreation center with a summing pool.
**Recommended Actions**

1. Implement the recommended actions contained in the Ontario parks and Recreation Department Ontario parks and Recreation Department Comprehensive 2004 Five-year Plan. (See sidebars on pages 105-106)

2. Work with local bicycling clubs and other organizations to create dedicated bicycle routes along Lake Road in other suitable locations. (Also TI-10)

3. Develop trails for bicycling, hiking and other uses including equestrian use that connect with neighboring systems. (Also TI-11).

4. Acquire additional public access to Lake Ontario.
Community Facilities and Services

GOAL:

A. Continue to provide high-quality Town services in a cost-effective and efficient manner.
Community Facilities and Services

Existing Facilities and Services

Government Facilities and Services

The Ontario Town Hall at 1850 Ridge Road is located on a 2.19 acre parcel land immediately west of the Hamlet of Ontario. The facility, constructed in 1979 contains the offices of the Supervisor, Clerk, Assessor, Code Enforcement Officer, Economic Development Coordinator, and Accountant. The Ontario Public Library also occupies space in the building. The building contains a multi-purpose meeting room with a movable divider. This room serves as the Town Board chambers and is also used for Town Planning Board and Zoning Board of Appeals meetings, library-sponsored programs and by community groups and organizations for various types of meetings. Town offices occupy 2,400 sq. ft. of the building. The multi-purpose meeting room contains 1,800 sq. ft. of space.

The Supervisor serves as the Town’s Chief Executive Officer. Accordingly, the Supervisor is responsible for overseeing and providing direction to all Town department heads. The Supervisor also serves as the Director of Finance. In this role, the Supervisor is responsible for Town finances and for providing fiscal and budgetary oversight and control.

The Town Clerk’s office has responsibility for providing the following services to the public:

- Receiving Town and County property tax payments
- Notarizing signatures
- Issuing birth and death certificates and certificates of residency
- Issuing handicapped parking permits and Bear Creek Harbor permits
- Issuing marriage, hunting / fishing and dog licenses
- Receiving water and sewer bill payments
- Maintaining and storing Town records and responding to FOIL requests
- Receiving zoning and building permit fees

The Code Enforcement Officer (Building Department) has responsibility for issuing zoning and building permits to Town property owners. The Code Enforcement Officer is also responsible for inspecting construction projects to ensure compliance with the Codes of New York and inspecting properties for compliance with Town zoning regulations.

Comprehensive Plan Survey Highlights

Respondents were queried about the services provided by the Town of Ontario. The following summaries the responses.

Satisfaction with Services

- 24.7% - very satisfied
- 46.9% - somewhat satisfied
- 12.6% - somewhat dissatisfied
- 7.4% very dissatisfied

Need for Improvement

- 27.9% - improvement needed
- 22.1% - no improvement needed
- 50.0% - no opinion / neutral

An open ended query about new services respondents would like the Town to provide resulted in 200 responses. The most frequent responses with the frequency in parentheses follow:

- Curbside leaf pickup (36)
- Indoor swimming pool (31)
- Community recreation center (30)
- Sanitary sewer service in unserved areas (25)
- Broader range of recreational programs (10)
The Town Assessor is responsible for maintaining the real property tax roll. Periodically, determining the market value of each parcel of land within the Town. The tax roll maintained by the Assessor is used by the Town Board, County Board of Supervisors and the School Board to levy property taxed and to determine the amount of tax for each parcel of land.

**Town Court / Sheriff Substation**

**Town Court** - The Town Court and the Wayne County Sheriff’s substation are co-located at 1865 Ridge Road in Palmer Hall adjacent to the Town Hall. The court facility is located on the upper floor; the Sheriff’s substation on the lower floor.

The building formerly a Grange meeting hall, has been used for Town Court for at least two decades. The area of the building housing the Town Court contains one relatively large courtroom, one judge’s chambers, a court clerk’s office and a small multipurpose meeting rooms used as a lunch and coffee break room by court personnel, as a jury deliberation room, and as a private attorney-client meeting room. The judge's chambers is shared by two Town judges and the court clerk’s office is shared by one full-time and one part-time clerk. As there is only one courtroom, the Town judges hold court on different days of the week and at different times to avoid conflicts. The most recent building improvement, the addition of a cubicle for holding prisoners scheduled for court appearances, was constructed a few years ago.

**Sheriff Substation** - The Sheriff maintains a substation in the lower level of Palmer Hall. The substation has been in operation since the late 1980s. The Town provides the facility free of charge for use by the Sheriff’s Department.

The substation is partitioned into four rooms, (1) an open area containing desks (2) a storage room, (3) an exercise room, and (4) a kitchen. A private office used by the Wayne County Probation Department is also located on the lower level, but is not part of the substation. The substation provides sufficient work room to accommodate three to four Deputy Sheriffs at one time. In addition to the desks, the facility contains personal computers (e-mail and Internet access), a facsimile machine and a breath-a-lyzer. The substation facility meets current and anticipated future needs of the Sheriff’s Department.

Although the substation is not staffed, Deputy Sheriffs assigned to patrol the northwest quadrant of Wayne County frequently use the substation during the course of their shifts. Although the Town of Ontario does not contract with the Sheriff's Department for a higher level of police service, the frequent presence of Deputy Sheriffs at the substation and their trips to and from the substation through the
Community Facilities and Services

Town of Ontario provides a significantly greater police presence in Ontario than would be the case if the substation did not exist.

The New York State Police also provide police service to the Town of Ontario and surrounding towns. The nearest State Police barracks is located along Route 104 a short distance east of Ontario in the Town of Williamson. The Sheriff’s Department and State Police work closely together to respond to calls for service. Dispatching for both is performed by the Wayne County 911 center. Both agencies utilize the same radio frequency and monitor each others radio transmissions. In addition, all Deputy Sheriff’s patrol vehicles and State Police patrol vehicles are equipped with automated vehicle locators (AVL) which enables the dispatcher to monitor the location of each vehicle. The “closest-patrol-car” policy is utilized to dispatch the patrol car closest to where the call for service originated regardless of whether it is a Deputy Sheriff’s patrol car or a State Police patrol car.

Town Highway Department

The Town Highway Department is located on a 10-acre parcel located at 6449 Furnace Road. The Highway Department complex is comprised of the central garage, a large pole barn garage, a small storage building and a salt storage facility. The site also contains a fueling facility constructed in the late 1990s. The central garage, which contains the departmental offices and workshop, was constructed in 1990. An addition was constructed in 1997 to provide additional space for interior circulation. The pole-barn, which served as the central garage before the new garage was constructed, was rehabilitated after the new central garage was constructed. The building is unheated and is used for the storage of rolling-stock. The small storage building is used for the storage of smaller equipment and supplies. A new salt storage facility is currently under construction to replace the existing one.

The Town Highway Department is responsible for the maintenance of all Town roads and highways. The department’s responsibilities include road surface repair and maintenance including resurfacing, snow removal, roadside mowing, installation and maintenance of road signs, and maintenance of roadside drainage ditches and culverts. Generally NYS Department of Transportation and Wayne County are responsible for the maintenance of State and County highways respectively, although Wayne County contracts with each of the towns in the County for the removal of snow from County roads in the towns.

Wayne County and the towns within Wayne County have an informal mutual aid agreement whereby the towns and County share manpower and equipment with each other as needed without charge. Each municipality has agreed to indemnify the other when utilizing the equipment or manpower of another municipality.
Town Water Utilities Department

The Water Utilities Department is responsible for providing both municipal water and sanitary sewer service in the Town of Ontario. The Water Utilities Department office is located at the wastewater treatment plant at 2200 Lake Road. The Operations Division within the Water Utilities Department has a maintenance shop at 1961 Lake Road adjoining the water filtration plant.

The water filtration plant and the wastewater treatment plant are operated by Town employees licensed by New York State. The Operations Division is responsible for maintaining and repairing the water filtration plant and water distribution system along with the wastewater treatment plant and sewage collection system. The Operations Division also has responsibility for reading water meters which is accomplished remotely by radio transmission. Although the Water Utilities Department administrative staff is responsible for water and sewer billing, payments are received by the Town Clerk at the Town Hall.

The Water Utilities Department office was expanded in 1990. Both this office and the maintenance shop are in good condition and adequate to meet the current and future needs of the Department.

The Town's water treatment, storage and distribution system and the sanitary sewer collection and wastewater treatment system are described in detail in the Transportation and Infrastructure chapter of this Comprehensive Plan.

Town Parks and Recreation Facilities and Programs

The Town of Ontario's parks and recreational, facilities, resources and programs are described and discussed in the Parks and Recreation chapter of this Comprehensive Plan.

Emergency Fire and Medical Services

Emergency services are provided within the Town of Ontario by three organizations. Fire protection is provided by the Ontario Volunteer Fire Department and the Union Hill Volunteer Fire Department. Map 22 depicts the service areas for the respective fire districts. Ambulance service is provided by the Ontario Volunteer Emergency Squad and the Union Hill Volunteer Fire Department. Dispatching for all emergency service agencies is centralized and provided by the Wayne County 911 center.

Ontario Volunteer Fire Department - The Ontario Volunteer Fire Department provides fire service to the western two-thirds of the Town of Ontario. The service area encompasses the area east off Lakeside and Lincoln Roads.
Community Facilities and Services

The Fire Department is comprised to two separate organizations, the Ontario Fire District and the Ontario Volunteer Fire Company. The Ontario Fire District, a quasi-governmental agency governed by a Board of Fire Commissioners, owns the fire station and land on which it is located as well as the firefighting apparatus and equipment. The Ontario Volunteer Fire Company, a membership organization, supplies the volunteers who respond to fire calls and operate the apparatus and equipment.

The Ontario Volunteer Fire Department fire station is located on Walter Cone Drive adjacent to the Town Hall. The fire station was constructed in the early 1970s and renovated and expanded in 2000. The facility contains six garage bays for the fire apparatus, a combination meeting-training room, an office, a storage room and kitchen facilities. The fire station has no significant deficiencies and meets the foreseeable needs of the Ontario Volunteer Fire Department.

Fire services are paid for by a property tax the Board of Fire Commissioners levies on properties within the Fire District. The property taxes are collected on behalf of the Fire District by the Town of Ontario. The Fire Company also conducts a fund raising drive each year and various fund raisers to support additional activities.

Union Hill Volunteer Fire Department - The Union Hill Fire Department provides both fire and ambulance service to the western third of the Town of Ontario west of Lakeside and Lincoln Roads. The department also serves the Town and Village of Webster.

The Union Hill Volunteer Fire Department is comprised of a fire district and a separate fire company that operate very similar to the Ontario Volunteer Fire Department. The Union Hill Fire District owns two fire stations and land on which they are situated, the apparatus, and the equipment and gear. Station 1 is located on Ridge Road near the Wayne County/Monroe County line. Station 2 is located on County Line Road in the Town of Webster (Monroe County) just south of Lake Road.

Fire Station 1 is an older building containing six garage bays, a meeting room, kitchen, training room and office. The apparatus housed at station 1 include two pumper trucks, a brush fire truck, a rescue truck and two ambulances. Station 2, constructed in 2002, contains two garage bays that house two pumper trucks. The facility contains no meeting rooms or office space. Both facilities adequately meet the needs of the fire department.

Union Hill Fire Department levies a property tax on properties within the Fire District to raise its own revenue. Property tax revenue levied on properties in Ontario is collected by the Town of Ontario on behalf of the Fire District.
Fire service is provided by a combination of paid staff and volunteers. The Fire District employs ten people on a part-time basis to staff Fire Station 1 during weekdays when the number of Union Hill Fire Company volunteers available to respond to fire and ambulance calls is low. Two of the employees are on duty at any one time and all paid staff must have emergency medical technology (EMT) certification.

**Ontario Volunteer Emergency Squad** – The Town of Ontario contracts with the emergency squad to provide ambulance service. The emergency squad has the same service area as the Ontario Volunteer Fire Department. Ambulance service is provided exclusively with volunteers.

The squad’s headquarters and ambulance building is located on Furnace Road in the Hamlet of Ontario. The Town of Ontario owns the building, but the Emergency Squad has free use of the building as long as the squad continues to provide ambulance service. Building maintenance is the Emergency Squad’s responsibility of the squad.

The ambulance building was enlarged with the construction of an addition in the mid 1990s. It contains three vehicle bays; one bay is too small to accommodate an ambulance and one of the bays has sufficient depth to accommodate two ambulances stacked front-to-back. The building also contains three training rooms, office space, a kitchen and sleeping rooms to accommodate squad members on the few occasions when standby staff need to be at the ambulance building.

The emergency squad owns and operates two ambulances. Until recently, the emergency squad provided basis life support (BLS) service. In 2002, the Emergency Squad made the decision to upgrade its services to the advanced life support (ALS) level, although currently only a few members have attained their ALS certification.

Emergency service crews are scheduled so that specific crews are on standby to ensure emergency squad response at any given time. Members respond from their homes, but during severe winter storms or times when there is potential for catastrophic events to occur, crew members will stand by at the ambulance house. The Ontario Volunteer Emergency Squad has mutual response arrangements with the Williamson ambulance service, another volunteer service, in the event one or the other is unable to respond to an emergency call. Some of the members of each service are cross-trained on the equipment of the other.

The number of calls for service range from approximately 500 to 600 per year. Residential development in the Town during the past decade has not affected the number of calls received.
Community Facilities and Services

Although in the past, the emergency squad transported the majority of their patients to Myers Community Hospital in Sodus, the closure of the hospital has forced the transport of patients to more distant hospitals. Approximately 80% are now transported to Rochester General Hospital in the City of Rochester or to Newark Hospital in the Village of Newark.

A few years ago, the emergency squad implemented a third-party billing program to bill insurance companies for ambulance services provided. The implementation of this billing program has significantly reduced the need for Town funding as the revenue generated from the third-party billing covers most of the squads operational expenses.

Public Schools

Nearly all the Town of Ontario is within the Wayne Central School District which also encompasses parts of the Towns of Walworth, Williamson and Macedon in Wayne County and Webster and Penfield in Monroe County. A small area in the northeastern corner of the Town of Ontario is within the Williamson Central School District, a small area of the southwestern corner of the Town of Ontario is within the Marion Central School District and a small area in the southwestern corner of the Town of Ontario is within the Webster Central School District. The location of school district boundaries in the Town of Ontario is illustrated in Map 23.

Four of the five Wayne Central School District facilities are in the Town of Ontario. The Freewill Elementary School, the only facility outside Ontario, is in the Town of Walworth. The school facilities and their street addresses are listed below:

<table>
<thead>
<tr>
<th>School Facility</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wayne Central High School /</td>
<td>6200 Ontario Center Road</td>
</tr>
<tr>
<td>District Offices</td>
<td></td>
</tr>
<tr>
<td>Wayne Central Middle School</td>
<td>6076 Ontario Center Road</td>
</tr>
<tr>
<td>Ontario Elementary School</td>
<td>1784 Ridge Road</td>
</tr>
<tr>
<td>Ontario Primary School</td>
<td>1730 Ridge Road</td>
</tr>
<tr>
<td>Freewill Elementary School</td>
<td>4320 Canandaigua Road</td>
</tr>
</tbody>
</table>

During the 1993-1994 academic year, a total of 2,606 students were enrolled in the Wayne Central School District. Enrollment increased during the following three years until peaking at 2,862 during the 1997-1998 academic year. Since peaking in 1997-1998, student enrollment began to decline somewhat. During the 2003-2004 academic year, 2,745 students were enrolled.

Although residential development has been relatively steady in the Town of Ontario during the past decade, the development has not
resulted in a steady growth in the number of students. Moreover, the School District's own population projections predict student enrollment to continue to 2,575 by the 2013-2014 academic year. One possible explanation for the phenomenon is that young adults and young families are migrating from western New York to reside and work in other areas of the United States. The stagnant economy, the loss of jobs, the high taxes and high cost of living, and the relatively severe winters may all be factors that have contributed to this migration. Families that remain in New York State tend to be older families with fewer children or no children residing at home.

**Town Water District**

The Town of Ontario Consolidated Water District is a town-wide district encompassing all land within the Town and serving nearly all parcels within Ontario. The location and size of the water distribution system serving the Consolidated Water District is illustrated in Map 18. Ontario municipal water service and facilities are described in greater detail in the Transportation and Infrastructure chapter of this Comprehensive Plan.

**Town Sewer Districts**

Sixteen sanitary sewer districts have been formed in the Town of Ontario beginning in the late 1960's. The sewer system serves small areas of the Town as depicted on Map 19. Only the properties within a sanitary sewer district are provided with municipal sewer service and only the owners of the properties within the sewer districts pay for the capital and operating costs of the sanitary sewer system. Developed properties outside the sanitary sewer districts must rely on private, on-site septic systems for the disposal of sewage.

**Town Drainage District**

As recommended in the 1973 Town of Ontario Storm Drainage Study, a Town-wide stormwater drainage district was formed in 1993. The district was created to support the implementation of a comprehensive drainage improvement program. The district was created to facilitate the uniform application of drainage policy and to provide for the equitable distribution of drainage improvement program costs which benefit the Town as a whole. Stormwater Management is described in the Transportation and Infrastructure Chapter.

**Town Lighting District**

The Ontario Lighting District is established generally within the segment of Ridge Road extending from a point approximately one-quarter mile west of Route 350 to a point approximately one-third mile west of Walworth Ontario road; along Knickerbocker Road south of the railroad tracks to Ridge Road; along Furnace Road/Walworth-Ontario Road south of the railroad tracks to a point.
approximately one-quarter mile south of Ridge Road. The district also encompasses portions of the area along Route 104 on either side of Route 350/Ontario Center Road and on either side of Knickerbocker and Furnace Roads. The precise boundaries and location of the district is illustrated in Map 21: Ontario Lighting District. The Town levies a property tax on properties within the Lighting District to pay for the cost of providing the lighting.

**U.S. Postal Service Facilities**

The U.S. Postal Service (USPS) operates two post offices in the Town. One is located in the Hamlet of Ontario Center on Ridge Road and the other in the Hamlet of Ontario on Furguson Street.

USPS rents the space the agency uses for the Ontario Center post office. The Ontario Center post office has been at this same location since the 1960s. The Ontario Center post office does not provide postal delivery service, only post office box service.

The Ontario post office is located in a building constructed in 1987 which is owned by USPS. The Ontario post office provides both postal delivery and post office box service.

**Community Cultural Resources**

**The Ontario Public Library**

The Ontario Public Library is located at 1850 Ridge Road in the same building that houses Town of Ontario governmental offices. The library organization is structured as a not-for-profit organization governed by a 5-member board of trustees appointed by the Town Board. Day-to-day operations and services are provided by a professional library staff supervised by the Library Director. The Town of Ontario provides most of the funding for the operation of the library, but the Friends of the Library, a volunteer support organization, also conducts periodic funding raising events for the library. Individual donations are also accepted.

The Ontario Public Library is a lending library that serves residents of all ages through a variety of services. In addition to lending traditional media such as books and periodicals to patrons, the library also makes other media available for circulation includ-
ing VHS tapes, DVDs, CD ROMs, audio books and CDs. The Li-

The library also provides other services which include making personal computers available for use for word processing and Internet access, and photocopying and facsimile transmission services for a fee. Numerous public educational and entertainment programs are also offered to residents of various ages from toddlers to adults. Library staff regularly deliver materials to homebound residents, ensuring that all Ontario residents can avail themselves of library services. As Ontario Library is a member of the Pioneer Library System, patrons also have access to materials and media from other member libraries through an inter-library loan program. The Pioneer Library System includes libraries in Ontario, Livingston, Wayne and Wyoming Counties.

The Ontario Public Library is extensively used by Ontario residents. A user fee recently enacted by the Monroe County library system for nonresidents has resulted in increased use of the Ontario Library as residents in the western portion of the Town who used to utilize the public library in Webster, now use the Ontario Library to avoid the fee. As of June 2004, the number of library cards issued totaled 5,383. As Ontario has a population of 9,778 (2000 Census), more than one-half of Ontario residents hold library cards.

In the fall of 2004, the Town Board undertook a 3,000 sq. ft. building expansion project for the purpose of providing the library and Town government will more space. Library and Town government space issues are covered in greater detail in the Issues and Opportunities section of this chapter.

(Continued from page 138)

**Highlights of Ontario Public Library Survey**

**Types of Reading**

**Materials Used**

- 30% - Adult fiction
- 21% - Adult non-fiction
- 15% - Children's books
- 14% - Young adult books
- 12% - Magazines

**Satisfaction with Library Services**

Respondents were very pleased with the library staff, the children's programs and the library's collection. Overall, respondents expressed approval for adult programs, hours of operation, physical comfort and the interlibrary loan service.

**Areas Needing Improvement**

- The physical facility is too small and very inadequate
- A greater quantity and diversity of lending materials are needed
- Computers need to be enhanced (speed, software and versatility)
- Public awareness of library services and programs needs to be improved
- The library's role as an adjunct facility to school libraries needs to be improved
- The hours and days of service should be expanded.
Relevant Plans and Programs

Ontario Public Library
Long-Range Plan 2004-2008

Information collected from the survey conducted by the library board of directors in the fall of 2003 was used to develop the library’s long-range plan. The long-range plan is contained in the Appendix. The six goals identified in the Plan are identified below.

Goal 1: Improve the library’s physical facilities – This goal has been divided into a stop-gap goal and a long-term goal. The stop-gap goal calls for the construction of a 3,000 sq. ft. building addition to the Town Hall complex to permit interim expansion of the library until a new library facility can be constructed. The long-term goal calls for the construction of a new 10,000-15,000 sq. ft. library facility at a location yet to be determined.

Goal 2: Assess the size, composition and serviceability of the library’s collection and ameliorate identified deficiencies.

Goal 3: Assess current computer capabilities and patron and staff accessibility, identify and make necessary hardware and software upgrades to meet the needs of the community and staff, and develop an ongoing plan for periodic upgrading.

(Continued on page 141)

Issues and Opportunities

Increasing Road/Street Mileage

The development of residential subdivisions during the past decade has increased the mileage of streets and roadways the Town Highway Department is required to maintain. Although the department up to this time has been able to absorb the additional workload with existing resources, at some point additional personnel and equipment will be needed, especially for snow removal which is the most critical highway service provided to residents.

Town Hall / Library Space Limitations

Both the Town offices and the Ontario Public Library have inadequate building space for their respective needs. The Town Hall contains one large meeting room used by the Town Board, Town Planning Board and Zoning Board of Appeals for their respective meetings as well as the public for various library programs. The meeting room is also utilized by various community groups. Although the meeting room contains moveable dividers and can be partitioned into two smaller meeting rooms, the high demand for meeting space nevertheless renders the meeting room inadequate and makes scheduling meetings and events difficult.

The library has inadequate space for its collection of books and other materials and media. In addition, the library facility has inadequate space for reading/study tables and personal computers stations. Library office space is also inadequate, the library facility has no meeting rooms of its own. The space deficiencies of the library, limit public utilization of this valuable community asset. With only two study/readers tables, limited seating capacity and only 8 personal computers for public use, the number of people the library can accommodate at any one time is very limited.

The Town Board is aware of the space constraints as a result of a building facilities study prepared in 1996 by the MRB Group, the Town’s consulting engineers. The study recommended that 2,000 to 3,000 square feet of additional building space be provided for Town offices and 3,200 square feet of additional building space be provided for the Ontario Public Library. Since the study was completed, the Town Board has been considering four available options to determine the best way to resolve the space limitation problems. These options include:

1. Expand the existing Town Hall/Library building to provide additional space for both Town offices and library use.
2. Construct a new library facility and utilize the space vacated by the library for additional Town office and meeting space.

3. Construct a new Town Hall and utilize the area currently occupied by Town offices for the expansion of the library.


In the Fall of 2004, the Town Board took measures to provide more library space by beginning the construction of a 3,000 square foot building addition to the Town Hall complex. The building expansion will provide temporary additional space for the Ontario Public Library. The long-term intent is to construct a new library at a different location at which time Town offices would expand to occupy the space in the existing building that would be vacated by the library.

The location for a new library facility has not been determined, but at least two options have been identified. One option is to construct the new library facility on land adjacent to the Town Hall. The other option identified is to locate the facility a short distance away in downtown Ontario. The advantage of constructing the new facility to the Town Hall is that the Town already owns adequate land at this site. Alternatively, the construction of a new library facility in downtown Ontario would benefit downtown businesses due to the volume of library patrons that would come to downtown. The construction of a new facility would undoubtedly result in increased sales for the businesses and enhance the economic viability of downtown.

Ontario Volunteer Emergency Squad

Ambulance Building - A leaking roof on the ambulance building has been problematic during the past couple of years. The problem appears to be caused by the design of the roof which has a low slope and large overhangs. Ice dams frequently develop which causes leakage. In 2003, the emergency squad installed new roofing material, but the leakage continued to occur during the 2003-2004 winter season. The roof may need to be reconstructed with a steeper slope or other alterations made to eliminate this problem. The solution may require Town funding due to the potentially large expense involved.

Out of Service Ambulances – Two recent situations have arisen, that increase the amount of time the Ontario Volunteer Emergency Squad’s ambulances are being out of service for longer periods of time. One was the closure of Myers Community Hospital in Sodus; the other is increased mutual aid calls from other fire departments and ambulance squads for advanced life support (ALS). With the closure of Myers Community Hospital, patient transport time has increased which has increased. Ambulances are now typically out of service for a minimum of two hours.
Now that the Ontario Volunteer Emergency Squad is providing ALS service, other ambulance squads and fire departments that do not provide ALS, are relying more and more on Ontario Volunteer Emergency Squad to provide this service through mutual aid. When an ambulance responds to a mutual aid call outside the Town of Ontario, it is not available for responding to calls for service inside the Town. One, potential measure that could be taken to address this problem would be the use of an EMT fly car. The EMT could use the fly car to respond to ALS mutual aid calls which would leave the ambulance in service to respond to calls within Ontario.

**Palmer Hall / Town Court Limitations**

Although the Town has made some fairly recent improvements to the Town Court facility, the courtroom facility continues to exhibit some significant deficiencies including the following:

- noisy window air conditioning units that make it difficult to hear court proceedings
- limited meeting rooms for jury deliberations and attorney-client conferences
- lack of a rest area / lunch room for court staff
- lack of separate judges’ chambers
- lack of separate public restroom facilities
- poor courtroom floor plan for court proceedings and circulation

As part of the deliberations for additional space for Town Hall purposes, the space and facility needs of the Town Court should also be considered. Collocating Town Court and the Town offices in one building provides potential advantages such as the sharing of meeting rooms, break room, office space and office equipment.
Community Facilities and Services

Recommended Actions:

1.A. Finish constructing the 3,000 sq. ft. addition to the Town Hall to provide increased Town office and meeting space and temporary increased space for the Ontario Public Library until a new library facility can be constructed.

1.B. Construct a new and larger library facility.

2. Incorporate the space and facility needs of the Town Court when planning, designing and constructing future Town Hall expansions and improvements.

3. Maintain Town-owned facilities in good condition.

4. Continue to provide the Wayne County Sheriff’s Department with a facility in the Town of Ontario for use as Sheriff’s Department substation.

5. Work with the U.S. Postal Service to retain the post offices in the Hamlets of Ontario, Ontario Center and Union Hill.

6. Continue to maintain cemeteries for which the Town is responsible in accord with New York State law

7. Locate Town facilities in the downtown when possible and practical.
Transportation and Infrastructure

GOALS:

A. Maintain Town roads in safe and good condition.

B. Construct and maintain the infrastructure necessary to attract and serve industrial, commercial, retail and service businesses and to serve existing and future residential neighborhoods.
Transportation and Infrastructure

Existing Conditions

Roadways

The Town of Ontario is transected by a network of State, County and Town roadways and a single railroad right-of-way. Map 17: Roads and Railroads, illustrates the configuration of public and private road and railroad right-of-ways within the Town.

Two State highways are located within the Town. Route 104, a four-lane east-west highway, is the most heavily traveled highway in the Town and is the main thoroughfare for commuters between Monroe County and the northern part of Wayne County. A median controls left turns across the approximately six miles of Route 104 highway within Ontario.

Route 350 has a north/south alignment, enters the Town at its southern boundary and terminates at the intersection with State Route 104. New York State Route 350 runs north-south through Walworth and Macedon, connecting Route 104 and Route 31. It is one of the six north-south state highways serving Wayne County. Route 350 is an important traffic carrier in the western part of the county.

Two County Roads also traverse the Town from east to west. Ridge Road is located south of and generally parallel to Route 104. Lake Road extends across the northern extremity of the Town generally parallel to the Lake Ontario shoreline. The remaining county roads, Furnace, Knickerbocker, Lakeside, Lincoln, and Walworth Roads, are distributed throughout the Town and generally along a north/south alignment. The local roadways owned and maintained by the Town of Ontario include a mix of primary and secondary subdivision roads.

Railroads

The Ontario Midland Railroad is a short-line operation that uses approximately 65 miles of track between Webster and Red Creek. The railroad right-of-way abuts the northern right-of-way line of Route 104 for approximately one-half of its entire length.

This one-line, one-engine railroad is operated by Rail Management Services in Sodus, New York. Ontario Midland Railroad operates with direct shipper cash subsidies and other forms of shipper support. The tracks are owned by Wayne and other counties and leased to the operating company. The land underlying the line from Webster to Red Creek is owned by the Rochester Gas and Electric Corp., which grants an easement to the various counties for the presence of their respective tracks.

Comprehensive Plan Survey Highlights

- 61.8% of respondents agreed that the Town should invest in programs to upgrade streets, landscaping, lighting, sidewalks and benches in the Main Street Business District along Ridge Road in the Hamlet of Ontario.
- 67.4% of respondents agreed that there is a need for a network of pedestrian bicycling trails in the Town of Ontario.
- 46.1% of respondents agreed that the Town should require sidewalks to be installed in new residential subdivisions.
Public Transportation

The Wayne Area Transportation Service (WATS), a subsidiary of the Rochester-Genesee Regional Transportation Authority, provides public transportation in Wayne County. WATS has two bus routes that serve the Town of Ontario, i.e., the Route 104 connector service and “loop” service.

The Route 104 connector service follows Route 88 between the Villages of Newark and Sodus, and Route 104 between the Villages of Sodus and Webster where it connects with the Rochester Transit System (RTS) bus service which serves the City of Rochester and Monroe County. The Route 104 connector is designed to serve commuters who work in Monroe County. One trip from Newark to Webster is provided in the early morning and one trip from Webster to Newark is provided in the late afternoon on weekdays only.

The “loop” service follows a circular route somewhat around the perimeter of Wayne County passing through many Wayne County villages and towns. Half the buses travel in a clockwise direction around the loop and the other half in a counterclockwise direction. Bus service originates and terminates in the Village of Newark. Service is provided during weekdays only. Bus route and schedule information is contained in the Appendix.

Pedestrian and Bicycle Facilities

The Town of Ontario currently has a limited sidewalk system. The sidewalks that are available for pedestrian traffic are located throughout most of the Hamlet of Ontario and continue along Ridge Road to the Hamlet of Ontario Center, extending southerly along Route 350 to the middle school.

None of the newer subdivisions in the Town have sidewalks. However, some subdivisions like Centennial Village have a designated sidewalk lane within the limits of the road pavement itself.

The Town currently has no designated bicycling facilities. Despite this lack of designated facilities several cycling clubs regularly utilize a portion Lake Road for cycling activities.

Municipal Water Service

The Town of Ontario provides water service for virtually the entire Town. The water system is comprised of three main sub-systems: raw water intake, treatment plant, and the storage and distribution system. The system is illustrated in Map 18: Water Distribution System.
The Town improved the raw water intake in 1995 by installing a new 24” diameter ductile iron intake pipe extending approximately 4,000 feet north of the raw water intake pump building into Lake Ontario. The end of the intake pipe is approximately 50 feet below the water surface, thereby minimizing its susceptibility to floating debris, high turbidity (cloudy water), and icing. The intake structure has two (2) vertical screened openings to minimize intake of sediments. The existing 16” diameter ductile iron intake pipe (extending approximately 1,200 feet from the intake pump building) remains in place as an emergency back-up. The two (2) intake pumps each have the capacity to deliver 3.9 million gallons per day to the treatment plant.

The Town of Ontario Water Treatment Plant is located on Lake Road and is designed to deliver a New York State Department of Health approved maximum output of 3.5 million gallons per day. Ontario averaged a daily output of 1,965,378 gallons per day for the year 2003.

The Water Treatment Plant is equipped with an in-plant backup generator system. This power source is capable of operating the plant 24 hours a day for several weeks if necessary. The raw water intake pump also has a back-up generator that can run the intake pump for several weeks.

The water storage facilities for the Town of Ontario consist of two (2) tanks with a combined normal capacity of 1,250,000 gallons. The main tank, with a normal usable capacity of 1,000,000 gallons, is located adjacent to the water plant on Lake Road in the Town of Ontario. The Ridge Road tank is a 250,000 gallon elevated welded steel tank which serves the high pressure zone area of the water distribution system.

The Town of Ontario has approximately 85 miles of water main, covering virtually the entire Town. The pipe sizes range from 2” to 16”.

Adequate valving along all Town water mains and valve clusters at water main intersections allow for the isolation of sections of the water mains in times of emergency.

The primary connections from the Town of Ontario to the Wayne County Water and Sewer Authority network exist at the Ontario-Walworth Town line via a 16” transmission main on Ontario Center Road (NYS Route 350) and via an 8” transmission main on Walworth-Ontario Road.

In the event that the Town of Ontario stops pumping for any reason, both of the primary connection points are equipped with automatic valves and appropriate metering arrangements to allow for the reversal of flow direction. In this instance, the Town of Ontario water system can “float” off the 2-million-gallon tank in the Town of Wal-
worth until normal operating conditions are restored. This 2-million-gallon tank in Walworth is at the same operating gradient as the second 2-million-gallon tank in the Town of Macedon, providing for back-up supply to the Walworth tank in the event of an extended emergency condition. Both the Walworth tank and the Macedon tank are supplemented by the Monroe County Water Authority, providing a connection to one of the most reliable sources of water in New York State. Two additional un-metered interconnections between the Town and the WCWSA are located at Whitney/Swadling Road and Whitney/Lincoln Road.

The Town of Williamson, to Ontario’s east, is also interconnected with the Ontario water system. Williamson has a contemporary water filtration plant and transmission system with connections to the Town of Ontario, on Lake Road, Putnam Road, Kenyon Road and a metered connection on Ridge Road. These connections are in place; however, under normal operating conditions, the valves are closed between the two municipal systems. In the past, one or more of these connections between the two (2) systems have been utilized to allow a back-up water supply under emergency situations. The water is disinfected by an ultraviolet (UV) light process, the first such large-scale UV process used in the United States to disinfect a public water supply. Chlorine is also injected into the water as it enters the distribution system to maintain the water in a disinfected state during its transmission through the distribution system.

The water system in the Town of Webster, to Ontario’s west, is also physically interconnected with Ontario’s water system. At the present time, the water facilities in the Town of Webster are operated by the Monroe County Water Authority, which also supplies most of the water that is utilized in the Town.

A metered connection (normally closed) exists between the Towns of Ontario and Webster along Ridge Road, at the junction of an existing 6” and 8” line in the Hamlet of Union Hill. One (1) un-metered connection exists between the Towns through an 8” connection on Berg Road at the Monroe-Wayne County line. This un-metered interconnection is isolated by a closed valve under normal operating conditions, but can be quickly opened in the event of a water emergency.

Two new metered connections were installed by the Monroe County Water Authority (MCWA) at the intersections of Monroe-Wayne County Line Road with both Boston and Whitney Roads. These connections are presently used to supplement MCWA flows to its eastern Monroe County service area.

Sanitary Sewer Service

The Town of Ontario provides sanitary sewer service to approximately 75% of the dwellings in the township. The sanitary sewer sys-
Transportation and Infrastructure

Existing Plans and Programs

1973 Storm Drainage Study

The 1973 Town of Ontario Storm Drainage Study provided a master plan for drainage improvements and recommended drainage structure improvements. The recommendations, which included those concerning detention basins, headwater pool locations, stream right-of-way acquisitions and structure improvements, were incorporated into the 1991 Town of Ontario Master Plan.

Watershed Management Control regulations were adopted by the Town of Ontario in 1993 for the purpose of protecting the Town and its residents from the adverse effects of stormwater runoff caused by the modification of existing drainage systems, primarily as a result of development.

The Town has a Watershed Management Advisory Council which is comprised of several Town department heads and citizens within the Town. This council responds to resident concerns/complaints as well as prioritizes how funds from the drainage district will be utilized.

(Continued on page 113)

tem is comprised of two main sub-systems: the collection system and the treatment plant. The system is illustrated in Map 19: Sanitary Sewer System.

The Town of Ontario’s sanitary sewer collection system consists of approximately 60 miles of pipe ranging in size from 2” to 24” in diameter. About 85% of the system is gravity feed with the remaining being varying size forcemain. The Town also owns and operates 14 pump stations in the collection system. The collection system terminates at the Bear Creek pumping station located on the north side of Lake Road across from the Town of Ontario Wastewater Treatment Plant.

The wastewater treatment plant processes about one-half million gallons of wastewater per day and is rated for 1 million gallons per day capacity at average design flow.

The wastewater is treated by extended aeration and then gravity settling for clarification. After clarification, the wastewater is treated through a tertiary filter and finally to ultraviolet disinfection and post aeration. The treated wastewater is then discharged into Bear Creek, which is a tributary to Lake Ontario.

The waste sludge from treatment plant is aerobically digested, then dewatered. The dewatered sludge is then conveyed to the Town’s newly built composting facility. In the composting facility the dewatered sludge is mixed with wood chips, and turned into compost. The compost is then made available to Town residents for various uses.

The Wastewater Treatment Plant and the Bear Creek Pump Station are equipped with permanent backup generator systems allowing the plant to operate continuously for 24 hours a day for several weeks if necessary.

Stormwater Management

All stormwater in the Town of Ontario discharges to one of the main creeks or one of its tributaries and eventually discharges to Lake Ontario.

The majority of the stormwater drainage in the Town of Ontario is provided by roadside swales, ditches, driveway culverts and cross culverts. A storm sewer system is in place in the Ontario Center area. In addition, the Town now requires all new subdivisions to have storm sewers and stormwater management facilities. The stormwater management facilities are required to provide treatment to address water quality and quantity issues before the stormwater is discharged to one of the main waterways in the Town.
As recommended in the 1973 Town of Ontario Storm Drainage Study, a town-wide stormwater drainage district was formed in 1993 to support the implementation of a comprehensive drainage improvement program.

In 1998 the Town constructed a regional stormwater management facility ("Brower Pond") on the east side of Knickerbocker Road just to the north of Woodgate Drive. The regional facility allowed for the elimination of 3-4 smaller backyard detention facilities within Stonehedge Estates subdivision and was designed for additional capacity for future development within the watershed to discharge to this facility.

The council continues to be very proactive in the community and has secured permits from the NYS Department of Environmental Conservation and cleared most of the major waterways of debris and blockages in order to allow unimpeded flows to Lake Ontario. The council has been able to utilize Town forces from the Highway Department to perform most of the work. Mill Pond was cleaned of silt and sediment in 1999 in an effort to forestall further eutrification.

The Town of Ontario is likely to be affected by the Federal Storm Water Phase II Regulations applicable to small municipal separate storm sewer systems (MS4’s) not covered under the Phase I rules promulgated by the EPA in 1990. The Phase II rules now taking effect will require the Town to develop, implement and enforce a stormwater management plan designed to reduce the discharge of pollutants from stormwater facilities to the maximum extent practicable. Control measures include:

- Public education and outreach
- Public involvement and participation

(Continued from page 112)
Transportation and Infrastructure

Issues and Opportunities

Roadways and Railroads

The adjoining Rt. 104 and railroad rights-of-way present a substantial barrier, dividing the southern third of the Town of Ontario from the balance of the Town to the north. The division is further accentuated by Ridge Road.

The strong east-west transportation spine formed by Ridge Road to the south and the combination of Route 104 and the railroad to the north has been a focus for much of the Town’s past development. In those locations where it abuts Route 104, the railroad right-of-way has also been a deterrent to development in that it has effectively barred access to the major state highway in the area.

Currently there are intersections along Ridge Road that experience delays during peak hours. In particular, the NYS Route 350/Ridge Road intersection becomes problematic during the morning rush hour as traffic backs up between Ridge Road and NYS Route 104. As the alignment of Route 104 and Ridge Road are constrained to the north by the railroad and the south by the ridge itself, they are parallel and separated by only a short distance near the intersection with Route 350, leaving insufficient “stacking” room for northbound traffic waiting to turn onto Route 104 and southbound traffic waiting to turn onto Ridge Road.

Additional road issues may arise from the construction and development of new subdivisions. Subdivisions can produce roads that do not interconnect with existing roads, causing dead ends and cul-de-sacs. These dead-end roads and cul-de-sacs can cause traffic ingress/egress problems, and may slow the time for emergency vehicles which may be forced to take a circuitous route and increase the cost for highway maintenance.

The existing network of Town owned and maintained roads are currently in good condition. However, these roads will deteriorate in condition over time if the proper amount of maintenance is not performed. New subdivisions and the potential for new businesses and industries will also produce increasing traffic usage of Town roadways, further acceleration their deterioration.

Public Transportation

The bus service provided by WATS is very limited and not necessarily convenient for all Wayne County residents. Although buses may be flagged down anywhere along the routes for boarding and the buses will stop anywhere along the routes to discharge passengers not everyone resides on or near a route. If person cannot walk to a route or does not have another means of conveyance, he or she cannot util-
ize WATS bus service. Even persons who reside near the bus routes and have the ability to walk to a bus route, may have difficulty getting their if they reside in a rural area where there are no sidewalks. Another inconvenience is the large amount of travel time required when using WATS bus service, especially the loop service. It takes the buses approximately three hours to make a single trip around the loop.

**Municipal Water Service**

The Town of Ontario water treatment plant has sufficient production reserve capacity to account for projected residential and business/commercial/industrial growth in the water service area. The distribution system however, will be ultimately limited by the current capacity of the water treatment plant as well as the condition and storage capacity of the Town’s two existing water storage tanks. There is also the potential for increased sale of potable water to areas outside of the Town of Ontario. The 5 million gallon per day capacity of the new raw water intake, and the vast supply of good quality source water from Lake Ontario will provide the Town with this opportunity to increase its out-of-town sales.

The existing mapping for the water distribution system consists mainly of a general overall system map referenced to the Wayne County real property tax map base. This mapping does not contain information regarding specific locations of valves, hydrants and other water system features. This mapping is also lacking maintenance and repair records for the water distribution system. Much of the information on the water distribution system resides in the memory of the water department personnel. When these personnel retire or resign, valuable information about the water distribution system could potentially be lost.

**Sanitary Sewer Service**

The Town of Ontario wastewater treatment plant has sufficient treatment reserve capacity to account for potential sewer expansion to areas of the Town that are currently using individual subsurface sewage disposal systems. The extra capacity will allow for sanitary sewers to be installed in new subdivisions and to existing residences with sufficient density to make sewer expansion affordable.

The existing mapping for the sewer distribution system consists mainly of a general overall system map referenced to the Wayne County real property tax map base. This mapping does not contain information regarding specific locations of manholes, sewers and other system features. This mapping is also lacking maintenance and repair records for the sewer collection system. Much of the information on the sewer collection system resides in the memory of the sewer department personnel. When these personnel retire or resign, valuable information about the sewer collection system could potentially be lost.
The Town of Ontario wastewater treatment plant has sufficient treatment reserve capacity to allow for potential sewer expansion to areas of the Town that are currently using individual subsurface sewage disposal systems. The extra capacity will allow for sanitary sewers to be installed in new subdivisions, and to existing residences with sufficient density to make sewer expansion affordable.
Tools and Techniques

Roadways and Sidewalks

Subdivision and Site Plan Review

The Town’s subdivision and site plan review process for new development can be used to promote the interconnection of roads. This process also helps to ensure that the locations of curb cuts and access to newly developed areas incorporate adequate line of sight distances in order to allow for safe ingress and egress.

Town officials and residents have identified the potential need for a suitable system of sidewalks and bicycle access. As a result, the Town could consider the construction of sidewalks as a requirement of new development. If the construction of sidewalks does not appear practical during the planning stages of a project, an easement for future sidewalks should be considered.

Pavement Management Study

A pavement management study conducted by the Town would document the condition of existing roads and would include a plan and budget to ensure proper maintenance of the Town’s road network. Such a study would help to achieve the goal of maintaining a safe and long lasting road system.

Bicycle Route Signage

The Town could meet with local cycling clubs to gather input on forming dedicated bicycling facilities along Lake Road, and potentially other Town Roads, and to consider signage along bike routes to alert motorists.

Investment in Infrastructure

In order to ensure the continuation of reliable water service and drinking water quality, the Town should continue to appropriate funds for maintenance and upgrades to the water treatment plant and water distribution system.

Similar to the water distribution system, in order to continue reliable sanitary sewer service, the town should continue to appropriate funds for maintenance and upgrades to the collection system and wastewater treatment plant.

The Town could also further utilize their geographic information system (GIS) based digital water mapping, and incorporate precise mapping of the actual location of water system features such as valves,
Hydrants, watermains and meters. Databases for maintenance and repairs could be set up and linked to the appropriate water system features. Proceeding with this advanced level of water system mapping and record keeping would make the Town's Water Department more efficient, and it would ensure that valuable information about the water system would be preserved for future operators.

Sanitary Sewer Service

The Town could also further utilize their geographic information system (GIS) based digital sewer mapping, and incorporate precise mapping of the actual location of sewer system features such as manholes, sewers, and pump stations. Databases for maintenance and repairs could be set up and linked to the appropriate sewer system features.

Proceeding with this advanced level of sewer system mapping and record keeping would make the Town’s Sewer Department more efficient, and it would ensure that valuable information about the sewer system would be preserved for future operators.

Stormwater Management

As the amount of development and impervious surfaces increases in the Town, proper stormwater management will help to prevent flooding of streets, houses, and agricultural land.

To promote proper stormwater management, the Town must ensure that all future development in the Town meets local and state regulations regarding stormwater management.

The Town should also secure easements over all new storm sewers and management facilities so that the Town has the ability to perform proper maintenance of such facilities. Regional stormwater opportunities should also be considered and implemented as development continues.
Recommended Actions

Roadways and Railroads

1. Conduct a Pavement Management Study of dedicated Town roads. Establish a 10-year work plan and budget to maintain the proper level of funding to ensure that the road system will remain in good condition.

2. Ensure thorough subdivision and site plan review of proposed new developments to ensure that roads interconnect or provide the future opportunity to interconnect with each other and existing roads. Prevent dead end streets and cul-de-sacs where possible.

Pedestrian and Bicycle Facilities

3. When feasible, require the construction of sidewalks in new subdivisions or require permanent sidewalk easements to be granted for future sidewalk construction.

4. Meet with local cycling clubs to discuss the creation of dedicated bicycle facilities.

Municipal Water Service

5. Continue to provide high quality drinking water to existing and potential future customers of the Town of Ontario’s water treatment plant and distribution system. Make necessary improvements to the water treatment plant as outlined in the recently completed 5-year plan, to ensure compliance with existing and future drinking water regulations.

6. Ensure that newly constructed watermains are interconnected or looped with exiting watermains to the extent feasible.

7. Proceed with accurate GIS based mapping and record keeping of the water distribution system features.

Sanitary Sewer Service

8. Make necessary improvements to the wastewater treatment plant as outlined in the recently completed 5-year plan, to ensure high quality treatment of wastewater, and to maintain compliance with exiting and future regulations.

9. Perform televising and infiltration and inflow studies to identify deficient sections of existing sewers. Use this information to prioritize improvements.

(Continued from page 118)

Recommendations from 1991 Plan

Action 3 - Identify needed intersection improvements and work with appropriate jurisdiction to achieve these improvements.

Action 4 - Evaluate the need for additional through east-west connections and determine how these connections will be made.

Action 5 - Review street construction standards and other requirements related to streets in the subdivision regulations to ensure that these standards are both reasonable and in line with community needs.

Action 6 - Work with WATS to improve public transportation for elderly and residents with disabilities.
Transportation and Infrastructure

formation to continue to maintain and repair the existing sanitary sewer collection system.

10. Extend sanitary sewers in areas of the Town that will carry sufficient density to make such improvements affordable, and to areas that will promote the protection of surface and groundwater resources.

11. Proceed with accurate GIS based mapping and record keeping of the sanitary sewer collection system features.

Stormwater Management

12. Ensure that all future development in the Town meets local, state and federal regulations regarding stormwater management.

13. Consider regional stormwater management measures when possible.

14. Continue funding the Ontario Drainage District
Recommended Actions:

**Roadways and Railroads**

1. Conduct a Pavement Management Study of dedicated Town roads and establish a 5-year work plan and budget to maintain the proper level of funding to ensure that the road system are maintained in good condition.

2. Ensure thorough subdivision and site plan review of proposed new developments to ensure that roads interconnect or provide the opportunity for future interconnection with each other and existing roads. Avoid the creation of dead end streets and cul-de-sacs where possible. (Also RES-18)

3. Work with appropriate agencies to remove the railroad tracks along Route 104 and to construct access roads and trails along appropriate sections of the right-of-way. (Also ED-20)

4. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also LU-21, ED-5)

5. Pursue funding to construct an access road between Dean Parkway and Lincoln Road to service industrially zoned properties in this area. (Also ED-8)

6. Utilize the subdivision and site plan review process to limit the number of access points to Route 104. (Also LU-6)

7. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also RES-5, LU-18)

8. Evaluate building set back requirements to ensure they are sufficient to accommodate a future widening of roadways.

**Pedestrian and Bicycle Facilities**

9. Develop a sidewalk plan and policy that addresses the extension of sidewalks as well as maintenance and financing. (Also RES-10)

10. Work with local bicycling clubs, NYS Department of Transportation and the Genesee Transportation Council to create dedicated bicycle routes along Lake Road and in other suitable locations. (Also PR-2)

11. Develop trails for bicycling, hiking and other uses including equestrian use that connect with neighboring systems (Also PR-3)

12. Make necessary improvements to the water treatment plant and the wastewater treatment plant, as outlined in the recently completed 5-year plan, to ensure high quality treatment of wastewater and drinking water supply, and to ensure compliance with existing and future regulations.

13. Ensure that newly constructed watermains are interconnected or looped with existing watermains to the extent feasible.
Transportation and Infrastructure

Municipal Water and Sanitary Sewer Service

14. Perform televising and infiltration and inflow studies to identify deficient sections of existing sewers. Use this information to continue to maintain and repair the existing sanitary sewer collection system.

15. In a manner consistent with the Future Land Use Plan, extend sanitary sewers into areas of the Town where the density of development is sufficient to financially support and make such extensions affordable, and to areas that will promote the protection of surface and groundwater resources. (Also LU-24)

16. Pursue funding to construct watermains and sanitary sewer lines to support economic development in appropriate areas of the Town as identified on the Future Land Use Map. (Also ED-9)

17. Proceed with accurate GIS based mapping and record keeping of the water distribution system and sanitary sewer collection features.

Stormwater Management

18. Ensure that all future development in the Town meets local, state and federal regulations regarding stormwater management. (Also LU-7)

19. Consider regional (within the Town) stormwater management measures when possible.

20. Continue funding the Ontario Watershed Management District and continue programs coordinated by the Town’s Watershed Management Advisory Council to periodically maintain and clean watercourses. (Also NR-5)

Telecommunications

21. Encourage telecommunications companies to install broad-band Internet service in the Town where such service is not currently available.
GOALS:

A. Maintain a supportive business environment that encourages economic development while strengthening and retaining existing businesses and industries.

B. Construct and maintain the infrastructure necessary to serve existing and future business development.

C. Encourage the refurbishment and reuse of existing vacant retail, commercial and industrial buildings.

D. Develop a unique and positive image for Ontario and promote and market the community as a good place to start new businesses and to relocate or expand existing businesses.

E. Explore incentives to make the Town even more attractive to new and expanding businesses.

F. Encourage tourism and related business development.

G. Provide appropriate access to properties along Route 104.

H. Establish design guidelines to ensure that new development along the Route 104 corridor and in downtown Ontario meets appropriate appearance and design standards.

I. Promote the continued economic viability of agriculture (Also AG-A)

J. Protect the primarily residential character of Ridge Road and limit commercial development to compact “nodes” in downtown Ontario and Ontario Center. (Also LU-F)

K. Revitalize downtown Ontario as a cohesive and vital retail and commercial district, with businesses on the ground floor and apartments in the upper stories. (Also LU-G)

L. Retain Route 104 as a high speed thoroughfare for east-west traffic, while supporting existing and accommodating additional commercial and industrial development.
Existing Conditions

Approximately 220 industrial, commercial, retail and service businesses are currently in operation in the Town of Ontario (see Appendix for list). Most of the businesses are relatively small and employ limited numbers of employees. Consequently, many Ontario residents commute to jobs sites outside the Town. Table 1, which contains data from the 2000 Census, illustrates that only about 21% of the 5,026 Town residents who were employed at the time worked in the Town of Ontario. Approximately 79% commuted to work sites outside Ontario. Although some of the commuters worked in other towns in Wayne County, most commuted to jobs elsewhere in the Rochester metropolitan area.

<table>
<thead>
<tr>
<th>Location of Employment</th>
<th>Employed Residents</th>
<th>5,026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worked in the Town of Ontario</td>
<td>1,051</td>
<td>20.9%</td>
</tr>
<tr>
<td>Worked elsewhere in Wayne County</td>
<td>527</td>
<td>10.5%</td>
</tr>
<tr>
<td>Worked in Rochester</td>
<td>1,169</td>
<td>23.3%</td>
</tr>
<tr>
<td>Worked elsewhere in the Rochester MSA</td>
<td>2,226</td>
<td>44.3%</td>
</tr>
<tr>
<td>Worked outside of the Rochester MSA (1)</td>
<td>53</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

(1) Includes Monroe, Livingston, Orleans, Ontario and Wayne Counties

Source: U.S. Census Bureau, 2000 Census

More recent information provided by the Comprehensive Plan survey (see sidebar) illustrates that commuter patterns have not changed significantly since the 2000 Census enumeration. A large percentage of employed residents still travel to work locations outside the Town of Ontario.

Business Districts

Most businesses in Ontario are located along the Route 104 and Ridge Road corridors. Retail and service businesses are interspersed along Route 104. Most of these businesses are on individual lots, although some are congregated in shopping plazas. Several of the businesses are local branches of chain stores; others are small, privately owned businesses. Most are accessible only by motor vehicle due to the absence of sidewalks along the highway and the relatively long distances between businesses.

Businesses within the Ridge Road corridor are more concentrated, principally in the Hamlets of Ontario and Ontario Center, although a few are interspersed along the remainder of the highway. The businesses within the Ridge Road corridor tend to be smaller neighbor-
hood businesses and are pedestrian accessible from the adjoining residential neighborhoods as most of these business areas contain sidewalks and street lighting. The business districts in the Hamlets of Ontario and Ontario Center resemble, in appearance and scale, what would typically be considered a downtown business districts if they were located in a village.

**Industrial Parks**

Two privately-owned industrial parks exist in the Town of Ontario. **The Beh Industrial Park** is located on the west side of town immediately north of Route 104 and the Ontario Midland Railroad line. **The Ontario Industrial Park** is located on the east side of town; it is also north of Route 104 and the railroad line.

Beh Industrial Park, the most developed of the two industrial parks, currently contains 23 industrial businesses (see Appendix for list) with 60 acres of undeveloped land still available. Ontario Industrial Park contains one industrial occupant and has 63 acres of undeveloped land available.

The **Linc-Ontario Industrial Center** is a privately-owned industrial property located on Furnace Road a short distance north of Route 104. The industrial center is comprised of two buildings originally used for the cold storage of farm produce. The combined space of the buildings totals 70,000 sq. ft. The buildings now house a mix of 13 small industrial and non-industrial businesses. The owner provides customized space for tenants by erecting partitions to subdivide the interior of the buildings as needed. The site serves as a business incubator for new and expanding businesses by renting small spaces at more affordable rents.

**Home Occupations**

Home occupations are permitted in the Town of Ontario. Only the dwelling occupants and one person who does not reside on the premises may be employed in each home occupation in accord with current Town zoning regulations. All business activity must occur inside the dwelling or an accessory building and the business must be compatible with the character of the residential neighborhood in which it is located.
Current Economic Development Efforts

Town of Ontario Economic Development Activities

Following the adoption of the Town of Ontario Master Plan in 1991, the Town Board created the half-time position of Economic Development Coordinator. The coordinator is responsible for all facets of economic development in Ontario, including promoting and marketing Ontario to prospective new businesses (industrial, commercial and retail) and performing activities to retain existing businesses. The coordinator also interfaces with the Wayne Economic Development Corporation, the Wayne County Industrial Development Agency and the Ontario Chamber of Commerce.

Promotional, marketing and retention activities carried out by the coordinator include the following:

- Developing and distributing marketing brochures and materials including a general public relations brochure, an industrial promotional brochure and a Town guide
- Identifying and recruiting prospective new businesses including making “cold calls” on businesses in the Rochester area
- Advertising in local community newspapers and other periodicals such as the Rochester Business Journal and through the Entercom Marketing Results Group
- Participating in trade shows
- Periodically visiting local businesses that move to and from Ontario to determine the reasons for the moves and to identify measures the Town might be able to pursue to retain businesses
- Assisting the Ontario Chamber of Commerce to assemble and deliver “welcome packages” to new homeowners which contain local business promotional materials
- Interfacing between businesses that need financial assistance or tax incentives and the Wayne County Industrial Development Agency, Empire Zone Administrator and other governmental agencies.
- Making business promotional information available to the public in the Town Hall foyer (bulletin board and informational carrel) accessible anytime the Ontario Public Library or Town Hall are open.

Comprehensive Plan Survey Highlights

Patronization of Local Businesses

Survey respondents revealed the following regarding how frequently they patronize local businesses:

⇒ 48.7% indicated a few times each week
⇒ 28.5% indicated a few times each month
⇒ 12.3% indicated a few times each year

Survey respondents, when asked to identify what would cause them to patronize local businesses more frequently, identified the following:

⇒ 83.5% indicated larger selections of merchandise and services
⇒ 34.3% indicated lower prices
⇒ 31.0% indicated better quality merchandise
⇒ 17.0% indicated more convenient business hours
⇒ 16.7% indicated better service
Wayne County Economic Development Activities

The Wayne Economic Development Corporation (WEDC) and the Wayne County Industrial Development Agency (WCIDA) are the two agencies in Wayne County responsible for economic development county-wide. The agencies are not Wayne County Departments, but are separate legal entities. Each agency has a separate board of directors, but they share common staff. The economic activities these agencies carry out are limited almost exclusively to industrial development.

WEDC is principally responsible for the promotional and marketing aspects of industrial development. WEDC's outreach and marketing activities include:

- Sponsoring seminars
- Attending and exhibiting at trade shows
- Advertising in trade journals and other publications
- Networking with banks
- Distributing marketing literature
- Visiting local industrial businesses annually
- Maintaining the WEDC/WCIDA Internet website

WCIDA is principally responsible for administering various financing and incentive programs and sale/leaseback arrangements which are described in the Tools and Techniques section of this chapter.

The Wayne County Office of Tourism is also involved in economic activities relating to tourism in the County.

Highlights of Focus Group Discussion

The Ontario Economic Development Coordinator, the WEDC/WCIDA Executive Director and the Wayne County Empire Zone Coordinator served as resource people for the industrial development focus group meeting. These resource people shared the following information.

The Ontario Economic Development Coordinator provides businesses interested in the Town of Ontario with a single point of contact for information about:

⇒ available land and buildings
⇒ Town zoning regulations
⇒ permit requirements
⇒ business incentives, and
⇒ financing assistance

The Economic Development Coordinator assists both retail and industrial through the planning and zoning review and approval processes.

The Economic Development Coordinator also serves as the link between industrial businesses and the WCIDA.

WCIDA focuses on retaining and attracting industrial businesses exclusively.

Rochester Gas and Electric (RG&E) and the Empire State

(Continued on page 92)
Business and Economic Development

(Continued from page 91)

Issues and Opportunities

Issues and opportunities relating to industrial and business development is greatly affected by the following:

- Availability of utilities, especially municipal water and sanitary sewer services
- Accessibility for shipping and receiving goods and supplies (highways, rail service and airports)
- Availability of “shovel-ready” industrial sites
- Availability of both labor supply with appropriate skills and knowledge and schools and training programs
- Tax and regulatory burdens
- Availability of tax and financial incentives

Infrastructure and Utilities

Water Service - Municipal water service is provided virtually all of the Town of Ontario. The Town owns and operates its own water filtration plant and Lake Ontario, the Town’s water source, provides a nearly unlimited supply of water. The existing water filtration plant, which is capable of producing 3.5 million gallons of water per day, currently operates at approximately 57% of its capacity with abundant excess capacity for industrial and commercial growth.

Sanitary Sewer Service - Municipal sanitary sewer service is available in limited areas of the Town of Ontario. Existing sanitary sewer lines are located along Dean Parkway within Beh Industrial Park and along Furnace Road adjoining the Ontario Industrial Park. The Town’s wastewater treatment plant has the capacity to treat 1.0 million gallons of sewage per day and currently operates at approximately 50% of its capacity. Abundant excess capacity exists for industrial growth.

Accessibility - The network of State-maintained highways in western Wayne County and eastern Monroe County provides excellent highway access to industrial sites in the Town of Ontario. Route 104, a four lane highway that runs east and west, bisects the Town and provides ready access to the Greater Rochester area, the Rochester International Airport, and the NYS Thruway (Henrietta exchange) via linkages with expressway Routes 590/I-590 and I-390. Travel time to and from the Rochester International Airport and the NYS Thruway exchange in Henrietta is approximately 30 minutes. Access to the NYS Thruway interchange at Manchester interchange is approximately 40 minutes travel time via NYS Routes 350, 31 and 21. Travel
to and from the Manchester interchange requires more time as the highways that provide the linkages are winding, two-lane highways that traverse two villages and have lower speed limits.

Although highway access to Ontario is good, there are numerous industrial sites closer to Rochester, the NYS Thruway, and the Rochester International Airport with better access. These sites are also closer to larger labor pools and many are on or near Rochester Transit Service (RTS) bus routes. The closer proximity to the labor pool and the availability of high levels of public transportation service reduces concerns businesses may have about the ability of employees to find transportation to and from job sites. Although public transportation is provided in Wayne County, it is impractical to use the service for commuting due to very limited bus routes and levels of service.

The Williamson-Sodus Airport is a small public-use airport conveniently located along Route 104 approximately 10 miles east of intersection of Routes 104 and 350 in Ontario. The airport contains a 3,800 foot runway which will accommodate small jet aircraft and twin turboprop aircraft. The airport has pilot-activated runway lights and a beacon light that makes it suitable for nighttime use. The airport also has self-serve aircraft fueling facilities. Automobile rental service is not available at the airport. Although the airport is located nearby, it is in a rural, relatively isolated location and the lack of automobile rental service may diminish its usefulness.

**Rail Service** - The Ontario Midland Railroad Company provides freight service along the Route 104 corridor. The rail line is located north of Route 104, runs parallel to the entire length of the highway, and skirts both industrial parks. There are no rail spurs within the Town of Ontario, but there is a siding on Railroad Avenue (between Knickerbocker and Furnace Roads) which is available for use by any business for loading and unloading freight. To use this siding, however, businesses must convey their goods or products to and from the siding and supply their own equipment for loading and unloading. The Ontario Midland Road will provide freight service directly to businesses if the businesses install their own rail spurs. Freight handled by the Ontario Midland Railroad will be transported to and from the railroad interchange in the Village of Newark which links Ontario Midland with CSX Railroad Company. Although available, businesses in Ontario and the Town of Webster rarely, if ever, utilize the railroad service.

**Accessibility Barriers**— Although the Ontario Midland Railroad appears to be a potential incentive for economic development, it also serves as an impediment. The location of the railroad track severely limits access from Route 104 to the properties abutting the north side of the highway. Consequently, property adjoining a major highway cannot be developed commercially or industrially. In view of the fact that none of the businesses in the industrial parks in the Town have

(Continued from page 92)

### Highlights of Focus Group Discussion

#### Issues and Opportunities

The following issues and opportunities were identified during the focus group meeting.

- High taxes and high utility costs are significant deterrents to attracting new industrial businesses to sites in New York State.

- A skilled labor force and good markets for industrial products are two advantages for attracting business development.

- The existence of a local economic development team that can meet with site selectors and businesses is important.

- There may be potential for the development of wind turbine farm on Lake Ontario to generate electricity.

- Consideration should be given to permitting mixed uses that complement each other. For example, permitting child daycare centers and exercise/fitness businesses in industrial areas would make it convenient for employees of the industrial businesses to arrange for day care and to exercise without having to travel from location to location. Overlay and float-

(Continued on page 94)
constructed rail spurs and that rail service is rarely used brings into question the value of the railroad as an economic development asset.

The elimination of the railroad tracks would dramatically improve access to the properties along Route 104 and might actually foster commercial and industrial development. Furthermore, economic development could occur without the need for the installation of a large number of new driveways along the highway which would impede the flow of traffic. If the former railroad bed which runs parallel to the highway were developed as a service road, the need for driveways on Route 104 would be greatly reduced.

Another barrier to accessing properties along Route 104 is the median separating the eastbound and westbound driving lanes. The median prevents left-hand turns except at intersections. Accordingly, for motorists to access properties along the opposite side of the highway, they must travel past the property to the next intersection, make a “U-turn” and then backtrack to their destination. Easy access is critical for most retail and commercial businesses. It is not uncommon for customers (and potential customers) to avoid patronizing businesses that are difficult to get to. Although the median along Route 104 has done much to improve the safety for motorists, it has also reduced the utility and attractiveness of properties along the highway for retail and commercial uses.

**Industrial Parks and Sites**— Businesses prefer to locate and construct facilities on “shovel-ready” sites as facilities can be constructed and placed into service in a short amount of time. Shovel-ready sites are sites that are accessible by existing access roads and served by existing municipal water and sanitary sewer lines.

Sites in the Beh Industrial Park are close to being shovel ready. Dean and David Parkways which provide access can be extended relatively quickly as can the water and sanitary sewer lines that serve businesses currently operating in the park. The sites in the Ontario Industrial Park are not as close to being shovel ready. No access road has been constructed in the Ontario Industrial Park nor have any water or sanitary sewer lines been constructed to serve sites in the interior of the park. Ontario Industrial Park sites abutting Furnace Road, however, do have ready access to municipal water and sewer service as there are watermains and sanitary sewer lines along Furnace Road.

A new industrial park has been proposed east of the Beh Industrial Park, but is not accessible from Route 104. The Town has been working for several years toward the construction of a road that would begin at Dean Parkway and run eastward and parallel to Route 104.
104 and then south to the Lincoln Road intersection. Such an access road would enable to proposed industrial park to be developed and would open the other parcels in this area for industrial development. The property owners have agreed to the provide the Town with rights-of-way for the construction the road and utilities and the Town has nearly completed final design for a portion of the road. Funding for a watermain to serve the properties has been secured, however, funding has not yet been secured for the construction of the road or the sanitary sewer.

**Telecommunications Service** — The Town of Ontario is divided between two telephone area code service areas. The western third of the Town is within the 585 area code service area and the central and eastern portions of the Town are in the 315 area code service area. This can cause inconvenience and some additional expense especially in view of the fact most of the Greater Rochester Area is within the 585 area code service area. Although this does not necessarily present a serious obstacle to industrial development, it may diminish the attractiveness of industrial sites in the central and eastern areas of the Town.

**Broad-band Internet Service** - Although Broad-band service is available along the south side of Route 104, it is not available along the northern side of the highway. Businesses are increasingly relying on the Internet for their business communications. The fact that the industrial parks in Ontario are all located on the northern side of Route 104 where broad-band service is not available may deter some types of businesses from considering Ontario as a viable location for a new or expanding business. The lack of broad-band service may also make it more difficult to retain existing businesses in the future.

**Electric Service**—Businesses in the Beh Industrial Park have experienced problems with electric service. The problem appears to involve capacity limitations of the electric distribution system.

**Image Issues**—The executives of prestigious businesses, especially when selecting locations for offices for their professional employees, often prefer to locate their office facilities in areas that have an appearance and image compatible with the image of their businesses. Currently, Ontario has no attractive, upscale business parks to attract such businesses. Moreover, the pole-barn type of construction so prevalent in Ontario may present a negative image that may be difficult to overcome when courting businesses executives who are concerned about the image of their company and their company’s facilities.

**Tax and Regulatory Burdens** — High New York State taxes and regulatory burdens present obstacles to attracting new industrial businesses from out of state. These same burdens make it difficult for existing businesses to remain and/or expand in New York State.
Various financial incentives are available that may be used to offset some of the State tax burden and to recruit new businesses or encourage existing businesses to expand. These incentives are described in the Tools and Techniques section of this chapter.

**Free Trade Policies and Agreements**—The free trade agreements such as the General Agreement on Trade in Services (GATS) and the North American Free Trade Agreement (NAFTA) have created conditions that prevent American-based businesses from competing with many foreign businesses. This is especially true if the foreign-based businesses are located in third-world countries that have no labor and/or environmental standards or have standards that are lower than those imposed on American-based businesses. Although such policies are outside the direct control of the Town of Ontario, as long as the United States is party to such trade agreements, the resulting trade policies will continue to impede economic development in Ontario and the remainder of this country.

**Other Issues and Opportunities**—See Industrial Development focus group discussion sidebar for additional issues and opportunities.
Tools and Techniques

The following tools and techniques are available in the Town of Ontario to attract new business development, retain existing businesses and to encourage existing businesses to expand:

Zoning Regulations

The Ontario Town Board has responsibility to adopt, administer and enforce land use regulations. The Town Board may establish zoning districts and zoning regulations that will permit and encourage appropriate types of commercial and industrial development in the most appropriate areas of the Township.

Existing Town zoning regulations provide for three types of zoning districts to accommodate industrial, commercial, and retail and service businesses. These are the Industrial District, the Business Transitional District and the Business District. Each district is described below.

Two areas of the Town are zoned for industrial use. One area extends from the Monroe County line to a point east of Slocum Road on the north side of Route 104. The other area extends from the Town’s eastern boundary to a point west of Knickerbocker Road. Both industrially-zoned areas are situated immediately north of the Ontario Midland rail line.

Industrial uses permitted in the Industrial District include: light manufacturing, fabrication, assembly of pre-manufactured components, publishing and printing, auto body repair and paint shops, food processing, plumbing, HVAC and electrical contracting, motor freight terminals and similar uses.

Many types of commercial and retail and service businesses are also permitted in this district as are farms, greenhouses and plant nurseries. Residential uses are prohibited except for cluster residential development and planned unit developments. Many uses require a special use permit and/or must comply with special conditions.

The Business Transitional District is principally located along the Route 104 corridor. The district also extends along the west side of Fisher Road between Route 104 and Ridge Road. The Business Transitional District serves as a buffer between the Industrial District and the residential districts of the Town. Retail and commercial uses are permitted in this district as are limited industrial uses.

Residential uses are permitted in the Business Transition District include: single- and two-family dwellings, apartment buildings, townhouses/rowhouses, cluster developments and planned unit develop-

1991 Master Plan

The Master Plan called for a “proactive” approach to economic development. The plan states that the Town “must aggressively seek and assist new business and industry while working to retain existing businesses.” The following goal, objectives and actions were identified:

Goal—The establishment of a stable local economy that will provide expanded opportunities and a secure tax base.

Objective 1—Support existing businesses and encourage their expansion.

Objective 2—Attract diversified business and industries to the community that have the capacity to become partners in the future of the Town.

Action 1—Identify suitable industrial park sites and establish mechanisms to assist these sites in developing their fullest potential.

Action 2—Initiate discussions with major retail chains and financial institutions in the Rochester area to determine their location criteria and evaluate the Town’s ability to meet these criteria.

(Continued on page 98)
mements. Many of the uses, apart from single- and two-family dwellings, require a special use permit or must comply with special conditions.

The Business District is situated along the south side of Route 104, generally between Slocum and Knickerbocker Roads and along Ridge Road generally between Slocum and Ontario Center Roads. There are also pockets at other locations along Route 104 and Ridge Road. Most of the commercial, retail and service businesses and the residential uses that are permitted in the Business Transitional District are also permitted in the Business District. Industrial uses are prohibited. Many of the uses, apart from single- and two-family dwellings, require a special use permit or must comply with special conditions.

Business Improvement Districts (BID)

BIDs provide a mechanism for raising revenue to make public improvements and to pay for specialized services in a business district. The revenue is raised by the levy of a property tax against all the properties within the BID. The formation of BID would require action of the Town Board with the consent of the property owners whose property would be incorporated into the BID. Revenue raised through a BID can be used to make public improvements in the district such as the installation of sidewalks, lighting, benches, receptacles and other pedestrian amenities. The revenue may also be used to provide specialized services such as sidewalk snow plowing or street cleaning.

Town, County and State Incentive Programs

The following incentive programs are currently available and in use to facilitate business retention, expansion and development within the Town of Ontario.

Real Property Tax Incentives— Businesses that construct new buildings, or expansions and/or improvements to existing buildings, are eligible for property tax exemptions provided the cost of the construction equals or exceeds $10,000. Fifty percent of the assessed value resulting from the construction is exempted during the first year. The exemption, which applies to town, county and school taxes, is phased out by 5% each year during the subsequent nine years. Section 485-b of the NYS Real Property Tax Law provides the authority for this incentive program.

Micro-Enterprise Revolving Loan Fund — Low interest loans of up to $25,000 are available to existing and start-up small businesses. Businesses with no more than five employees including, the owner, are eligible. The loan funds may be used for property acquisition, purchase of equipment and working capital. The Wayne County Indus-
The Wayne County Industrial Development Authority (WCIDA) administers the program which was capitalized by a Small Cities Grant from the U.S. Department of Housing and Urban Development.

**WCIDA Revolving Loan Fund** — Low interest loans of up to $300,000 are available to manufacturing, warehousing and research businesses from this revolving loan fund. Businesses are required to create at least one job for each $10,000 of loan funds received. The loan funds may be used for land acquisition, construction, renovation, machinery or equipment.

**WCIDA Industrial Revenue Bonds** — Tax exempt industrial revenue bonds (IRB) issued by the WCIDA provide a financing tool that enables manufacturing firms to finance projects at interest rates lower than otherwise possible.

**Sale/Leaseback Tax Benefits** - Under this program, manufacturing companies convey title to the property to WCIDA which leases the property back to the manufacturer. As WCIDA is a tax-exempt, public-benefit corporation, the savings that result from sales tax, mortgage tax and local property tax exemptions are passed on to the manufacturing company for up to 10 years. Although 100% of local property taxes are abated during the first five years and 50% during the second five years, payment-in-lieu-of-taxes (PILOT) agreements are usually negotiated so that benefiting companies make some financial contributions to local taxing authorities.

**Wayne County Industrial Site Fund** — WCIDA will provide financial assistance to municipalities to construct public infrastructure improvements needed to serve manufacturing facilities. Eligible infrastructure includes: watermains, sanitary sewer lines, roads and lighting. WCIDA will provide 1/3 of the cost up to $100,000. The municipality and the manufacturer are typically expected to each contribute 1/3 of the cost.

**Empire Zone** — Wayne County was awarded an Empire Zone designation by New York State in October 2002. A portion of the Empire Zone designation is located in the Town of Ontario. See focus group sidebar. All types of business within or locating to an Empire Zone may take advantage of various tax credits and incentives which include: sales tax exemptions, income tax credits, real property tax abatements, wage tax credits, reduced electric and gas rates among others.

**Small Business Administration (SBA) 504 Loan Program** — This SBA program enables businesses to finance up to 90% of the cost of purchasing fixed assets, a larger percentage than is typically available through conventional bank financing. The SBA typically finances 40% of the acquisition costs while conventional banks fi-
nance 50%. The business is required to utilize its own equity for the remaining 10% of the cost of the project. SBA loans range from $100,000 to $1 million. Eligible businesses must agree to create one job for each $35,000 of SBA loan funds received.

**NYS Investment Tax Credits**— Manufacturers that make significant investments in New York State may receive investment tax credits to reduce their income tax liabilities.

**Other Economic Development Tools**

**Cooperative Advertising and Promotion**— Local retail businesses can work together to undertake cooperative advertising. Cooperative advertising involves the pooling advertising resources to jointly advertise all the businesses that participate.

Cross-promotional activities can be used to encourage residents to patronize more local businesses. For example, working together retailers can offer discount coupons that are redeemable in each other’s stores whenever a customer purchases goods in any one of the participating stores.

Retailers can work together to sponsor contests. To qualify to win a prize, residents may be required to fill out an entry form in one of the participating stores or make a purchase in a participating store. The contest could be structured as a mystery or puzzle with clues in each participating store to encourage traffic in the stores.

**National Main Street Trust for Historic Preservation**— Information, ideas and advice for strengthening the retail business community in Ontario can be obtained from the Main Street Trust. The Main Street Trust conducts seminars and publishes and sells a number of publications that provide strategies and describe activities that have been successfully used in other communities.
Downtown Revitalization Focus Group Meeting

On April 29, 2004, the Comprehensive Plan Committee conducted a downtown business district revitalization focus group meeting. Ontario business owners and operators as well as interested Ontario residents toured downtown Ontario viewing existing conditions. The purpose of the meeting was two-fold, (1) to identify issues and concerns adversely affecting the business district, (2) to make suggestions for ways to enhance the economic viability of the business district. The following summarizes what came out of the meeting.

Issues and Concerns

Appearance of Buildings

1. Repairs and improvements to storefronts are not always consistent with the historical character and architectural style of the buildings.

2. Siding on a number of buildings was dirty and in need of cleaning.

3. A number of sign structures remained on buildings although the actual signs no longer existed.

4. Projecting signs contribute to a cluttered appearance.

5. Some storefront awnings were in poor condition.

6. The building at 2033 is a beautiful, historic, residential structure, that, if sold and developed commercially may be altered in a way that will destroy its beauty and historic character.

Parking

1. The municipal parking lots behind the buildings fronting on “Main Street” are not visible from the street and signage to inform drivers of the locations of the parking is not conspicuous.

2. Business owners, their employees and tenants who reside in downtown often park their vehicles in front of the businesses denying customers convenient parking. The 2-hour parking restriction is rarely enforced.

3. The municipal parking lot south of “Main Street” is not as well maintained. This the parking lot is perceived as being less safe.

Pedestrian Circulation

1. The parking lot north of “Main Street” that separates the post office from downtown contains no delineated walkway for pedestrians traveling between “Main Street” and the post office.

2. Lighting of the pedestrian walkways linking “Main Street” to the municipal parking lots is inadequate. Some light fixtures do not work properly.

3. The appearance of the sidewalks between “Main Street” and municipal parking lots do not provide visual linkages.
Overall Appearance—General Observations

1. Residential occupants store trash cans and debris outdoors in front of the buildings which detracts from the appearance of downtown. Residential use on the first floor conflicts with business uses.

2. Existing building and zoning codes are not always consistently and sufficiently enforced.

3. Gas meters along the pedestrian alleyway on the north side of “Main Street” are visible from the street and detract from the appearance of downtown.

4. Unscreened dumpsters along the edges of the municipal parking lots are unsightly.

5. Street trees are overgrown and interfere with overhead wires. The asphalt surrounding the base of the trees is unattractive.

6. The level of snow removal from downtown is inadequate.

7. The business directory sign erected by the Town at the intersection of Ridge Road and Knickerbocker is unattractive and the list of businesses is outdated.

Suggestions

1. Uniform style and color of storefront awnings and uniform color, style and size of business signs would enhance the appearance of downtown.

2. Projecting signs should be discouraged.

3. Install decorative signs and landscaping on “Main Street” at each end of downtown to demark the business district and to inform motorists that they are entering the business district.

4. Offer matching grant funds to the owners of downtown storefronts as an incentive to make façade and sign improvements.

5. Encourage storeowners to jointing rent a power washer and arrange with the Boy Scouts or a service organization to clean the exterior of downtown buildings.

6. Replace existing trees with decorative trees taking care to not block the visibility of business signs. Install decorative iron grates around the bases of the trees.

7. Enhance lighting for pedestrian alleyways linking “Main Street” to the municipal parking lots.

8. Install a decorative or colored surface treatment to the pedestrian alleyways to create visual linkages between “Main Street” and the municipal parking lots.

9. Install landscaping and curbing along the west side of the of the municipal parking lot on the south side of downtown.

10. Delineate a walkway through the municipal parking lot north of “Main Street” for pedestrians to use to get to and from the post office.
Merchants’ Priorities

The Comprehensive Plan Committee asked downtown merchants to review the issues and concerns identified during the downtown revitalization workshop and identify the priority in which they would prefer the Town to address each. The merchants reviewed the list of concerns and grouped them into one of three categories based on the type of action the merchants thought would be appropriate to resolve the issues. This process resulted in the following three suggestions.

1. A letter composed by the Town Board should be distributed to all downtown property and business owners requesting that they improve their “housekeeping” measures to spruce up their properties and buildings.

2. Enforcement of the current codes should be increased to resolve violations of the two-hour parking limit on “Main Street” and outdoor storage, and to eliminate issues such as the electrical service that is nailed to the trees between 2003 and 2011 Ridge Road (“Main Street”).

3. Following the adoption of the Comprehensive Plan, enact new ordinances to require property owners to maintain their awnings in good condition or remove them, to restrict the placement of trash cans and dumpsters and to require that they be screened from view, and to prohibit residential uses on the first floor of buildings within the downtown business district.
Recommended Actions:

1. Work with local businesses and community groups to develop and promote a unique and positive image of the Town and promote the Town’s image so that people residing in the region will readily associate the image with Ontario and develop print and nonprint promotional materials that publicize the positive image of Ontario.

2. Work with County and State economic development agencies to attract and retain agricultural support businesses. (Also AG-5)

3. Encourage agriculture-related businesses, such as suppliers and processors, to utilize Wayne County’s revolving loan fund for economic development. (Also AG-6)

4. Revise zoning regulations to permit farm-related businesses, such as farm markets and craft manufacturing, to be established on farm property in conjunction with agricultural operations. (Also AG-4)

5. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also LU-21, TI-4)

6. Recruit industrial businesses to locate operations within existing industrial parks. (Also LU-21)

7. Provide sufficient funds to the Town’s economic development program and expand the program to include tourism.

8. Pursue funding to construct an access road between Dean Parkway and Lincoln Road to service industrially zoned properties in this area. (Also TI-5)

9. Pursue funding to construct water mains and sanitary sewer lines to support economic development in appropriate areas of the Town as identified on the Future Land Use Map. (Also TI-16)

10. Arrange for local seminars and training for persons who are interested in starting new businesses, but who may lack the knowledge and skills.

11. Encourage and assist local retail and service businesses to work jointly to promote and advertise their businesses.

12. Assist merchants to form a business improvement district (BID) to raise revenue to pay for the costs of constructing public improvements and providing specialize services.

13. Revitalize the downtown business district by:
   
   A. Encouraging merchants and property owners to utilize National Main Street Trust strategies revitalization strategies.
   
   B. Distributing a letter from the Town Board to downtown property and business owners to request they clean and spruce up their properties and to better maintain the appearance of their buildings.
   
   C. Increasing enforcement of existing codes, ordinances and regulations in downtown.
   
   D. Enacting and enforcing maintenance standards for downtown buildings which would, among other things, limit where dumpsters may be sited and require they be screened from view, and that would prohibit residential use on the first floor of buildings.
   
   E. Developing and enacting building design standards for downtown.
14. Distribute a checklist and flow chart that identify the steps and timeframes for the planning and zoning review process to persons/businesses proposing new business development or expansion.

15. Pursue funding for economic development programs, e.g., a grant to capitalize a low-interest, revolving-loan pool.

16. Revise Town zoning regulations to provide greater flexibility so that the types of businesses uses that benefit by being near each other may be located in the same zoning district.

17. Continue efforts to recruit major retail and industrial businesses to locate in Ontario by:
   A. Assisting the owner of the former Ames Plaza to redevelop the plaza
   B. Advertising and utilizing other outreach measures
   C. Maintaining and distributing up-to-date information on available industrial and businesses sites to prospective new businesses and existing businesses that need additional land to expand.
   D. Maintaining information on the Town’s Internet website that promotes Ontario and provides useful economic development information.
   E. Work to have area within the 585 telephone area code extended to encompass industrial zoning districts.
   F. Encourage the provision of state, county and local government tax incentives for businesses.
   G. Work with Wayne Economic Development corporation to foster economic development in the Town.

18. Continue the business visitation program as a means for retaining and assisting existing businesses.

19. Work with WCIDA, the Empire Zone Coordinator, ESDC, and RG&E to share leads about perspective new businesses and to refer prospective new businesses to each other for assistance.

20. Work with appropriate agencies to remove the railroad tracks along Route 104 and to construct access roads and trails along appropriate sections of the right-of-way (Also TI-3)

21. Enact zoning regulations that encourage the development of small business plazas rather than individually developed parcels (Also LU-23)

22. Conduct regular joint meetings of appropriate elected officials and advisory boards to improve communications and coordination among the elected officials and boards especially with regard to economic development policies.

23. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (Also RES-7, LU-3)

24. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. (Also RES-8, LU-4)

25. Establish guidelines to ensure that new development along the Route 104 corridor and downtown Ontario meets appropriate appearance and design standards. (Also LU-22)
Housing and Residential Development

GOALS:

A. Accommodate a diversity of housing types in the Town in appropriate areas as shown on the Future Land Use Map.

B. Promote high quality design of new housing developments.

C. Maintain a high quality of life in residential neighborhoods.
Existing Housing and Trends

The Town of Ontario has a variety of housing types and residential neighborhoods.

Of the 3,848 dwelling units in the Town in 2000, approximately 76% were single-family dwellings, 11% were manufactured homes, and 9% were in apartment buildings. (See Table 2).

<table>
<thead>
<tr>
<th>Types of Housing in Town of Ontario</th>
<th>No.</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-family Dwellings, detached</td>
<td>2,848</td>
<td></td>
</tr>
<tr>
<td>Single-family Dwellings, attached</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>Total Single-family Dwellings</td>
<td>2,909</td>
<td>76.3%</td>
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<tr>
<td>Two-family Dwellings</td>
<td>111</td>
<td>2.9%</td>
</tr>
<tr>
<td>Multiple-family Dwellings (3-4 units)</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>Multiple-family Dwellings (5-9 units)</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>Multiple-family Dwellings (10-19 units)</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>Multiple-family Dwellings (20 + units)</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Total Multiple-Family Dwelling Units</td>
<td>359</td>
<td>9.4%</td>
</tr>
<tr>
<td>Manufactured (mobile) Homes</td>
<td>435</td>
<td>11.4%</td>
</tr>
<tr>
<td><strong>TOTAL HOUSING UNITS</strong></td>
<td><strong>3,814</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

Source: U.S. Census (2000)

A total of 3,001 (83%) of the occupied housing units were owner-occupied, and 15% were renter-occupied. The 2000 Census reported 42 seasonal or recreational dwellings and 155 vacant units. Of the vacant units, 69 were for rent and 33 were for sale at the time of the Census (April 1, 2000).

More than two-thirds (69%) of the housing units in the Town were constructed in 1960 or later. Residential subdivisions include those located between Knickerbocker and Furnace Roads, between Slocum Road and Route 350 (Ontario Center Road), and at Ontario-on-the-Lake.

Nearly one-quarter (22.8%) of the housing in the Town was built before 1940 (see Table 3). Older housing is located in the historic hamlets of Ontario, Ontario Center, Union Hill and Ontario-on-the-Lake, along Ridge Road and on farmsteads throughout the Town.
Three manufactured home parks are located in the Town. The largest one, Orchard Grove Park Village, has capacity for 400 units, occupies 93 acres and is located between Ridge Road and Route 104 just east of the hamlet of Ontario. Forest Grove, located on the north side of Route 104 east of Furnace Road, consists of 20 units on four acres. Mill Creek Manor, south of Route 104, between Lincoln Road and Lakeside Road, occupies nine acres and has 36 units. The US Census estimates that there are 435 manufactured homes in the Town.

Apartment complexes in the Town include:

- Brown Square Village Senior Apartments, located in the hamlet of Ontario northeast of the intersection of Ridge Road and Furnace Road;
- Ontario Manor, located at 504 Route 104;
- Union Hill Manor Apartments at 146 Route 104 (20 units in five buildings)
- Patriot Corner Apartments at Centennial Village (64 units in seven buildings), located at Patriot Drive and Independence Way, east of South Slocum Road
- Union Hill Manor, with 20 units in four buildings.

Approximately 237 housing units are in apartment buildings with five or more units.

A small number of seasonal dwellings are located in the Town, along Lake Ontario. Most of the residential development along the lakeshore has been built or renovated to support year-round occupancy.

Map 16 depicts the locations of housing that was constructed between 1993 and 2003. This map demonstrates that a majority of the new housing has occurred in residential subdivisions. However, a significant number of new houses have been built along existing roads in the rural parts of the Town.

### Table 3

<table>
<thead>
<tr>
<th>Year Structure Built</th>
<th>Units</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1990s</td>
<td>730</td>
<td>19.1%</td>
</tr>
<tr>
<td>1980s</td>
<td>658</td>
<td>17.3%</td>
</tr>
<tr>
<td>1970s</td>
<td>701</td>
<td>18.4%</td>
</tr>
<tr>
<td>1960s</td>
<td>533</td>
<td>14.0%</td>
</tr>
<tr>
<td>1940-1959</td>
<td>321</td>
<td>8.4%</td>
</tr>
<tr>
<td>Before 1940</td>
<td>871</td>
<td>22.8%</td>
</tr>
<tr>
<td>Total</td>
<td>3,814</td>
<td></td>
</tr>
</tbody>
</table>
Residents’ Survey Highlights

Neighborhood Quality of Life

When asked, “Which of the following are most important to the quality of life in your neighborhood?”, the three responses selected most frequently were, “Open space/ green space,” “Well-maintained houses and yards,” and “Quiet streets with low volumes of vehicular traffic.” These three characteristics were identified as most important by people in all types of neighborhoods, with the following exceptions: People who live in houses on large (<5 acre) lots identified “farms and agriculture” more often than “well-maintained houses and yards.” People who live in mobile homes identified “convenience of nearby shopping” more often than “well-maintained houses and yards.” People who live in older, established neighborhoods identified “convenience of nearby shopping” more often than “quiet streets.”

Open Space and Rural Character

When asked “What do you like most about living in the Town of Ontario?”, the most frequent responses were “Small town atmosphere” and “Rural, farm character.” Residents reported that the “open space/ green space” (67%) and “well-maintained houses and yards” (62%) were most important to the quality of life in their neighborhood, followed by “quiet streets/ little traffic” (50%).

Property Maintenance

A majority of respondents to the Residents’ Survey selected “Well maintained houses and yards” as one of the characteristics that is “most important to the quality of life” in their neighborhoods. A total of 62% of respondents selected this characteristic. The only characteristic selected by more residents was “Open space/ green space”, selected by 67%.

“Well maintained houses and yards” was the selected more frequently than any other issue by people who live in an “established neighborhood of older homes (constructed 50 or more years ago) such as in the hamlet of Ontario,” as well as by residents who live in “subdivisions of newer single-family dwellings (constructed in the 1960s or more recently).” It was selected the second most frequently (after “open space/ green space”) by people who live in “residences along a Town or County road or State highway on lots less than 5 acres in size” and by people who live in apartments.

One-third (33%) of the respondents indicated that the Town should not do anything more to encourage homeowners to better maintain their residences and properties. Similar numbers supported “increased inspections/ communications” (36%), “establish maintenance standards” (33%), and “more stringent penalties” (31%).

Sidewalks

Respondents were split on whether to require sidewalks to be installed in new residential subdivisions. A total of 46% agreed that sidewalks should be required, and 35% disagreed. A total of 18% had no opinion.

As shown in the table on the next page, responses varied among people who reside in different types of neighborhoods.
Among respondents who reside in newer subdivisions, 50% were in favor of requiring sidewalks, while 38% were opposed. This population probably has the greatest understanding of the issue, as they reside in subdivisions where sidewalks were not required. They were also the most likely to have an opinion (only 12% had no opinion).

Future residential development

A total of 53% of respondents were in support of new residential development, while 38% were opposed. A majority of respondents (57%) stated that they are not willing to pay additional taxes to pay for increased costs of services.

Response varied among responders from different neighborhoods. Opposition to new development was strongest among people who live in large rural lots and older established neighborhoods; people who live in apartments and in newer subdivisions tended to support new residential development.

Do you support new residential development in the Town of Ontario?

There was not a consensus among residents regarding their preferred type of new residential development. The largest number of respondents (30%) selected houses on 1 ½ acre lots. Other lot sizes were selected by 20-28% of respondents.

Respondents tended to favor new development that is similar to their own neighborhoods. For example, houses on lots larger than 5 acres was selected most frequently by people who live on lots larger than five acres. This group’s second-most selected response was houses on 3-5 acre lots.

People who live in newer subdivisions, as well as people who live in older neighborhoods, houses along roadsides and apartments, were most likely to support houses on lots of 1½ acres. People who live in mobile homes were most likely to support the development of new apartments or townhouses. This group’s second-most selected response was “no opinion/neutral.”
Highlights of Residential Focus Group Meeting - March 23, 2004

Type of Development
Recent residential subdivisions during the past several years range from 1-5 houses to 60-70 houses per development.

There is a significant market for 3, 4, and 5-acre lots. However, a variety of housing types, including townhouses, would be appropriate.

- The average assessed value of new houses is approximately $120,000 to $130,000. In some developments, new homes sell for $230,000.
- Ontario has a minimum size requirement for dwellings (1,050 for a single family dwelling in the UR zone, 1,100 in the SR, and 1,200 in the R district.) But the average size of new houses is 2,200 sq. ft.
- Opportunities needed for patio housing and townhouses.

Lot Size/Density
- Lower minimum lot sizes allow for flexibility. Low density zoning increases the cost of housing. Larger lot sizes do not necessarily lead to more expensive homes. Gerber Homes constructs $230,000 homes on 100’ x 160’ lots.
- About 10 years ago, the Town considered and decided not to increase the minimum lot size. It also considered a (Continued on page 77)

Tools and Techniques

NYS Uniform Fire Prevention and Building Code

Building construction standards are governed by the New York State Uniform Fire Prevention and Building Code. Comprehensive revisions to the Code were adopted by New York State in 2002. Beginning in January 2003, all new construction must adhere to the revised code.

The revised Uniform Code includes additional requirements related to property maintenance, including storage of junk cars and refrigerators, and lawn maintenance. Local provisions that are more strict than those specified in the State Code must be approved by the NYS Department of State. Enforcement of the Uniform Code is the responsibility of the Town Code Enforcement Officer.

Zoning Regulations

Each of the Town’s zoning districts, except for the Industrial (I) district, permits certain types of residential development. The zoning regulations specify the type of development that is permitted in each district as well as the requirements for minimum lot size/density, setbacks, parking and landscaping. The following narrative describes the zoning districts in the Town that permit residential development.

The Urban Residential (UR) district includes the hamlet of Ontario, the manufactured home park located east of the hamlet, a fairly large undeveloped area east of the manufactured home park, and several areas west of the hamlet located between Ridge Road and Route 104. This district allows all types of residential development. Single family dwellings require a lot size of 18,000 square feet in areas with sewer service. Special conditions apply to manufactured home parks, conversion of existing buildings into not more than three dwelling units, and the development of accessory apartments. A Special Use Permit is required for multi-family dwellings and cluster development.

The Suburban Residential (SR) district includes land between Furnace and Knickerbocker Roads, north of Route 104 to the lakeshore, as well as areas south of Ridge Road. These areas include existing suburban-type development as well as adjoining vacant land. Minimum lot sizes for single family dwellings are 18,000 sq. ft. when public sewer is available.

The Rural (R) district encompasses most of the land area in the Town. The minimum lot size is 35,000 sq. ft where public sewers are not available.

The Business (B) districts are located in the downtown areas of the hamlets of Ontario and Ontario Center, as well as along the south side of Route 104. All types of residential development, as well as a
broad range of commercial development, are permitted in the Business district.

The **Business Transitional (BT)** districts are located along the north side of Route 104 between Slocum Road and the hamlet of Ontario, and along both sides of Route 104 east of the hamlet. This district permits certain industrial, storage and “heavy commercial” uses such as outdoor sales and body shops, in addition to those uses permitted in the Business district.

The **Planned Unit Development (PUD)** district was established to allow an approved development plan to substitute for the zoning regulations of a conventional district. Planned developments can include a variety of residential and/or business uses. The project site typically must be a minimum of 50 acres, and a minimum of 15% of the site must be devoted to common open space. A Planned Development must be approved by the Town Planning Board based on criteria indicated in the zoning regulations.

The zoning narrative summarizes the requirements for each type of residence that is permitted in the Town.

**Single and Two-Family Dwelling**

Single family dwellings are permitted “by right” in every zoning district in the Town that allows residences. Two family dwellings are permitted in every district except for Rural and Suburban.

**Accessory Dwellings**

The Town’s zoning regulations define an “accessory dwelling” as “Living space located within an owner-occupied dwelling and containing no separate exterior entrance and not more than 400 square feet of area. Such dwellings are permitted “as of right” in the R, SR, UR, B and BT districts.

**Conversion of existing buildings**

The Town’s zoning regulations permit existing buildings in the R, SR, UR, B and BT Districts to be converted into not more than three dwelling units. Site plan review is required by the Town Planning Board. The lot area must be at least 70% of the minimum required for new construction, unless the Planning Board waives this requirement during site plan review. Two off-street parking spaces are required per dwelling unit, which must be set back at least five feet from the lot line. The building must also meet the required side yard setback for the district.

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**(Continued from page 76)**

**Highlights of Residential Focus Group Meeting**

separate residential zoning district along the lakeshore.

**Location of New Development**

- Land where services are available should be designated for residential development. The Town is close to the City of Rochester and suitable for residential development.
- Wetlands and ore-beds should be left open. Other land should be made available for development. Reducing the available supply of land would increase the cost of housing.

**Cost of Community Services/Tax Base**

- New housing would not generate sufficient property tax revenue to support the increase in government services and schools, especially if the tax revenue from Ginna were to disappear.

**Cluster Development**

- Clustering is not possible sometimes, such as if parcel is all meadow. The technique works better when there is a stand of trees or other resource to be preserved.
- The Town Planning Board tries to ensure a high quality of development and prefers clustered designs. As an ex-
Housing and Residential Development

(Continued from page 77)

Highlights of Residential Focus Group Meeting

ample, the Tamarack development incorporates open space to rear of house lots. The open land can be used to improve drainage, for example as a detention pond.

• Recreational land as part of subdivisions is not viable where the lot is small.

• Open space created by a cluster subdivision may be protected by a conservation easement. Easements may be donated to the Genesee Land Trust or held by a homeowners’ association.

• The Plan should not recommend that the Town take ownership of small lots for open space/ green space. Conservation easements can be used to ensure that required open space remains undeveloped.

Drainage

• Drainage is a townwide problem. The Watershed Management Advisory Council may help address these problems.

• New stormwater regulations have affected the design of residential subdivisions. Dwellings constructed prior to the new regulations taking effect have experienced problems. For example, homes along Bear Creek Drive tend to flood at the rear due to poor design – the drainage ditches do not carry water away from the lots.

(Continued on page 79)

Townhouses

Townhouse or rowhouse dwellings are permitted in the UR, B and BT Districts, subject to site plan review by the Planning Board. No more than six attached dwellings may be included in any single building, and parking areas and dumpsters must be screened with landscaping.

Multiple dwellings

Buildings that contain three units are permitted “by right” in the B and BT districts, and subject to the provision of adequate off-street parking in the UR district.

Multiple dwellings with four or more units are permitted in the UR, B and BT districts, provided that sufficient off-street parking is required, and that the distance between structures on the same lot is not less than 1 ½ times the average height of the adjoining structures. A Special Permit is required for multiple dwellings in the UR district. The site plan for these dwellings must include a landscaping and drainage plan, and no more than 50% of any required front yard area may be paved.

Manufactured Homes

The zoning regulations require manufactured homes to be located in an existing manufactured home park or, in the UR and BT Districts, within an extension or improvement to a manufactured home park. In addition, manufactured homes may be permitted to be occupied temporarily during the construction of a new dwelling. A manufactured home permitted under these circumstances must be removed once the new dwelling is constructed or if construction of the new dwelling does not begin within three months.

Manufactured home parks are permitted in the UR and BT districts with a Special Use Permit and a license from the Town Board that must be renewed each year following inspection by the Code Enforcement Officer. A new manufactured home park must have a minimum area of 25 acres. All buildings must be set back at least 100 feet from roads and property lines. Individual manufactured home lots must be at least 6,000 square feet in area with a minimum width of 60 feet.

Land Development Regulations and Public Works Requirements

All new construction must comply with the Town’s Land Development Regulations. Subdivisions and site plan review must follow the procedures specified in these regulations.
Issues and Opportunities

Location and density of future residential development: Accommodate a variety of housing types

Several distinct types of housing and residential neighborhoods are located within the Town of Ontario, including conventional suburban subdivisions, apartment complexes, mobile home parks, historic hamlets, and rural dwellings. Based on the residents survey results, the community has a diversity of opinions regarding what types of development are most appropriate for the future. It appears reasonable to retain and enhance the quality of life in existing neighborhoods.

The goal of the Comprehensive Plan is to designate appropriate areas for a variety of housing and neighborhood types. The following categories may be appropriate:

**Hamlet:** Existing residential neighborhoods consisting of relatively older housing in the historic hamlets of Ontario, Ontario Center, Union Hill and Ontario-on-the-Lake, and along Ridge Road.

**High Density:** Mobile home parks, apartment complexes and townhouse developments. This classification would encompass those areas that are already developed with this type of housing, as well as areas adjoining established neighborhoods that have or are expected to be served with public water and sewers.

**Rural:** A large portion of the Town is agricultural and rural in character. The Future Land Use map should delineate areas that are proposed to remain primarily agricultural with low densities of residential development.

**Suburban:** Several neighborhoods in the Town consist of relatively new (1960 or later) housing in subdivision developments. These areas have public sewer and water service. The Future Land Use map should designate additional areas for this type of development that have or are expected to be served by public water and sewer.

The Town’s zoning map and zoning district regulations will need to be revised to be consistent with the Future Land Use map developed for this Comprehensive Plan.

Assuring quality design of new residential development, e.g., clustered designs, drainage, neighborhood amenities such as sidewalks and trees, enforcement of design requirements.

The Town Planning Board is responsible for ensuring that new residential development incorporates appropriate design standards. Such standards are specified in the Town’s Design Criteria and Construction Standards and subdivision regulations (see “Tools and Tech-
Housing and Residential Development

(Continued from page 79)

Highlights of Residential Focus Group Meeting

Other Issues

- Traffic is an issue, especially in Ontario Center, along Route 104 and Ontario Center Road, and along Ridge Road. New residential development will affect traffic at the intersection of Ontario Center Road with both Route 104 and Ridge Road.
- Additional housing construction would lead to commercial development. Retail needs density.
- The appearance of Route 104 is poor (known as “pole barn alley”). This may deter people from considering moving to Ontario.

- The Planning Board also has the authority to waive certain provisions of the design standards and subdivision regulations in particular cases. The Comprehensive Plan needs to offer clear guidance to the Planning Board regarding the Town’s priorities in the design of new development.

The Town Code Enforcement Officer has primary responsibility for ensuring that the development of the subdivision complies with the standards and requirements incorporated into the subdivision approval.

Cost of community services to support increased residential development (additional Town services, school construction)

The cost of services required by new residential development typically exceeds the amount raised by tax revenue. Exceptions include very high value residences (i.e., >$250,000) and senior citizen housing. The recommendations in the Comprehensive Plan regarding the preferred mix of housing and other types of development need to acknowledge the impact of different types of development on the budgets of the Town of Ontario and Wayne Central School District. (See the analysis in the “Fiscal Impact/ Build-out Analysis” chapter.)

Impact of increased residential development on community character (breaking up large blocks of farmland/ open space; traffic)

New residential development would increase traffic in the Town. In designating areas for future residential development, the Comprehensive Plan needs to examine which roads can best accommodate the additional traffic.

New residential development changes the character of the community. Such changes have occurred in the Town during the past decades, as former agricultural land has been developed into residential subdivisions. The Future Land Use map should present an appropriate balance of open space and development and acknowledge the potential impacts of the recommended balance.

Condition of existing housing

Housing that is poorly maintained impacts the quality of life in established neighborhoods and can reduce the value of properties. The Property Maintenance provisions of the NYS Uniform Fire Prevention and Building Code include standards for the maintenance of buildings and grounds. The Town Code Enforcement Officer is responsible for enforcing these provisions.
Grant and loan programs are available through Wayne County and other sources to help homeowners make necessary improvements to their properties. The Town could promote these programs or apply for funds for a targeted housing rehabilitation program.

**Infrastructure and amenities in older, established neighborhoods**

The quality of life in established neighborhoods depends on the timely maintenance of infrastructure such as streets, sidewalks, drainage, water and sewer facilities. Sidewalks are lacking in areas within relatively dense residential areas such as the hamlet of Ontario.

**Status of “paper” subdivisions**

Several subdivisions have been approved by the Town Planning Board, but have not been filed with the County Clerk. The Planning Board must re-approve such subdivisions if they are not filed within six months of the initial approval. The Planning Board’s policy is to grant such re-approval, provided that neither the subdivision design nor the zoning or subdivision regulations have changed since the initial approval. If regulations have changed, the developer is required to re-submit the proposed subdivision and follow the standard subdivision review procedures.
Recommended Actions:

1. Revise zoning to accommodate a variety of housing types in appropriate areas as depicted in the Future Land Use Map.

2. Require the preservation of sensitive natural features to be incorporated into the design of new residential and business development. (Also LU-10, NR-2)

3. Uphold appropriate standards of development for new residential subdivisions. Continue to update development standards as necessary and enforce provisions required in approved subdivision plans.

4. Establish a minimum open space requirement for subdivisions of five or more lots. (Also LU-12, NR-3)

5. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also LU-18, TI-7)

6. When residential subdivisions are proposed that abut active farmland, require effective buffers to be incorporated into the subdivision design. (Also AG-7)

7. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (Also LU-3, ED-23)

8. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. (LU-4, ED-24)

9. Seek funding for the rehabilitation of deteriorating residential properties. Work with County and private agencies to promote programs that provide funding to homeowners for the rehabilitation of existing housing.

10. Develop a sidewalk plan and policy that addresses the extension of sidewalks as well as maintenance and financing. (Also TI-9)

11. Continue to maintain and upgrade infrastructure in established neighborhoods as needed.

12. Provide illustrated design guidelines to help applicants understand the community’s goals prior to designing a project. Examples of illustrated design guidelines are found in such publications as Rural By Design, by Randall Arendt.

13. In Rural Residential/Agricultural areas within the proposed Conservation Overlay Zone, utilize innovative zoning techniques such as Farmland Protection grants, Cluster Development and Incentive Zoning to limit the overall density of development in these rural portions of Town to 1.25 gross acres per dwelling unit, while retaining the minimum lot size requirement of 35,000 Sq. Ft. (Also LU-17)

14. Encourage occupants of older housing to participate in County programs that assist homeowners to renovate housing. (Also LU-19)

15. Continue to maintain and apply the Town’s Design Criteria and Construction Specifications in order to ensure that new residential subdivisions and other development are constructed to appropriate standards. (Also LU-2)
16. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/ agricultural areas of the Town. (Also LU-16, AG-2)

17. Ensure thorough subdivision and site plan review of proposed new developments to ensure that roads interconnect or provide the opportunity for future interconnection with each other and existing roads. Avoid the creation of dead end streets and cul-de-sacs where possible. (Also TI-2)
Agriculture and Farmland

**GOALS:**

A. Promote the continued economic viability of agriculture.

B. Attract and retain agricultural support businesses such as suppliers and processors.

C. Allow farm operators to operate farm-related business in conjunction with production agriculture.

D. Preserve a sufficient amount of farmland to ensure a viable land base for continued agricultural production in the Town.

E. Preserve a large, contiguous area of high quality farmland for continued agricultural production.

F. Preserve farmland in conjunction with limited residential development in designated rural/ agricultural areas of the Town.

G. Reduce the potential for conflict between farmers and non-farming neighbors.
Background Information

Overview of Agriculture in Ontario

Several productive commercial farms, as well as numerous smaller farms, are located in the Town of Ontario. As shown in Map 14: Agricultural Land, active farmland occupies approximately 4,750 acres and comprises 23% of the Town’s land area.

The Town of Ontario lies within western New York’s “fruit belt,” as land along the south side of Lake Ontario is uniquely suited to growing fruit. High quality agricultural soils throughout the Town represent an irreplaceable natural resource that is essential for the continuation of production agriculture.

Production agriculture contributes significantly to the economic base of the Town. A total of eleven farms in the Town reported sales of more than $100,000 in 1997. Several large orchards are located within the Town, as well as dairies, and farms that produce vegetables, dry beans and grains.

The following types of farms sold products valued at more than $50,000 in 1997:

- Fruit or berries (including grapes): 7 farms
- Corn, soybeans and other grains: 4 farms
- Vegetables, sweet corn or melons: 3 farms
- Dairy products: 3 farms
- Cattle and calves: 1 farm
- Horses or ponies: 1 farm
- Other livestock: 1 farm
- Christmas trees: 1 farm

NOTE: Statistics for 2002 were not available as of January 2005.
In 2003, a total of 86 parcels were classified as of farmland on the Town assessment rolls. These parcels occupied 4,803 acres, and their total assessed value was $12,573,700. A total of 2,209 acres were occupied by cash crops, 1,638 by orchards, and 828 by dairies, cattle and other livestock farms.

Some of the farmland in the Town consists of cropland that is rented to commercial farmers, or is occupied by small “hobby farms” that sell less than $10,000 per year in products. Of the 66 farms reported in the 1997 Census of Agriculture, 27 were operated by people who worked primarily off the farm, and 29 reported total sales for the year of less than $10,000. (NOTE: Data is reported for the 14519 Zip Code. Statistics for 2002 were not available as of January 2005.)

Ontario farms contribute to the agricultural economy of Wayne County. In 1997, the total market value of agricultural products sold in Wayne County was $107,566,000, the fifth highest in New York State. Wayne County was the largest producer of fruits and berries in New York State in 1997, with $38.9 million in sales. (Source: NY Agricultural Statistics Services). Wayne County was the State’s largest producer of apples, with 21,625 acres. It was also the State’s largest producer of tart cherries (1,814 acres), and the second largest producer of pears (414 acres), peaches (316 acres) and sweet cherries (156 acres). The other top commodities in Wayne County in 1997 were dairy products (with $15.1 million), poultry and poultry products (highest in the State), and vegetables, sweet corn and melons ($6.9 million).

Other recommendations included:
• Develop a Wayne County Farm Marketing Logo
• Promote agri-tourism in coordination with the Seaway Trail and the Canal Corporation
• Dialog with local police to assure that local farm laborers are treated fairly, assist farmers with the development of migrant worker housing, and develop and ombudsman program to assist migrant workers.
• Assist local towns to revise zoning to permit secondary businesses on farms and establish appropriate regulation for agricultural support businesses

Cluster Development Enhancement Project Feasibility Study

Wayne County has applied for a grant of $20,000 through the Genesee Transportation Council’s Unified Transportation Work Program during 2004-2005. This grant will finance a study of the feasibility of providing financial assistance to a developer to help install infrastructure for a clustered subdivision. It will quantify the potential costs and benefits of a development that preserves the capacity of...
Agriculture and Farmland

Residents’ Survey
Highlights (Fall 2003)

Survey respondents indicated that farming and agriculture are important aspects of rural character.

- 53% of respondents identified the “rural, farm character” of the Town as one of the things they “like about living in the Town.”
- 39% identified “farms and agriculture” and 67% listed “open space/ green space” as “most important to the quality of life” in their neighborhood.
- 48% are “very concerned” and 34% are “somewhat concerned” about large country lots and farms being subdivided for residential purposes.
- 37% “strongly agree” and 37% “somewhat agree” that the Town should establish a program to purchase undeveloped land and/or development rights to keep land from being developed. 56% would pay $50 or more annually in property taxes to preserve open space in the Town.

89 of the written comments indicated concern about the impact of development on the character of the community.

Issues and Opportunities

For farming to remain viable in the Town of Ontario, a “critical mass” of farmland must be retained that is accessible to sufficient agricultural suppliers and markets (retail, wholesale and/or processors). Farmers must have the ability to continue standard agricultural practices without unreasonable limitations from local laws and neighbor conflicts. And agriculture must continue to be profitable.

Retain “Critical Mass” of Farmland

As new housing continues to be constructed in the Town of Ontario, the amount of land used for production agriculture has diminished. Although agriculture continues to be a significant industry in the Town, it is no longer the predominant land use. The Comprehensive Plan needs to determine how much agricultural land would be sufficient to support a viable farming operation.

Figure 1 depicts the parcels that are currently (2004) receiving an agricultural property tax exemption and other parcels classified as “agricultural” in the Town assessment roll. Locations of active farmland were traced from aerial photographs.

89 of the written comments indicated concern about the impact of development on the character of the community.
Parcels that receive an agricultural property tax exemption must be part of a farm that generates at least $10,000 in sales during the year. This categorization helps to identify “commercial” farming operations. A total of 4,173 acres, representing 18.8% of the Town’s land area, are part of commercial farms that receive the agricultural exemption. As shown in Figure 1, most of the area within these parcels is actively farmed. A considerable amount of active farmland is in parcels that do not receive the agricultural exemption. These parcels may be part-time farms or land that is leased to farmers.

It may be reasonable to set a goal of 2,000 to 4,000 acres to remain in agricultural production.

“Right to Farm”

Local laws that address “quality of life” issues, such as noise ordinances, may hinder the ability of farmers to carry out standard farm practices. For example, birds need to be disrupted from feeding on cherry crops. Land within County Agricultural Districts are protected from excessive local regulation.

Economic Viability

Farmers may seek to operate secondary businesses, such as farm markets, agri-tourism or small scale manufacturing. Such “value added” businesses promote diversification and may increase income.

Highlights of Focus Group Discussions

The Agriculture Focus Group met on February 24, 2004. Ora Rothfuss, Agricultural Preservation Specialist with the Wayne County Planning Department presented information about agriculture and farmland from the perspective of Wayne County. Several local farmers were present to discuss their needs and concerns.

The following issues were addressed at the meeting:

• Promoting the continued profitability of farming is the best way to ensure that agriculture continues in the Town.

• Farm operations would benefit from diversifying their businesses. Local laws limit farmers’ ability to establish businesses, including farm markets.

• Requiring large residential lots (e.g., 5 acres) is an inefficient use of land. Often, land in large lots is not maintained properly. Farmers would prefer to give up less land when dividing lots from a farm.

• It is important to ensure that agricultural parcels protected by easements will continue to be viable as farmland in future years. Protective easements should be flexible and the amount of preserved land sufficient to support a farm operation and support businesses.

• The Town should avoid passing local laws that hinder agricultural operations.
Tools and Techniques

Several tools and techniques are available to local governments, individual landowners and private organizations to help meet the goal of retaining farmland and encouraging the continued viability of agriculture.

Land Conservation Through Conservation Easements

Private, voluntary conservation easements

Landowners may place farmland under a permanent conservation easement to be held and monitored by a private land trust or other non-profit organization. The donation of easements may be helpful to some families in estate planning as the value of the easement can be claimed as a tax deduction. The Genesee Land Conservancy is active in Wayne County and holds easements to agricultural parcels elsewhere in the region. The American Farmland Trust also holds easements to farm properties.

Public purchase of development rights

Purchase of Development Rights (also referred to as “Purchase of Agricultural Conservation Easements” (PACE)) is a program which compensates owners of farmland in exchange for an agreement to keep land from being developed. The value of development rights is calculated as the difference between the value of the land for agricultural purposes and its value for development. A temporary or permanent easement restricts development on the parcel. Placing an easement on a property does not affect the ownership of the parcel. The owner may continue to farm the parcel, and/or sell it. The easement holder is responsible for monitoring the property to ensure that it is not developed.

Wayne County has established a purchase of development rights program with the assistance of State and Federal matching funds. It currently holds easements on 2,425 acres in the Town of Macedon.

Conservation easement programs have the following advantages and disadvantages:

Advantages:

- Protects agricultural land on a permanent basis (or for a specified period of time).
- Participation among landowners is voluntary
Disadvantages
• High cost
• Time and administrative work involved in purchasing easements
• Requires on-going monitoring by the easement holder

Zoning Techniques

Agricultural Protection Zoning

Agricultural Protection Zoning involves the creation of a zoning district that designates farming as the primary, preferred land use. Such a district targets the most productive soils and large contiguous areas of active farms. The minimum lot size is based on the size of the smallest viable farm unit -- such as 25 to 40 acres.

Regulations for this district typically limit non-agricultural development. Such a district may allow farm-related businesses and home-based businesses. Agricultural zoning districts may incorporate “density averaging” or “sliding scale” provisions to limit the number of dwellings permitted. The regulations may also specify maximum (as well as minimum) lot sizes for non-farm development.

Agricultural protection zoning may be combined with purchase of development rights, transfer of development rights or incentive zoning. This technique has the following advantages and disadvantages:

Advantages:
• Effective in limiting non-farm development and reducing conflicts between agriculture and non-farm neighbors.
• Can protect large areas of farmland at no cost to the public

Disadvantages:
• May reduce the market value of land.
• Is not permanent. Zoning can be changed by the Town Board.
• Limits resale options for farmland owners

Density averaging (clustering)

Density averaging or clustering allows residences to be built on smaller lot sizes than typically permitted by zoning, provided that the average density of the original parcel is not increased. For example, if zoning requires a maximum density of 1 dwelling per 10 acres, a farm of 100 acres would be entitled to develop up to 10 dwelling units. If the 10 dwellings were built on a total of 20 acres of the parcel (with an average lot size of 2 acres), 80 acres would remain open (see diagram on the following page.)
The smaller lots should be sited in locations that are least suitable for farming, and that offer the most appealing views of open space and natural resources. The design of a proposed clustered subdivision should include buffers between the new residential development and the remaining farmland. A conservation easement would be placed on the remaining 80 acres to prevent future development.

**Figure 2 – Density Averaging Example**

100 acres - 10 building lots

<table>
<thead>
<tr>
<th>10 acre lots</th>
<th>2 acre lots;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>80 acres open</td>
</tr>
</tbody>
</table>

Cluster subdivisions have the following advantages and disadvantages:

**Advantages**
- Relatively simple to administer through the subdivision review process
- Provides for permanent protection of farmland or open space
- Landowner retains full development potential (number of building lots)

**Disadvantages**
- Results in non-agricultural development in close proximity to farming.
- May be more appropriate for open space preservation and retention of rural character than for retention of agricultural land.

**Incentive zoning**

Incentive zoning may be used to encourage the private acquisition of agricultural conservation easements (development rights) or to collect money toward a public fund to purchase such easements. Municipalities must designate an area or areas in which higher densities or more intensive uses may be permitted, provided that the applicant offer certain amenities that would meet specified community needs. Acceptable amenities may include conservation easements on farmland or cash to be used in a purchase of development rights program. Advantages and disadvantages include:
Advantages

• Flexibility in administration
• Can result in permanent protection of farmland if agricultural easements are provided as an amenity in exchange for higher density of housing
• Allows conservation easements to be purchased privately

Disadvantages

• Requires designation of an area within which higher densities can be sustained.

Local “Right to Farm” Law

Several municipalities in New York State have passed local “Right to Farm” laws. Such laws typically establish a town policy in support of farming, define “generally accepted agricultural practices,” and affirm a farmers right to employ such practices. The laws also include a requirement that purchasers of property within the town be notified of the policy of encouraging farming, and that farm practices may include odors, noise and other activities.

A “grievance” procedure is established to resolve complaints between farmers and non-farm neighbors. A local grievance committee may be formed to hear and resolve complaints. Such a committee would include local farmers and may include non-farm representatives. Municipalities may appoint an existing committee, such as the Conservation Advisory Council or Planning Board, to act as the Grievance Committee. In some counties, the Agricultural and Farmland Protection Board may take on the responsibility of handling local grievances under the “Right to Farm” law.

Agriculture and Markets for consideration of the impacts on agriculture.

• Protection from nuisance suits (right-to-farm provisions)

A person who buys property within an Agricultural District must be notified about the possible presence of noise or odors associated with farm practices and acknowledge receipt of this notice in writing.

Map 15: Agricultural Districts depicts those lands that are included within Agricultural Districts in the Town of Ontario.

Genesee Land Trust

The Genesee Land Trust is a private, non-profit land trust based in Rochester that provides for land conservation and stewardship. The Land Trust accepts donations of property or development rights and works with individual landowners and community leaders to protect land resources.

The Genesee Land Trust holds property in the Town of Ontario, including the Smith land, located on the south side of Lake Road, east of Lakeside Road.
Agriculture and Farmland

Recommended Actions:

1. Establish a program, utilizing funding from government and private grants, to purchase the development rights to farmland in designated preservation areas as shown in the Conservation Overlay map. (Also LU-13)

2. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/ agricultural areas of the Town. (Also LU-16, RES-16)

3. Utilize the Farmland Protection Overlay Map as a guide for land or easement acquisition efforts and in guiding the design of open space or conservation subdivisions. (LU-14)

4. Revise zoning regulations to permit farm-related businesses, such as farm markets and craft manufacturing, to be established on farm property in conjunction with agricultural operations. (Also ED-4)

5. Work with County and State economic development agencies to attract and retain agricultural support businesses. (Also ED-2)

6. Encourage agriculture-related businesses, such as suppliers and processors, to utilize Wayne County’s revolving loan fund for economic development. (Also ED-3)

7. When residential subdivisions are proposed that abut active farmland, require effective buffers to be incorporated into the subdivision design. (Also RES-6)

8. Preserve farmland in conjunction with limited residential development in designated rural/ agricultural areas of the Town. (Also LU-15)
Implementation Strategy

Recommended Actions with Time Frames, Cost Estimates and Responsible Agencies

A. Land Use

General

1. Revise zoning district regulations and the zoning map in accordance with the Future Land Use Plan.

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>$18,000-$20,000</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Town budget, Rural New York Planning and Preservation Grant (New York Planning Federation)</td>
</tr>
</tbody>
</table>

2. Continue to maintain and apply the Town’s Design Criteria and Construction Specifications in order to ensure that new residential subdivisions and other development are constructed to appropriate standards. (Also RES-15)

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

3. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (Also RES-7, ED-23)

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Code Enforcement Officer, Highway Superintendent and Water Utilities Superintendent</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>Included in salary</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
### Implementation Strategy

**A. Land Use (continued)**

#### General

4. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. *(Also RES-8, ED-24)*

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>To be determined</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

5. Conduct regular joint meetings of appropriate elected officials and advisory boards to improve communications and coordination among the boards.

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Immediate and ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Town Board, Planning Board and Zoning Board of Appeals</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

6. Utilize the subdivision and site plan review process to limit the number of access points to Route 104. *(Also TI-6)*

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Town Planning Board</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>Nominal</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
A. Land Use (continued)

General

7. Ensure that all future development in the Town meets local, state and federal regulations regarding stormwater management. (Also TI-18)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

Natural Resources and Environmental Protection

8. Utilize the subdivision and site plan review process to protect views and/or provide public access to Lake Ontario in conjunction with new development along the lake shore. (Also NR-7)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not Applicable</td>
</tr>
</tbody>
</table>

9. Enact Conservation Overlay zoning provisions to protect stream corridors, woodlots, and other sensitive environmental features. (Also NR-1)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Included in A-1 (Zoning revisions)</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget Rural New York Planning and Preservation Grant (New York Planning Federation)</td>
</tr>
</tbody>
</table>
**Implementation Strategy**

**A. Land Use (continued)**

**Natural Resources and Environmental Protection (continued)**

10. Require the preservation of sensitive natural features and open space to be incorporated into the design of new residential and business development. (Also NR-2, RES-2)

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Immediate and ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

11. Apply appropriate standards to new development to minimize erosion and sedimentation associated with new construction. (Also NR-4)

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Planning Board with assistance of code Enforcement Officer</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Not Applicable</td>
</tr>
</tbody>
</table>

12. Establish a minimum open space requirement for subdivisions of five or more lots. (Also NR-3, RES-4)

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>Included in A-1—Zoning revisions</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
A. Land Use (continued)

Agriculture and Farmland

13. Establish a program, utilizing funding from government and private grants, to purchase the development rights to farmland in designated preservation areas as shown in the Conservation Overlay Map. (Also AG-1)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Long-term (5-10 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined based on value of land at time of purchase of development rights</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget (bond issue)</td>
</tr>
</tbody>
</table>

14. Utilize the Farmland Protection Overlay as a guide for land or easement acquisition efforts and in guiding the design of open space or conservation subdivisions. (Also AG-3)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

15. Preserve farmland in conjunction with limited residential development in designated rural/agricultural areas of the Town. (Also AG-8)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
Implementation Strategy

A. Land Use (continued)

Agriculture and Farmland (continued)

16. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/agricultural areas of the Town. (Also AG-2, RES-16)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

Housing and Residential Development

17. In Rural Residential/Agricultural areas within the proposed Conservation Overlay Zone, utilize innovative zoning techniques such as Farmland Protection grants, Cluster Development and Incentive Zoning to limit the overall density of development in these rural portions of Town to 1.25 gross acres per dwelling unit, while retaining the minimum lot size requirement of 35,000 Sq. Ft. (Also RES-13)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Included in A-1, Zoning Revisions</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>See A-1</td>
</tr>
</tbody>
</table>

18. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also RES-5, TI-7)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
A. Land Use (continued)

Housing and Residential Development (continued)

19. Encourage occupants of older housing to participate in government and private programs that assist homeowners to renovate housing. (Also RES-14)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Code Enforcement Officer</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Work task included in salary</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

Business and Economic Development

20. Recruit industrial businesses to locate operations within existing industrial parks. (Also ED-6)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Economic Development Coordinator with assistance of Wayne Economic Development Corp and Industrial Development Agency</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
Implementation Strategy

A. Land Use (continued)

Business and Economic Development (continued)

21. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also ED-5, TI-4)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board and Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

22. Establish guidelines to ensure that new development along the Route 104 corridor and downtown Ontario meets appropriate appearance and design standards. (Also ED-25)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Medium-term (3-5 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Planning Board and Zoning Board of Appeals assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

23. Enact zoning regulations that encourage the development of small business plazas rather than individually developed parcels. (Also ED-21)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Included in A-1, Zoning Revisions</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
A. Land Use (continued)

Transportation and Infrastructure

24. In a manner consistent with the Future Land Use Plan, extend sanitary sewers into areas of the Town where the density of development is sufficient to financially support and make such extensions affordable, and to areas that will promote the protection of surface and groundwater resources. (Also TI-15)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Long-term (5-10 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined depending on scope of project</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town Sanitary Sewer Capital Reserve Fund</td>
</tr>
</tbody>
</table>

B. Natural Resources & Environmental Protection

1. Enact Conservation Overlay zoning provisions to protect stream corridors, woodlots, and other sensitive environmental features. (See LU-9)

2. Require the preservation of sensitive natural features and open space to be incorporated into the design of new residential and business development. (Also LU-10, RES-2)

3. Establish a minimum open space requirement for subdivisions of five or more lots. (Also LU-12, RES-4)

4. Apply appropriate standards to new development to minimize erosion and sedimentation associated with new construction. (Also LU-11)

5. Continue funding the Ontario Watershed Management District and continue programs coordinated by the Town’s Watershed Management Advisory Council to periodically maintain and clean watercourses. (Also TI-20)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board responsible for continued funding</td>
</tr>
<tr>
<td></td>
<td>Watershed Management Advisory Council responsible for program execution</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
Implementation Strategy

B. Natural Resources & Environmental Protection (continued)

6. Continue to respond to complaints about failing septic systems, particularly in those areas where the risk of contaminating groundwater is high.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>NYS Department of Health with assistance of Code Enforcement Officer</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

7. Utilize the subdivision and site plan review process to protect views and/or provide public access to Lake Ontario in conjunction with new development along the lake shore. (Also LU-8)

C. Agriculture and Farmland

1. Establish a program, utilizing funding from government and private grants, to purchase the development rights to farmland in designated preservation areas as shown in the Conservation Overlay map. (Also LU-13)

2. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/agricultural areas of the Town. (Also LU-16, RES-16)

3. Utilize the Farmland Protection Overlay Map as a guide for land or easement acquisition efforts and in guiding the design of open space or conservation subdivisions. (LU-14)

4. Revise zoning regulations to permit farm-related businesses, such as farm markets and craft manufacturing, to be established on farm property in conjunction with agricultural operations. (Also ED-4)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Included in A-1, Zoning Revisions</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
<tr>
<td></td>
<td>Rural New York Planning and Preservation Grant (New York Planning Federation)</td>
</tr>
</tbody>
</table>
C. Agriculture and Farmland (continued)

5. Work with County and State economic development agencies to attract and retain agricultural support businesses. (Also ED-2).

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Ontario Economic Development Coordinator with assistance of Wayne Economic Development Corp. / Industrial Development Agency and the Empire State Development Corp.</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

6. Encourage agriculture-related businesses, such as suppliers and processors, to utilize Wayne County’s revolving loan fund for economic development. Also ED-3)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Ontario Economic Development Coordinator</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

7. When residential subdivisions are proposed that abut active farmland, require effective buffers to be incorporated into the subdivision design. (Also RES-6)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
Implementation Strategy

C. Agriculture and Farmland (continued)

8. Preserve farmland in conjunction with limited residential development in designated rural/ agricultural areas of the town. (Also LU-15)

D. Housing and Residential Development

1. Revise zoning to accommodate the a variety of housing types in appropriate areas as depicted in the Future Land Use Map.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with assistance of Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Included in A-1, Zoning Revisions</td>
</tr>
</tbody>
</table>
| Potential Funding Sources: | Town budget
Rural New York Planning and Preservation Grant (New York Planning Federation) |

2. Require the preservation of sensitive natural features to be incorporated into the design of new residential and business development. (Also LU-10, NR-2)

3. Uphold appropriate standards of development for new residential subdivisions. Continue to update development standards as necessary and enforce provisions required in approved subdivision plans.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board</td>
</tr>
</tbody>
</table>
| Estimated Cost: | No cost for upholding standards
$3,000 — $5,000 for updating development standards |
| Potential Funding Sources: | Town budget |

4. Establish a minimum open space requirement for subdivisions of five or more lots. (Also LU-12, NR-3)
D. Housing and Residential Development (continued)

5. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also LU-18, TI-7)

6. When residential subdivisions are proposed that abut active farmland, require effective buffers to be incorporated into the subdivision design. (Also AG-7)

7. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (also LU-3, ED-23)

8. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. (LU-4, ED-24)

9. Seek funding for the rehabilitation of deteriorating residential properties. Work with County and private agencies to promote programs that provide funding to homeowners for the rehabilitation of existing housing.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Medium-term to Long-term for seeking rehabilitation funds Immediate and On-going for promoting existing county and private agency programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board for seeking rehabilitation funding Building Department to promote programs Wayne County and not-for-profit housing assistance agencies</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>$6,000-$8,000 for preparation of grant application No cost for Building Department to provide information and promote program</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town Budget for grant application Small Cities Community Development Block Grant for rehab funding</td>
</tr>
</tbody>
</table>

10. Develop a sidewalk plan and policy that addresses the extension of sidewalks as well as maintenance and financing. (Also TI-9)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>No cost to develop policy Cost for financing sidewalk construction to be determined based on policy and scope</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget and/or special assessment districts</td>
</tr>
</tbody>
</table>
**Implementation Strategy**

**D. Housing and Residential Development (continued)**

11. Continue to maintain and upgrade infrastructure in established neighborhoods as needed.

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Town Board, Highway Superintendent and Water Utilities Superintendent</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>To be determined based on scope of projects</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Town Budget</td>
</tr>
</tbody>
</table>

12. Provide illustrated design guidelines to help applicants understand the community's goals prior to designing a project. Examples of illustrated design guidelines are found in such publications as *Rural By Design*, by Randall Arendt.

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Short-term (1-2) years and ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency</td>
<td>Building Department</td>
</tr>
<tr>
<td>Estimated Cost</td>
<td>Nominal</td>
</tr>
<tr>
<td>Potential Funding Sources</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

13. In Rural Residential/Agricultural areas within the proposed Conservation Overlay Zone, utilize innovative zoning techniques such as Farmland Protection grants, Cluster Development and Incentive Zoning to limit the overall density of development in these rural portions of Town to 1.25 gross acres per dwelling unit, while retaining the minimum lot size requirement of 35,000 Sq. Ft. (Also LU-17)

14. Encourage occupants of older housing to participate in County programs that assist homeowners to renovate housing. (Also LU-19)

15. Continue to maintain and apply the Town’s Design Criteria and Construction Specifications in order to ensure that new residential subdivisions and other development are constructed to appropriate standards. (Also LU-2)

16. Encourage the preservation of large areas of farmland under conservation easement in conjunction with the subdivision review of residential development in designated rural/ agricultural areas of the Town. (Also LU-16, AG-2)
D. Housing and Residential Development (continued)

17. Ensure thorough subdivision and site plan review of proposed new developments to ensure that roads interconnect or provide the opportunity for future interconnection with each other and existing roads. Avoid the creation of dead end streets and cul-de-sacs where possible. (Also TI-2)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
**Implementation Strategy**

**E. Business and Economic Development**

1. Work with local businesses and community groups to develop and promote a unique and positive image of the Town and promote the Town’s image so that people residing in the region will readily associate the image with Ontario and develop print and non-print promotional materials that publicize the positive image of Ontario.

| Time Frame:       | Short-term for developing image  
<table>
<thead>
<tr>
<th></th>
<th>On-going for promoting image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Ontario Economic Development Coordinator with assistance of business community</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined based on scope of project</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

2. Work with County and State economic development agencies to attract and retain agricultural support businesses. (Also AG-5)

3. Encourage agriculture-related businesses, such as suppliers and processors, to utilize Wayne County’s revolving loan fund for economic development. (Also AG-6)

4. Revise zoning regulations to permit farm-related businesses, such as farm markets and craft manufacturing, to be established on farm property in conjunction with agricultural operations. (Also AG-4)

5. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also LU-21, TI-4)

6. Recruit industrial businesses to locate operations within existing industrial parks. (Also LU-20)

7. Provide sufficient funds to the Town’s economic development program and expand the program to include tourism.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years) to medium-term (3-5 years) depending on availability of funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
E. Economic Development (continued)

8. Pursue funding to construct an access road between Dean Parkway and Lincoln Road to service industrially zoned properties in this area. (Also TI-5)

9. Pursue funding to construct watermains and sanitary sewer lines to support economic development in appropriate areas of the Town as identified on the Future Land Use Map. (Also TI-16)

10. Arrange for local seminars and training for persons who are interested in starting new businesses, but who may lack the knowledge and skills.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years) and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Economic Development Coordinator with assistance of the Service Corps of Retired Executives (SCORE)</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>No cost for SCORE seminars</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

11. Encourage and assist local retail and service businesses to work jointly to promote and advertise their businesses.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Economic development coordinator</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Nominal cost to purchase publications containing advertising and promotional ideas</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

12. Assist merchants to form a business improvement district (BID) to raise revenue to pay for the costs of constructing public improvements and providing specialized services.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Medium-term (3-5 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with the assistance of the Ontario Economic Development Coordinator, Ontario Chamber of Commerce and Ontario businesses</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Nominal cost for legal fees to establish the special assessment district</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
Implementation Strategy

**E. Economic Development (continued)**

13. Revitalize the downtown business district by:

   A. Encouraging merchants and property owners to utilize National Main Street Trust strategies for revitalization strategies.

   B. Distributing a letter from the Town Board to downtown property and business owners to request they clean and spruce up their properties and to better maintain the appearance of their buildings.

   C. Increasing enforcement of existing codes, ordinances and regulations in downtown.

   D. Enacting and enforcing maintenance standards for downtown buildings which would, among other things, limit where dumpsters may be sited and require they be screened from view, and that would prohibit residential use on the first floor of buildings.

   E. Developing and enacting building design standards for downtown.

| Time Frame: | Immediate for Town Board letter  
|            | Immediate and On-going for increased enforcement and encouragement  
|            | Short-term (1-2 years) for developing and enacting maintenance standards  
|            | Medium-term (3-5 years) for developing design standards |
| Responsible Agency: | Town Board with Planning Board and Zoning Board of Assessment assistance for developing standards  
|                    | Town Building Department for code enforcement  
|                    | Ontario Economic Development Coordinator for encouraging use of Main Street strategies |
| Estimated Cost: | To be determined |
| Potential Funding Sources: | Town budget |

14. Distribute a checklist and flow chart that identify the steps and timeframes for the planning and zoning review process to persons/businesses proposing new business development or expansion.

| Time Frame: | Immediate and On-going |
| Responsible Agency: | Town Building Department |
| Estimated Cost: | Nominal |
| Potential Funding Sources: | Town budget |

15. Pursue funding for economic development programs, e.g., a grant to capitalize a low-interest, revolving-loan pool.

| Time Frame: | Short-term (1-2 years) to Medium-term (3-5 years) |
| Responsible Agency: | Town Board with assistance of Town Building Department |
| Estimated Cost: | $6,000-$8,000 for preparation of grant application |
| Potential Funding Sources: | Town budget for grant application  
|                          | Small Cities Community Development Block Grant for loan-pool funds |
E. Economic Development (continued)

16. Revise Town zoning regulations to provide greater flexibility so that the types of businesses uses that benefit by being near each other may be located in the same zoning district.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Included in A-1 (Zoning revisions)</td>
</tr>
</tbody>
</table>
| Potential Funding Sources: | Town budget
Rural New York Planning and Preservation Grant (New York Planning Federation) |

17. Continue efforts to recruit major retail and industrial businesses to locate in Ontario by:
   A. Assisting the owners of vacant commercial and industrial buildings to find tenants.
   B. Advertising and utilizing other outreach measures
   C. Maintaining and distributing up-to-date information on available industrial and businesses sites to prospective new businesses and existing businesses that need additional land to expand.
   D. Maintaining information on the Town’s internet website that promotes Ontario and provides useful economic development information.
   E. Work to have the area within the 585 telephone area code extended to encompass industrial zoning districts.
   F. Encourage the provision of state, county and local government tax incentives for businesses.
   G. Work with Wayne Economic Development Corporation to foster economic development in the Town.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
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</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Ontario Economic Development Coordinator</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

18. Continue the business visitation program as a means for retaining and assisting existing businesses.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Ontario Economic Development Coordinator</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
### Implementation Strategy

**E. Economic Development (continued)**

19. Work with WCIDA, the Empire Zone Coordinator, ESDC, and RG&E to share leads about prospective new businesses and to refer prospective new businesses to each other for assistance.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Ontario Economic Development Coordinator with assistance of WCIDA, Empire Zone Coordinator, ESDC and RG&amp;E</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
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</tbody>
</table>

20. Work with appropriate agencies to remove the railroad tracks along Route 104 and to construct access roads and trails along appropriate sections of the right-of-way (Also TI-3)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Long-term (5-10 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined based on scope of project</td>
</tr>
</tbody>
</table>
| Potential Funding Sources: | Town budget (bond issue)  
NYS Industrial Access Program grant |

21. Enact zoning regulations that encourage the development of small business plazas rather than individually developed parcels (Also LU-23)

22. Conduct regular joint meetings of appropriate elected officials and advisory boards to improve communications and coordination among the elected officials and boards especially with regard to economic development policies.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years) and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board, Planning Board, Economic Development Director, Economic Development Coordinator et al</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

23. Consistently enforce conditions imposed by the Planning Board on approved subdivisions and site plans. (Also RES-7, LU-3)

24. Provide sufficient manpower and resources to effectively enforce the property maintenance provisions of the NYS Uniform Fire Prevention and Building Code. (Also RES-8, LU-4)

25. Establish guidelines to ensure that new development along the Route 104 corridor and downtown Ontario meets appropriate appearance and design standards. (Also LU-22)
F. Transportation and Infrastructure

Roadways and Railways

1. Conduct a Pavement Management Study of dedicated Town roads and establish a 5-year work plan and budget to maintain the proper level of funding to ensure that the road system are maintained in good condition.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years) and ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Highway Department</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

2. Ensure thorough subdivision and site plan review of proposed new developments to ensure that roads interconnect or provide the opportunity for future interconnection with each other and existing roads. Avoid the creation of dead end streets and cul-de-sacs where possible. (Also RES-17)

3. Work with appropriate agencies to remove the railroad tracks along Route 104 and to construct access roads and trails along appropriate sections of the right-of-way. (Also ED-20)

4. Work with the NYS DOT, landowners and private developers to construct service roads parallel to Route 104 to provide access to new and existing businesses. (Also LU-21, ED-5)

5. Pursue funding to construct an access road between Dean Parkway and Lincoln Road to service industrially zoned properties in this area. (Also ED-8)

6. Utilize the subdivision and site plan review process to limit the number of access points to Route 104. (Also LU-6)

7. Utilize the subdivision review process to limit additional curb cuts onto Town roads in order to retain the “open” character of rural roads while accommodating additional residential construction. (Also RES-5, LU-18)

8. Evaluate building setback requirements to ensure they are sufficient to accommodate a future widening of roadways.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Planning Board with the assistance of the Highway Superintendent</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
Implementation Strategy

F. Transportation and Infrastructure (continued)

Pedestrian and Bicycle Facilities

9. Develop a sidewalk plan and policy that addresses the extension of sidewalks as well as maintenance and financing. (Also RES-10)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Short-term (1-2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with the assistance of the Planning Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>No cost to develop policy</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

10. Work with local bicycling clubs to create dedicated bicycle routes along Lake Road and in other suitable locations. (Also PR-2)

11. Develop trails for bicycling, hiking and other uses including equestrian use that connect with neighboring trail systems (Also PR-3)

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Medium-term (3-5 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with Water Utilities Department assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined based on scope of improvements</td>
</tr>
</tbody>
</table>
| Potential Funding Sources: | Drinking Water State Revolving Fund (DWSRF) program  
Clean Water State Revolving Fund (CWSRF) program  
Rural Development (U.S. Dept. of Agriculture) program  
Small Cities Community Development Block Grant program  
Town Water Fund and Sewer Funds |

12. Make necessary improvements to the water treatment plant and the wastewater treatment plant, as outlined in the recently completed 5-year plan, to ensure high quality treatment of wastewater and drinking water supply, and to ensure compliance with existing and future regulations.

13. Ensure that newly constructed water mains are interconnected or looped with existing water mains to the extent feasible.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Water Utilities Department with Planning Board assistance</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined based on scope of projects</td>
</tr>
</tbody>
</table>
| Potential Funding Sources: | Private developers for infrastructure being installed in new subdivisions  
Town Water Fund budget for infrastructure improvements that are town responsibility |
F. Transportation and Infrastructure (continued)

Municipal Water and Sanitary Sewer Service (continued)

14. Perform televising and infiltration and inflow studies to identify deficient sections of existing sewers. Use this information to continue to maintain and repair the existing sanitary sewer collection system.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Water Utilities Department with assistance of Town’s consulting engineer</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined based on scope of project</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town Sewer Fund budget</td>
</tr>
</tbody>
</table>

15. In a manner consistent with the Future Land Use Plan, extend sanitary sewers into areas of the Town where the density of development is sufficient to financially support and make such extensions affordable, and to areas that will promote the protection of surface and groundwater resources. (Also LU-24)

16. Pursue funding to construct watermains and sanitary sewer lines to support economic development in appropriate areas of the Town as identified on the Future Land Use Map. (Also ED-9)

17. Proceed with accurate GIS based mapping and record keeping of the water distribution system and sanitary sewer collection features.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Long-term (5-10 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board for providing funding</td>
</tr>
<tr>
<td></td>
<td>Water Utilities Department with assistance of Town’s consulting engineer for mapping</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town Water Fund and Sewer Fund</td>
</tr>
</tbody>
</table>
**Implementation Strategy**

**F. Transportation and Infrastructure (continued)**

**Stormwater Management**

18. Ensure that all future development in the Town meets local, state and federal regulations regarding stormwater management. (Also LU-7)

19. Consider regional (within the Town) stormwater management measures when possible.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Watershed Management Advisory Council with Planning Board Assistance for new development</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Stormwater management measures are the responsibility of the developer when new developments are being constructed. To be determined based on scope for projects that are Town responsibility</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town Drainage District Fund special assessment</td>
</tr>
</tbody>
</table>

20. Continue funding the Ontario Watershed Management District and continue programs coordinated by the Town’s Watershed Management Council to periodically maintain and clean watercourses. (Also NR-5)

**Telecommunications**

21. Encourage telecommunications companies to install broad-band Internet service in the Town where such service is not currently available.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Medium-term (3-5 years) to Long-term (5-10 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
G. Community Services and Facilities

1.A. Finish constructing the 3,000 sq. ft. addition to the Town Hall to provide increased Town office and meeting space and temporary increased space for the Ontario Public Library until a new library facility can be constructed.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Immediate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>$250,000</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town Capital Reserve Fund</td>
</tr>
</tbody>
</table>

1.B. Construct a new and larger library facility.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Long-term (5-10 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined based on scope of project</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget (bond issue)</td>
</tr>
<tr>
<td></td>
<td>Rural Development Community Facilities Program (low-interest financing)</td>
</tr>
</tbody>
</table>

2. Incorporate the space and facility needs of the Town Court when planning, designing and constructing future Town Hall expansions and improvements.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Long-term (5-10 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with assistance of Town Court and Town consulting engineer</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined based on scope of the project</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget (Capital Improvement Fund and bond issue)</td>
</tr>
<tr>
<td></td>
<td>Rural Development Community Facilities Program (low-interest financing)</td>
</tr>
</tbody>
</table>
Implementation Strategy

G. Community Services and Facilities (continued)

3. Maintain Town-owned facilities in good condition.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with assistance of Highway Department and tenant organizations</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

4. Continue to provide the Wayne County Sheriff's Department with a facility in the Town of Ontario for use as Sheriff's Department substation.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Nominal</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

5. Work with the U.S. Postal Service to retain the post offices in the Hamlets of Ontario, Ontario Center and Union Hill.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>None</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
G. **Community Services and Facilities** *(continued)*

6. Continue to maintain cemeteries for which the Town is responsible in accord with New York State law.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Parks and Recreation Department</td>
</tr>
<tr>
<td>Estimated Cost::</td>
<td>Currently budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

7. Locate Town facilities in the downtown when possible and practical.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost::</td>
<td>To be determined</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town Capital Reserve Fund</td>
</tr>
</tbody>
</table>
**Implementation Strategy**

### H. Parks and Recreation

1. Implement the recommended actions contained in the Ontario Parks and Recreation Department Comprehensive 2004 Five-year Plan.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Medium-term (3-5 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with assistance of Parks and Recreation Department</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td></td>
</tr>
</tbody>
</table>
| Potential Funding Sources: | Town budget  
Parks and recreation fees  
NYS Legislative grant  
Bond Act / Environmental Protection Fund Grant |

2. Work with local bicycling clubs and other organizations to create dedicated bicycle routes along Lake Road in other suitable locations. (Also TI-10)

3. Develop trails for bicycling, hiking and other uses including equestrian use that connect with neighboring systems. (Also TI-11)

4. Acquire additional public access to Lake Ontario.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Long-term (5-10 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>To be determined</td>
</tr>
</tbody>
</table>
| Potential Funding Sources: | Town budget  
Parks and recreation fees  
NYS Legislative grant  
Bond Act / Environmental Protection Fund Grant |
## Implementation Strategy

### I. Historic Resources

1. Establish a recognition program for privately owned historic buildings.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Medium-term (3-5 years) and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board with assistance from the Ontario Historical Society</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Nominal</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town Budget</td>
</tr>
</tbody>
</table>

2. Provide information to owners of historic buildings and properties regarding grant programs.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>Medium-term (3-5 years) and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Ontario Historical Society with assistance from the Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Nominal</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

3. Distribute pamphlets and sponsor workshops that provide suggestions for appropriate exterior treatments of historical buildings and appropriate landscaping.

<table>
<thead>
<tr>
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<th>Medium-term (3-5 years) and On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Ontario Historical Society with assistance from the Town Board</td>
</tr>
<tr>
<td>Estimated Cost:</td>
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</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>
Implementation Strategy

1. Historic Resources (continued)

4. Work with the Ontario Historical and Landmark Preservation Society to maintain the Heritage Square complex.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board and Highway Superintendent</td>
</tr>
<tr>
<td>Estimated Cost:</td>
<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

5. Provide support to the Town Historian’s office.

<table>
<thead>
<tr>
<th>Time Frame:</th>
<th>On-going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Agency:</td>
<td>Town Board</td>
</tr>
<tr>
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<td>Current budget levels</td>
</tr>
<tr>
<td>Potential Funding Sources:</td>
<td>Town budget</td>
</tr>
</tbody>
</table>

6. Make the Town Historian’s office handicapped accessible.

<table>
<thead>
<tr>
<th>Time Frame:</th>
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<tr>
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</tr>
<tr>
<td>Estimated Cost:</td>
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<tr>
<td>Potential Funding Sources:</td>
<td>Town Capital Reserve Fund</td>
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</tbody>
</table>
Implementation Strategy

I. Historic Resources (continued)

7. Develop an historic resources self-guided tour brochure to promote historic resources in the Town.

<table>
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<tr>
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</thead>
<tbody>
<tr>
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<tr>
<td>Potential Funding Sources:</td>
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</table>
TOWN OF ONTARIO
COMPREHENSIVE PLAN

Map 21
Ontario Lighting Districts

Legend
- Municipal Boundaries
- Town of Ontario Parcels
- State Roads
- County Roads
- Town Roads
- Ontario Lighting Districts

Data Sources:
Wayne County Real Property Tax Mapping
Wayne County Planning Department

DATE:
ADOPTED
JUNE 26, 2006
Map 20
Government and Community Facilities

Legend
- Municipal Boundaries
- State Roads
- County Roads
- Town/Private Roads
- Community Facilities
- Government Facilities

Data Sources:
Wayne County Real Property Tax Mapping
Wayne County Planning Department
Town of Ontario

DATE:
ADOPTED
JUNE 26, 2006

Scale (Miles)
Map 18
Water Distribution System

Legend
- Municipal Boundaries
- Town of Ontario Parcels

Watermains
- 6 Inch
- 8 Inch
- 10 Inch
- 12 Inch
- 16 Inch
- 18 Inch
- 24 Inch

- Water Treatment Plant
- Water Storage Tank
- Pump Station
- Meter
- PRV
- Interconnection-No Meter-Valve Closed
- Interconnection-Meter-Valve Closed
- Interconnection-Meter-Valve Open

Data Sources:
Wayne County Real Property Tax Mapping
Wayne County Planning Department
Town of Ontario

DATE: ADOPTED
JUNE 26, 2006
TOWN OF ONTARIO
COMPREHENSIVE PLAN

Map 1
Regional Map

Legend

Data Sources:
USGS 1:100,000 Scale Mapping
Rochester Quadrangle

DATE:
ADOPTED
JUNE 26, 2006
Map 25
Historic Sites

Legend
- Municipal Boundaries
- State Roads
- County Roads
- Town/Private Roads
- Historic Sites

Data Sources:
Wayne County Real Property Tax Mapping
Wayne County Planning Department
Town of Ontario

DATE: ADOPTED JUNE 26, 2006