

Community Master Plan

& Generic Environmental Impact Statement

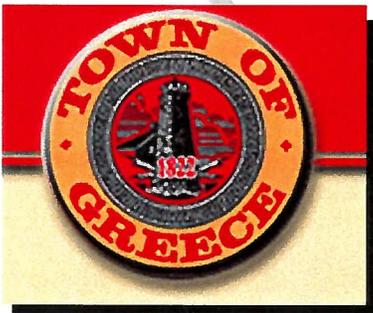
Submitted to:

TOWN OF GREECE

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2001

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ACKNOWLEDGMENTS

CREATION OF THE YEAR 2001 COMMUNITY MASTER PLAN UPDATE HAS BEEN A COMMUNITY EFFORT INVOLVING TOWN STAFF, CITIZENS OF GREECE, AND PROFESSIONAL PLANNERS.

WE WISH TO THANK EVERYONE WHO HAS TAKEN THE TIME TO PARTICIPATE IN THIS IMPORTANT PLANNING PROCESS, WHO HAVE SHARED WITH US THEIR GOALS, VISION, AND ASPIRATIONS FOR THE TOWN OF GREECE.

THIS PLAN WAS PREPARED UNDER THE GUIDANCE OF THE TOWN OF GREECE ADVISORY COMMITTEE, WHICH WAS COMPRISED OF THE FOLLOWING:

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CHAPTER I: INTRODUCTION

The Town of Greece has a quality of life that attracts new residents, businesses, and industry. It has excellent municipal, educational and medical services, as well as many attractive physical features. The value of its housing stock exceeds the average for the region. One of the town's goals is to preserve its heritage and natural resources.

Recently, an advisory committee for the update of the 1992 Community Master Plan adopted the following vision statement for the town:

The Town of Greece envisions itself as a physically, socially, and economically diverse community with an abundance of natural resources. It will continue to be a safe, well-maintained town that offers a variety of residential neighborhoods, as well as job opportunities, quality education, recreation, and shopping experiences. Greece's residents enjoy living, working, raising families, and retiring in the town, both now and in the future.

The 1992 Community Master Plan used a "build-out" scenario to estimate the magnitude of potential development and recommended several land use revisions. Since 1992, the town has undertaken many planning initiatives. These plans, representing major initiatives, include: the Local Waterfront Revitalization Plans for the lakefront and the Erie Canal; and the Update of the West Ridge Corridor Study. Since the 1992 Community Master Plan, the community has identified several areas of concern. These are:

- Preservation of open spaces
- Preservation of neighborhood character
- Revitalization of commercial corridors
- Future industrial and office employment opportunities
- Prioritizing transportation and infrastructure needs
- Promotion of beautification and visual aesthetics
- Management of future growth

An ad hoc advisory committee was established to oversee the planning process for the updating of the 1992 plan. They held several public workshops including problem analysis, setting goals and objectives, to update the 1992 plan.

This 2001 Community Master Plan Update also developed a potential build-out scenario based on current zoning. The update tested the build-out scenario and made adjustments, addressing the market and the effects of fiscal impacts for future development. The adjusted model is called the "Balanced Community Scenario" and serves as a guide for future recommendations for land development.

The updated plan is organized into several Plan Elements. These elements are:

- Land Use
- Growth Management
- Recreation, Open Space, and Environmentally Sensitive Areas
- Economic Development
- Transportation
- Utilities
- Historic Resources

Each Plan Element addresses:

- Issues and opportunities
- Goals and objectives
- Updated Plan and recommendations and actions to carry out the plan

The plan update incorporates several growth management tools, such as a future land use plan, planning districts, balanced community build-out model, and a fiscal impact model. These tools integrated the major planning initiatives to achieve its vision statement, provide for a stable tax base, and to ensure its quality of life.

I. Legislative Authority

The authority to conduct comprehensive planning and to adopt a comprehensive plan is granted to towns by the State Legislature. Adoption of a comprehensive plan by a town board requires that all town land use be in accordance with the plan. Furthermore, other governmental agencies must take the plan into consideration whenever their capital projects occur on land included in the town comprehensive plan. This provides a town with the appropriate guidance to review future projects and provides the essential background information and justification for amending or creating a zoning ordinance. The plan also provides developers/project sponsors with up-front guidance on where and how their projects can be developed, facilitating the site plan review process, and providing early detection of potential land use conflicts.

II. SEQRA Compliance

In accordance with the State Environmental Quality Review Act (SEQRA) and the New York State Town Law (§ 272-a), adoption of the Town of Greece Community Master Plan Update by the Town Board is a Type I action subject to review under 6 NYCRR 617. Pursuant to Town Law § 272-a(8), this Plan also serves as a generic environmental impact statement.

The components of a generic environmental impact statement (GEIS), as outlined in 6 NYCRR 617.10, are included in this Plan as follows:

- Executive Summary – Introduction
- Project Description – Introduction, Development of a Comprehensive Vision, Update Plan Elements and Recommendations
- Environmental Setting – Inventory & Analysis
- Environmental Impact – Update Plan Elements and Recommendations (Potential Adverse & Beneficial Future Growth Impacts)
- Mitigation – Update Plan Elements and Plan Recommendations
- Unavoidable Adverse Impacts – Inventory and Analysis, Update Plan Elements and Plan Recommendations
- Alternatives – Alternatives
- Recommendations/Thresholds – Inventory and Analysis, Update Plan Elements and Plan Recommendations
- Growth-Inducing Aspects – Update Plan Elements and Recommendations

The evaluation of impacts and mitigation of a comprehensive plan is somewhat different than the typical environmental impact statement. This is because the plan and implementation recommendations of a comprehensive plan are typically beneficial or mitigative actions in response to the problems identified through the inventory and analysis and community outreach programs. This was very much the case for the Town of Greece. The primary issue facing Greece is the fact that the town is zoned for significant additional growth and development in a manner that would promote sprawl and would have a detrimental impact on the character of the community. Uncontrolled growth would significantly affect the character and uniqueness of residential neighborhoods, the character and success of commercial development and other business enterprises, the health of the natural environment, the ability to provide sufficient infrastructure, and the ability to pay for it all without creating a significant tax burden.

Fortunately, these potential adverse impacts can be avoided. Mitigation in the form of growth management and good planning, including the many programs and studies recommended in the Implementation Plan, will help the town to direct growth. This can be done in a beneficial manner that promotes the health, safety, and welfare of the community and retains the qualities that residents have identified as important. Growth will occur in the town that will result in unavoidable impacts to the environment. This can be evaluated better on a site-specific level. However, from a planning perspective, the recommendations presented herein and those resulting from further study are, in actuality, mitigation for impacts caused by the current regulatory tools used by the town to manage land use and growth. It should be noted that the fact that the town has zoning, subdivision regulations, a site plan review process, and dedicated staff and volunteers is a great base to work from and modify. Without these existing tools, the town would have many more problems and no longer would be considered a desirable place to live and work by residents and the business community.

CHAPTER II: INVENTORY AND ANALYSIS

The Town of Greece enjoys many environmental and socioeconomic resources that can be efficiently utilized and protected to ensure their availability for future generations. These resources are described below in terms of the town's natural characteristics, land use, population, housing, economic base, transportation system, utilities, and historic features. An overview of the regional economy is also provided in reference to the Town of Greece. Studies such as the town's Local Waterfront Revitalization Plans for the Lakefront and Erie Canal and the West Ridge Corridor Study, which were completed since the 1992 Town of Greece Comprehensive Plan, are summarized as well within this section of the report because of their impact on future land use decisions. Many of the recommendations provided in those studies will be incorporated in this master plan update.

A focus of this planning effort was to update the 1990 Parks and Recreation Master Plan. The inventory and analysis of the parks and recreation facilities located in the town is provided as the last component of this section of the report.

I. Location

The Town of Greece is the largest town in Monroe County. It is located in the north-central portion of the county on the southern shore of Lake Ontario. It is bordered by the Towns of Parma and Ogden to the west, the Town of Gates to the south, and the City of Rochester to the east.

II. Natural Characteristics

This section includes a discussion of the natural characteristics of the Town of Greece, including its geology and water resources. It should be noted that the town's natural characteristics have not changed significantly since the 1992 Town Master Plan. The locations of many of the town's natural resources are depicted on the map titled **Figure 1: Natural Characteristics**.

IIA. Bedrock

There are three general categories of depth to bedrock in the Town of Greece. The three categories are: intermittent at 3 feet or less; uniform at 3 feet or less; and uniform between 3 feet and 6 feet. The areas of bedrock between 3 feet and 6 feet are predominantly located south of West Ridge Road.

IIB. Topography

The majority of the Town of Greece is relatively flat land. Some of the areas along the Erie Canal and West Ridge Road in the western section of town contain terrain that changes abruptly, with moderate to steep slopes.

II.C. Water Resources

The Town of Greece contains a number of important water resources, including Lake Ontario and adjacent ponds, wetlands and streams, which flow in a northeasterly direction. The Erie Canal, which flows east to west, runs through the southern section of the town. There are both federal and state classified wetlands within the town.

There are numerous streams throughout the Town of Greece, which could provide opportunities for passive recreational activities. Many streams and water bodies in the town are protected by New York State Department of Environmental Conservation (NYSDEC) stream protection regulations. The protected streams include: Salmon Creek and Buttonwood Creek, to the Lake Ontario State Parkway; Larkin Creek, from Buck Pond to Long Pond Road; and the Erie Canal, from the Town of Ogden border to Long Pond Road. The protected water bodies include: Lake Ontario and Braddock Bay; Cranberry Pond; Long Pond; Buck Pond; Round Pond; and Little Pond. There are some creeks, or portions thereof, that deserve consideration for protection or preservation.

Critical to floodplain management is the identification and protection of the regulatory floodway, which is mapped by the Federal Emergency Management Agency (FEMA). Development occurring within the floodway can result in higher flood elevations upstream unless mitigation measures are taken.

III. Land Use Characteristics and Trends

As with most communities within metropolitan areas, land use in the Town of Greece is dominated by residential development, predominantly single-family homes. The pattern of development is highly reflective of suburban expansion created by our dependence on the automobile. Suburbanization typically occurs in rings pushing outward from the metropolitan center. This generalization is true for Greece, with the earliest subdivisions located closest to the City of Rochester and the newest subdivisions located in the western portion of the town. The age of the subdivision is reflected in its street patterns, as shown on **Figure 2: Existing Land Use Map**. Grid patterns were dominant in pre- and post-war design, while the curvilinear pattern was adopted in the 1960s and 1970s and dominates the design of standard subdivisions today.

The growth of the town and the introduction of various land uses were described in the 1992 Master Plan. Agriculture was the predominant land use in the town by the mid-1800s. Hamlets sprung up to provide goods and services to the farming community. During the same period, the lakeshore developed, first to take advantage of natural resources and shipping, and later as beach/resort communities. The Lake Ontario Shore Railroad, which became active in 1876, along with an electric trolley that connected Ontario Beach with Manitou Beach, provided the linkages that fueled the economy of the beach resorts.

During the late 1800s, the Eastman Kodak Company developed a plant in the southeastern corner of the town, creating new job opportunities. Interestingly, the patterns of development in the town were not necessarily created by the outward push of the urban ring, but rather the advent of a very successful company located in the town. Some of the first residential subdivisions were housing for Kodak employees. At least initially, residential land use patterns in the town were more reflective of typical urban development, whereby residences were located in close proximity to the workplace. This, of course, changed as the automobile became more prevalent.

Commercial development in the town increased as the population of Greece increased, mostly along Dewey Avenue and West Ridge Road in the eastern part of the town. Agriculture became less important, particularly with the focus on Kodak and the need for housing. The flat topography and cleared lands created by agricultural activity became prime areas for subdivisions that could be built quickly and efficiently. Increasing land values as a result of modern suburbanization and the general failure of conventional farming practices on small to medium sized farms has resulted in the conversion of most of the town's agricultural land.

In general, the review of existing land use patterns and information on population trends prepared for Monroe County by the Metropolitan Forum tells us that the Town of Greece is nearing build-out and that attention needs to be paid to the existing housing stock, particularly in the first ring of suburban development (eastern portion of the town). Typically, residents of this area who develop sufficient financial means leave to buy new homes in less densely populated areas. This results in change of lifestyle as well as market conditions and fewer financial resources to maintain the quality of the older neighborhoods. Commercial and service uses often follow these land use trends to remain closer to the higher income range. The result is a loss of essential goods and services in close proximity to population centers, further resulting in more vehicular trips, degradation of the pedestrian environment and a general unraveling of the neighborhood fabric.

The discussions to follow provide information on each of the general land use categories identified on the Existing Land Use Map. Comparisons have been made with the data provided in the 1992 Master Plan to highlight significant land use changes and recent trends. Additionally, the existing land use was compared with the current zoning map to identify any major discrepancies.

III.A. Residential

Residential uses comprise approximately 42.5 percent of the total land area. This general use can be broken down into numerous subcategories reflecting type of housing and density. For the purposes of this inventory, residential uses were divided into single-family residential, large-lot residential, and multi-family.

Single-family residential development is the predominant land use in the town and comprises approximately 40 percent of the total land area. The oldest residential development is located along the lakeshore. This area first developed in the mid-1800s as summer cottages, part of the lakeshore resort era. Later, these lots were redeveloped as year-round homes.

Single-family residential subdivisions became more prevalent in the eastern portion of the town during the 1940s. Development sped up following the war and was primarily dependent upon the availability of sewers, due to high groundwater conditions that precluded standard septic systems. Between 1950 and the early 1970s, development progressed westward to Long Pond Road. From the mid-1970s to the early 1990s, residential development was concentrated between Long Pond Road and North Greece Road.

Since the 1992 Master Plan, according to information provided by the town's assessor, there have been major residential subdivisions built in the town. Most of these subdivisions included 50-60 single-family lots, some with a multi-family component. Recently (early 2001), approval was given for two 100-lot subdivisions. Since 1992, the Town Board approved the final plans for six subdivisions totaling over 100 lots each. Multifamily development is also on the rise.

Multi-family residential development is scattered throughout the town and comprises approximately 2 percent of the total land area. In older neighborhoods, multifamily dwellings were built near commercial areas or on land unsuitable for single-family homes. Newer apartments are typically part of apartment complexes. Since 1992, there has been a shift in emphasis from single-family homes to multi-family and mixed housing projects. As developable land becomes scarcer, there will be a continued interest in intensifying land use through multi-family development and related infill.

Rural residential uses are typically defined in the state land use codes for taxation purposes as being residences with 10 or more acres of land. It comprises approximately 0.5 percent of the town. Most subdivisions in Greece are built with the benefit of municipal sewer and can accommodate smaller lots. Not surprisingly, most large-lot development occurs in the western portion of the town, primarily west of North Greece Road and Flynn Road. These rural uses represent a portion of the remaining open space in the town. The value of this land as open space is dependent upon the management practices of the individual landowners. Typically, however, portions of the property are constrained by regulated environmental features (for example, wetlands) and are allowed to remain natural. Conversely, rural residential properties also represent a portion of the potentially buildable land in the town. How these lands are utilized is an important component of this Community Master Plan Update.

IIIB. Agriculture

By simply looking at the intensity of development in the town and the relatively few parcels within an Agricultural District, one would assume that there is little agricultural use in Greece. However, the Existing Land Use map shows numerous scattered parcels identified as agricultural use, several of which are located in intensely developed areas. Those parcels currently in agricultural use represent approximately 7.5 percent of the town's land area. The majority of agricultural land is located in the western portion of the town. In general, Greece contains fertile lands that produce good yields and many types of crops. Lake Ontario modifies the climate of these areas, providing excellent conditions for fruit production. Remnant parts of farms within highly developed areas of the town probably will not remain viable for farming, at least in the traditional sense. Specialized, high-value crops such as herbs and berries (organic produce) may find a niche within these areas; however, these activities likely will succumb to high land values.

IIIC. Vacant Land

This is the last component of the potential developable land area within the town, comprising approximately 29 percent of the total land area. These lands typically consist of abandoned farmland and environmentally constrained areas. Greece's flat topography, silty soils, and high groundwater provide excellent conditions for the presence of wetland ecology. Not only do wetlands make development more costly, they also are regulated/protected by federal and state agencies.

In general, the loss of open space (rural residential, agricultural, and vacant land uses) has not been significant since 1992, based on a comparison of the Existing Land Use map and land use information provided in the 1992 Master Plan.

IIID. Commercial

Commercial development includes all the retail, service, and office uses in the town. Historically, retail uses have dominated this land use category (In 1992, retail space in the town comprised 12 percent of the total leasable retail space in the metropolitan Rochester area). Initially, commercial development was concentrated in the eastern portion of the town along Dewey Avenue. Today, the most active commercial corridor is West Ridge Road. Commercial uses comprise approximately 4 percent of the town's total area.

Outside of the West Ridge Road corridor, both large and small commercial uses serve neighborhood and community markets. These uses serve an important role in the town, and residents in proximity to such uses benefit from the convenience. However, those same residents also face the impact of commercial uses through increased traffic, increased runoff from large parking areas, and a lack of suitable pedestrian facilities. Such land use conflicts contribute to the erosion of neighborhood character, which, as recent studies show, have encouraged people to move out of established neighborhoods in search of less congested areas.

Since 1992, office development has increased in the town. The relocation or expansion of offices from metropolitan centers to the suburbs has fueled the suburban growth phenomenon by providing employment centers in closer proximity to the work force.

IIIE. Recreation & Open Space

Recreational facilities include active and passive parks and related structures/facilities. Approximately 830 acres of land are devoted to recreational uses, with an additional 3,000 acres designated as wildlife/natural areas, comprising approximately 8 percent of the town. The largest developed recreational area is Basil Marella Park. The town also controls 375 acres of the 2,500-acre Braddock Bay Fish and Wildlife Management Area, under a long-term lease with the state. Greece Canal Park, a Monroe County park, comprises 665 acres of the town, with 88 acres being added in 2000. The town's 1990 Parks and Recreation Master Plan provides numerous recommendations for the development and management of recreational resources in Greece. This plan will be reviewed and updated as a component of this Master Plan Update.

IIIF. Community Services

Greece has approximately 5 percent of its land area devoted to community services. This land use category includes municipal facilities, fire stations, emergency services, police stations, schools, senior services, etc. The Town Hall complex is located on Long Pond Road in the north-central portion of the town. This complex also includes the Greece Historical Society and Department of Public Works.

Major changes in this land use category since the 1992 Master Plan include construction of the new Town Hall complex, new library facility, as well as the addition of two new middle schools, one new high school and an elementary school. In addition, in 2000, a \$119,000,000 bond issue was passed, which will result in 68 new classrooms being added to nineteen schools by the year 2004.

III.G. Industrial

Almost all of the industrial land use in the town continues to be contained within Kodak Park and Canal Ponds Business Park. Despite Kodak's cutback in the use of other facilities in the Rochester Metropolitan Area, the facilities within the Town of Greece remain viable. Significant investments have been made in these facilities, and they are expected to remain a manufacturing center for the foreseeable future. It is anticipated, however, that the number of employees working at Kodak Park will decrease over time. Total industrial land comprises 3 percent of the town.

III.H. Public Service

This land use category includes major utilities such as electricity and gas service, telephone service, and wireless communications. Approximately 1 percent of the town is devoted to this use.

IV. Population

IVA. Historic Growth and Future Forecast

The population of the Town of Greece grew from 48,670 people in 1960 to 75,136 people in 1970 (**Table IV-1**). It was during this period that the greatest increase in population occurred, due to the out-migration from the Central City (Rochester) to the first ring of suburbs. This was a national trend instigated by the growth of automobile ownership and changing trends in life styles. Other towns in the so-called "1st Ring", such as Brighton and Gates, had a similar experience in population growth. The so-called "2nd Ring" of towns, such as Pittsford and Penfield, were also experiencing extraordinary growth during this period.

The Town of Greece continued to grow to 81,367 people in 1980 and then to 90,106 people in 1990. This growth between 1980 and 1990 took place in spite of a severe and long recession in the early 1980s. Greece's growth in the 1980s was substantially greater than other towns in the 1st and 2nd Rings, indicating that the town is an attractive community in which to live.

During this period (1980-1990), the City of Rochester lost population, from 318,611 people in 1960 to 231,636 in 1990. However, Monroe County, as a whole, gained significant population.

The Town of Greece's population was forecasted by regional agencies to reach a plateau, and increase only slightly from 93,224 people in 1990 to 95,408 people in 2030. The town's population in 2000 is actually 94,141 people. By extrapolation in forecasting of the town's population, the consultant's projections provided in this document are higher.

The flattening of the population curve indicates that the town is approaching build-out. This is essentially the last opportunity for the town to manage its growth to ensure its vision of the future and its viability as an attractive place to live and work. It is also an opportunity to formulate and implement public policy for the apportionment of land uses in an economically viable manner.

**Table IV-1
Historic Population and Projections
Monroe County
Town of Greece
Other Towns**

	← HISTORIC POPULATION →					← PROJECTIONS →			
	1960	1970	1980	1990	2000		2010	2020	2030
Monroe County	586,387	711,917	702,238	713,968	735,343		735,708	742,150	747,612
Rochester	318,611	296,233	241,741	231,636	226,791		222,381	219,554	217,496
<i>1st Ring</i>									
Greece	48,670	75,136	81,367	90,106	94,141		94,398	95,076	95,408
Brighton	27,849	35,065	35,776	34,455	35,588		33,313	33,390	33,390
Gates	13,755	26,442	29,756	28,583	29,275		29,480	29,817	30,033
<i>2nd Ring</i>									
Pittsford	8,469	18,441	21,052	23,069	27,219		25,473	26,164	26,741
Penfield	12,601	23,782	27,201	30,219	34,645		33,995	34,973	35,802
<i>Outlying</i>									
Perinton	7,593	21,609	32,359	37,072	46,090		42,429	44,073	45,454

*Source: Monroe County Department of Planning and Development
Genesee/Finger Lakes Regional Planning Council
U.S. Department of Commerce, Bureau of Census*

IVB. Analysis of the Population

Analysis of the distribution of age within the population of the town provides an insight into the need for services for specific age groups (for example, education, medical, and recreation). Historically, the distribution of the population curve showed a low population for the early- and late-year age groups, with the peak age groups between 25 and 34 years of age (**Table IV-2**). However, demographic trends have shifted over the decades to be a bimodal distribution curve, showing large populations in the early- and late-year age groups.

The 2000 Census data are currently not available to show the distribution of population by age groups for the Town of Greece. However, we can project them by the age cohorts by ten years and estimating the early age groups from school district data.

An analysis of the projected population of the various age groups shows a decrease in the age cohorts from 25 years of age to 44 years of age. This age group typically includes those households that are establishing families, purchasing homes, buying furniture, etc. This decrease is due to the aging of the baby boomers and a reduced fertility rate after 1960. There may also be some out-migration to the outer ring suburbs and outlying towns.

The age group under 14 years has increased slightly and is reflected in the school enrollment. Likewise, the over 55 years age group has increased. This indicates a need for service for senior citizens and retirees. The largest increase is in the age group from 45 to 54. This group consists of households that have raised their children and may be nearing retirement. They have more disposable income and spend money on recreation and leisure activities. It may be concluded that these trends will continue over the next decade.

Table IV-2
Age Distribution
Town of Greece
1990 and 2000

	§ 1990		§ 2000	
Age Group	Number	Percent of Total	Number	Percent of Total
Under 5	6,647	7.4	7,010	7.5
5-14	13,463	14.9	13,781	14.6
15-24	10,651	11.8	12,483	13.3
25-34	14,252	15.8	11,869	12.6
35-44	15,835	17.6	14,807	15.7
45-54	9,512	10.5	12,961	13.7
55-64	8,337	9.3	9,191	9.8
65 and over	11,409	12.7	12,039	12.8
TOTALS	90,106	100.0	94,141	100.0

§ 1990 U.S. Census of population – adjusted for 10 year cohorts.

§ 2000 census aged

V. Housing

The following is an inventory of various aspects of housing in the Town of Greece. Specifically, the elements of housing reviewed for this inventory and analysis include types of housing units, value of single-family housing units, age of housing structures and the rate of growth in residential housing development. The primary sources of housing data used for this section are the 1990 U.S. Census of Housing, and data provided by the Monroe County Department of Planning and Development and the Genesee/Finger Lakes Regional Planning Council. Housing information from the 2000 U.S. Census will not be available until the year 2003.

The percentage of owner-occupied housing units in the Town of Greece is 75 percent (based on 1990 U.S. Census (**Table V-1**)). This percentage is slightly higher than the national average. Additionally, 75 percent of the homes in the Town of Greece fall in the category of one unit, detached (**Table V-1**).

Table V-1
Town of Greece
Number and Percentage of Housing Units in 1990

Type of Housing	# of Units	Percent of Total
1-unit, detached	26,065	75%
1-unit, attached	1,268	4%
2-4 units	2,607	7%
5-9 units	2,710	8%
10 or more units	1,787	5%
Mobile home, trailer, other	196	1%
Total	34,633	100%

Source: 1990 U.S. Census of Population and Housing

The U. S. Census reported that, in 1990, the average value of an owner-occupied house in the Town of Greece was \$92,900 (**Table V-2**). Also, in 1990, the average household income was approximately \$40,000. Based on the basic rule of thumb that a household can afford a mortgage equal to 2-1/2 times its income, the average household in the Town of Greece at this time could afford to purchase a home for \$100,000. Thus, the average household income is compatible with the average value of a home in the Town of Greece, where 61 percent of the value of housing was between 50,000 and \$99,000. Because the economy has continued to improve over the past ten years, it is safe to assume that people are earning higher incomes and, therefore, can afford the increasing value of housing.

Table V-2
Town of Greece
Value of Housing Units in 1990

Value of Housing	#of Units	Percent
Less than \$50,000	357	1.0%
\$50,000 – \$99,000	14,367	61.0%
\$100,000 – \$149,000	7,067	29.5%
\$150,000 – \$199,999	1,491	6.0%
\$200,000 – 299,999	490	2.0%
\$300,000 – or more	115	0.5%
Total	23,887	100.0%

Source: 1990 U.S. Census of Population and Housing

The age of the housing stock in the Town of Greece is relatively young. In 1990, over 60 percent of the housing structures were less than 30 years old, as shown in **Table V-3**.

Table V-3
Town of Greece
Age of Housing Structures

Year Housing Structure Was Built	Number of Housing Structures	Percent
1989 – March 1990	564	2.0%
1985 – 1988	3,194	9.0%
1980 – 1984	2,280	6.0%
1970 – 1979	6,785	19.0%
1960 – 1969	8,521	24.0%
1950 – 1959	7,016	20.5%
1940 – 1949	3,015	9.0%
1939 or earlier	3,258	9.5%
Total	34,633	100.0%

Source: 1990 census of population and housing

Residential development in the Town of Greece increased by 15 percent from 1980 to 1990, as per the U. S. Census. Based on a review of the amount of new homes built in eight towns in Monroe County, between 1980 and 1998, there was a 29.3 percent increase in residential growth in the town during this period (**Table V-4**). The value of housing within the Town of Greece over this same period only increased by 6.5 percent, which is significantly less than many of the adjacent towns (**Table V-5**).

Table V-4
New Homes (1980-1998)
Select Municipalities in Monroe County

Towns	% Change - property value	Number of homes	% of Growth
Town of Greece	6.5%	7,107	29.3%
Town of Ogden	30.8%	1,462	36.4%
Town of Gates	-9.0%	1,264	14.7%
Town of Parma	23.9%	609	17.8%
Town of Irondequoit	1.6%	750	4.0%
Town of Webster	27.8%	4,017	48.1%
City of Rochester	-26.4%	1,391	2.5%
Town of Brighton	9.1%	742	7.1%

Source: Democrat and Chronicle, June 21, 1999

A review of the residential housing building permits issued over the last decade indicates a continued increase in residential housing development, although at a slower rate than in the past.

**Table V-5
Municipalities in Monroe County that Issued
The Largest Numbers of Permits for New Residential Units
In 1998 & 1999**

	1998	1999	Total
Town of Webster	488	308	796
Town of Perinton	178	476	654
Town of Greece	245	293	538
Town of Henrietta	110	388	498
Town of Penfield	188	196	384

*Source: 1999 Rural County Land Use Monitoring Report.
Genesee/Finger Lakes Regional Planning Council*

VI. Economic Base

The economic base of a community consists of those activities that generate employment and income, such as manufacturing, wholesale trade, retail trade and services. Also included is household income, which supports retail trade and services, housing value and public services. The objective of an analysis of the economic base of the Town of Greece is to develop information for policy makers to determine where to efficiently invest its resources to ensure the future economic well being of the community.

The Town of Greece is economically an integral part of Monroe County and, therefore, the economy of the town is interdependent with the county. The problems of the town's economy are traditional: that of an older suburb having difficulty remaining attractive in comparison to the newly developed suburbs located in the outer rings of Monroe County. According to an article published in the Democrat and Chronicle in 1999, the value of property in the Town of Greece, as well as in the Towns of Brighton and Irondequoit, increased less than ten percent over the past ten years. Meanwhile, the total worth of property in suburbs farthest from the City of Rochester increased at far higher rates; as much as 35 percent and more in some cases. Retail sales in Greece have increased by almost 20 percent during the past five years, but this increase is projected to slow down to a rate of 10 percent between 1999 and 2005. This is in contrast to what is projected to occur in the faster growing areas of the county such as the Towns of Penfield and Webster, where retail sales are projected to grow by more than 20 percent.

Innovative approaches will have to be considered in order to keep Greece as an economically viable and balanced community.

VIA. Household Incomes

The analysis of the distribution of household income is an essential part of this report to ensure that households generate sufficient income to support reasonable housing values, as well as sufficient disposable incomes to generate retail sales and services to support a preferred level of public services.

The U.S. Census information regarding household income in the Town of Greece has not been updated since 1989. Therefore, information and tables regarding this topic discussed in the 1992 Town of Greece Master Plan will be paraphrased below. According to the U.S. Census, the average household income in the town in 1990 was \$42,282. It is important to note that this is considerably higher than the NYS average of \$38,791 and Monroe County's average of \$40,722. The following table illustrates the income ranges for the town, county and the state.

**Table VI-1
Percent Distribution of Household Incomes
Town of Greece, Monroe County, and New York State**

1989 Household Income	Town of Greece	Monroe County	New York State
Under \$7,500	5.1%	8.7%	11.9%
\$7,500 – 14,999	7.5%	11.2%	14.0%
\$15,000 – 24,999	12.5%	14.5%	16.1%
\$25,000 – 34,999	14.5%	13.9%	13.8%
\$35,000 – 49,999	25.8%	20.4%	17.6%
\$50,000 – 74,999	24.7%	20.3%	15.8%
\$75,000 – over	9.9%	11.1%	10.7%
Median Household Income	\$41,077	\$36,246	\$30,728
Mean Household Income	\$42,282	\$40,722	\$38,791

As illustrated by the table above, the Town of Greece has a higher percentage of households with an income between \$35,000 and \$75,000 in comparison to those in all of Monroe County and New York State. In 1989, 50.5 percent of the households in the Town of Greece had incomes within this range, whereas 40.7 percent of households in Monroe County maintained the same level of income, as did 33.4 percent of the households in all of New York State. It can also be noted that in 1989, there were fewer households in the Town of Greece earning incomes of \$25,000 or less, than those in Monroe County and New York State. Only 25.1 percent of the households in Greece earned less than \$25,000, in comparison to 34.4 percent for Monroe County and 42 percent in New York State.

Using this information as a baseline, the Town of Greece appears to be predominantly a middle-income community.

Table VI-2
Town of Greece: Employment by Industry by Place of Work

Industry	1992		1997	
	Greece Employees	Percent of Employ.	Greece Employees	Percent of Employ.
Manufacturing	700	5%	930	6%
Wholesale Trade	281	2%	207	1%
Retail Trade	6,720	52%	7,562	48%
Professional, Scientific & Tech.	390	3%	1,782	11%
Administrative & Support	588	5%	322	2%
Health Care & Social Services	1,399	11%	1,615	11%
Arts, Entertainment & Rec.	395	3%	168	1%
Accommodations & Food Services	2,229	17%	2,512	16%
Personal Services	222	2%	561	4%
Total Employees	12,924	100.00%	15,659	100.00%

Source: 1992 & 1997 Economic Census. This table only recognizes those businesses that are headquartered in the Town of Greece and are taxable. Therefore, employees from Canal Ponds, Kodak and the Greece School District are not included.

VIB. Employment

Table VI-2 represents the number of people employed in the Town of Greece in establishments that are taxable and whose headquarters are located in the Town of Greece. It does not include the Greece Central School District, which employs approximately 3,888 people, because it is a nontaxable entity. Also, those employed at Canal Ponds or Kodak are not included because the headquarters of many of these businesses are located outside the town (Canal Ponds employs approximately 2,360 people and Kodak accounts for 20 percent of the Greece's tax base). Regardless, it is important to note that, as the table illustrates, according to the U.S. Economic Census, those employed in taxable establishments located in the Town of Greece in 1992 increased from 12,924 people to 15,659 in 1997, which is an increase of 17 percent. This is important, in light of the fact that those employed in Monroe County overall decreased from 238,823 in 1992 to 225,200, or five percent, in 1995 (Table VI-3). This indicates that employment opportunities available in the Town of Greece have improved between 1992 and 1997, where the county as a whole is experiencing a decrease. The taxable Greece industries experiencing the greatest increase in number of employees include professional, scientific and technical services. The conclusion can be drawn that the town was able to attract businesses that traditionally employ people with higher levels of education and incomes.

Efforts should be made to continue to broaden the employment base of the Town of Greece by working to attract additional high-tech and office employers. This is necessary to provide a wider variety of job opportunities to residents who wish to work where they reside.

Table VI-3
Monroe County: Employment by Industry by Place of Work

Industry	1992		1997	
	Monroe Co. Employees	Percent of Employ.	Monroe Co. Employees	Percent of Employ.
Manufacturing	106,200	44%	82,459	37%
Wholesale Trade	16,793	7%	15,298	7%
Retail Trade	40,056	17%	43,294	19%
Professional, Scientific & Tech.	9,001	4%	15,316	7%
Administrative & Support	21,538	9%	23,478	10%
Health Care & Social Services	13,493	6%	14,414	6%
Arts, Entertainment & Rec.	2,984	1%	2,026	1%
Accommodations & Food Service	21,303	9%	22,914	10%
Personal Services	7,455	3%	6,001	3%
Total Employees	238,823	100.00%	225,200	100.00%

Source: 1992 & 1997 U.S Economic Census.

VIC. Economic Trends

Tables VI-4 & VI-5 depict the economic trends in the Town of Greece and Monroe County respectively, in terms of the change in number of taxable establishments headquartered in the town and sales per thousand per industry between 1992 and 1997. Highlights of this information are provided below (**Table VI-4**).

As can be seen, sales in manufacturing in the Town of Greece have increased by 31 percent over the past five years, while Monroe County experienced only a 7 percent increase. This indicates that Greece has been successful in attracting this type of industry.

**Table VI-4
Sales Receipts by Industry
Town of Greece**

Industry	1992		1997		Percent Change in Sales
	# of Establishments	Industry Sales (\$1,000)	# of Establishments	Industry Sales (\$1,000)	
Manufacturing	24	75,200	30	109,787	+31%
Wholesale Trade	40	76,665	39	85,718	+10%
Retail Trade	363	838,633	342	1,041,778	+19%
Professional, Scientific & Tech. Services	43	#	77	42,817	
Administrative & Support	46	14,955	44	13,492	-10%
Health Care & Social Services	151	85,947	147	117,479	+27%
Arts, Entertainment & Recreation	30	13,881	18	7,113	-48%
Accommodations & Food Services	113	#	139	77,136	

Source: 1992 & 1997 Economic Census.

Information not disclosed. Does not include sales from Eastman Kodak Company.

Retail sales in the Town of Greece have increased by 19 percent, but with fewer establishments in 1997 than in 1992. This follows a national trend of small establishments no longer being able to meet the needs of the public and “big box” retail establishments taking their place and ultimately generating more sales.

Sales receipts in professional, scientific and technical services have increased by 45 percent in Monroe County. This information was unavailable for the Town of Greece. It can be assumed that there has also been growth in this area by noting the increase in the number of establishments, as well as the increase in the number of employees presented in **Table VI-2** “Employment by Industry by Place of Work for the Town of Greece.” The national trend is towards an increase in technical fields, so it is important for the town to keep pace with this trend by creating a favorable environment for businesses of this type to locate in Greece.

Health care and social services percent of sales have increased by 27 percent in the Town of Greece and 24 percent in Monroe County. This increase is understandable because of the advances in and attention given to providing better medical care. Specialized medicine has become popular and therefore is producing more health care professionals.

Arts, Entertainment and Recreation sales and the number of establishments have dropped by 48 percent from 1992 to 1997. There has been a 16 percent decline in sales for this area in Monroe County during this same period.

Table VI-5
Sales Receipts by Industry
Monroe County

Industry	1992		1997		Percent Change of Sales
	No. of Establishments	Industry Sales (\$1,000)	No. of Establishments	Industry Sales (\$1,000)	
Manufacturing	1067	20,117,100	1007	21,774,715	+7%
Wholesale Trade	1342	7,564,377	1113	9,311,143	+19%
Retail Trade	2614	5,083,471	2546	6,513,211	+22%
Professional, Scientific & Tech. Services	686	895,459		1,648,997	+45%
Administrative & Support	965	948,495	678	1,026,782	+7%
Health Care & Social Services	1320	717,897	1299	951,707	+24%
Arts, Entertainment & Recreation	285	122,356	199	102,241	-16%
Accommodations & Food Services	1339	637,098	1439	760,564	+16%
Total Sales		\$36,086,253		\$42,089,360	100%

Source: 1992 & 1997 U.S. Economic Census.

As indicated by the trends outlined above (**Table VI-5**), the Town of Greece, overall, has experienced a steady growth in its economy. The town should continue working to attract new business to the community, with a focus on higher-end businesses that require limited land area and produce significant sales, such as those in the areas of professional, scientific, and technical services.

Greece's economy is discussed further in the section below.

VII. Regional Economic Overview

The Rochester region is located within the Rochester Metropolitan Statistical Area (MSA), which includes six counties: Orleans; Livingston; Genesee; Monroe; Ontario; and Wayne. The major city in the MSA is Rochester, with approximately 70 percent of the MSA population located within Monroe County.

The City of Rochester, located near the halfway point on the southern shore of Lake Ontario where the Genesee River enters the lake, has been a city of commerce in the northeastern region of the United States for generations. The metropolitan area extends about 20 miles south of Lake Ontario on both sides of Genesee River. This strategic location has only increased in importance with the North America Free Trade Agreement (NAFTA) and the increase in free trade between the United States and Canada. Today, over one third of the combined populations of the United States and Canada live within 500 miles of the Greater Rochester Area.

Rochester is a major manufacturing center for New York State, and the finance center of Upstate New York, characterized by a steadily growing economy. Woods & Poole Economics of Washington, D.C., an economic research firm, predicts that the population for the Rochester MSA will increase by 20.4 percent (from 1990 Census total) by 2005, from 1,002,410 (1990 Census) to 1,206,902. They project that Rochester will be one of the top 50 fastest growing regions in the country by the year 2005. The catalyst behind this growth is an expanding high technology and manufacturing base. In addition to worldwide industry leaders Kodak, Xerox, and Bausch & Lomb, there are over 1,000 manufacturers in the Rochester area that play a significant role in various industries. In addition to optics and imaging, high tech capabilities of the Rochester community extend into the areas of printing, machine tooling, pharmaceuticals, biotechnology and medical instrumentation/products, communications, electronics, manufacturing systems, polymer technology, software and graphic technology, and broadcast media.

The productivity of the Rochester Area manufacturers is the highest in the country. The value added per production worker of \$70,805 is higher than that of any other city in the United States. According to the Greater Rochester Metro Chamber of Commerce, Rochester-area entrepreneurs are granted patents at a rate three times higher than the rest of the country, ranking Rochester fifth in the nation in the total number of patents given. Consistently an export powerhouse, Greater Rochester exported in excess of \$15 billion in 1998. Exports have consistently grown at a rate of 6 percent – 10 percent per year over the past five years.

VIIA. Regional Employment

Monroe County has long been considered to have a healthy and stable economy, especially when compared to other northeastern metropolitan areas. The following economic indicators show positive signs for the local economy (**Table VII-1**). As a result of its diversified economic base and continued strength in value-added manufacturing and services, Monroe County and the Rochester MSA's unemployment rates over the past decade have consistently ranked below state and national averages.

**Table VII-1
Monroe County
Rochester MSA and New York State Unemployment Rate**

Year	Monroe County	Rochester MSA	New York State	United States
1994	4.8%	5.2%	6.9%	6.1%
1995	4.0%	4.6%	6.3%	5.6%
1996	3.5%	4.0%	6.2%	5.4%
1997	3.6%	4.1%	6.4%	4.9%
1998	3.6%	4.0%	5.6%	4.5%
1999*	3.7%	3.9%	4.8%	3.8%

*November

Source: New York State Department of Labor, Research and Statistics Division

The Greater Rochester area's labor force totals over 500,000 workers, with approximately 25 percent employed in the manufacturing sector. Of that pool, 60 percent of the manufacturing workforce is employed in high tech industries. High technology and manufacturing industries are projected to remain the Rochester area's biggest employer through 2005, comprising 28 percent of total jobs. (That will be almost double the projected national average). In addition, Rochester's percentage of employed scientists and engineers is twice that of the U.S. average.

VII.B. Regional Market

Office

The entire Rochester office market comprises approximately 12 million square feet of competitive, multi-tenanted office space. Of this total, 7 million square feet is in the Central Business District (CBD) of Rochester and another 5 million square feet in the suburbs. In addition, there is approximately 3.5 million square feet of additional space that includes non-competitive, owner-occupied buildings in the CBD and suburban office markets. Primary office space users include Eastman Kodak, Xerox, Paychex, Bausch & Lomb, and Alstom Signaling, Inc. The Rochester regional office market has remained relatively stable in terms of vacancies over the past few years.

The suburban market contains approximately 5 million square feet of competitive office space. The vacancy rate for Class A space in these suburban areas is currently in the 6 percent to 8 percent range with quoted rental rates \$18.00 – \$22.00 per square foot.

Since 1990, 1,200,000 square feet of space have been added to the overall Rochester office market inventory. Downtown office space accounts for 545,000 square feet of this total and suburban office space for 700,000 square feet. The suburban growth is limited to high-end Class A buildings within multi-tenanted office parks.

In general, the business climate in the Rochester market and surrounding region is strong and growing with unemployment at a historical low. The economic strength of the Rochester area is further evidenced by steady absorption and continued construction within the office market. Demand is being driven by expanding operations of area businesses.

Rochester Industrial Market

The Rochester area is considered to be a key manufacturing center in New York State. The Rochester Region is home to major facilities for Eastman Kodak, Xerox, and Bausch & Lomb, as well as many small- to mid-sized companies that contract with and provide support to the “big three.” There has continued to be some downsizing in these larger corporations, and Eastman Kodak’s downsizing specifically has provided some quality manufacturing and office space properties outside of Kodak Park. Rochester’s optics and imaging industry is the third largest in the world. In addition, Rochester is home to the seventh largest tooling and machining industry in the United States. The precision and quality required by the optics industry has fostered the growth of high tech, high quality machine tool companies, many of which have penetrated automotive and aerospace markets and are competitive anywhere in the world.

The Rochester area exported \$13.2 billion worth of products in 1995, an increase of 10 percent from the previous year. In 1996 exports totaled \$13.65 billion, and in 1997 increased 12 percent to approximately \$15.29 billion worth of goods. This trend is expected to continue through 2000, with the largest exporters including the “big three” as well as Valeo (formerly ITT Automotive), Harris RF Communications, Gleason Corporation, and Alstom Signaling, Inc.

The Rochester industrial market is comprised of approximately 77.5 million square feet of owner-occupied and tenant-occupied space. Of the total, approximately 26.5 million square feet are located in the City of Rochester; 15 million square feet are located in suburban markets. The remaining 36 million square feet are owned and occupied by Eastman Kodak Company and Xerox Corporation. Xerox’s main operations are in the northeastern suburb of Webster in approximately 7 million square feet. Kodak’s facilities are located in the City of Rochester and in

the Town of Greece (24 million square feet at Kodak Park) and the Town of Gates (5 million square feet at the Elmgrove Campus. It should be noted that the Elmgrove Campus has recently been sold to a group of investors from California and is being redeveloped as a Technology Park.).

Major owner-occupants of space in the overall market include Kodak, Xerox, Bausch & Lomb, Valeo (formerly ITT Automotive), Rochester Gas & Electric, General Motors, and Harris RF Communications. It is estimated that the vacancy rate of the owner-occupied industrial space is currently less than 10 percent in the city and suburbs. The Greater Rochester industrial market continues to offer a substantial number of high-quality, large industrial facilities and major redevelopment projects. The market has seen a great deal of activity on these large redevelopment projects, as well as additions/expansions of existing facilities.

Suburban Industrial Market

The suburban industrial market remains stable. Of the total 15 million square feet, excluding the Kodak and Xerox facilities, approximately 7 million square feet are owner-occupied; 5.5 million square feet are tenant-occupied, and 2.5 million square feet are considered flex space. In the flex market segment, there has been strong growth over the past few years. It is estimated that the overall vacancy has been decreasing from over 10 percent in 1994 to an estimated 7 percent to 9 percent through 1999.

VIIC. Higher Education as Support of the Regional Economic Base

The Rochester region is characterized by high-tech, value-added industries and employment, significant private/public sector investment, strong commercial real estate markets, and outstanding educational systems. The Rochester region is home to numerous colleges and universities, including the University of Rochester (U of R), Rochester Institute of Technology (RIT), U of R's Eastman School of Music, St. John Fisher College, Nazareth College, Roberts Wesleyan College, State University of New York (SUNY) at Brockport, State University of New York (SUNY) at Geneseo, and Monroe Community College (MCC). These schools provide a steady source of highly skilled and educated employees. In addition, several area colleges and universities, including RIT, Cornell University, SUNY Brockport and MCC, have downtown facilities. Rochester is the location of the nationally recognized Strong Memorial Hospital, the teaching facility for the University of Rochester Medical School, and the Eastman Dental Center, the School of Dentistry for the University of Rochester.

VIID. Metropolitan Area Overview

The Rochester Metropolitan Area has grown to be the third largest metropolitan area in New York State, and continues to hold an extremely strong position in the regional economy for commercial activity. The City of Rochester is the focal point of cultural, civic, financial and academic activity, while continuing to remain a viable location for industry.

The Rochester Metropolitan Area, with its strong manufacturing base and growing service sector, will continue to experience growth, the bulk of that being in suburban Monroe County. Rochester has a solid transportation network, many area amenities, abundant higher education facilities, and numerous recreational activities. These factors, among others, will contribute to continued growth and economic stability in the Rochester area throughout the foreseeable future.

VIII. Town of Greece – Northwestern Market

Development is continuing at the Canal Ponds Business Park, the 300-acre mixed-use development bordered by major arteries NY 390, Long Pond Road, and Ridgeway Avenue in the Town of Greece. The park is planned for over 1.4 million square feet of high-tech manufacturing and warehouse space and 1.1 million square feet of office, retail and hotel development. Completed facilities include IBM Corporation's Data Processing facility (200,000 square feet) and Johnson & Johnson's Clinical Products Division (250,000 square feet). During the spring of 1997, Gannett completed its 160,000-square-foot high-tech printing and distribution facility. Office development at Canal Ponds includes a new headquarters facility for Summit Federal Credit Union and Unity Health systems and Catalyst Direct. Johnson & Johnson has also completed a \$35 million, four-story, 104,600-square-foot expansion of office and research and development space at the site. New development includes a 25,000-square-foot facility for Bryant and Stratton and a 120,000-square-foot expansion for Johnson & Johnson. This results in a total of 958,000 square feet and over 2,250 employees. In addition, approval was recently granted to the expansion of a research facility for Rochester Photonics, a fiber optics subsidiary of Corning, Inc., and for construction of a new facility for Performance Technology, Inc., a manufacturer of electronic components.

VIII. Transportation System

The present transportation system in the Town of Greece consists of state, county and town maintained roads. As illustrated on the map titled **Figure 3: Transportation Circulation**, there are two urban principal arterial expressways in the town, Lake Ontario State Parkway and State Route 390, and one urban principal arterial, West Ridge Road (State Route 104). Arterials are streets or roadways that primarily serve through traffic and provide access to abutting properties as a secondary function. These types of roadways tend to be multi-lane roadways and carry the heaviest amounts of traffic. Current traffic volumes on Route 390 vary between 80,000 vehicles per day (vpd) in the southern portion of Greece to 18,000 vpd near the Lake Ontario State Parkway. West Ridge Road traffic volumes run between 21,000 vpd at the western edge of Greece to 47,000 vpd at Route 390. The next classification of roadway is an urban minor arterial. These types of roadways tend to be primarily two-lane roadways with some higher volume roads being four lanes in width. Urban minor arterials include: Manitou Road (State Route 261 north of West Ridge Road); Manitou Beach Road (State Route 261 west of the Lake Ontario State Parkway); Frisbee Hill Road; East Manitou Road; Latta Road (State Route 18); Long Pond Road; Mitchell Road; Dewey Avenue (State Route 18); Mount Read Boulevard; Maiden Lane, Stone Road; Ridgeway Avenue; Mill Road; Vintage Lane; Dorsey Road; Elmgrove Road (State Route 386); Fetzner Road; Latona Road; Lee Road; and Stonewood Avenue. Table VIII-1 presents recently collected traffic volume data for these roadways.

**Table VIII-1
Town of Greece
Urban Minor Arterials
Average Daily Traffic Volumes**

Roadway	Average Daily Traffic
Dewey Avenue	13,000 – 21,000
Dorsey Road	8,000 – 10,000
East Manitou Road	3,000
Elmgrove Road	15,000
Fetzner Road	9,000 – 13,000
Frisbee Hill Road	4,500
Latona Road	13,000
Latta Road	10,000 – 15,000
Lee Road	9,000
Long Pond Road	7,000 – 27,000
Manitou Beach Road	1,000
Manitou Road	11,000
Mill Road	6,000 – 9,000
Mt. Read Boulevard	12,000 – 20,000
Ridgeway Avenue	8,000 – 22,000
Stone Road	12,000
Vintage Lane	14,000 – 21,000

For the most part, where a range of traffic volumes is given, the lower volumes tend to be on the northern or western portions of the roadways. As one moves southward or eastward in the town, traffic volumes have the general tendency to increase, especially as one nears major roadways such as Route 390 and West Ridge Road.

The following arterials in the roadway classification system are urban collectors. These are surface streets that provide land access and traffic circulation within residential, commercial and industrial areas. Almost exclusively, collectors are two lane roadways and carry lesser amounts of traffic. Urban collectors within the Town of Greece include: Peck Road; North Greece Road; Janes Road; Island Cottage Road; Edgemere Drive; Dewey Avenue; English Road; North Avenue; Maiden Lane; Elmgrove Road (State Route 386); and Beach Avenue. The following table presents recently collected traffic volume data for these roadways.

**Table VIII-2
Town of Greece
Urban Collectors
Average Daily Traffic Volumes**

Roadway	Average Daily Traffic
Beach Avenue	3,200
Dewey Avenue	3,000 – 9,000
Edgemere Drive	2,400 – 3,400
English Road	4,000 – 12,000
Island Cottage Road	3,000
Janes Road	3,400
Maiden Lane	7,500
North Avenue	4,000 – 6,000
North Greece Road	3,000 – 10,000

In order to increase the capacity and/or improve the condition of roadways within the Town of Greece, there have been numerous improvements. These improvements include:

- Latta Road – Widened with additional turning lanes at intersections. This improvement also included curbing and new sidewalks.
- Dewey Avenue – Widened with new curbing and sidewalks.
- Ridgeway Avenue – Recently reconstructed from Lee Road to Rochester City Line with new storm sewer and sidewalks.
- Long Pond Road – Reconstruction work recently completed between Latta Road and Janes Road.
- North Greece Road – Recent reconstruction that included widened lanes, new shoulders and closed drainage system.

In addition to the above work, numerous spot improvements to area intersections have also been completed. These locations include the intersection of Stone Road/Dewey Avenue/Maiden Lane and an alignment improvement on Mill Road between North Greece Road and Mill Hollow Crossing.

With current, recurring congestion and future development potential within the town, there is a good chance that future road improvements will be necessary, beyond what has already been completed, to accommodate anticipated traffic demand. The Genesee Transportation Council's (GTC) 2000 - 2020 Long Range Plan Update identifies several roadways within the town that are projected to suffer congestion by 2020, if no improvements to capacity are made. These roadways include portions of Route 390, portions of Ridgeway Avenue, portions of West Ridge Road, and portions of Mount Read Boulevard.

Capacity improvements that are programmed in the GTC 1994 – 2004 Transportation Improvement Program (TIP) include reconstruction and capacity improvements to the following roadways:

- West Ridge Road from the Rochester City Line to North Greece Road/Elmgrove Road
- Route 390 from Lexington Avenue to West Ridge Road

In addition to these planned improvements, the GTC 1999 – 2004 TIP also suggests that capacity improvements to Ridgeway Avenue, between Route 390 and Long Pond Road, and Mount Read Boulevard, north of West Ridge Road, be studied further for possible implementation through 2020. Monroe County will also be reconstructing Long Pond Road, between Larkin Creek and the Lake Ontario State Parkway, and Mill Road, between Long Pond Road and Manitou Road. Although this work may not include capacity improvements, it is likely that the reconstruction will include the design of adequate bicycle space.

Additionally, the following road extensions and connections should be explored to optimize traffic flow within the town:

- The connection of Flynn Road and North Avenue
- The connection of Kirk Road and Fetzner Road
- The extension of Lexington Avenue, from Route 390 into the Canal Ponds Business Park, and through to Long Pond Road

These improvements may be difficult to accomplish due to wetlands and stream crossings and other issues, but should be seriously considered so that additional continuous north-south routes are created, relieving parallel routes and allowing for a wider distribution of traffic.

In addition to vehicle travel, there should be an emphasis on alternative modes of transportation such as bicycling and walking. These alternative modes of transportation have the benefit of reducing congestion by removing vehicles from the roadway. The GTC has published a *Bicycle and Pedestrian Action Plan for the Rochester Metropolitan Area*. This plan has the goal of doubling the current percentage of total trips made by bicycling and walking and to simultaneously reduce, by ten percent, the number of bicyclists and pedestrians killed or injured in traffic accidents. There are two existing off-street multi-use trails in the Town of Greece: the Greece Route 390 trail, which runs parallel to Route 390 between West Ridge Road and the Lake Ontario State Parkway; and the Erie Canal Heritage Trail, located along the southern side of the Erie Canal. Both are paved, and the Canal Trail connects to an extensive series of trails east of the town. The GTC report includes recommendations that additional proposed multi-use trails be studied. These include a connection from the existing Route 390 trail to the Erie Canal Heritage Trail and a new trail between Route 390 and the Village of Hilton, which would run along a right-of-way that is currently owned by Rochester Gas and Electric.

IX. Utilities

IXA. Water System

The major change in the Town of Greece water system is that the town changed from a wholesale customer to a retail customer with Monroe County Water Authority (MCWA). As a result, the residents of the Town of Greece have direct-metered connections with MCWA. The water comes from Lake Ontario through the Shoremont Water Treatment facility located north of the Lake Ontario State Parkway on Dewey Avenue.

With the completion of the northern transmission main, the overall water system will be sufficient to accommodate continued new development throughout the town.

IXB. Storm Water System

The natural and manmade storm water systems throughout the town have not been altered much since 1990. The streams in the town flow in a northeasterly direction into Lake Ontario. The terrain is flat between West Ridge Road and the Lake Ontario State Parkway, and gently rolling south of West Ridge Road. There are approximately 45 detention/retention basins of varying sizes throughout the town. The majority of these basins are located in the central and developed western sections of town.

IXC. Sewer System

The Town of Greece operates and maintains the sanitary sewer system, which consists of approximately 250 miles of sanitary sewers, 3 miles of force main, and 33 sanitary sewage pump stations, which convey wastewater to the treatment plants of Monroe County Pure Waters Authority. Town sewage flows to the sewer treatment plant located north of Manitou Beach Road in the northwestern corner of Greece. The treatment facility is owned and operated by Monroe County as part of the Northwest Quadrant Pure Waters District.

Although the eastern portion of the town currently is operating adequately, future maintenance will be needed, due to the age of the system. The Town of Greece, in cooperation with the Monroe County Division of Pure Waters, has completed an inflow and infiltration (I & I) study focusing on the older, northeastern section of Greece. The I & I study identified the fact that unregulated flow is entering the system. The town will continue its cooperative effort with the county to identify and reduce unregulated flow into the collection system.

Subsequent to the 1992 Master Plan and pursuant to its recommendation, the town had the 1976 Facility Master Plan, prepared by Seelye Stevenson Value and Knecht, reviewed and updated. In February 1996, Bergmann Associates prepared the Sanitary Sewerage Facilities Master Plan Update. When updating the 1976 Facility Master Plan, Bergmann Associates took into consideration the undeveloped areas identified in the 1992 Town Master Plan to determine the future sewer needs of the town. The 1996 Plan focuses on integrating the existing sewage facilities developed both before and after the 1976 Facility Plan with future needs, as described in the 1992 Town Master Plan. The report examined methods for sewerage undeveloped areas of Greece identified in the 1992 Master Plan. Prior plans for sewerage these areas were re-examined and modified based on: (a) the areas of the town where the 1992 Master Plan predicted future growth; (b) actual sewer extensions, which have occurred between 1976 and 1996; and (c) available capacity in existing sewers.

The 1996 Facilities Master Plan Update recommends 34 miles of new interceptors, based upon the build-out analysis of the 1992 Town Master Plan. The 1996 plan focuses on integrating the existing sewage facilities with the future needs of the town. Wherever possible, future facilities have been extended through private, undeveloped lands, thereby decreasing the need for expenditure of public funds to provide downstream facilities. The plan identifies 22 study areas, for which varying levels of improvements to the existing sanitary sewer systems are recommended. Two service areas, the Latta Road area, and the Craig Hill area, were identified as in need of upgrades within the existing system. They are described as follows:

The first service area is referred to as Latta Road Area. This area generally is bounded by Latta Road, Applegate Drive, Hillbridge Drive, MacIntosh Drive, English Road, Mill Road, Manitou Road, and the northern ridgeline of the Smith Creek watershed. Within this service area, it is proposed to replace the existing 10"-diameter gravity sewer along Silver Fox Circle from Deer Path Drive to Wood Musket Trail with a 12"-diameter gravity sewer to convey the ultimate peak

flow generated by the contributing area. Furthermore, 450 linear feet of 8"-diameter gravity sewer on Wood Musket Trail and portions of the 8"-diameter sewer along Raspberry Patch Drive with slopes below 0.4 percent will not convey the peak future flows with the Raspberry Patch/Berkshire area. These sewers must be paralleled with new sewers of equal diameter and slope in order to convey peak future design flows. Also, the existing connection of a 10"-diameter sewer from Wood Musket to the 8"-diameter sewer on Hillbridge should be retained after the connection with the upgraded 12"-diameter sewer on Silver Fox in order to divert a portion of the peak loading, thus preventing surcharging on Silver Fox.

The second service area, referred to as Craig Hill Area, is bounded generally by West Ridge Road, Wood Road, the northern bank of Round Pond Creek, Melwood Drive, Elmgrove Road, and the eastern bank of East Larkin Creek, Ridgemont Drive and West Craig Hill Drive. Within this service area, it is proposed that in order to handle additional flows approximately 2500 linear feet of 10"-diameter gravity sewer along Williams Road, Eden Lane, and Atlee Drive may need to be upgraded. Currently this area is over its calculated capacity and before additional flows are added to the system's physical flow, monitoring is recommended.

The Sanitary Sewerage Facilities Master Plan Update Part II – Lift Station Elimination Study was also prepared by Bergmann Associates in February 1997. The purpose of this study was to determine which of the existing sanitary sewerage pump stations might be eliminated. The elimination of pump stations was examined by determining if a gravity-flow piping solution was physically possible. A determination then was made if the downstream gravity sewer system was physically capable of conveying the added flow. Finally, the cost of the capital improvement to extend gravity sewer facilities to the pump station was calculated and compared with the cost of maintaining that station indefinitely. Using the net present worth method, a break-even point in years was calculated for each station. A determination then was made as to the possibility for pump station elimination and the financial benefit of that elimination.

In July 1997, Chatfield Engineers prepared the Sanitary Sewer Pump Station Facility Plan. The purpose of the Facility Plan was to evaluate the condition of the 33 existing sanitary sewage pump stations, determine the needs of the system, investigate feasible alternatives for rehabilitation or replacement of the pump stations and provide recommendations for a long-term improvement plan. Since then, the town has incorporated a portion of the Facility Plan's list of long-term improvements directly into its annual maintenance program. The report outlined a cost of approximately \$370,000 to complete all of the identified improvements. As of this date, approximately 25 percent of the improvements have been completed.

The long-term improvements outlined in the Facility Plan also identified seven pump stations in need of major rehabilitation or replacement, at an estimated cost of \$150,000 each, for a total cost of \$1.05 million. The town has included the necessary replacement of these pump stations in its Capital Improvement Plan.

These studies will need to be updated after the completion of this Community Master Plan Update, to reassess infrastructure improvements needed to meet the land uses proposed for the future.

IXD. Electrical and Gas System

The Rochester Gas and Electric Corporation (RG&E) continues to maintain primary responsibility for electrical and gas services throughout the Town of Greece. It is expected that RG&E will be able to service future development within the town.

IXE. Telephone Communication System

The Town of Greece is serviced primarily by Frontier Telephone of Rochester. Currently, the service provided is sufficient, and it is expected that the telephone company is capable of handling all future growth within the town.

Time Warner Communications provides cable services throughout the town, and is capable of extending service to those areas of Greece that have yet to be developed.

X. Relationship to Previous Plans

The town has prepared several major plans that interface with or should be incorporated into the Community Master Plan Update. The following is a summary of all of the previous plans that address issues dealt with in the Community Master Plan Update:

XA. Local Waterfront Revitalization Plan (LWRP)

It is recommended that the Local Waterfront Revitalization Program should be adopted as an element of the Master Plan. The LWRP is a set of policies and activities for the development, redevelopment, preservation and conservation of the town's waterfront areas. The following LWRP land use recommendations should be incorporated into the Community Master Plan Update:

- Lake Ontario Area
 - Critical Environmental Areas – The Lake Ontario waterfront area has several sensitive environmental areas. These sensitive areas should be further protected from the adverse effects of human activities. The majority of the Critical Environmental Areas are wetlands and many contain significant wildlife habitats. These areas should be disturbed as little as possible and should not be developed.
 - Conservation & Passive Recreation Areas – These areas are located adjacent to Critical Environmental Areas and require conservation efforts. Passive recreation should be permitted in these areas. Permitted activities include: picnicking; biking (designated trail only); hiking; walking/jogging; fishing; hand-carry boating facilities; environmental education facilities (nature centers); associated parking; and other similar low impact uses.
 - Parks & Active Recreation Areas – Parks and Recreation Areas are high-programmed areas that primarily include the existing active recreation areas (e.g., the marina at Braddock Bay Park and golf courses). Permitted activities include: boating facilities; golf courses; restrooms; trails, fishing piers; associated parking; and other similar types of active recreation.
 - Existing Mixed-use/Residential Areas – The existing mixed use/residential areas within the Lake Ontario waterfront area are substantially built out. The primary focus in these areas is to protect and enhance the existing residential properties. Future development in these areas should be critically reviewed for consistency with the Plan's goals and for potential negative environmental impacts.
 - Business Enhancement Areas – These areas would allow a mix of commercial and industrial uses, which can take advantage of their proximity to the waterfront. Development standards should be established to enhance the visual character; ensure appropriate land use transitions and buffers; and to provide for public access, recreational opportunities, and tourist services in these locations.

- Erie Canal Area
 - The Greece Port (W.D.D.) – Develop an active and exciting canal port in Greece, which would serve as an identifying feature and a hub of activity. A Waterfront Development District (W.D.D.) would be established that provides opportunities for water-oriented uses. Improvements or enhancements for the Greece port would include: public docking; a visitor/interpretive center; restrooms; boater utilities and services (e.g., electricity, water, showers, and laundry facilities); lighting; information directory; trailhead; waterfront park; mixed-use building development program; and a strong connection to adjoining commercial areas and facilities. Permitted uses would include: retail; residential; restaurants; lodging/hotel; office; commercial; institutional; and associated parking.
 - Office/Industrial Waterfront Mixed Uses – Preserve the low-density, rural character of the canal corridor, while encouraging a variety of uses, from natural habitat areas and canal-oriented recreation facilities, to offices and light industry. The district should be connected to, and support, the Greece Port, and should be developed as a well-planned business community. Development standards should provide for a “green” corridor along the Erie Canal, foster a pedestrian-friendly environment, promote public access to the waterfront, interpret history, and dedicate open space for trails and recreation.
 - Residential Development Area – Protect and enhance the existing residential area adjacent to the Erie Canal. Infill residential development should be similar in character to surrounding residential development. When possible, future development should not hinder or restrict public access to the Erie Canal.
 - The Greece Canal Access Center (Henpeck/South Greece) – Develop a clearly identifiable gateway for those accessing the canal corridor through well-marked points of access to both the canal and canal-side trails. The area should include medium density, mixed-use development with village scale and park-like surroundings.
 - Parks & Open Space – Develop, enhance and protect open space and parkland within the Erie Canal corridor. Further develop a multi-use trail system that connects to other Erie Canal corridor improvements and to the Route 390 multi-use trail.

Other recommendations provided in the LWRP for both waterfront areas include zoning ordinance provisions. These are:

- Lake Ontario Cluster District – To encourage the preservation of open space and the protection of sensitive environmental resources and wildlife habitat in remaining developable areas along the Lake Ontario shoreline.
- Office/Industrial Waterfront District – To allow a mix of commercial and industrial uses that can take advantage of the proximity to waterfront locations and to provide for public access, recreational opportunities, and tourist services in these locations.
- Erie Canal Overlay District – To enhance the visual and historic resources along the Erie Canal and to protect sensitive ecological areas.
- Waterfront Development District (W.D.D.) – To encourage a desirable mix of recreational, business, and residential uses that complement each other and take advantage of the unique location and characteristics of the lake.

XB. Erie Canal Plan (1997)

This plan recommends a Greece Canal Front District with definitive boundaries and detailed land use design concepts for a mix of uses, including conservation and preservation. This plan was prepared prior to the preparation of the LWRP. Many of the recommendations made as part of the Erie Canal Plan were incorporated in the LWRP. The plan describes several options for Planned Development. These options are:

- Planned development that is market driven;
- Planned development with an industrial set-aside;
- Planned development with industrial incentives;
- Exclusive industrial zoning.

XC. Update of the West Ridge Road Corridor Study (1995)

The town commissioned a Phase I Evaluation of development trends in the West Ridge Road Corridor from Mount Read Boulevard to Manitou Road. The study evaluated the 1992 Master Plan proposals and recommended land uses for the corridor, as well as the maximum lot coverage rule of twenty percent. The study concluded that the earlier 1988 Corridor Study was consistent with the range of development proposed in the 1992 Master Plan and the twenty-percent rule.

The updated corridor study proposed detailed traffic improvements to meet the needs of the intensity of development proposed under the 1988 Corridor Study, the 1992 Master Plan, and the twenty-percent rule.

The updated study further states that the roadway improvements, as recommended in the 1988 Corridor Study, are incorporated in the NYSDOT's Route 104 reconstruction project design report.

The roadway and traffic improvements being initiated by NYSDOT provide an opportunity for a comprehensive approach for the revitalization and development of the West Ridge Corridor. The Master Plan Update will address recommendations that may include:

- A detailed physical enhancement plan for landscape, streetscape, lighting and other amenities. This will result in a physically attractive corridor and gateway for the town.
- Detailed delineation of the corridor for a West Ridge Corridor District, as an overlay district for future planning.
- Establishment of a business improvement district for maintenance of improvements and marketing.
- Development of programs and activities to implement the revitalization plan.

XI. Growth Management

The Town of Greece has managed its growth over the last few decades primarily through the use of zoning districts and related development regulations, which are set forth in Chapter 211 of the Code of the Town of Greece and in the New York State Town Law. Additionally, there are many land use plans that address various aspects of the Town of Greece and are intended to guide land use and development in the town. However, these plans do not provide the same level of control as the zoning classifications and related regulations.

XIA. Town of Greece Zoning Ordinance

The town's zoning code lists the zoning classifications or districts into which all town properties are divided. Under the zoning code, the town is able to control and manage residential, commercial, industrial and recreational development. The process by which the town reviews all development proposals is set forth in the Zoning Code. The following is a brief description of each zoning district as defined in the zoning ordinance:

- Single-Family Residential District – SF1, SF2, SF3, SFE
The intent for this classification is to provide a variety of single-family housing options for the residents of Greece. The permitted principal uses are single-family dwellings and farms. Special permitted uses include two-family dwelling units.
- Single-Family Residential-Senior Citizen District – SFS
The intent for this classification is to encourage and provide for a variety of housing options for senior citizens throughout the Town of Greece, with flexibility to meet senior citizens' economic, physical, psychological and social needs.
- Cluster/Open Space District – COS
The intent of this classification is to encourage the establishment of parks and recreational open space when the amount of acreage is appropriate, by allowing smaller lots and higher density.
- Multiple-Family Residential District – MFL, MFH
The intent of this classification is to provide a variety of multiple-family housing options throughout the town. In the MFL district, the special permitted uses are day-care or child-care centers, adult day-care centers, schools and comfort care homes. In the MFH district, the special permitted uses include all of the uses listed for the MFL district, including retail or service uses, which are provided as a convenience for the residents of the premises.
- Multiple-Family Residential Senior Citizen District – MFS
This classification is intended to encourage and provide for a variety of housing options for senior citizens throughout the town, allowing flexibility in the continuum of levels of care specifically designed to satisfy senior citizens' economic, physical, psychological and social needs.
- Central Health Care District – CHC
This classification addresses the development of hospitals and other related uses that are an integral part of a health-care complex.
- Residential/Professional Office District – RPO
This district is established to permit residential and office uses in areas within the community, which have been residentially developed in the past, and which are adjacent to heavily traveled arterials. It is intended to preserve the residential character and scale of development, while encouraging professional office use.
- Professional Office District – BP
The permitted principal uses are health-care professions, lawyers, architects, engineers, accountants, real estate brokers, insurance agents, data processing or computer services, and other listed professional uses.
- Restricted Business District – BR
This business district includes all of the permitted uses under the BP district, as well as service uses and retail uses, and funeral homes.
- General Business District – BG
This business district includes the uses permitted in the BP and BR districts and other retail or services uses.

- Mixed Use District – MXU
This district encourages a mixture of residential and business/professional uses in an area of 25 contiguous acres or more.
- Light Industrial District – IL
The permitted principal uses include manufacture, assembly or processing of electronic equipment; precision instruments; pharmaceutical supplies and medical products. Also included are training centers, research and testing laboratories, data processing or computer service centers, antenna towers and farms.
- General Industrial District – IG
The permitted principal uses include all of the uses permitted in the IL district, as well as the manufacture, assembly or processing of other products; energy generation facilities; tool and die shops; storage yards for construction materials and equipment.
- Public Land District – PL
This classification is not specifically defined in the Greece Zoning Code; however, it is used to identify those lands owned by a public entity or municipality.

Each of the above-listed zoning districts has accompanying regulations that directly control development within that district. Generally, within each district, the town regulates the types of principal and accessory land uses allowed as well as the special permitted uses. Under each zoning district, the town also specifically sets forth development regulations, which include minimum lot coverage, building setbacks, building height restrictions, and building size, among other restrictions. Within the zoning code are supplementary regulations that control accessory issues with respect to development, such as parking lots, fences, signs, outdoor storage, and lighting.

In addition to the zoning code, the town has an Official Zoning Map, which identifies the location and boundaries of all of the zoning districts. The Official Zoning Map covers all of the properties within the boundaries of the Town of Greece. Although the zoning classifications of some individual properties have been changed since the 1992 Town Master Plan, most of the zoning classifications themselves have not been substantively amended since then. The notable exceptions are the SFS and MFS zoning districts, which address housing specifically for senior citizens; these districts were created in 2000.

A review of the Official Zoning Map reveals where the types of development are already concentrated throughout the town. The northern section of the Town of Greece, from Latta Road north to Lake Ontario, primarily is zoned residential (SF1, SF2, SF3, SFE, MFH), with some business districts (BR, BG) and a few general industrial (IG) sites. The general industrial sites are located in the northwestern section of Greece, north of the Lake Ontario State Parkway and just south of the abandoned Conrail line, from the town line eastward to Flynn Road. The central and southeastern sections of the town, east of Flynn Road and south of Latta Road to the Erie Canal, are densely developed. This area primarily is zoned residential and business, with the business sections concentrated along the primary arterials. The southern border of the town south of the Erie Canal, from its western border to its eastern border, primarily is zoned General Industrial (IG). The western portion of the town west of Flynn Road, from its northern border to its southern border, primarily is zoned single-family, with a few business districts along the West Ridge Road corridor.

XIB. Build-out Analysis

An analysis of the vacant land remaining in the Town of Greece was conducted using the current zoning classifications as a basis. The purpose of this build-out analysis was to assess the number of residential units and/or square footage of office, business and industrial uses in the areas of the town that are presently undeveloped relative to the needs of town residents and long range developmental objectives.

The build-out analysis for the single-family residential districts was completed by calculating the number of lots per acre and subtracting 20 percent of the total land area for the construction of public roads. For the multifamily residential zoning classifications (MFL and MFH), the number of dwelling units allowed per gross acre, as permitted by the town's zoning ordinance, was used to calculate build-out potential. The capacity for build-out of the town's business districts was computed in terms of the square footage of floor area while considering the parking, setbacks and driveway requirements as set forth in the zoning ordinance. The industrial district build-out potential was calculated using the same technique as was used in the analysis of the business districts. **Table XI-1: Build-out Analysis Based on Current Zoning** summarizes the results of the above-described methodology. This build-out analysis will be reviewed again in the recommendation section of this report as part of the discussion for a "Balanced Community."

**Table XI-1
Build-out Analysis Based on Current Zoning**

Zoning Category	Build-out Current Zoning	
	2001 Total Vacant Land (Acres)	2001 Additional Capacity
Estate – Single-Family	0	0
SF1 – Single-Family Low Density	2,915	4,664 units
SF2 – Single-Family Low/Med Density	2,495	4,990 units
SF3 – Single-Family Med/Hi Density	154	493 units
Single-Family Infill	1,154	2,770
MFL Multi-Family Low Density	175	700 units
MFH Multi-Family High Density	293	1,875 units
Total Residential	7,186	15,492 units
BP Professional Office	21	225,000 s.f.
BR Restricted Business & BG Central Business	560	4,214,000 s.f.
Total Office & Business	581	4,439,000 s.f.
IG Central Industrial	1,374	14,180,000 s.f.
Grand Total	9,141	

XIC. Local Industrial and Commercial Real Property Tax Incentive Law

In 1997, the town adopted the Local Industrial and Commercial Real Property Tax Incentive Law to encourage economic development in specifically targeted areas through real property tax relief. Certain areas within the town have been specifically designated for this tax incentive program.

Developers who locate within these designated areas are given a specific assessment reduction, which is applied to both town and Greece Central School District taxes. The tax exemption starts with a 50 percent exemption, which decreases over the course of 10 years. The properties targeted are zoned General Industrial (IG), Restricted Business (BR), or General Business (BG). The designation of properties for this tax incentive does not affect their zoning classification or the types of land uses permitted. This designation simply encourages growth and development under the existing zoning classifications.

XID. Munipro and Gedpro

Another economic development program involves two local development corporations, Munipro and Gedpro, which were established to provide revenues for the town. Munipro generates revenue by leasing its lands to private corporations/tenants. Gedpro will generate revenues by leasing or selling its lands to private developers. The type of land uses allowed on these properties is determined by their zoning classification. This arrangement is intended to assist the town in generating funds through the use of properties that otherwise would remain unused and a financial burden to the town.

XII. Historical Resources

In October 1997, the Greece Town Board adopted a preservation ordinance to safeguard Greece's heritage by protecting and enhancing local landmarks. The ordinance was intended to foster, encourage and advance the preservation, restoration, and rehabilitation of historic structures. In tandem with the adoption of this new law, the Greece Historic Preservation Commission was formed to administer the new historic preservation law. The responsibilities of the commission are to designate landmarks, promote the preservation of landmarks within the town and to increase public awareness of the value of preservation.

Previous to the ordinance's adoption, 101 sites of historic/architectural significance in the town were identified by the Landmark Society of Western New York. The Town of Greece Historic Preservation Commission has identified three areas within the town where these historic sites are concentrated and could be considered for some type of special designation. These areas include:

XIIA. Intersection of North Greece and Latta Roads

Within one and one half mile radius of this intersection are located twelve historically significant sites. They include such buildings as the former Hotel DeMay and the former Phelps Store and Hoagland Florist and one of the town's early school buildings.

XIIB. Dewey-Stone Area

The Dewey-Stone Area contains eleven historic properties, including the former St. Charles Borromeo Church building, Barnard Fire Department, and St. Joseph's Villa.

XIIC. Edgemere Drive

There are ten properties of historic significance located along a two-mile stretch of this lakeshore road. Eight of them are clustered between Beach Avenue and Dewey Avenue, including many residences.

XIII. Existing Park and Recreation Facilities

A major effort of this master plan update process was to update the 1990 Parks and Recreation Master Plan. The following text provides a discussion of all parks and recreation facilities that exist in the town. In many cases, specific recommendations are provided for enhancement of existing parks. Further recommendations of a more general nature are provided in Chapter V: Update Plan Elements and Recommendations.

The Town of Greece owns a wide array of parks and recreational facilities. These are in addition to large tracts of environmentally sensitive lands owned by New York State located along Lake Ontario and Greece Canal Park, a county-owned facility located in the southwestern section of the town. The Greece Central School District's nineteen schools also provide space for active recreational activities when school is not in session. The recreational facilities located at these public recreational sites, as well as those provided at non-public schools and private recreational facilities, are summarized in the text below and located on the map titled **Figure 4: Existing Park & Recreation Facilities**. This summary was prepared through a review of the 1990 Parks and Recreation Master Plan, information provided by the town's Department of Public Works and discussions held with Greece's Director of Human Services. Developing this summary is the first step to identifying the future recreational needs of the community.

A thorough assessment and evaluation of the existing recreational facilities located in Greece provides a basis for understanding the resources presently available to town residents, the projected need for additional facilities to meet future needs, and alternatives available to meet these needs. After analyzing the specific characteristics of each recreational facility located in the town, the following conclusions can be made, when comparing the existing conditions of Greece's parks and recreation system to what they were in 1990.

- **Based on the table below, it can be concluded that the town owns 83 more acres of parkland than it did in 1990.**

Own in 2001	837 acres
Owned in 1990	<u>753.96</u>
Difference	83.14 acres

This additional acreage is largely due to the town's recent purchase of Klafhen Park and four small pocket parks.

Table XIII-1
Comparison of Amount of Developed Parklands (1990-2000)

	Total Acres		Diff.	Developed Acres		Diff.
	1990	2001		1990	2001	
Town Parks*	753.96	837.1	83.14	93.5	183.7	90.2
School Property	575.5	575.5	0	300	320	20
County Property#	571	659	88	40	40	0
State Property	2500	2500	0	16	16	0
Totals	4291.96	4571.6	171.14	449.5	559.7	110.2

*Includes Braddock Bay Park (375 acres).

#Greece Canal Park; includes 88 acres recently added.

- **The town now maintains approximately 90.2 more acres of parkland than in 1990.**

Maintains in 2001	183.7 acres
Maintained in 1990	<u>93.5 acres</u>
Difference	90.2 acres

This is largely due to the expansion of Basil Marella Park facilities and the development of Frisbee Hill Park as a winter park.

- **There are four more areas designated as town parks since 1990.**

14 parks in 1990

18 Parks in 2001

These new parks are: Klafhen Park; Forest Hill Playground; Pocket Park; and Henpeck Park.

- **There are 130.5 additional acres developed for recreational purposes.**

	<u>1990</u>	<u>2001</u>
Town	77.5 acres	187 acres
School	300	320
County	40	40
State	<u>16</u>	<u>16</u>
Total	433.5 acres	563 acres

Since 1990, the town has made major improvements and added new facilities to Basil Marella Park, the former English Road Park. Frisbee Hill Park was enhanced to function as a winter park facility, with a new playground facility and parking. The Greece School Central District has added more playing fields to their existing sites and developed additional school sites.

XIIIA. Town of Greece Parks and Recreational Facilities

The following is a description of park and recreational facilities that the Town of Greece owns through outright purchase, donation or lease. A description is provided of the improvements made to these parks since the completion of the 1990 Parks Master Plan. A detailed analysis of improvements, which could be made to each park in the future, was not included in the scope of this project. Suggested improvements are provided based on discussions with the Commissioner of Public Works, the Director of Human Services, and staff members of the Department of Public Works.

Basil Marella Park

This 101.7-acre park, once referred to as English Road Park, is the largest developed park in the town. It is located at 975 English Road. Approximately 61 acres have been developed for active use. The entire site is fairly level, with woods being located on most of the park's southern portion. Since the completion of the 1990 Parks and Recreation Master Plan, the following improvements have been accomplished:

- Drainage problems, which existed along the pedestrian routes to the bathrooms, tennis courts and playground, as well two of the soccer fields and lighted softball fields, have been corrected.
- Access to the park from English Road has been improved.
- Gravel parking areas and walkways have been paved.
- An access road has been installed, connecting Fetzner Road to a greatly enlarged parking lot.

Basil Marella Park has a large wooded area, which complements the recreational facilities and areas in the park. These include:

- Restroom building with attached shelter area
- 6 Soccer fields
- 6 Tennis courts (lighted)
- 1 lighted multipurpose field
- Picnic area
- Play equipment
- 2 Basketball courts (lighted)
- Bicycle path
- Shelter (24 ft. x 24 ft.)
- 2 lighted, sand Volleyball courts
- Disc golf course – 18 holes up to 27 holes
- Parking
- Passive green/wooded area
- Parking lot expanded, eliminating three little league baseball fields and one lighted softball field
- 1 lighted, multipurpose field for soccer, football, lacrosse, and rugby built in place of the softball field formerly known as field #10

The town is considering lighting more playing fields for extended use by youth football in the fall and youth soccer in the spring and summer. Also, consideration has been given to adding a new picnic shelter. The topography of Basil Marella Park does not allow for any more significant development than what presently exists.

Braddock Bay Park and Wildlife Management Area

Braddock Bay Park is a 375-acre park located at 199 East Manitou Road, which is leased by the town from New York State. The lease on this park does not expire until 2080. Braddock Bay Park is part of the 2500-acre Braddock Bay Fish and Wildlife Management Area. It fronts on Braddock Bay and is accessed from East Manitou Road. Since the completion of the 1990 Town Park and Recreation Master Plan, improvements to the park have included:

- Parking areas and drive re-paved
- New playground equipment installed
- Hawk tower refurbished
- Nature trail to Cranberry Pond expanded
- Addition of picnic shelters, tables, and grills to the wooded/lawn area near the parking lot
- New fencing around the parking lot
- Boardwalk
- Boat launch

The town currently is undertaking several improvements with the financial assistance of a grant that it obtained from New York State, all of which should be completed in 2001. These include the creation of a nature center at the lodge, heating the attached pavilion for year-round use, extending a boardwalk into Braddock Bay as part of an extended trail system, providing educational signage.

Recreational facilities and areas in the 16-acre developed portion of the park include:

- A heated lodge with kitchen facilities (65-person capacity)
- Enclosed pavilion with a fireplace (90-person capacity)
- Playground
- Two shelters (20 ft. x 28 ft.)
- Hawk lookout tower
- Parking area
- Pedestrian trails
- Picnic facilities

Located within the Braddock Bay Fish and Wildlife Management Area (BBFWMA) is the fishing access site at the northwestern corner of Cranberry Pond. This area is managed and regulated jointly by the County of Monroe, the New York State Department of Environmental Conservation (NYSDEC), and the Town of Greece. The Cranberry Pond nature trails to the south, west, and east of Cranberry Pond are also located in the BBFWMA, and are among the most significant nature trails within the town.

The Beatty Point property is another significant part of the BBFWMA, and is managed jointly by the town and the NYSDEC. It is approximately 200 acres in size and encompasses Buck Pond. Like the Cranberry Pond area, it is significant for its trails and opportunities for passive recreation such as bird watching, hiking, and cross-country skiing. Beatty Point formerly was considered by New York State for use as an 18-hole golf course.

Finally, the lease arrangement with the State includes the Braddock Bay Marina, located at 105 East Manitou Road. This large marina is subleased to a concessionaire, who manages its operation in return for a fee to the town. Facilities at the marina include:

- Boat ramp and launch facilities
- Over 200 docks for rent
- Car-top/canoe launch area
- Full service marine repair facility
- Marine refueling station
- Newly paved and expanded parking area
- New restroom and shower facility
- Fishing access
- Green space adjoining a small beach area

Boat access is allowed in Braddock Bay and some of the ponds located along the northern edge of the town, but public swimming is not sanctioned. Future development within Braddock Bay should continue to be geared towards passive uses, such as hiking, nature observation and cross-country skiing.

George Badgerow Park

This 66-acre park is segmented into two connecting sections, with the northern portion located at 4614 Dewey Road and the southern portion located at 1120 Latta Road. The northern and southern sections, which are developed with facilities for active recreation, are separated by woods and relatively steep slopes. A trail system has been created through this wooded section of the park, linking both the northern and southern sections. Since the completion of the 1990 Parks and Recreation Master Plan, improvements to the northern section of Badgerow Park include:

- Removal of the old park and recreation building
- Construction of a new restroom building
- Addition of a new picnic shelter
- Additional parking and re-paving of parking areas
- Resurfacing of the tennis/basketball courts

Improvements to the southern section of the park include:

- Resurfacing of the tennis and basketball courts
- Additional parking and re-paving of parking areas
- Construction of a third baseball field
- The playground equipment located in both sections of the park is scheduled for replacement in 2001

Badgerow Park North is bordered on the north by an abandoned railroad line. This rail line, currently maintained as a Rochester Gas and Electric right-of-way, should be considered as part of a linear trail, which could connect to the Route 390 bike path to the west and the proposed Lake Ontario State Parkway bikeway to the north. (A substantial portion of this park is heavily wooded and slopes significantly to Slater and Fleming Creeks, making it undevelopable.) The existing restroom building at Badgerow Park South is outdated and needs to be replaced to meet current needs.

Recreational facilities that are located within Badgerow Park include:

Northern Section (7.5 acres developed)

- Restroom building
- 2 Tennis courts
- 1 Basketball court
- Playground equipment
- Picnic shelter (35 ft. in diameter)
- Nature trail
- Multipurpose field (used for soccer, football, and rugby)
- 1 Baseball field
- Parking
- Picnic area
- Passive green/wooded area

Southern Section (7.5 acres developed)

- Restroom building
- 3 Baseball fields
- 1 Multipurpose field (used for soccer and football)
- Nature trail
- 2 Tennis courts
- Picnic shelter (35 ft. in diameter)
- Picnic shelter (20 ft. x 15 ft.)
- Playground equipment
- Picnic area
- Parking
- Passive green/wooded area

Barnard Park

This park, at 410 Maiden Lane, is located on land leased from the Barnard Exempt Firemen's Association. The twenty-year lease will expire at the end of 2009. This park is 15.5 acres, with 10 acres formally developed. Opportunities for expanding recreational facilities exist within the undeveloped areas to meet the needs of those residing in the surrounding neighborhoods. Many improvements have been made to this park since the completion of the 1990 master plan. They include:

- Paving the existing parking lot
- Repairing the roof of the picnic shelter
- Reconditioning of ballfields
- New restroom building
- Thinning, pruning, and leveling of previously unmaintained wooded areas surrounding the park, to provide a clean, mowed appearance, which is aesthetically appealing and promotes better park security
- Installation of new backstops
- Creation of a 3rd little league field

New play equipment for the park is scheduled to be purchased in 2002 and more repairs to the ballfields are planned for 2001. Recreational facilities that exist in the park include:

- Restroom building
- 3 Baseball fields
- 1 Multipurpose field (used for football and soccer)
- 2 Tennis courts
- 1 Basketball court
- 1 Shelter (24 ft. x 24 ft.)
- Picnic area
- Play equipment
- Passive green/wooded area

Consideration should be given to providing practice lighting for the multipurpose field, as the demand for lighted fields grows. Before any additional improvements are made to this park, however, the future extension of the lease should be secured or the town should negotiate to purchase it.

Carter Park

This 12.6-acre park is located at 1281 Long Pond Road. Nine acres of the park are actively developed. Carter Park is a highly visible and accessible park. Greece Community Baseball uses and maintains the fields during the spring and summer months. Improvements to the park since the 1990 master plan was completed include:

- Expanded parking /parking lot re-paved
- Repairs to the picnic shelter
- New play equipment
- New backstops and fencing around ballfields
- Repairs to the restroom building

Recreational facilities that exist at the park include:

- 5 Baseball fields
- 2 Basketball courts (lighted)
- 4 Tennis courts (lighted)
- Restroom building
- Play equipment
- Streamside fishing
- Parking
- Shelter (22 ft. x 58 ft.)
- Picnic Area

There is vacant land adjacent to this park that may be acquired and developed in the future if needed; otherwise, this park is built out.

Sawyer Park

This 12-acre park is located at 732 Long Pond Road. Many improvements have been made to this park since the completion of the 1990 park master plan. They include:

- New restroom building
- New pavement with expanded parking
- Removal of dilapidated shelter
- New playground equipment
- Sand volleyball courts installed
- Erosion control installed along the creek banks

The recreational facilities and areas that now exist in the park include:

- Two lighted volleyball courts
- Playground equipment
- Shelter (30 ft. x 50 ft.)
- Parking
- Picnic area
- Restroom building
- Stream side/fishing access
- Wooded area
- Nature trails

The location of this park within a wooded area and adjacent to Round Pond Creek offers many passive recreational opportunities to nearby residents. Acquisition of land to the north should be explored to expand this park.

Adeline Park

This 6.5-acre park is located at 124 Armstrong Road, within the densely populated northeastern section of Greece. Many improvements have been made to this park since 1990, including:

- New playground equipment
- Elimination of a baseball field
- Addition of a soccer field
- New shelter constructed
- Remodeling of the existing community building
- Tennis and basketball court resurfacing
- Parking lot expansion

The recreational facilities and areas now located within the park include:

- 1 Baseball field
- 2 Mini Soccer fields
- 1 Basketball court
- 2 Tennis courts
- Picnic area
- Playground equipment
- Shelter
- Community building

Beverly Pappas Park

This small 5.16-acre park, located within a housing subdivision, is accessible from California Drive, Haviland Park and Bennington Drive. Improvements to this park since 1990 include:

- Tree planting
- Relocation of park entrance to 67 Haviland Park
- Replacement and expansion of playground equipment
- Extensive (to beautify and enhance the park)

There is no opportunity for the park's expansion because of the lack of available land adjacent to the park for purchase. Recreational facilities now include:

- Picnic area
- Play equipment
- Small sledding hill
- Small parking lot
- Green space

Grandview Park

This park consists of a total of 6.9 acres. The town owns 3.2 acres of the park and leases the rest. The lease is due to expire in 2060. There are many recreational facilities that exist at this small park; many have been improved over the past ten years. These improvements include:

- Parking areas were paved and expanded
- New playground equipment
- The soccer/baseball field has been reconditioned
- The picnic shelter was removed
- Tennis and basketball courts have been resurfaced.

The recreational facilities at the park include:

- 2 Tennis courts
- 1 Basketball court
- 1 Baseball field
- 1 Soccer field
- Picnic area
- Playground equipment

Channel Park

This narrow 2-acre strip of land, located at the northwestern corner of Long Pond Road and Edgemere Drive, has experienced many improvements over the past ten years. The park was once used primarily for fishing along the channel. Since 1990, the following improvements have been made:

- Created a parking lot (to remove parked cars from the shoulder of the road, and to accommodate a growing number of patrons)
- Added picnic area with tables and grills
- Added paved walkways and a boardwalk (making the channel handicapped accessible)
- Added playground equipment
- Brought in portable restrooms for the summer months

Frisbee Hill Park

This park consists of a total of 140 acres of land, of which 50 acres were once used for a municipal landfill. The landfill was closed and capped in the early 1990s. It is located at 141 Frisbee Hill Road. A small historic cemetery is located in the western section of the park. Since 1990, 37.2 acres of the park have been developed. The park is presently being used in the winter for sledding. A natural ice-skating pond is formed each winter in a low-lying area of this park, near the base of the sledding area. It has been suggested that a cabin could be constructed for skate rental and a place for those sledding and skating to get out of the cold. The recreational facilities and areas that presently exist in the park include:

- New playground equipment
- Expanded parking with new pavement
- Sledding hill
- Green space
- Picnic area

As development continues to occur in this section of the town, a separate study should be conducted to determine the future use of the park's undeveloped land. Consideration should also be given to using this park and the lands that surround it for a public/private golf course.

Columbus Park

This 9.8-acre park is located at 461 Bonesteel Street. It was acquired as part of a drainage improvement project. It is adjacent to property formerly leased for a summer playground program. The park features passive recreational opportunities along with playground apparatus, and a 15-car parking lot. Future improvements to this park are not recommended at this time.

Forest Hill Playground

This two-acre parcel is located at 41 East Manitou Road behind a restaurant and adjacent to a fire station. It has been leased from the restaurant owner for ten years. This lease will expire in 2003. The long-term ownership of this parcel should be determined before additional funds are spent on its development. If possible, the town should purchase this parcel to preserve the open space. It currently functions primarily as a neighborhood playground, with a mix of old and new equipment. It is suggested that all outdated playground equipment be removed and that the parcel be converted to open green space.

Pocket Park

This two-acre parcel is located at 375 Lakeshore Drive on land leased from the Neighborhood Association for 20 years. The lease expires in 2020. The land was leased by the town in 2000, and contains some old play equipment, along with a dilapidated tennis court and out-building. Plans to renovate this park are now being developed. The town should give consideration to purchasing this parkland as the lease nears expiration. The immediate priority will be to clean up the area and remove any safety hazards.

Nemetz Field – American Legion Post 468

This parcel is located at 344 Dorsey Road and is four acres in size. The town has a five-year lease with the American Legion with the option to renew at the end of the five-year period. It exists primarily as a baseball field, with adjacent parking and bleacher style seating. The American Legion should be approached by the town to purchase this land for continued use and development.

Town Hall Playground

This two-acre parcel is located at the rear of 1 Vince Tofany Boulevard on the new Town Hall campus. The playground consists of a play structure and play area with ample parking.

Beikirch Park

This park no longer exists as it was in 1990. It is adjacent to the new Town Center, which currently features a new Town Hall and Library. Remnants of this park include two lighted softball fields, along with an out-of-date restroom facility and an old storage shed. Future plans for this parcel of land call for total elimination of the remaining recreational facilities, as the municipal campus continues to grow. Future recreational facilities, such as an amphitheater, at the Town Center should be considered as part of its plans.

Henpeck Park

This park is located adjacent to the Erie Canal, and east of the intersection of Ridgeway Avenue and Elmgrove Road. Henpeck Park is part of an overall plan for the Henpeck Canal Access Center, which was recommended in the 1997 Town of Greece Erie Canal Plan. The park is partly situated on land owned by the NYS Canal Corporation, and also on the land within the County of Monroe right-of-way. The Town of Greece maintains the park. The park includes a picnic area, canoe launch, canal access for fishing, hiking trails, and parking; the parking is planned for expansion in 2001. Plans for a floating dock for launching small boats are to be implemented using a combination of town funds and grants.

Klafehn Park

This 73.64-acre undeveloped parcel is located at 3688 Latta Road. An elaborate plan prepared for the town in 1995 suggested the construction of multiple soccer and softball fields; tennis, basketball, volleyball, and bocce courts; a pavilion-style building with enclosed restrooms; a playground area; and a large parking area.

The future development of this park is generally considered by the town to be critical to the town's system of parks. However, the needs of the community are ever changing, and the 1995 plans for this park should be reviewed based on a recreation needs assessment that is recommended in Chapter V: Update Plan Elements and Recommendations. The lack of a recreation needs assessment as part of this plan update limits the understanding of how this park should be developed for the future. Problems with the lack of sanitary sewer facilities will also need to be addressed.

Table XIII-2, below, summarizes all of the town parks and their facilities.

**TABLE XIII-2
TOWN OF GREECE
PARK AND RECREATION FACILITIES**

PARK	TOTAL ACRES	ACRES DEV.	BASEBALL FIELD	SOCCER FIELD	MULTI-PURPOSE FIELD	BASKET-BALL COURT	VOLLEY-BALL COURT	TENNIS COURT	OPEN SHELTER	ENCLOSED BUILDING	PLAY-GROUND EQUIPMENT	REST-ROOM
Basil Marella Park (1)	101.70	61.00		6	1	2	2	6	2		Yes	Yes
Braddock Bay Park (2)	375.00	16.00							2	2	Yes	Yes
George Badgerow Park	66.30	15.00	4		2	1		4	3		Yes	Yes
Barnard Park	15.50	10.00	3		1	1		2	1		Yes	Yes
Carter Park (3)	12.60	9.00	5			2		4	1		Yes	Yes
Sawyer Park	12.00	10.00					2		2		Yes	Yes
Adeline Park (3)	6.50	5.00	1	2		1		2	2	1	Yes	Yes
Beverly Pappas Park	5.16	4.00									Yes	No
Grandview Park	6.90	4.50	1	1		1		2			Yes	Yes
Channel Park	2.00	2.00									Yes	No
Frisbee Hill Park	140.00	37.20									Yes	No
Columbus Park	9.80	2.00									Yes	No
Forest Hill Playground	2.00	2.00									Yes	No
Pocket Park	2.00	2.00									No	No
Nemetz Field	4.00	4.00	1								No	No
Town Hall Playground	2.00	2.00									Yes	No
Henpeck Park	4.00	4.00									No	No
Klafehn Park	73.64	0.00									No	No
TOTAL:	841.10	189.70	15	9	4	8	4	20	13	3		

- (1) Tennis courts, basketball courts, and volleyball.
(2) The Braddock Bay Lodge buildings are rented and may be reserved in advance. Note: Lodge may become nature center after 2001.
(3) Tennis courts and basketball courts are lighted.

XIIIB. Existing Public School Recreational Facilities

The majority of the town's public school students attend the Greece Central School District, with the remainder attending school in Hilton Central Schools and Spencerport Central Schools. All Greece Central schools are located in the town; Hilton Central Schools has only one school in Greece (Northwood Elementary School), and Spencerport Central Schools does not maintain any schools in the town. Therefore, the following discussion about public schools will focus on the Greece Central School District.

Greece Central School District

The Greece Central School District owns and operates eleven elementary schools, three middle schools, three high schools, and three schools of choice, which include two elementary schools and one school for grades 6-12. In addition, the district owns four undeveloped parcels earmarked for future schools. Representatives from the school district provided assistance in updating the 1990 Parks and Recreation Master Plan regarding school facilities.

The district controls the majority of indoor and outdoor recreational facilities in the town, including fields, gymnasiums and courts. It has been very generous in making these facilities available to the town, co-sponsored groups and private groups, when not being used for extracurricular school activities. The town in turn has assisted with the maintenance of facilities on a scheduled basis, specifically, during the summer when school maintenance is reduced.

Since the 1990 master plan was completed, the school district has built a new middle school on Island Cottage Road adjacent to the Arcadia High School and a new elementary school on English Road between North Avenue and Long Pond Road, called Pinebrook Elementary. New athletic facilities were provided along with these new schools and are reflected in the table that follows. In 2000, Greece residents passed a bond issue for a \$119,500,000 Capital Improvement Program that will provide for building repairs, renovations and/or additions to all district schools. Improvements to recreational/athletic facilities include:

- Renovating/replacing playgrounds and landscaping at all the elementary schools by the year 2003.
- Construction of all-weather tracks at:
 - Apollo Middle School
 - Arcadia High School
 - Athena Middle School and High School
 - Olympia High School
- Renovation of the gymnasiums at:
 - Apollo Middle School
 - Arcadia High School
 - Athena Middle School
 - Athena High School
 - Holmes Road Elementary School
 - Odyssey Middle/High School
 - Olympia High School
- Addition of a new auditorium and stage at the Athena High School (which will become the largest theater in the Town of Greece).

The school district also has plans to add two soccer fields. The location of these fields has not been determined at this time. The district also is looking for funding to add four more fields to meet school and community needs. West Ridge Elementary School was once used as a senior center, meeting center and activity center. In 1990, the school district reclaimed the community center for use as an elementary school and added a 35,000-square-foot addition to house day care, senior center and other activities. The district's fields, gymnasiums and the swimming pools are in constant use for athletic events, recreational use and instruction year around. The Greece Central School District and the Town of Greece have an excellent working relationship. The school district encourages use of school fields by town-sponsored organizations from May through November with few interruptions. The town's Department of Public Works lines ballfields as needed and assists in maintenance responsibilities. The district owns four undeveloped sites, primarily located in the western part of the town. The possible use of these lands for new schools has not been determined at this time. As in 1990, the school district will consider specific proposals from the town for use of any of these sites for the development of recreational facilities. The locations of these parcels are:

- North Greece Road, north of West Ridge Road – 15.3 acres
- Latta Road, adjacent to Athena High School property – 18.6 acres.
- Elmgrove Road, south of West Ridge Road – 14.4 acres.
- Town Center Site – 18 acres

Hilton Central Schools

The Northwood Elementary School is the only Hilton Central Schools facility in the Town of Greece. The school site is approximately 65 acres, with an extensive amount of land in the rear of the property that is vacant. There may be an opportunity for use of this land for future town recreational activities.

XIIC. Existing Parochial School Recreational Facilities

There are six parochial schools presently operating in the Town of Greece. They include:

- **St. Charles Borromeo:** The school is located at the corner of Maiden Lane and Dewey Avenue in a densely populated residential area. There is no room on the property for expansion.
- **Our Mother of Sorrows:** This school is located on the corner of Mount Read Boulevard and Latta Road. The school has access to the athletic fields at the nearby Paddy Hill School.
- **Greece Christian School:** This school is next to the Assembly of God Church at 750 Long Pond Road on an 11.81-acre site. It is located adjacent to Sawyer Park, the Greece YMCA and Athena High School. There is very little space for the addition of new recreational facilities.
- **St. Lawrence School:** This school is located on North Greece Road on a 17-acre site. The neighborhood surrounding this school is growing rapidly with single-family homes and commercial development.
- **Grace and Truth Sports Park:** This park is located at 1039 North Greece Road. This 58-acre site currently holds a soccer field, two practice ballfields, and a baseball field for games. It is not completely developed. The fields are used primarily for church-sponsored programs. Town use of these fields may be a possibility that should be explored further.
- **St. John the Evangelist:** This 9.9-acre school site is located at 2500 West Ridge Road. It is fully developed with buildings, parking areas, athletic fields and playgrounds.

Table XIII-3, below, summarizes the recreational facilities that are located at the public schools described above.

**TABLE XIII-3
PUBLIC SCHOOLS RECREATIONAL FACILITIES**

SCHOOL	TOTAL ACRES	SOCCER FIELD	FOOT-BALL FIELD	BASE-BALL FIELD	SOFT-BALL FIELD	INDOOR POOL	TRACK	BASKET-BALL COURT	TENNIS COURT	PLAY-GROUND EQUIPMENT
Olympia High School	55.00	6	2	2	3	1	1	2	6	No
Odyssey Middle/High School	8.00	1			1			1		Yes
Arcadia Middle/High School	79.00	5	2	2	1	1	1	2	4	No
Athena Middle/High School	66.00	5	2	2	2	1	1		8	Yes
Apollo Middle School	32.40	2	1	1	1		1		2	No
Autumn Lane Elementary School	20.00	3						1		Yes
Barnard Elementary School	7.00	1			1			2		Yes
Brookside Elementary School	18.00	2			1			3		Yes
Buckman Heights Elementary School	15.00	2						2		Yes
Craig Hill Elementary School	19.00	2						2		Yes
English Village Elementary School	19.00	3								Yes
Holmes Road Elementary School	15.00	2			1					Yes
Kirk Road Elementary School	15.00	3						2		Yes
Lakeshore Elementary School	15.00	2								Yes
Longridge Elementary School	22.00	4	1							Yes
Paddy Hill Elementary School	19.00	3						2		Yes
Parkland Elementary School	15.00	3								Yes
Pinebrook Elementary School	15.30	3								Yes
West Ridge Elementary School	13.00	3						2		Yes
Northwood (Hilton) Elementary School	64.60	2								Yes
TOTAL:	532.30	57	8	7	11	3	4	21	20	16

XIIID. Existing County and State Recreational Facilities

The town residents enjoy many acres of passive recreational lands owned by New York State and Monroe County. A description of these facilities is provided below.

Braddock Bay Fish & Wildlife Management Area

The New York State Department of Environmental Conservation controls the Braddock Bay Fish & Wildlife Management Area, which is approximately 2500 acres of wetlands and other natural areas. Braddock Bay Park is located within this area. It is one of four properties that the town leases from New York State, and has been discussed earlier in this document. A plan referred to as the Braddock Bay Fish and Wildlife Management Plan, which established the goals and objectives for the entire area, was created in 1982 and revised as recently as 1987. No revisions to the plan have been completed since the 1990 Parks and Recreation Master Plan. The goals for the plan are:

- To promote and protect habitat for fish and wildlife for spawning, nesting and food supply.
- To provide maximum public opportunity to utilize the area for activities such as wildlife observation, hiking, photography, education, controlled hunting and trapping activities and fishing. Specific wildlife recreational use and activities for the entire Fish and Wildlife Management Area include:
 - Overlooks
 - Bird Watching
 - Nature Trails
 - Wildlife Photography
 - Observation Towers
 - Guided Nature Tours
 - Nature Education

Greece Canal Park

This Monroe County park consists of a total of 659 acres, including 88 acres that the County acquired in 2000. It is located in the southwestern corner of the town between Elmgrove Road and Manitou Road. The 88 acres were purchased to connect two separate park parcels and to provide additional frontage on the Erie Canal. As of this writing, the County has proposed to use the newly acquired land for a tournament-level soccer complex. The master plan for the older sections of the park was updated in 1994. The update reports that there are two existing use areas in the park. The Main Lodge area includes the lodge building with accessible restrooms, parking, a ballfield, soccer field, tennis courts, and a play area. The area is served by the main entry drive from Elmgrove Road and by water, electric and sanitary sewers. Groups and individuals use the area primarily for active recreational activities. The Rotary Park was a separate park facility that has been incorporated into the Greece Canal Park and is now referred to as the Rotary Lodge area. It includes a lodge building with restrooms, a sandlot ballfield and a play area. It is served by a narrow drive off Elmgrove Road with limited parking, as well as public water, electric, and an onsite septic disposal system. The area is reserved by groups for events and by the Greece Rotary for its programs. Access to the canal trail is provided by a boardwalk located adjacent to the canal.

XIII. Existing Private and Semi-Private Recreational Facilities

A discussion of the private and semi-private recreational facilities located within the town is provided below. These are noted because of their availability to Greece residents even though their availability may be on a limited basis.

Golf

- Ridgemont Country Club is a 145-acre private recreational facility with an 18-hole golf course and an outdoor swimming pool. It also has an extensive practice (golf) facility. It is located near the corner of West Ridge Road and Elmgrove. It is not open to the public.
- Lake Shore Country Club is located near the intersection of Greenleaf and Ling Roads. The facility includes an 18-hole golf course, a nine-hole executive par-3 course (Shore Acres), and a par 3, 6-hole course. The facilities are open to the public for a fee.
- Latta Lea Par 3 is located on Latta Road on the border with the City of Rochester. It is a 9-hole course open to the public for a fee and does not have additional space for expansion.

Ice Skating/Roller Skating

- Lake Shore Hockey Arena – This facility is one of the few enclosed ice-skating rinks available in Monroe County, and as such, is a facility widely used by town residents and people who are not residents of the Town of Greece. This facility is open throughout the year and offers various programs for hockey and roller hockey.
- Horizon Fun FX Family Entertainment Center – This facility is located on Ling Road, just off of Dewey Avenue. It provides an indoor play area for children; an arcade; roller skating; and an indoor skate park for bicycles, skateboards, and rollerblades. This facility is available to the general public for an entrance fee. A proposal has been presented to the town for an indoor soccer area, which would occupy 35 percent of the building. A variety of activities involving soccer would be available.

The Greece YMCA

This 7+-acre site maintains numerous indoor and outdoor facilities available to residents of Greece and the general public. The YMCA has dramatically increased its membership from 4,000 to 8,000+. Of the 8,000 members, 1000 are teenagers. The physical facility as well as the programming has multiplied over the years. In 1997, a 1200-square-foot teen center was added. Also added was an inground swimming pool, 24 ft. x 48 ft. This pool is open for general swimming to its members. Recently, an additional 7000 square feet was added to the existing facility. The wellness center will be moved into the new space and a new family adventure center, with child watch services, will be housed in the space previously used by the wellness center. The membership continues to enjoy a baseball field/soccer field, a small playground, picnic shelter, weight room and nautilus, double gym and large 25-yard swimming pool. Programs include: swimming groups; arts and crafts; kids' nursery school; youth sports clinic; baseball; field hockey and gym hockey; gymnastics classes; senior citizens gym and swim; summer camp; and open gym. The programming has expanded to include many new activities specifically for teenagers, such as teen time, new leadership development club, and minority achievers program. The only prior programs discontinued are the basketball leagues. **Table XIII-4**, below, summarizes all of the recreational facilities located in the town by activity (baseball, softball, soccer, etc.).

XIIIF. Summary of Recreational Facilities located in the Town by Activity

The following table provides a summary of all recreational facilities by activity which are located in the town within town and county parks, at public schools (Greece and Hilton Central Schools), private schools (e.g., St. Charles, Mother of Sorrows, etc.) and at commercial sites (e.g., YMCA, Ridgemont Country Club, etc.). Those facilities at town and county parks and public schools are considered available for public use. Those located at private schools and commercial sites are not, but may be available if special arrangements can be made. After a recreation needs assessment is completed, this chart should be referred to as a resource for planning for the future.

**TABLE XIII-4
TOTAL EXISTING PUBLIC RECREATIONAL FACILITIES,
TOWN OF GREECE**

ACTIVITY	TOWN	COUNTY	PUBLIC SCHOOL	PRIVATE SCHOOL	COMMERCIAL	TOTAL AVAILABLE TO THE GENERAL PUBLIC
Baseball	16	1	7	7	1	24
Softball			11			11
Soccer	9	1	55	4		65
Multipurpose Fields	4		8			12
Track			4			4
Basketball	8		21	4		29
Tennis	20	3	20	6		49
Playground	14	1	16	5	1	36
Volleyball	4				1	4
Pavilions	14	2				16
Golf					32	
Swimming Pool			3		2	3
Marina	1					1
Picnic Area	11	2				13
Frisbee Golf	27					27

Private and commercial recreational facilities are not available for public use at all times.

CHAPTER III: DEVELOPMENT OF A COMPREHENSIVE VISION

There is one universal rule in planning:

“A town will never be greater than the vision that guides it.”

A town’s master plan shapes how it functions as a community and reveals the community’s collective aspirations, values, and vision for the future. An important part of the planning process used to complete this Plan Update, was the preparation of a vision statement by town representatives. At a planning workshop, an Advisory Committee comprised of members from various departments and boards participated in a planning workshop to develop a vision statement to guide the evolution of the Plan Update and ultimately, the evolution of the town. Those present were invited to write down their mission statement for the town’s future. These mission statements were reviewed and common factors of each statement were included in the vision statement provided below. Many of the mission statements focused on specific areas of interest, such as housing, recreational resources, and economic conditions. Those points were included in the goals written for the plan elements. A community’s Vision Statement generally describes the community’s direction over the next ten to fifteen years; i.e., how it will guide development and manage its resources.

I. Vision Statement

It was the consensus of the Advisory Committee that the following statement most accurately describes the vision for future of the Town of Greece.

The Town of Greece envisions itself as a physically, socially, and economically diverse community with an abundance of natural resources. It will continue to be a safe, well-maintained town that offers a variety of residential neighborhoods, as well as job opportunities, quality education, recreation, and shopping experiences. Greece’s residents enjoy living, working, raising families, and retiring in the town, both now and in the future.

II. Goals & Objectives

Goals and objectives are an essential part of the comprehensive planning process. In order for a community to guide land use and development, it must have measurable goals or milestones to systematically implement. The following goals and objectives serve as the starting point from which plans for land use, transportation, and community facilities and services can be developed. They will be translated into policies, activities, projects, and programs for implementation and future development.

The following goals and objectives were developed to achieve the town's vision:

IIA. Housing

Goal: Provide a full range of housing opportunities to meet the variety of housing needs that exist in the town.

Objectives:

- Provide for sufficient senior citizen housing that is affordable and above basic standards.
- Provide a normal distribution of housing stock by value and type.
- Develop and implement a comprehensive program for renewal of older neighborhoods, and to then maintain them as physically attractive areas.
- Provide for more diverse housing opportunities for senior citizens, empty nesters, startup families, and limited income households.
- Provide for more upscale housing opportunities to support the emphasis on "Quality of Life" and to meet the needs of the community in attracting new businesses.

IIB. Recreation, Open Space, and Preservation of Environmentally Sensitive Lands

Goal: Provide sufficient, well-located, active and passive recreational opportunities for town residents, while preserving environmentally sensitive lands.

Objectives:

- Ensure that recreation and community services are spatially distributed within each of the proposed planning districts.
- Preserve the existing environmentally sensitive natural areas remaining in the town, especially those near and adjacent to Lake Ontario.
- Allocate resources to provide for more parks and recreation areas, as needed, in under-served and developing sections of the town.
- Develop and implement storm water management guidelines and best practices to treat storm water run off, protect streams, and to assure the quality of surface water that enters the town's ponds and Lake Ontario.
- Continue to work cooperatively with other agencies (e.g., Monroe County) and the school districts to share in the development and maintenance of recreational facilities.
- Appropriate funds for the purchase or other acquisition of land or development rights, to preserve open space.
- Adopt a standard or preferred level of service for open space and recreational facilities serving residential areas (e.g., 6 acres of open space per 1000 residents).
- Acquire land on the lakefront and the Erie Canal for public use and to promote tourism.
- Identify, acquire, and preserve pristine forestland.

IIIC. Land Use

Goal: Promote economic development, convenient commercial services, and employment opportunities by encouraging commercial, office, and light industrial uses in specific areas of the town.

Objectives:

- Revise zoning regulations to ensure that the transition from one land use to another is logical and nonintrusive.
- Develop guidelines for a good mix of commercial, residential open space, public facilities, and industrial uses that result in an adequate tax base.
- Ensure that the future land use plan for the town's northwestern quadrant includes a mix of uses and neighborhood retail.

IID. Economic

Goal: Strengthen the economy of the town by encouraging a growing and broad economic base.

Objectives:

- Create the Town of Greece Canal Front District as a center for commerce and recreation.
- Provide for more high-tech industries in the future land use plan.
- Provide for waterfront recreational and commercial uses in the future land use plan.
- Encourage diversified industrial growth.
- Develop a plan that results in an economically vibrant and diverse community with an appropriate mix of residential, commercial, and high-tech industrial development.
- Occupy vacant commercial properties and enhance adjacent residential neighborhoods.

III. Transportation

Goal: Provide safe, efficient transportation for people and goods within, through, and around the Town of Greece.

Objectives:

- Develop and implement a plan to connect current and future trails, bikeways, and walkways to provide access throughout the town by means other than the auto or mass transit.
- Develop a traffic circulation plan for safety and ease of travel.
- Develop and implement a revitalization plan for the town's major commercial corridor to mitigate traffic conflicts, provide for physical enhancements, and to ensure economic future viability.

IIIF. Utilities

Goal: Promote development, maintenance, and enhancement of public utilities in a cost-effective manner in accordance with the land use policies presented in the Community Master Plan Update.

Objectives:

- Identify future growth areas to which utilities will be extended.
- Require that all on-site sewage disposal systems be designed in accordance with Monroe County regulations.
- Require electrical, telephone, and cable television lines to be installed underground, where practical.
- Continue to work cooperatively with Monroe County to identify and reduce unregulated flow into the town's sanitary sewer system.

IIIG. Historic Resources

Goal: Preserve Greece's heritage through the protection of its historical resources.

Objectives:

- Work with the Landmark Society of Western New York, Inc. to update the inventory of significant historical resources that give the town its special character.
- Identify historic areas within the town that should be recognized for their significance, and develop policies for their protection and enhancement.

III. Growth Management

Goal: Develop policies, programs, and regulations that control growth in the town, as prescribed in this Community Master Plan Update.

Objectives:

- Adopt campus-style design guidelines for new commercial/industrial properties.
- Design a master plan that accounts for the eventual uses of all land in the town, to provide for adequate future community facilities and open space.
- Incorporate retail/professional services in the future land use plan for the Canal Ponds areas.
- Identify and preserve environmentally sensitive lands in northwestern Greece.
- Plan for regional, community, and neighborhood commercial growth in centers rather than strip development; also, provide for increased parkland in developing residential areas.
- Determine a reasonable apportionment between industrial base and residential growth.
- Provide for a “Village Center” zone for village-type development within the Canal Front District.

CHAPTER IV: PLAN ELEMENTS & RECOMMENDATIONS

This chapter of the Community Master Plan Update identifies the recommendations that will guide development in Greece over the next 10 to 15 years and beyond. These recommendations, when implemented, will control and direct growth in the town while preserving and enhancing the quality of life for all town residents. As stated in the Vision Statement presented in the previous chapter, the town recognizes the value of its unique natural characteristics as well as its social, physical, and economic diversity; variety of residential neighborhoods; quality of education; wealth of job and recreational opportunities; and shopping experiences. It is the goal of these recommendations to protect and enhance these qualities of the town and direct future growth accordingly.

Typically, master plans are designed to serve a community for 20 years. However, to assure that the town stays on the path that it mapped for itself in this document, these recommendations should be reviewed and updated every five years to reflect Greece's changing needs. The Town of Greece is nearing build-out. There will continue to be significant pressure on the town to develop its remaining vacant lands. If future development is not managed effectively, it will present a serious strain on the town's community services and jeopardize its unique natural characteristics. The recommendations presented herein detail how to manage Greece's future growth through the use of a Proposed Land Use Plan and recommended growth management tools. Recommendations also are provided for maintaining and upgrading the town's transportation system, utilities, parks and recreational system, historic features, housing stock, and economy. The Plan Recommendations are discussed in terms of the Plan Elements that follow.

I. Future Land Use

There are many factors to consider when determining how the Town of Greece will continue to grow in the future. Input provided by town officials, staff, and residents provides tremendous insight into the concerns of the residents and their expectations, hopes, and dreams for the future. The Inventory and Analysis not only provided a necessary understanding of the town's resources, opportunities, and constraints, but also identified issues requiring further study. All of this was synthesized into the land use recommendations provided below.

The map titled **Figure 5: Future Land Use** illustrates the patterns of future land use on a geographic basis and by planning district. The town is subdivided into planning districts as a growth management tool and for describing and implementing the Community Master Plan Update recommendations that are provided in this chapter. These recommendations will be discussed in terms of land use, as well as the specific area of the town (planning district), in which they apply. Planning districts, which were determined after conducting the Inventory and Analysis, are areas that share common problems, issues, and opportunities. The boundaries for the planning districts generally are manmade or natural features, such as major or minor arterials, major collectors, town lines, or bodies of water.

Land use recommendations are presented below, first by describing each category of recommended land use, and then by discussing how these land use categories apply to each planning district. Later in this section, recommendations specific to housing, economics, utilities, transportation, historical resources, recreational facilities, and growth management are provided by plan element.

IA. Land Use Categories

The future land uses recommended in Planning Districts #2 through #11 are defined using the land use categories described below. Land use recommendations for District #1 and the Erie Canal Corridor portion of District #7 are taken from the Local Waterfront Revitalization Program (LWRP), which was prepared in 1999.

The general land use categories are described below. It should be noted that housing for senior citizens should be encouraged to occur anywhere within the town that it is deemed to be appropriate, and should not be limited to a particular planning district. As a general guide, it is recommended that housing for senior citizens should be located near commercial areas, major travel routes, and community services.

High-Density Residential: The intent of this land use category is to promote the type and density of residential development that currently is occurring in the most urbanized sections of the town (See Planning Districts #2, #3, and #6).

Medium-Density Residential: The objective of this category is to provide for a transition from the more urbanized residential sections of town on the eastern side to the more rural areas in the west. (See Planning Districts #5, #6, #8, and #9).

Medium-to-Low-Density Residential: The purpose of this land use category is to continue the type of residential development that currently exists within designated areas, as well as to provide for a transition from medium residential density to a more rural environment. (See Planning Districts #10 and #11.) New residential development in this category could be in the form of traditional single-family lots or clustered housing.

Low-Density Residential: The intent of this category is to encourage residential densities of one dwelling unit per acre or less. The method of achieving this density would depend on whether septic systems or sanitary sewers were used. (See Planning Districts #5, #7, #10, and #11.)

Parks & Recreation Areas: This category includes the larger town parks, the active recreational area of Greece Canal Park, the Greece Little League fields, and existing and future golf courses.

Natural Areas: These are areas within the town that should be protected because of their unique environmental characteristics.

Town Campus: This consists of a single area where it is recommended that the town continue the concept of developing a town campus with government offices and a library, as well as a community center and site for community festivals such as the town's annual end-of-summer celebration.

West Ridge Road Corridor: This designation encompasses an area that previously was studied in 1995, primarily for future transportation improvements. This is Greece's primary commercial area.

Neighborhood Centers: The purpose of this category is to allow for a mixture of small-scale office, commercial, multifamily residential, and public uses to create a sense of place and identity at the neighborhood level.

Industrial: This category includes manufacturing and office uses, such as those found in Kodak Park and Canal Ponds Business Park.

IB. Recommendations by Planning District

Land use recommendations and descriptions of each planning district are provided below.

Planning District #1

This district is bounded on the east by the City of Rochester; on the south by Hincer Road; Frisbee Hill Road, East Manitou Road, and the Lake Ontario State Parkway; on the west by the Town of Parma; and on the north by Lake Ontario.

This district could be referred to as the Lakefront District because it incorporates the lakefront area identified in the town's Local Waterfront Revitalization Program (LWRP). This district includes the Braddock Bay Fish and Wildlife Management Area, single-family residential neighborhoods developed along the lakeshore, and some large vacant parcels. The Town Board should implement the recommendations of the LWRP in this area. A summary of the LWRP land use recommendations is provided below. The Future Land Use Map indicates the specific areas within District #1 where these land use recommendations apply.

- *Critical Environmental Areas* – The area near the Lake Ontario waterfront has several sensitive environmental areas. These sensitive areas should be protected further from the adverse effects of human activities. The majority of these critical environmental areas are wetlands, which contain significant wildlife habitats. These areas should be disturbed as little as possible and should not be developed.
- *Conservation & Passive Recreation Areas* – These areas are located adjacent to critical environmental areas and require conservation efforts such as open space acquisition. Passive recreation should be permitted in these areas. Permitted activities include: picnicking; biking (designated trail only); hiking; walking/jogging; fishing; hand-carry boating facilities; environmental education facilities (e.g., nature centers); associated parking; and other similar low-impact uses.
- *Parks & Active Recreation Areas* – Parks and recreation areas are high-programmed areas that primarily include the existing active recreation areas (e.g., marina areas at Braddock Bay Park, golf courses). Permitted activities include: boating facilities; golf courses; restrooms; trails; fishing piers; associated parking; and other similar types of active recreation uses. Public access to the water should be promoted wherever feasible in these areas.
- *Existing Mixed Use/Residential Areas* – The existing mixed use/residential areas within the Lake Ontario waterfront boundary are substantially built out. The primary focus in these areas should be to protect and enhance the existing residential properties. Future development in these areas should be reviewed critically for consistency with the LWRP goals and for potential negative environmental impacts.
- *Business Enhancement Areas* – These areas would allow a mix of commercial and industrial uses, which can take advantage of their proximity to the waterfront. Development standards should be established to enhance the visual character; ensure appropriate land use transitions and buffers; and to provide for public access, recreational opportunities, and tourist services in these locations.

Planning District #2

Bounded on the north by the Lake Ontario State Parkway; on the east by the City of Rochester; on the south by West Ridge Road; and on the west by Stone Road, Mount Read Boulevard, English Road, Dewey Avenue, and North Park Drive.

This district predominantly consists of high density, small single-family residential lots that were developed before World War II. It is part of the early-urbanized area of the town and is nearly fully developed in a largely grid-like pattern, with few vacant parcels. This district has neighborhood centers for goods and services, as well as community facilities such as Adeline Park, Beverly Pappas Park, George Badgerow Park, and Lakeshore Elementary School. Priorities for District #2 include the preservation of the current housing stock, maintenance of housing values, and the physical enhancement of the district.

It is recommended that the residential character of this district be strengthened by concentrating commercial development in the neighborhood centers, as designated on the Future Land Use Map. Commercial and industrial zoning should be eliminated from parcels that are outside the recommended locations for neighborhood centers. Neighborhood centers should be focused at:

- The intersection of Latta Road and Dewey Avenue, and along Dewey Avenue in the vicinity of Northgate Plaza.
- Dewey Avenue, between Maiden Lane and the Rochester city line.
- Stone Road (northern side), in the vicinity of the Dewey Avenue intersection, between Almay Road and the western boundary of the existing commercial parcels that are just west of Barnard Elementary School.
- Stone Road (southern side), in the vicinity of the Dewey Avenue intersection, between California Drive and Beaumont Road.

These neighborhood centers should be comprised of mixed uses, including multifamily housing, office, retail, and community facilities such as fire stations and small community centers. Neighborhood centers provide a sense of identity and a gathering place for those living in the surrounding neighborhoods.

Because of the early urbanization of this area, it is recommended that particular care be taken to preserve and enhance the district's physical environment. A comprehensive neighborhood revitalization program for the area should be developed and implemented. This program would include the rehabilitation and maintenance of buildings and the replacement of outmoded infrastructure such as sidewalks, streets, sewers, and lighting. Community participation is important in effectively advancing a neighborhood revitalization program.

It also is recommended that design guidelines be established for future development and rehabilitation of existing properties. Design guidelines coordinate and direct the design of commercial properties to reflect the desired character of a community. The design guidelines should begin with a review of those buildings in the neighborhood centers that exhibit design qualities that could be emulated in future buildings. This would extend the local design characteristics that define the area. Design guidelines could be developed as part of revitalization corridor studies recommended for both Stone Road and Dewey Avenue. Specific attention should be given to these two streets, to identify improvements that would alleviate traffic congestion and enhance their overall appearance.

Planning District #3

Bounded on the north by Lake Ontario State Parkway; on the east by Stone Road, Mount Read Boulevard, English Road, Dewey Avenue, and North Park Drive; on the south by West Ridge Road; and on the west by Route 390.

This planning district is similar to Planning District #2 in that it predominantly consists of older single-family development in a grid-like pattern. There are three small parks within this district: Nemetz Field; Barnard Park; and Columbus Park. Other public facilities include Arcadia Middle/High School, Apollo Middle School, and English Village Elementary School. There is very little open space within this district, because of its dense development. At the southern end of the district, there is intense commercial development along West Ridge Road. Unless it is controlled, this intense commercial development will continue to cause serious land use conflicts.

The recommendations for this district are similar to those provided for Planning District #2. Once again, infill residential development should continue to be high-density. Because of the early urbanization and age of the structures located in this area, it is recommended that a comprehensive neighborhood revitalization program for this district should be developed and implemented. The objective for the program would be to devise ways to rehabilitate and maintain buildings and to replace aging or inadequate infrastructure. Community participation is important in effectively advancing a neighborhood revitalization program.

There is one neighborhood center in this district; it is located in the vicinity of the intersection of Mount Read Boulevard and Maiden Lane. Multifamily dwellings and office uses should be encouraged to provide a transition from the commercial uses located at the intersections, to the surrounding single-family residential neighborhoods. All other commercially zoned parcels located beyond the boundaries of the neighborhood center should be changed to a residential designation.

The southern part of District #3 should be incorporated into the West Ridge Road Corridor Overlay District; this is discussed further in the section devoted to this corridor, below.

Planning District #4

Bounded on the east by the City of Rochester; on the north by Maiden Lane; on the west by Route 390; and on the south by the City of Rochester.

The predominant land use in this district is industrial (Eastman Kodak facilities). There are some small-lot, single-family dwellings, and there is intensive commercial development along West Ridge Road. This mixed use results in land use conflicts that should be addressed.

The primary land use recommendation for this district is to support Kodak in maintaining its local employment base, through continued industrial designation of its facilities. The residential parcels located along Ridgeway Avenue are recommended to evolve over time to office or other appropriate transitional uses. The adjoining industrial area does not lend itself well to a residential environment and residential development. Office uses are more compatible with the district's industrial environment.

The town's commercial business exemption program should include residential properties that are converted to office use. It also is recommended that design guidelines be created as part of the industrial zoning classification, to allow for a better transition from industrial uses within this district and District #7 to adjacent residential areas.

Planning District #5

Bounded on the north by Lake Ontario State Parkway; on the east by Route 390; on the south by English Road; and on the west by Long Pond Road.

Development within District #5 is primarily single-family residential neighborhoods that occurred during the so-called “1st Ring” of suburban development during the 1960s and 1970s. Lot sizes are larger than in Districts #2 and #3, and subdivision patterns are curvilinear. Sawyer Park, Athena Middle School/High School, and Kirk Road Elementary School are located within this district. There are few vacant parcels; some of these currently are used for agricultural purposes. Commercial development is concentrated at various intersections along Long Pond Road.

Districts #2 and #3 are the areas of early development of the town; they have older infrastructure and older buildings. The recommendations for these districts call for a concentrated effort to revitalize and maintain their physical appearance. Planning District #5 was the next area to be developed in the evolution of the town. An analysis of the existing land use indicates that it has the necessary commercial and community facilities to serve its population. If additional development occurs in this district, the majority of it should be medium density residential. Two of the exceptions to this recommendation are the environmentally sensitive parcels located between Janes Road and the Lake Ontario State Parkway, and the agricultural parcels located south of Latta Road. If development occurs on these parcels, it should be low-density residential (i.e., at an overall density of one dwelling unit per acre or less). The method of achieving this density would depend on whether septic systems or sanitary sewers are used. The purpose of large-lot residential development is to provide opportunities for upscale housing on large lots. The purpose of cluster-type residential development is to preserve more of this planning district’s available open space. The lower overall density that results from either of these types of development would minimize long-term operating expenses that the town would incur to provide services to the residents of this area. Large-lot residential development could use septic systems instead of sanitary sewers. Although cluster-type development would use municipal sanitary sewers, its relatively compact placement of houses would reduce the operation and maintenance expenses for town infrastructure, compared to a conventional housing tract.

The parcels in this planning district that are used for agricultural purposes should continue in their present usage. Consideration should be given to including these parcels in an agricultural district. Alternatively, these parcels could be developed as low-density single-family residential, using one of the two methods described above.

It is recommended that neighborhood centers should be concentrated at the intersection of Long Pond Road and English Road, and south of the intersection of Janes Road and Long Pond Road. As recommended for other neighborhood centers, design guidelines should be prepared to control the future development of these commercial properties, to maintain and enhance the character of the surrounding neighborhoods. Also, a diversity of land uses should be allowed to occur within this neighborhood center, including multifamily residential uses, office, retail, and civic uses. These uses will support themselves economically, as well as provide close-to-home employment and shopping opportunities for nearby residents.

Planning District #6

Bounded on the north by English Road; on the east by Route 390; on the south by West Ridge Road; and on the west by Long Pond Road.

This planning district is similar to District #5, except that the residential development in the southern half of the district is older and located on smaller lots. This housing was constructed to meet the demand for housing for employees of the Eastman Kodak facilities located in District #4. Basil Marella Park, a large community park with a significant amount of wooded land, is located in the northeastern corner of this district. Public schools located in this district include Athena High/Middle School, Parkland-Brookside Elementary School, and West Ridge Elementary School and Community Center. A few vacant lots still remain, and intensive commercial development is located along West Ridge Road.

This district is almost fully developed, and many of the recommendations proposed for District #5 also would apply here. One difference is that if infill development occurs between Maiden Lane and West Ridge Road, it should be medium-high density residential; this is similar to the existing density, but somewhat higher than in District #5. If any infill development occurs elsewhere in the district, it should conform to the existing medium density residential area.

District #6 also includes part of the overlay district for the West Ridge Road Corridor. It is important to provide guidelines to mitigate land use conflicts between commercial uses in the corridor and adjacent residential areas. This will be discussed below in the West Ridge Road Corridor section.

Commercial development should be concentrated at specific locations within this district. Besides the neighborhood center located at the intersection of Long Pond Road and English Road, the only other neighborhood center to serve this district is shared with District #8. This center, which is located at the intersection of Maiden Lane and Long Pond Road, currently is zoned commercial. Those parcels located along Vintage Lane that currently are being farmed should be preserved for continued agricultural use.

On the whole, the zoning and character of existing development along Long Pond Road is predominantly single-family residential. This also is true for Mill Road and Vintage Lane, and for their intersection with Long Pond Road. The zoning and character of this intersection, which is shared with District #8, should remain single-family residential.

Planning District #7

Bounded on the north by West Ridge Road; on the east by Route 390; on the south by the Town of Gates; and on the west by the Towns of Parma and Ogden.

Planning District #7 primarily consists of single-family residential neighborhoods developed in the 1950s, 1960s, 1970s, and 1980s. The densities of the neighborhoods increase with their age, ranging from medium-high to medium-low. The area north of the Erie Canal and east of Elmgrove Road essentially is built-out, with a few remaining vacant parcels. If infill development occurs in this part of the district, it should conform to the surrounding residential area. If infill development occurs on the few vacant parcels that remain west of Elmgrove Road and outside of the West Ridge Road Corridor, it should be low density residential.

A significant portion of the West Ridge Road Corridor Overlay District is within District #7. It is important to provide guidelines to mitigate land use conflicts between commercial uses in the corridor and adjacent residential areas. This will be discussed below in the West Ridge Road Corridor section.

In the southeastern corner of the district, there are industrial and office parcels where Canal Ponds Business Park is located. South of the canal, between Long Pond Road and Manitou Road, there are 490± acres of vacant land, which Gedpro, one of the town's local development corporations, recently purchased from Eastman Kodak Company. This land is suitable for large-scale commercial, office, or industrial development because of its proximity to major roadways and the availability of electricity and sanitary sewer hookups.

The LWRP recommended the creation of an Erie Canal Corridor Overlay District for the land adjacent to the canal, including the land owned by Gedpro. The town should use the LWRP's land use recommendations as a guide for the future development of this area. The area should be designated as a Planned Unit District (PUD), to provide the zoning flexibility that the town will need when reviewing proposals for development. A market feasibility study was completed in 1997, to determine potential development over a ten-year period. Now that Gedpro has purchased this site from Kodak, a more detailed land use/market feasibility study should be considered for this area, to determine future land use scenarios and the optimum mix of land uses to be developed over the next 30 years. The LWRP recommendations summarized below have been modified to reflect the recommendations of the Community Master Plan Update.

- The Greece Port – Develop an active and exciting canal port in Greece, which would serve as an identifying feature and a hub of activity. Improvements or enhancements for the Greece port would include: public docking; a visitor/interpretive center; restrooms; boater utilities and services (e.g., electricity, water, showers, and laundry facilities); lighting; information directory; trailhead; waterfront park; mixed-use building development program; and a strong connection to adjoining commercial areas and facilities. Permitted uses would include: retail; residential; restaurants; lodging/hotel; office; commercial; institutional; and associated parking.
- Office/Industrial Waterfront Mixed Uses – In the immediate vicinity of the canal, the natural features should be preserved. Away from the immediate vicinity of the canal, a variety of uses should be developed, from natural habitat areas and canal-oriented recreation facilities to offices and light industry. The district should be connected to and should support the Greece port, and should be developed as a well-planned business community. Development standards should provide for a “green” corridor along the Erie Canal, foster a pedestrian-friendly environment, promote public access to the waterfront, interpret local history, and dedicate open space for trails and recreational activities.
- Residential Development Area – Protect and enhance the existing residential area adjacent to the Erie Canal. If infill residential development occurs, it should be similar in character to the surrounding residential development. When possible, future development should not hinder or restrict public access to the Erie Canal.
- The Greece Canal Access Center (Henpeck/Southern Greece) – Develop a clearly identifiable gateway for those accessing the canal corridor through well-marked points of access to both the canal and canal-side trails. The area should include medium density, mixed-use development, at a village scale and with park-like surroundings.

- Parks & Open Space – Develop, enhance, and protect open space and parkland within the canal corridor. Further develop a multi-use trail system that connects to other canal corridor improvements and to the Route 390 multi-use trail. The boundaries of Greece Canal Park should be expanded, if acquisition opportunities arise.

Planning District #8

Bounded on the north by English Road; on the east by Long Pond Road; on the south by West Ridge Road; and on the west by North Greece Road.

The predominant land use in this planning district is single-family residential uses developed in the 1960s, 1970s, and 1980s. There is limited developed parkland or public open space. There are several large vacant parcels that provide acquisition opportunities for parks and recreation. The only public school located within this district is Autumn Lane Elementary School. Intensive commercial development along West Ridge Road results in land use conflicts within this district.

This district is approximately 85 percent developed and consists of both new and older residential development. If additional development occurs on any of the several vacant parcels in this district, it should be medium density residential, or senior citizen housing. Large parcels that are used for farming should be conserved for continued agricultural use. The only neighborhood center to serve this district is shared with District #6 and is located at the intersection of Maiden Lane and Long Pond Road.

The West Ridge Road Corridor forms the district's southern boundary. It is important to provide guidelines to mitigate land use conflicts between commercial uses in the corridor and adjacent residential areas. This will be discussed below in the West Ridge Road Corridor section.

On the whole, the zoning and character of existing development along Long Pond Road is predominantly single-family residential. This also is true for Mill Road and Vintage Lane, and for their intersection with Long Pond Road. The zoning and character of this intersection, which is shared with District #6, should remain single-family residential.

Planning District #9

Bounded on the north by the Lake Ontario State Parkway; on the east by Long Pond Road; on the south by English Road; and on the west by North Greece Road, Latta Road, and Flynn Road.

This planning district is similar to District #8 and also has limited developed parkland or public open space. Approximately 85 percent of the district is developed, although most of the development is relatively new. If additional development occurs on any of the several large, vacant parcels in this district, the majority of it should be medium density residential, similar to what already exists.

The neighborhood center that serves this district is located at the intersection of Latta Road and Long Pond Road. The commercial uses located within this neighborhood center complement the Town Center located directly to the north of this intersection. It is recommended that the Town Center continue to develop as a focus of the community's governmental, ceremonial, and cultural activities. The town should reacquire the land given to Greece Central Schools for the location of a future school facility, if a suitable replacement school site can be found. The reacquired land then could be developed for a variety of community activities and facilities.

Planning District #10

Bounded on the north by Latta Road; on the east by North Greece Road; on the south by the West Ridge Road Corridor; and on the west by the Town of Parma.

District #10 is predominantly rural residential, with agricultural parcels and several vacant parcels that are subject to development pressures. It is rural in character and is approximately 50 percent developed.

The parcels in this planning district that are used for agricultural purposes should continue in their present usage. If development occurs on the remaining vacant parcels located north of Peck Road, it should be low-density residences (i.e., at an overall density of one dwelling unit per acre or less). The method of achieving this density would depend on whether septic systems or sanitary sewers are used. If the extension of utilities could be accomplished at a reasonable cost, then cluster housing at a medium to low overall density could occur south of Peck Road. As discussed in District #5, large-lot residential development on septic systems would eliminate the need for costly sewer extensions; cluster-type development would minimize the cost of sanitary sewers and other infrastructure.

The West Ridge Road Corridor forms the district's southern boundary. It is important to provide guidelines to mitigate land use conflicts between commercial uses in the corridor and adjacent residential areas. This will be discussed below in the West Ridge Road Corridor section.

A new community park should be developed within this district. The town should explore the feasibility of entering into a cooperative agreement with the Greece Little League on the land that the League owns in this district. Development of a new park for this district should not take place until after a recreational needs assessment is completed and the district becomes more developed.

Planning District #11

Bounded on the north by Hincer Road; on the east by Flynn Road; on the south by Latta Road; and on the west by the Town of Parma.

This planning district's land use and patterns are very similar to those of District #10. It is rural in character and is approximately 45 percent developed. It has several large agricultural parcels that should continue in their present use.

If development occurs on any of the several large, vacant parcels in this district, it should be low-density residences at an overall density of one dwelling unit per acre or less. The method of achieving this density would depend on whether septic systems or sanitary sewers are used. As discussed in District #5, large-lot residential development on septic systems would eliminate the need for costly sewer extensions; cluster-type development would minimize the cost of sanitary sewers and other infrastructure. Some of these large, vacant parcels should be preserved as open space, due to the presence of wildlife habitat or other sensitive environmental features. There will be a need for a ten-acre neighborhood center in the future as this district becomes more developed. There also will be a need for multifamily residences in the vicinity of the neighborhood center. The neighborhood center and multifamily residences also will serve the residents in the northwestern part of District #8, the northeastern corner of District #10, and the southwestern part of District #9. It is recommended that all vacant industrial lands be rezoned for residential use.

It is recommended that the town study the feasibility of creating a public/private partnership with a golf course developer for construction of a public golf course, to be located at Frisbee Hill Park and the adjacent landfill site.

West Ridge Road Corridor Overlay District

This corridor, which is designated on the Future Land Use Plan, is Greece's primary commercial district. It is recommended that Greece prepare a corridor revitalization plan for West Ridge Road as soon as possible, to coordinate with the major reconstruction project that is planned to begin in 2001. Based on the findings of this study, an overlay district should be created to implement its recommendations. A corridor revitalization plan would detail opportunities for improving access to West Ridge Road from private properties. Access management techniques would include the use of shared driveways between businesses, or parallel driveways connecting several properties and then accessing West Ridge Road at one single point. Design concepts could be detailed in this revitalization study, which would include recommended plantings, placement of sidewalks, and signage and lighting options. In addition, recommendations could be provided for façade improvements, marketing opportunities for future development along the corridor, and detailed techniques for mitigating land use conflicts. Land use mitigation measures would include the use of landscaped buffers between commercial and residential properties, as well as zoning recommendations that would require less-intense land uses to be located between commercial development and single-family residential properties; e.g., senior citizen housing.

It is recommended that the vacant large parcels located at the western end of West Ridge Road in District #7 and #10 be zoned for "big box" retail development. Mitigation of the potential land use conflicts that could occur between this type of heavy commercial development and adjacent rural areas should be addressed as part of this corridor revitalization study. Some initial recommendations for the town to consider include: (a) rezone the parcels north and south of the "big box" retail zoning to multifamily residential or office use, as a transition to a lower-density residential character; and (b) create a Business Improvement District as a funding mechanism to implement recommendations provided in the corridor revitalization plan.

II. Growth Management

Growth Management tools for community planning and implementation traditionally consist of analyzing and revising zoning districts and development regulations. The Growth Management tools that are applicable to the update of the Community Master Plan Update include:

- The traditional analysis and recommendation of revisions of zoning districts and regulations.
- The estimate of theoretical build-out, based on current zoning and an analysis of the resultant impacts. The apportionment of land by use and type of development that is consistent with the market and results in a diverse tax base. (This is a recommended balanced community scenario.)
- The application of a fiscal impact model to test the balanced community scenario's fiscal impact on the general government portion of the town's budget.
- The development of a Future Land Use Plan as a composite of those recommendations generated from the tools described above and the other plan elements.
- The summary of the Community Master Plan Update, which graphically depicts the planning districts and highlights the activities and recommendations by districts.
- Tools and techniques that respond to comments made during the planning process regarding the need for additional open space preservation in the Town of Greece.

IIA. Zoning Districts and Regulations

The Inventory and Analysis describes the various zoning districts and related growth management activities, such as the Local Industrial and Commercial Real Property Tax Incentive Law. The following revisions are recommended, based on the Inventory and Analysis and the recommendations of other plan elements:

- Adopt an overlay zone for Planning District #1 that would incorporate the policies of the Local Waterfront Revitalization Plan.
- Draft and adopt a Planned Unit Development (PUD) district for the proposed Waterfront Development area of the Erie Canal, including the recommended Erie Canal Overlay District. The PUD would be a mixed-use development of office, light industrial, commercial, institutional, a limited amount of residential, and preservation of sensitive environmental features.
- Rezone the vacant industrially zoned land in Planning District #11 to low-density residential. It also is recommended that some vacant industrial land in Planning District #1 be rezoned to residential. The build-out analysis demonstrates that there is an excess supply of vacant industrially zoned land, based on the anticipated market for industrial land.
- Adopt a West Ridge Road Corridor Overlay District, as depicted on the Future Land Use Plan. This Overlay District should incorporate design guidelines for exterior buildings, streetscape, landscape, traffic control, and street lighting.
- Establish a new residential zoning district that requires a lower overall density. This district should permit an overall density of no more than one dwelling unit per acre. Large lots developed to this standard (i.e., one-acre lots or larger) would provide an opportunity for more upscale housing. Cluster-type lots developed to this standard would provide an opportunity to preserve more open space. This district would be concentrated in parts of Planning Districts #5, #7, #10, and #11.

IIB. Build-out Scenario

The theoretical build-out scenario was calculated in the Inventory and Analysis by determining the vacant land available in the year 2000 and then forecasting the development of the vacant land by type and intensity allowed under the current zoning. The calculation does not incorporate market conditions; environmentally protected land or other relevant constraints were discounted at 30 percent. The results are:

Table II-1
Theoretical Build-out Scenario
Additional Development

Type of Development	Dwelling Units or Sq. Ft. of Buildings
Residential	15,492 d.u.
Professional Office	225,000 s.f.
Restricted Business and General Business	4,214,000 s.f.
General Industrial	14,180,000 s.f.

A fiscal impact model was developed to determine the fiscal impacts on the town government. Applying the model to the theoretical build-out scenario provided insights to the fiscal impacts of full development under the current zoning patterns. These are:

- The addition of 15,452 new housing units translates to 39,148 new residents. The additional population generated would result in an increase, on average, of 41 percent in the traffic loading on the existing major and minor collector streets, an increase in demand for treatment of sewage, the need for an additional 240 acres of developed recreational land, and a 41 percent increase in town services and school enrollment. These are substantial impacts.
- The fiscal impacts of new residential development under the build-out scenario on the town's operating budget would be negative. The variance currently is -6.9 percent between costs to serve residential lands and the revenues generated; with the added residential development, it is estimated at -12.4 percent.
- The additional population of 39,148 would result in a demand for an additional 1,762,000 sq. ft. of commercial building space to serve their needs, which would create 2,900 new jobs, and 587,000 sq. ft. of building area for office and services, which would create 2,300 new jobs. Although the additional population of 39,148 would require only an additional 1,762,000 sq. ft. of commercial building space, the build-out scenario provides for 4,214,000 sq. ft.
- The fiscal impact of 4,214,000 sq. ft. of additional commercial building area would have a slightly negative impact on the town government. The variance between costs and revenues at full build-out is estimated at -4.1 percent.
- The industrial element of the build-out scenario would result in 14,180,000 sq. ft. of industrial space and would generate 15,700 jobs. This would result in a large positive fiscal impact for the town and school districts. However, the economic analysis indicates that there is not a market to absorb 14 million square feet of industrial building space in Greece. The average annual absorption rate for the region is 1 million sq. ft.

The theoretical build-out scenario is based on full development as it relates to current zoning. It does not take into consideration the following:

- The market for new development. For example, is there enough demand in the market to develop all of the industrially zoned lands in the next 10 to 15 years and beyond?
- The fiscal impact on the town and school districts for the additional residential development would be negative, resulting in large costs to mitigate the residential impacts. A majority of these costs would be borne by existing development.
- There is sufficient commercial development to meet the demands of the existing population and some additional population growth.
- There are additional constraints that reduce the available developable land, such as environmentally protected areas, parcel configuration, and need for public lands.

A recommended build-out scenario that represents a more realistic and balanced community addresses the above concerns and includes:

- Some areas of residential zoning in Planning Districts #5, #7, #10, and #11 would be revised to reflect an overall density of one dwelling unit per acre or less. Where new development occurs, this density could be achieved by either: (a) estate-like, upscale housing; or (b) cluster-type housing. In general, the assessed value of upscale housing on estate-like lots would be equal to or greater than that of standard housing at a density of two dwelling units per acre. If these large lots used onsite septic systems for sewage disposal, the town would avoid the operation and maintenance costs of municipal sanitary sewers, as well as the long-

term capital cost of their eventual replacement. Cluster-type housing would provide the benefit of preserving a substantial amount of open space. Although cluster-type housing would need sanitary sewers, the costs for this would be offset by savings on operation, maintenance, and capital costs for other infrastructure (e.g., streets, sidewalks, storm sewers, lighting, etc.) because of the compact design of this type of housing. This reduction in overall density would result in 11,532 additional dwelling units, instead of the 15,492 dwelling units allowed under current zoning. This would translate to an additional population of 29,141, instead of 39,148, and would reduce the negative fiscal impact on the town and school districts. The variance between costs and revenues is reduced from -12.4 percent to -7.3 percent. The total forecasted population at build-out would be 123,555, a more practical target than 133,562. The additional 29,141 persons would necessitate 1,311,000 sq. ft. of commercial building area and 437,000 sq. ft. of office area.

- The 4,214,000 sq. ft. of commercial space permitted under existing zoning is in excess of the amount needed to meet the demands of an additional 29,141 people. It is recommended that 1,500,000 sq. ft. of commercial space would be more appropriate, and that professional office space should be increased to 500,000 sq. ft. This would meet the future needs of the additional 29,141 residents.
- The vacant industrially zoned land would produce 14,180,000 sq. ft. of building area. This is far in excess of what the market could absorb and well beyond any planning horizon. For example, the former Kodak Elmgrove facility is being redeveloped to provide 5.5 million sq. ft. of industrial space in the Town of Gates. It is recommended that 6.0 million sq. ft. of industrial building area is reasonable to meet the needs for the market in the very distant future. It is, therefore, recommended that the land that is zoned industrial in Planning District #11 should be rezoned to residential.

Table II-2
Theoretical and Recommended Balanced Community
Build-out Scenarios

Proposed Build-out Development	Theoretical Build-out Scenario	Est. Population Or Jobs Created	Balanced Community Build-out	Est. Population Or Jobs Created
Residential	15,492 d.u.	39,148	11,532 d.u.	29,141
Professional Office	225,000 s.f.	900	500,000 s.f.	2,000
Commercial	4,214,000 s.f.	7,000	1,500,000 s.f.	2,500
Industrial	14,180,000 s.f.	15,700	6,000,000 s.f.	7,000
Total employees		23,600		11,500

IIC. Fiscal Impact Model

A Fiscal Impact Model was developed for the town, to judge the various development scenarios envisioned by the 1992 Master Plan and to create an objective decision-making tool to develop a proper balance in the property tax base.

The Center for Governmental Research, Inc. (CGR) reviewed the town's model and results and stated in their report, "the fiscal impact model developed by the Town of Greece appears well-suited for evaluating the cost feasibility of the proposed Master Plan." (See Appendix A for further discussion of the Fiscal Impact Model.) The methodology employed is the Proportional Valuation Method. The analysis is based on the proportion of development to the total real property valuation.

The town's model concluded that non-residential development subsidizes the cost of providing services to Greece's residential land uses.

The model was applied to the Community Master Plan Update, to evaluate the fiscal impacts of:

- Current development by land use.
- The theoretical build-out by land use.
- The recommended balanced community build-out by land use.

The variance was determined as a percentage between the cost of town services and the revenue generated, for each land use category. The results are:

Table II-3
Variance as a Percent between Costs and Revenues

Category	Current Development	Theoretical Build-out Scenario	Balanced Community Scenario
Residential	-6.9	-12.4	-7.3
Commercial	-2.3	-4.1	-4.3
Industrial	+6.0	+15.9	+10.4
Utilities	+2.9	+1.4	
Vacant	+1.2	+0.2	+0.3

The negative variance of residential development that exists in Year 2000 (the last full year for which data were available) is nearly doubled under the theoretical build-out scenario, from -6.9 percent to -12.4 percent.

This application demonstrates that a significant negative fiscal impact would occur if residential development took place at the magnitude estimated under the theoretical build-out. For example, the variance between the costs to serve residential development and the revenues generated by that development would increase by 44 percent. The result would be that real property taxes would increase substantially in order to continue providing the same levels of service. There are three basic solutions to this problem: (a) reduce the levels of service provided by local government functions, including education, police, and public works (typically, this solution is not acceptable to the town's residents); (b) reduce the magnitude of potential residential development; or (c) impose mitigation fees for development.

Under the theoretical build-out scenario, the impacts of commercial development also would be negative and would almost double, from -2.3 percent to -4.1 percent. The positive fiscal impact of industrial development would more than double, from +6.0 percent to +15.9 percent. However, as noted above, there simply is not that large a market to support this magnitude of industrial development.

The balanced community scenario would greatly reduce the negative impacts of residential development, from -12.4 percent to -7.3 percent, to an amount that would be more in line with the current fiscal structure. Although the positive variance for industrial development would be reduced, from +15.9 percent under the theoretical build-out scenario to +10.4 percent under the balanced community scenario, it still would be substantially greater than the current +6.0 percent for current development.

The conclusion is that, compared to the current mix of development, the recommended balanced community scenario would reduce the negative fiscal impact produced by residential development and would increase the positive fiscal impact produced by industrial development.

IID. Future Land Use Plan

This is a graphic guide that translates the recommendations of the Growth Management element and other Plan Update elements into future land use categories. This provides a spatial representation of those recommendations, as a guide to future land development.

III. Summary of the Plan Update

This Plan Update element is a map of planning districts into which Greece has been divided for planning purposes. The planning districts represent some development commonality and are used as a growth management tool. For each planning district, highlighted policies and activities proposed to implement the Plan Update have been provided.

IIIF. Open Space Preservation

During the master planning process, the issue of open space preservation was brought to the forefront. This issue has been addressed throughout the Community Master Plan Update in the form of specific recommendations made for the preservation of agricultural lands, park development, and the implementation of the Local Waterfront Revitalization Program. To supplement these specific recommendations, the town should consider using additional regulatory and financial tools for the preservation of open space and environmentally sensitive areas. Examples of such tools and techniques are outlined in "Open Space in New York," written in May 2000 by Kathryn M. Ryan of the Pace University Law School Land Use Law Center. This paper describes the use of overlay zoning, floating zones, cluster development, transfer of development rights, environmental review, conservation easements, land trusts, and purchase of development rights. (This paper and others on this topic can be accessed on the Internet at www.law.pace.edu/landuse/tocprot.html). The town also should consider preparing an open space plan to identify those environmentally sensitive lands that should be preserved as open space. (See VIII. Recreation, Open Space, and Environmentally Sensitive Areas.)

III. Population and Housing

IIIA. Population

Chapter II: Inventory and Analysis documents the growth of population for the Town of Greece from 1960 to 2000. The Monroe County Department of Planning and Development forecasts flat growth for the Town of Greece to 95,408 people in the year 2030. The method of regression analysis provides a more practical approach to forecasting future population for the Town of Greece. This method forecasts a population of 111,000 in the year 2020, a population of 117,000 in the year 2030, and a population of 123,000 (build-out) in the year 2040. In Chapter II: Inventory and Analysis, a theoretical build-out population was estimated at 133,562 persons, based on current zoning. The Growth Management element recommends a reduction in residential zoning densities for a balanced community build-out population of 123,555.

The population of the Town of Greece increased by 8,739 between 1980 and 1990. From 1990 to 2000 the population increased by only 4,335. This reduction in growth was due to the recession from 1991 through 1993 and the stagnation of the economy in the Northeast. Growth took place in the latter part of the decade as the economy improved. It is anticipated that with continued economic growth in the Rochester Metropolitan Area, growth will continue in the next decade at a greater rate than in the past decade.

**Table III-1
Forecasted Population
Town of Greece**

Year	2000	2010	2020	2030	2040
Regression Analysis	94,441	104,000	111,000	117,000	123,000
Monroe County Planning Forecast	93,224	94,389	95,076	95,408	N/A

Chapter II: Inventory and Analysis documented the population by age cohorts (10-year age groups) for 1990 and forecasted the distribution of population by age groups for 2000. The 2000 forecast shows a substantial increase in the age group 15 to 24 years in 2000 (12,361) over what occurred in 1990 (10,651). This is due to the fact that the age group 5 to 14 years in 1990 has been aged 10 years and adjusted for forecasting to the year 2000. Likewise, there is a decrease in the age group 24 to 34 years in the year 2000. Also, there are forecasted increases in population in 2000 for the age groups 45 through 65 years and older.

The population trends from 1990 to 2000 forecast a decrease in the 25-to-34-year age group and an increase in the 15-to-24-year and the 45-year-and-older age groups. This trend has implications on future planning. In order to retain the 45-year-and-older age group, the town must have a range in types of housing stock and must be a desirable place in which to retire. The increase in the 15-to-24-year age group will affect the school system and higher education systems, as well as recreational programs and the need for job opportunities. The decrease in the age group 25 to 34 years affects the labor pool and formation of new households.

The two key variables in attracting new households to the Town of Greece are quality of life and job opportunity. Greece has quality educational, recreational, medical, and public service systems. The recommendations for the town to provide job opportunities are described in the Economic Development Element of the Community Master Plan Update.

The build-out scenario under the current zoning is estimated to provide an additional population of 39,148. This additional population would represent 41 percent of the current population and would result in substantial impacts over time. For example, this increase in population would increase traffic about 41 percent on the town-wide street and traffic circulation system. In order to maintain the current level of service on the traffic circulation system, substantial capital improvements (e.g., widening existing streets, intersection improvements, and traffic controls) would have to be constructed on about 41 percent of the present system. However, it would be difficult to mitigate the additional air pollution from vehicle exhausts.

The impacts on educational, recreational, police, and fire facilities and manpower also would have to increase by about 41 percent in order to meet additional population needs and maintain current levels of services. If current levels of services were not met, the quality of life would deteriorate.

It is recommended that the town reduce the housing densities that are permitted by the zoning ordinance in parts of Planning Districts #5, #7, #10, and #11. It also is recommended that the town encourage participation in the agricultural district program so that agricultural lands remain as such in perpetuity; this will help to reduce overall housing densities. The National Farm Trust and other trusts should be encouraged to purchase the development rights of these lands.

IIIB. Housing

Chapter II: Inventory and Analysis documents the characteristics of the housing stock for the Town of Greece. The latest statistics show that 75.7 percent of the housing units are owner-occupied. This is higher than the average for the nation, state, or region. High home ownership is an indicator of a stable community and of well-maintained housing stock. Home ownership translates into an investment or a vested interest into the wellbeing of a community. It currently is estimated that there are 37,453 housing units in Greece, 70 percent of which have been built since 1960 and only 10 percent of which were built prior to World War II. The younger housing stock indicates that there is not a need for major housing rehabilitation in the town. However, there is a need to upgrade the older housing stock in order to meet changes in lifestyles and markets, to remain viable, and to avoid being a future cause for urban blight.

The forecast of the distribution of population by age groups indicated that there would be an increase in the formation of retired households over the next decade and a need for housing stock to meet their demands.

The activities for promoting economic development for light industry and business in the designated economic development zones will require development of moderate and upscale housing to attract professional, management, and technical employees.

Recommendations for the Community Master Plan Update are:

- Encourage activities to upgrade the older housing stock to meet current lifestyles and markets and to remain viable. These activities would include remodeling kitchens; upgrading electrical, plumbing, heating, and air conditioning systems; additions of family rooms, garages, and dens; and enlargements of recreation rooms. These improvements would address changes in lifestyles and maintain the value of the housing unit in the marketplace. The older housing stock is concentrated mostly in Planning Districts #2 and #3.
- Hold an activity such as an annual homeowner's exhibition, in which contractors could exhibit new kitchens, heating and air condition systems, and remodeled dens and bedrooms. Also, banks could have booths for taking loan applications. This annual exhibition could be expanded to include all housing needs for the community. It could be sponsored by contractor groups, realtors, homebuilders associations, and the chamber of commerce.
- Address the need for upscale housing in the town, for homeowners who are moving up the housing ladder and for those households that are attracted to Greece through economic development activities. The Growth Management Element recommends that estate-type housing (density of one dwelling unit per acre or less) be developed in parts of Planning Districts #5, #7, #10, and #11. This type of development would contribute to meeting the needs for upscale housing.

- Assist in the rehabilitation of existing older housing. Each year, the town uses Community Development Block Grant funds to provide housing rehabilitation grants and loans for low-to-moderate-income homeowners (many of whom are retired or on fixed incomes). The town should continue this effort to preserve its older housing stock.
- Infill residential parcels should be developed in accordance with the type and intensity of adjacent residential development. There are several vacant parcels in developed residential neighborhoods; these parcels are concentrated principally in Planning Districts #5, #6, #8, and #9.
- Permit senior citizen housing for the age group that is approaching retirement. The Town of Greece wants its residents to regard the community as an attractive place to retire. This calls for activities that address the many types of retirement housing, such as smaller single-family houses, townhouses, apartments, and assisted/congregate living. It is recommended that housing specifically for senior citizens be permitted in all planning districts, especially in Planning Districts #5 through #9.

IV. Economic Development

Chapter II: Inventory and Analysis documents the economic characteristics of the town. The average income levels and housing values are greater than the state and region. From the U.S. Economic Census for 1992 to 1997, trends demonstrate that employment opportunities in the Town of Greece have increased in manufacturing, retail trade, administrative and support, health care and social services, accommodations, and food service. Employment also has increased very substantially in professional, scientific, and technical fields. In fact, employment opportunities have increased in the town, while decreasing slightly in Monroe County for the same period. Also, the sales receipts from 1992 to 1997 for the Town of Greece for manufacturing, wholesale trade, retail trade, professional/scientific/technical services, and health care have increased substantially. During this period, the town experienced substantial economic progress despite the fact that the nation was in a recession in 1992 and the economy in the Northeast was stagnant during this period.

The Rochester Metro Area is forecasted to be one of the top 50 fastest growing regions in the country by 2005. This is due to the expanding high-tech and manufacturing base. The productivity of the area manufacturers is the highest in the country. The unemployment rates are consistently below the state and national averages. The exports for the area increased by \$13.2 billion in 1997. The Town of Greece is an economically viable community in an economically viable region.

The recommendations for the Plan Update are for the town to maintain or enhance its quality of life, preserve its environmentally sensitive lands, leverage its physical setting on Lake Ontario and the Erie Canal, and enhance its attractiveness as a place to shop and visit. These policies or activities, coupled with the proper apportionment of land for light industrial, office, business, and commercial use that meets the reality of the market place, will result in a balanced community with a diverse tax base. The following actions are recommended:

- The industrially zoned lands in Planning Districts #5, #9, and #11, as well as some of the industrial lands in Planning District #1, should be rezoned to residential. The remaining economic development zones provide sufficient lands for future industrial and office development. The current vacant land that is zoned general industrial can generate 18,000,000 sq. ft. of future industrial building area. Recently, on average, the region has

been absorbing 1,000,000 sq. ft. annually. Given the Town of Greece's proportional share of the region, 18,000,000 sq. ft. is far in excess of what the market could absorb over the next several decades. It is recommended that 6,000,000 sq. ft. would be a more realistic amount of future industrial building area.

- Reserve sufficient lands for commercial development to meet future population demands and changing market conditions, as recommended by the balanced community build-out scenario outlined in the Growth Management Element. There currently are sufficient developed commercial properties to meet the needs of the residents of the town and the other populations that its commercial facilities serve.
- Use the 490± acres of land recently acquired from Eastman Kodak as a strategic initiative to attract and compete for industrial, office, and commercial business. This site can take advantage of existing infrastructure (such as main sanitary sewer interceptors that serve this area) and the proximity to major transportation routes such as I-390, I-490, and State Routes 390 and 531.
- Implement the recommendations of Greece's Local Waterfront Revitalization Plan (LWRP) for development within the Erie Canal corridor waterfront area, including light industrial, office, and commercial development.
- Implement the other policies and activities of the LWRP, including the preservation of environmentally sensitive lands.
- Develop and implement a comprehensive West Ridge Road Corridor Revitalization Plan and Dewey Avenue Revitalization Plan to ensure that the town is an attractive place to shop for goods and services.

In summary, the town, in order to accomplish economic development for the long term, should focus its resources, in partnership with the private sector, on two major undertakings: the implementation of Greece's LWRP; and the revitalization of the West Ridge Road, Stone Road, and Dewey Avenue corridors.

V. Utilities

In general, the Town of Greece is adequately serviced by public water and at adequate pressures. Monroe County is in the process of implementing the recommendations of the town's former Water System Master Plan Update, which was prepared in 1989. When completed, the overall water system will be sufficient to accommodate continued new development throughout the town.

The town's sanitary sewer system generally functions well, but with problems that require constant maintenance. In addition, the town will need to continue its cooperative effort with Monroe County to identify and reduce unregulated flow into the town's collection system, in particular in the eastern portion of Greece. The town has been using the Sanitary Sewerage Facilities Master Plan Update (prepared in 1996) as a guide for improving and extending the existing sewage facilities. This study was based on the land use recommendations provided in the 1992 Town Master Plan. This study, as well as the Sanitary Sewerage Facilities Master Plan Update Part II (which focuses on eliminating lift stations) and the Sanitary Sewer Pump Station Facility Plan, should be revised after the adoption of this update to reflect the land use recommendations provided within.

VI. Transportation

As development continues to occur in the Town of Greece, improvements to its transportation system will be necessary. As stated in the Inventory and Analysis section of this report, the Genesee Transportation Council has determined that portions of Route 390, Janes Road, Ridgeway Avenue, and Mount Read Boulevard, as well as the entire length of West Ridge Road, will need improvement within the next 20 years. In fact, New York State has plans to reconstruct West Ridge Road, beginning this year, 2001. It will take five years and \$50 million to complete this 5.3-mile project. In addition, Monroe County has plans to reconstruct portions of Long Pond Road, from Larkin Creek to the Lake Ontario State Parkway, and Mill Road. It is recommended that the town encourage Monroe County and New York State to complete all of this road work in a timely fashion. It also is recommended that the town be involved early on in the design phase of these reconstruction projects, to provide input regarding the location of curb cuts, street lighting, sidewalks, and landscaping. This would give the town a prime opportunity to voice its opinion about these issues and improve the aesthetics and overall functioning of these primary thoroughfares.

To optimize traffic flow within Greece, it is recommended that there be further study of the feasibility of certain road extensions and connections located within the districts listed below. The study should take into account the potential benefits to the town as a whole and the potential detriments to existing residents who live along some of these roads:

- District #5: Kirk Road to Fetzner Road
- District #7: Lexington Avenue, from Route 390 into Canal Ponds Business Park and through to Long Pond Road
- District #9: Flynn Road and North Avenue

The town should prepare and implement an access management plan for its major routes, such as Long Pond Road, Mount Read Boulevard, Ridgeway Avenue, and West Ridge Road. Access management involves the evaluation of current access to major routes, and provides solutions for minimizing access and reducing conflicts between turning vehicles and through traffic. Access management can result in combined driveways, shared parking, and new service roads. In some areas, it may be suitable to consider a parallel service driveway, thereby limiting access to highway intersections. An access management plan is important to areas that will experience future development, such as the neighborhood commercial areas identified in the Future Land Use Plan and the western end of West Ridge Road, where “big box” retail may occur. This will prevent future traffic conflicts associated with land use, which certainly will arise as development expands.

It is recommended that Greece prepare a corridor revitalization plan for West Ridge Road, to coordinate with the road’s reconstruction. The objective of the West Ridge Corridor Study prepared in 1995 for the Town of Greece was to provide recommendations for roadway capacity improvements. A corridor revitalization plan would detail where access should be managed and provide design concepts for property owners to follow. These design concepts would deal with landscaping, placement of sidewalks, signage, lighting, and other corridor reconstruction issues within commercial properties. The corridor revitalization plan also could provide recommendations for façade improvements, marketing opportunities for future development along the corridor, and mitigating measures for land use conflicts.

In addition to vehicle travel, there should be an emphasis on alternative modes of transportation, such as bicycling and walking. These alternative modes of transportation have the benefit of reducing congestion by removing vehicles from the roadway. There are two existing off-street multi-use trails in the Town of Greece: the Route 390 trail that runs parallel to Route 390 between West Ridge Road and the Lake Ontario State Parkway; and the Erie Canal Heritage Trail, which is located along the south side of the Erie Canal. The Erie Canal Heritage Trail is paved and connects to an extensive series of trails east of the town. It is recommended that a connection be created between the existing Route 390 trail to the Erie Canal Heritage Trail and a new trail be developed between Route 390 and the Village of Hilton, which would use the Rochester Gas and Electric utility right-of-way (formerly a railroad right-of-way).

In coordination with improvements to pedestrian and bicycle access in the town, it is recommended that methods be devised for pedestrians and bicyclists to cross major highways safely. Specific areas for crossings should be identified as part of an access management plan. Crosswalks with pedestrian signals and medians used for pedestrian havens are examples of such methods.

VII. Historic Resources

Recognizing, enhancing, and protecting historic and cultural resources has been known to stimulate development and tourism in a community. Historic and cultural resources can enhance a community's visual surroundings and provide community pride. The Town of Greece should invite the Landmark Society of Western New York, Inc. to visit the historic/architecturally significant sites that the Landmark Society identified for the Greece Historic Preservation Commission. The purpose of this visit would be to determine if these buildings might meet the criteria of "Locally Identified Historic Resources Having County-wide Significance" or could be listed on the National/State Registry of Historic Places. If so, these buildings may be eligible for funding for improvements, if needed. It also is recommended that the areas listed below receive a special designation that recognizes the historic significance of the buildings within them. These areas, as indicated in the Inventory and Analysis section of this report, include:

VIIA. Intersection of North Greece Road and Latta Road

Twelve historically significant sites are located within a one-and-one-half-mile radius of this intersection. They include buildings such as the former Hotel DeMay and the former Phelps Store and Hoagland Florist, as well as one of the town's early school buildings.

VIIIB. Dewey-Stone Area

The Dewey-Stone Area contains eleven significant properties, including the former St. Charles Borromeo Church building, Barnard Fire Department, and St. Joseph's Villa.

VIIIC. Edgemere Drive

There are ten properties of historic significance located along a two-mile stretch of this lakeshore road. Eight of them are clustered between Beach Avenue and Dewey Avenue, including many residences.

VIII. Recreation, Open Space, and Environmentally Sensitive Areas

The Town of Greece has acquired and maintains an extensive system of parks, open space, and recreational facilities scattered throughout the town. This park system is complemented by other public recreational facilities, namely, Greece Canal Park, a Monroe County facility; Braddock Bay Fish and Wildlife Management Area, owned by the State of New York; and athletic fields and open space located at school district facilities. The general recommendations that follow are provided for the future development of parks and recreational facilities in Greece, as well as the preservation of environmentally sensitive lands. More specific recommendations, by planning district, are provided below.

VIIIA. General Recommendations for Preservation of Open Space and Environmentally Sensitive Areas

In addition to lands for park development, the town may want to consider preparing an open space plan, to identify lands to acquire in the future as open space that meet certain criteria. These lands should:

- Be of varying sizes
- Provide diversity of landscape
- Be environmentally sensitive
- Allow for natural habitats to occur
- Augment existing holdings of parkland

The growth management tools and techniques discussed in the Growth Management section of this chapter could be used to acquire this land.

VIIIB. General Recommendations for Parks and Recreational Facilities

The town has made great strides in meeting the standards for recreational development established in the 1990 Parks and Recreation Master Plan and suggested by the National Recreation and Park Association (NRPA). It was stated in this document that the town's park system should be composed of "a core system of parklands," with a total of 6.25 to 10.5 acres of developed open space per 1000 population. Based on a 2000 population of 94,141 (2000 U.S. Census), there now are 6 acres of developed land devoted to public recreational purposes per 1000 people in Greece. As stated in the Inventory and Analysis section of this report, there are 563 total acres of land in the town that are developed for recreational purposes. This amount includes town-, county-, school-, and state-owned open space. The following calculation illustrates that there currently are 6 acres of developed open space per 1000 people.

$$563 \text{ (total developed acres)} \div 94,141 \text{ people} = 6 \text{ acres per thousand.}$$

In 1990, the town maintained approximately 4.8 acres of developed land per 1000 people. As Greece approaches build-out, additional parklands will have to be developed in order to continue to maintain the present level of 6 acres per 1000 people and meet national standards for recreational development.

It is the town's goal to continue to provide adequate, well-located, active and passive recreational opportunities for town residents, while preserving environmentally sensitive lands. Land is the town's most valuable resource. As Greece continues to reach build-out, the amount of good, affordable, and available land will be reduced. Lands should be set aside for active recreational

use, as well as open space for passive recreational use. The town should continue its efforts to control and obtain open space, while linking its own parklands with state- and county-owned lands. Open space is an important resource for passive recreational uses such as cross-country skiing, hiking, and cycling.

The town also should continue to work in conjunction with Monroe County, New York State, Greece Central Schools, and Hilton Central Schools to ensure that the standard of 6 acres of developed land per 1000 people is maintained as the town reaches build-out. Other general recommendations include:

1. Conduct Recreation Needs Assessment

Before new parks are developed or existing parks are expanded, it is recommended that a recreation needs assessment be conducted to determine the type and range of facilities to be located within such parks. For instance, nationally, the trend in tennis has decreased over the years. Therefore, unless the recreation needs assessment indicates otherwise, new parks may not need tennis courts located within them. Also, regionally, the trend for lacrosse and rugby has increased. If the recreation needs assessment indicates an unmet demand for these types of playing fields, space will be required to accommodate them.

2. Enhance and Expand Existing Town Parks

It is recommended that the town continue to enhance existing park facilities. (General guidelines for doing so are discussed, by planning district, in Specific Recommendations for Future Park Development.) The town's Department of Public Works now maintains 18 town parks. Extending the use of playing fields by providing lighting, where possible, and improving playing surfaces for longer-lasting play would allow existing facilities to serve the population better and reduce the need for additional park facilities. This, in turn, will help limit the costs associated with the maintenance efforts of the DPW. Lighting would allow the use of fields in the evenings for youth football in the fall and youth soccer and lacrosse during spring and summer months.

Wherever possible, the town should acquire and develop land that is contiguous to current land owned by the town or public school facilities to meet the needs of the surrounding neighborhoods. Leasing land for park use is not advisable. Public funds should not be invested in land not owned outright by the town because of the possibility of the lease ending, with control of the property and all town improvements on it reverting to the owner.

There are 172 acres of land currently within or adjacent to town parks that are available for park development, including:

- Barnard Park – 5 acres
- Carter Park – 2 acres adjacent to the park, to be purchased
- Sawyer Park – 2 acres adjacent to the park, to be purchased
- Frisbee Hill Park – 90 acres
- Klafehn Park – 73 acres

More specific discussion of this available land, by planning district, is provided below. When expanding existing parks or developing new parks, it is recommended that multipurpose fields be constructed to meet the demand for additional soccer, football, lacrosse, and rugby fields.

3. Foster Relationships with Public School Districts, Monroe County, and New York State

The Greece Central School District recreational facilities are used heavily by school and private organizations such as Greece Community Baseball and Pop Warner. It is recommended that the town continue to foster the strong working relationship it maintains with the school district for continued use of district facilities. Also, the school district should be encouraged to build six new soccer fields, as discussed in the Inventory and Analysis section of this report.

The Greece Central School District owns approximately 66 acres of vacant land in the western and central part of the town, some of it for future development as school sites. Opportunities exist for the development of recreational facilities at these sites when the demand for new facilities arises.

Recreational opportunities also exist within the Hilton School District. Northwood Elementary School is located in the western section of the town on a 65-acre site. Approximately one-half of this site is available for future development, including recreational facilities.

It is recommended that a cooperative agreement be reached for the future development of Monroe County's Greece Canal Park, as town recreational needs warrant. This is especially important now that 88 acres recently have been purchased and added to the park. The county has proposed to use the newly acquired land for a tournament-level soccer complex. It is appropriate for Greece and the county to discuss future opportunities available to the town.

The Local Waterfront Revitalization Plan identified policies and recommendations for Greece's Lake Ontario and Erie Canal waterfront areas. It is recommended that the town implement those recommendations to preserve and enhance the unique natural features and waterfront assets of Greece for recreational use.

4. Offer Incentives to Private Recreation Providers

The town should offer incentives to private developers for the provision of recreational opportunities that would supplement the current publicly funded facilities. Reduction of taxes on developers' land is an example of an incentive. (See Proposed Park Development for District #11 as an example.) Other incentives can be provided through zoning regulations. For example, Section 261-b of the New York State Town Law and the Cluster Open Space District in the town's zoning ordinance allow for additional development in exchange for preservation of parkland or open space. Section 278 of the New York State Town Law permits smaller lot sizes and setbacks in exchange for preservation of parkland or open space. Other incentives are discussed in the Growth Management section of this Community Master Plan Update. In addition, it is recommended that cooperative agreements be made with private organizations, where appropriate, for future park development. (See Proposed Park Development for Planning District #10.)

5. Market Public and Private Recreational Facilities

For the purposes of informing town residents and visitors about the vast amount of recreational opportunities that already exist in Greece, it is recommended that the town develop a brochure that describes all recreational facilities, including a location map. Also, it is recommended that the town request the editor of the local newspaper to include a full-page, once-a-year description of all of the recreational facilities located in the town. Certain parks/facilities could be featured on a regular basis. The private and public recreational facilities should be listed, including:

- Town parks
- Braddock Bay
- Erie Canal
- Grace & Truth Park
- Greece Little League fields
- Greece Canal Park
- YMCA
- Golf Courses

6. Develop Standard Park Sign

For ease of identifying existing town parks, a standard park identification sign should be designed for all town parks.

7. Develop Future Parks by Established Standards and Criteria

As Greece continues to develop, the recreational needs of future residents should be addressed. It is recommended that future town parkland should meet the standards established for Neighborhood Parks and Community Parks, below. These standards are derived from a review of park standards provided by the National Recreation Park Association (NRPA), but have been modified to address Greece's unique characteristics and existing park system. The town should not continue to purchase and develop land for pocket parks, because of their limited recreational value when measured against the degree of maintenance required by the DPW. The following standards are provided as a guide for determining future parks needs as Greece continues to develop:

- Neighborhood Parks

The town should develop *Neighborhood Parks* of no less than 15 acres. A minimum of 2.0 acres/1000 population is determined to be a reasonable standard for this type of park. Neighborhood parks should be designed to serve up to 5,000 people within a one-half-mile radius. They should be as geographically centered as possible. Elementary schools can be considered in some cases as meeting the requirements of a neighborhood park. They often provide most of the important features of a neighborhood park, such as play equipment and open field space for neighborhood pickup games or league practice. Using this standard as a guide, the following summary is provided:

- 2001 Population: 94,141 people
- 2.0 acres/1000 people: 188.2 total neighborhood park acres needed to meet existing needs within neighborhoods, at a minimum of 15 acres
- 1 neighborhood park per 5000 people: 18 parks
- When including elementary schools as neighborhood parks available 60 percent of the time, there currently are 16 neighborhood parks located throughout the town. Currently, there is a deficiency of 38 acres of developed neighborhood parkland.

- Proposed Build-out Population: 123,555 people, based upon proposed land use recommendations
- 2.0 acres/1000 people: 247 acres total of neighborhood park acres needed to meet projected park needs
- 1 neighborhood park per 5000 people: 24 parks

- Community Parks
 The town should develop *Community Parks* with a minimum size of 30 acres and a minimum of 5.0 acres/1000 residents. This standard has been determined to be a reasonable goal for the town for community park development. These types of parks are intended to serve several neighborhoods and an area of between two and three miles in radius. Community parks serve broad purposes and geographic areas. They can be used for intense recreational facilities such as athletic complexes, and they also can be areas of natural beauty for outdoor recreation, such as walking, viewing, or picnicking, depending on the availability and type of recreational lands and the needs of the community. Using this standard as a guide, the following summary is provided:
 - 2001 Estimated Population: 94,141 people
 - 5.0 acres/1000 people: 470.5 total community park acres needed
 - 1 park per 25,000 people: 3.76 parks
 - When including high schools as community parks available 60 percent of the time, there currently are four (4) community parks located throughout the town. There is a deficiency of 242 acres of developed community parkland. This indicates that there are a number of small community parks that have been developed but don't meet the needs of the town yet. Opportunities exist within town-owned land (e.g., Klafehn Park and Frisbee Hill Park) to meet these needs.
 - Proposed Build-out Population: 123,555 people, based upon proposed land use recommendations
 - 5.0 acres/1000 people: 617 total community park acres needed
 - 1 acre per 25,000 people: 5 parks

- Purchase of Park Land
 It is recommended that the town not accept or purchase land for park development that is less than 15 acres. Land purchased by the town should meet the following criteria:
 - *Environmental Concerns:* Recreational development would have limited impact on natural characteristics, e.g., wetlands, floodplains, forested areas, etc.
 - *Location:* Close to existing or future population concentrations.
 - *Utilities:* Sanitary sewer, water, and electric utilities are available.
 - *Acreage:* Sufficient size to accommodate complete program for site, future development as need arises, and unique characteristics.
 - *Site Characteristics:* Site is relatively flat and dry, with some vegetation.

Specific recommendations are provided below about the location of new neighborhood parks in each planning district.

**VIIIC. Specific Recommendations for Future Park Development by
Planning District**

The following recommendations are provided by planning district, to address the needs of the town for future park development. Specific recommendations for the design of each of these parks should be determined after the recreation needs assessment is completed.

District #1

- Follow recommendations from LWRP.
- Do not develop any new parks in this district.

District #2

- Continue focusing on making Adeline Park enhancements.
- Purchase property owned by the American Legion and continue use for baseball/softball.
- Replace existing restroom building located in Badgerow Park South to meet current needs.
- Explore possibility of linear park along abandoned railroad right-of-way currently owned by Rochester Gas and Electric; connect right-of-way to the Route 390 bike path to the west and the proposed Lake Ontario State Parkway bike path to the north.
- Do not develop any new parks in this district.

Districts #3 & #4

- Barnard Park: Study the option of purchasing this property or having it donated before investing any more town money into this park.
- If park is acquired and site conditions allow, construct multipurpose fields on undeveloped five acres at Barnard Park.
- Add lighting to multipurpose fields to extend use.
- Do not develop new parks in these districts.

District #5

- Sawyer Park: Purchase undeveloped two acres directly north of this park for additional recreational facilities; e.g., multipurpose fields.
- Develop a neighborhood park of not less than 15 acres near (adjacent, if possible) Kirk Road Elementary School, based on the recreation needs assessment. Develop with typical neighborhood recreational facilities.

District #6

- Basil Marella Park: Continue to focus on this park as one of Greece's community parks. Light two more soccer fields for extended use. Reconstruct fields 4, 5, and 6.

District #7

- Carter Park: Continue focusing on making this a quality neighborhood park. Purchase adjacent two acres, to add a multipurpose field.
- Coordinate with Monroe County to develop additional 88 acres with town recreational needs in mind.
- Develop waterfront recreational facilities, as defined in the LWRP.
- Do not develop other parks within this district.

District #8

- Purchase 15 acres for future park development, using the criteria defined above, and develop based on the recreation needs assessment.

District #9

- Include new Community Center in plans for the Town Center.
- Reacquire school property at Town Center, to expand community facilities and activities.

District #10

- Develop a cooperative working relationship with the owners of Grace & Truth Park for additional public use.
- Purchase and develop land south of Latta Road for a large neighborhood park (15 acres or more).

District #11

- Study the feasibility for creating a public/private partnership to develop a public golf course in the northwestern part of the town. Consider use of Frisbee Hill Park and the adjacent landfill site. (Need 110 to 180 acres for an 18-hole regulation course.) National Recreation Park Association standard suggests 1 golf course/30,000 to 50,000 people.
- If Frisbee Hill Park is developed as a public golf course, land should be purchased for a neighborhood or community park. Size and type of facilities should be determined based on results of a needs assessment.
- Klafehn Park: Postpone extensive development of this park until surrounding area is more fully developed and utilities are extended. Erect sign, construct entrance road, and grade areas for practice fields to prepare this town-owned facility for park use.

IX. Potential Adverse & Beneficial Future Impacts

Pursuant to the requirements of the State Environmental Quality Review Act (SEQRA), this section identifies the potential adverse and beneficial impacts associated with adoption of the Plan Recommendations.

The Community Master Plan Update recommendations focus on managing growth to minimize the impacts on the environment, utilities, community services, and tax base. Infill development and redevelopment of Planning Districts #1 through #9 and the reduction of residential density below what is allowed by current zoning in parts of Districts #5, #7, #10, and #11 are the most environmentally sound and energy-efficient means of growth. Despite this, future development may result in increases in traffic volume that could increase, delay, and degrade transportation functions significantly. To mitigate this potential impact, the Plan Update recommends addressing traffic and the pedestrian environment. Mitigation measures could include access management, identifying specific areas for pedestrian crossings and signals, and placing a stronger emphasis on alternative modes of traffic such as bicycling and walking through trail extensions.

From a land use perspective, it is recommended that potential conflicts between residential and nonresidential uses should be managed by introducing open space buffers between uses and, in some instances, requiring a transitional zone with less-intense uses located between the residential areas and the existing and emerging nonresidential uses. Potential future land use conflicts between nonresidential uses and residential uses also would be minimized by focusing more-intense commercial development along

West Ridge Road and less-intense commercial development within neighborhood centers. These land use recommendations would remove the opportunity for nonresidential uses to continue to infiltrate or encroach upon predominantly residential areas such as those along Long Pond Road or Mount Read Boulevard, thus causing land use conflicts and increased traffic congestion. The recommendation that the vacant industrially zoned lands within Districts #1, #5, #9, and #11 be reverted to a residential designation also would eliminate future land use conflicts within residential areas, as well as provide for a more balanced economy by reducing the overabundance of industrially zoned lands within the town.

Continued and expanded commercial development within the West Ridge Road, Dewey Avenue, and Stone Road corridors could have a significant impact on these areas. The plan update recommends that corridor revitalization plans should be prepared to identify ways to mitigate the functional and aesthetic degradation of these corridors caused by increased commercial development.

The future park development recommended for Districts #10 and #11 could have a negative impact on town natural resources such as wetlands, floodplains, and forested areas, if the criteria for purchase or acceptance of parkland are not used as a guide. Oftentimes, the types of lands that are offered to a town for recreational purposes are “leftovers” from a project, with limited development potential. As stated in the recommendations for future parks development, before land is purchased or accepted from a donor, the potential impact of developing active recreational facilities on natural resources should be reviewed. Unique natural resources should be protected from development. Also, utilities should be available for restroom facilities, thus eliminating the need to extend them through undeveloped land. Future parks should be close to population concentrations, thus reducing the distance that residents would have travel for recreational purposes.

Through implementation of the Community Master Plan Update recommendations, some potential impact will be unavoidable as a result of new development. Some resources will be lost (e.g., open space and habitat) and traffic will increase, along with runoff. However, the extent of these impacts is mitigated through Plan recommendations for the preservation of open space, development of parks and recreational facilities, protection of natural resources such as stream corridors and wetlands, and control of suburban sprawl through the use of growth management tools.

CHAPTER V: ALTERNATIVES

The development of a comprehensive plan involves a process of evaluating alternatives. A plan begins with community discussions and an inventory and analysis. It is given focus with a vision and a set of goals and objectives, and refined through the evaluation of alternative land uses and development scenarios. Because the Town of Greece is nearing build-out, alternatives to the proposed land use and development scenarios presented in this document are limited.

The one obvious alternative encountered during the process of plan development is the “no-action” alternative. The “no-action” alternative represents the impact of permitting development to continue under current land use and zoning regulations.

The “no-action” alternative represents the growth potential of the Town of Greece under current zoning and land use regulations and identifies potential impacts related to this growth. Under existing regulations, a variety of potentially adverse impacts related to land use will remain unchanged. Traffic movement will be severely impacted in a number of areas. The continued development of commercial uses along West Ridge Road, Mount Read Boulevard, and Dewey Avenue, for instance, with numerous curb cuts and no access management, will limit traffic accessibility and adversely affect the safe movement of traffic and pedestrians through the area.

As pointed out in the Growth Management section provided in Chapter V: Update of Plan Elements and Recommendations, if residential development continued as presently zoned to build-out, the additional population that would be generated would create substantial increases in town services and school enrollment. The fiscal impacts of this residential development to build-out on the town’s operating budget would be negative and therefore could create a substantial increase in real property taxes. The amount of existing, industrially zoned lands, which are vacant, are far in excess of what the market could absorb. If these lands remain zoned as such, their property values would be compromised. In addition, the industrially zoned lands in District #1 and District #11 are located within primarily residential and rural areas. Industrial uses are generally incompatible with residential uses because of the amount of auto and truck traffic, noise, and use of vast expanses of open space needed for their development.

Currently, the town is planning to extend sewer service throughout the entire town to meet the future demands of the land use proposals provided in the 1992 Community Master Plan. The cost of extending these services, even though developers pay for installation, will also negatively impact the town’s operating budget.

CHAPTER VI: IMPLEMENTATION PLAN

The town's vision, goals and objectives, and recommendations have been presented in response to the issues revealed during the inventory and analysis phase of the planning process. The next step is to establish the actions that are necessary to implement the recommendations set forth in this document. They are presented below by general land use provisions by specific plan element. The map titled **Figure 6: Update Plan Summary**, which follows this section, presents a summary of these implementation steps by Planning District.

I. General Land Use Provisions

- Adopt Community Master Plan Update, including the LWRP as a plan element. The Town Board should adopt the community master plan. The community master plan becomes the official land use document of the town. This will require the completion of the SEQRA process including a Findings Statement. The Draft and Final Environmental Impact Statement will be completed within the framework of the Community Master Plan Update.
- Update and adopt revised Zoning Map and Ordinance to conform to the future land use plan and the recommendations of the plan update.

Within the framework of the above-listed general land use provisions, a number of specific implementation measures are necessary to accomplish the vision, goals, and objectives of the Plan. They include the following.

II. Growth Management

- Adopt a Local Waterfront Revitalization District as an overlay district as part of the zoning ordinance as described in the recommendations for future land use for Planning District #1.
- Draft and adopt a Planned Unit Development District for lands in the Erie Canal Corridor Overlay District, as delineated in Planning District #7. Also, adopt an overlay district on each side of the Erie Canal for public use.
- Rezone all vacant industrial lands in Planning Districts #1 and #11 for residential use.
- Develop, adopt, and implement a West Ridge Corridor Revitalization Plan as detailed in the land use recommendations for the West Ridge Corridor.
- Establish a new zoning district designated for low-density residential, which would allow a maximum density of one dwelling unit per acre or less in parts of Planning Districts #5, #7, #10, and #11.

III. Population and Housing

- Continue programs to conserve agricultural lands through Agricultural Districts to reduce overall housing densities and to preserve open spaces.
- Encourage the National Farm Trust and other private trusts to acquire development rights of agricultural used lands.
- Reduce density of future residential development in parts of Planning Districts #5, #7, #10, and #11 by incorporating the new low-density residential zoning district.
- Encourage activities such as an annual housing exhibition, to upgrade the older housing stock to meet current lifestyles and markets primarily in Planning Districts #2, #3, and #6. Continue to implement the successful Community Development Block Grant Program to maintain and upgrade neighborhood housing stock and infrastructure.
- Provide senior citizen housing districts anywhere within the town that it is deemed to be appropriate, particularly in Districts #5 through #9, to encourage a diverse style and type of housing to meet the needs of seniors.

IV. Economic Development

- Rezone industrially zoned vacant lands in Districts #1 and #11 for residential use.
- Limit commercial development to neighborhood centers as described in the Future Land Use Plan and within the West Ridge Road Corridor.
- Implement recommendations provided within the Local Waterfront Revitalization Plan for Planning Districts #1 and #7.
- Develop and implement Revitalization Plans for the West Ridge Road, Stone Road, and Dewey Avenue commercial corridors.

V. Utilities

- Continue to work with Monroe County to identify and reduce unregulated flow into the town's sanitary sewer system.
- Update Sanitary Facilities Plans based on the adopted Future Land Use Plan.

VI. Transportation

- Participate in the design phase of major road reconstruction projects completed in the town by New York State and Monroe County to assure that aesthetic and pedestrian concerns are expressed. Prepare and implement an access management plan for major and minor collectors within the town.
- Prepare, adopt, and implement Corridor Revitalization Plans for West Ridge Road, Stone Road, and Dewey Avenue.
- Create a connection between Route 390 and the Erie Canal Heritage Trail and between the Village of Hilton and Route 390 using the right-of-way owned by Rochester Gas and Electric.

VII. Historic Resources

- Identify the historic and significant areas along the Erie Canal that would be attractive to tourists.
- Invite the Landmark Society of Western New York to determine if historic/architecturally significant buildings meet the criteria of “Local Identified Historic Resources having Countywide Significance,” making them eligible for funding of necessary improvements.
- Designate the intersection of North Greece Road and Latta Road, the Dewey-Stone Area, and Edgemere Drive as historically significant areas requiring careful review of site plans and building design and rehabilitation to assure the character of the area is preserved.

VIII. Recreation, Open Space, and Environmentally Sensitive Areas

- Conduct a recreation needs assessment to determine the recreational facilities and programs needed to meet current and future recreational needs, as well as the development of new parks and the expansion of existing ones.
- Enhance existing town-owned parks as fully described in detail in Chapter V: Update Plan Elements & Recommendations.
- Foster relationships with public school districts, Monroe County, and New York State.
- Offer tax incentives to private recreation providers for future development of public/private recreational facilities.
- Design and implement a marketing program for both public and private recreational facilities available to town residents.
- Develop, design, and install a standard park sign for all town parks.
- Develop future parks by established standards and criteria as outlined in Chapter V: Update Plan Elements & Recommendations, per district as prescribed and based on the results of the recreation needs assessment.

APPENDIX A

FISCAL IMPACT MODEL

The Town of Greece developed a fiscal impact model to judge the various development scenarios envisioned by the 1992 Master Plan and to create an objective decision-making tool to develop a proper balance in the property tax base.

The Center for Governmental Research Inc. (CGR) reviewed the town's model and results and stated in their report: "The fiscal impact model developed by the Town of Greece appears well suited for evaluating the cost feasibility of the proposed Master Plan." The methodology employed is the Proportional Valuation Method. The analysis is based on the proportion of development of the total real property valuation.

The CGR named several recommendations to enhance the model. These included:

- Overlay and spread future estimates for other town revenues, as it did the property tax.
- Use actual revenues rather than budgeted.

The town's report concluded that non-residential development subsidizes the cost of providing services to the town's residential land uses.

For the evaluations of the fiscal impacts of the updated master plan for the Year 2000, it was decided to use the method and approach as documented by the town for the analysis of the 1992 Master Plan.

The rationale for this approach is:

- There have not been significant changes in existing land uses since 1992.
- Provides consistency for comparisons.
- The CGR reviewed the application and results and found them to be valid.
- The two enhancements recommended by the CGR have been incorporated.

Fiscal Impact Analysis Approach

The following steps will be applied to evaluate the fiscal impacts of development of the Town of Greece – Town Government as a result of full build-out under the current zoning and the recommended balanced community scenario:

1. The town staff interviewed department heads to determine cost of services associated with land uses as a percent. This was verified by the CGR. The CGR stated that this assumption is accurate over time as long as the population does not exceed 200,000. This analysis will be incorporated in this report.
2. The revenue generated by each land use category, as a percent of assessed value, will be calculated for property taxes using the year 2000 assessment roll.
3. Estimated the spread of other revenues from the 1999 Financial Statements other than property tax over the land use categories and recalculated the percent of total revenues for each land use category.

4. Determine the variance as a percent in cost and revenue for each land use category for the Town of Greece using total revenues.
5. Estimate the assessed value calculations due to new development under the current zoning to build-out.
6. Add the assessed values for new development to build-out to current values and apply percent of total revenues. Determine variance as a percent in cost and revenues.
7. Apply Step 6 for the recommended balanced community scenario.

Table No. 1
Distribution of Cost
By Development Category for Town Government

Category	Cost Percent
Residential	80.0
Commercial	17.5
Industrial	1.1
Utilities	0.4
Vacant	0.0
Total	100.0

This Table is the result of staff interviews of department heads to determine apportionment of cost by land use categories. It was verified by the CGR and they considered it to be valid over time as long as the population does not exceed 200,000. The single-family and multi-family categories are consolidated as one category. Also, the office-commercial and retail-commercial categories are consolidated.

Table No. 2
Distribution of Property Tax Revenues
By Development Category for Town Government

Categories	Property Tax Revenue Percent
Residential	72.0
Commercial	16.7
Industrial	4.7
Utilities	1.7
Total	100.0

The percent of property tax revenues for each land use category was derived from the Year 2000 assessment rolls.

Table 3
Distribution of Total Revenues
By Development Category for Town Government

Categories	Total Revenues Category Percent
Residential	73.1
Commercial	15.3
Industrial	7.3
Utilities	3.3
Vacant	1.2
Total	100.00

The estimate of total revenues was determined from the prorated valuation for property tax by land use category calculated in Table No. 2 and then spreading the other non-property tax revenues over the land use categories. Their prorated share then is estimated and the percent of total revenues for each land use category is recalculated. This is the enhancement recommended by the CGR.

Table No. 4
Current Distribution of Revenue and Cost
By Development Category to Determine Variance
For Town Government

Category	Total Revenue Percent	Cost Percent	Variance Percentage Points
Residential	73.1	80.0	-6.9
Commercial	15.3	17.5	-2.3
Industrial	7.1	1.1	+6.0
Utilities	3.3	0.4	+2.9
Vacant	1.2	0.0	+1.2

This Table analyzes the comparison between the total revenues generated by land use to the Town Government and the total cost of services as a percent by land use category. The conclusion from this analysis is that currently, residential land use produces a deficit of -6.9 percent between the revenues it generates and the cost for town services, while industrial land use has a 6.0 percent surplus. These results are similar to those in the 1992 study.

Table No. 5
Estimate of Assessed Value Due to New Development
Under Current Zoning to Build-out

Category	Additional Units or Sq. Ft. Building	Cost Per Unit Or Per Sq. Ft.	Full Value
Single Family	12,917	\$140,000 (1)	1,808,380,000
Multi Family	2,575	85,000 (1)	218,875,000
Total Residential			2,027,255,000
Commercial	4,439,000	\$90/sq. ft.	399,510,000
Industrial	14,180,000	\$70/sq. ft.	992,600,000
Vacant			-45,705,000

(1) Includes land

A build-out analysis was calculated based on the amount of vacant land available by land use categories under current zoning. This is a theoretical analysis to demonstrate the magnitude of potential development until build-out.

This Table reflects the full assessed value due to new development only under current zoning and to build-out.

Table No. 6
Current Assessed Value Compared to Future
Development Assessed Value and Build-out Assessed Value
At Full Value

Category	Current Assessed Value		Future Development Assessed Value		Build-out Assessed Value	
	Dollars	Percent	Dollars	Percent	Dollars	Percent
Residential	\$3,028,797,000	72.0	\$2,027,255,000	60.0	\$5,056,052,000	66.7
Commercial	704,402,000	16.7	399,510,000	11.8	1,103,912,000	14.6
Industrial	198,827,000	4.7	992,600,000	29.4	1,191,427,000	15.7
Utilities	206,388,000	4.9	0	0.0	206,388,000	2.7
Vacant	69,616,000	1.7	(45,705,000)	-(1.4)	23,911,000	0.3
	4,208,030,000	100.00	\$3,373,660,000	100.0	\$7,581,690,000	100.0

This Table documents the current assessed value (Year 2000) at full value of land use by category and as a percent as shown in Table No. 2. The assessed value at full value for development from the Year 2000 to build-out in accordance to current zoning is also documented from Table No. 5. The sum of these two assessed values forecasts the assessed values at build-out and their percent of the total in Year 2000 dollars. A comparison between the Year 2000 and build-out shows that industrial land uses increased from 4.7 percent of the total to 15.7 percent. This is due to the large amount of vacant zoned industrial land (1,374 acres). This raises the question: Is there a market in the future to support the development of 1,374 acres?

Table No. 7
Summary of Fiscal Impact
At Build-out for Town Government

Category	Total Revenue Percent	Cost Percent	Variance Percentage Points
Residential	67.6	80.0	-12.4
Commercial	13.4	17.5	-4.1
Industrial	17.0	1.1	+15.9
Utilities	1.8	0.4	+1.4
Vacant	0.2	0.0	+0.2

This Table summarizes the impacts of total revenues and total cost as a percent by land use categories for the build-out scenario in accordance with current zoning. The percent of total revenues is derived from Table No. 3 and Table No. 6. The cost is derived from Table No. 1. The result shows a large negative variance (negative fiscal impact) from residential at -12.4 percent and a large positive variance (positive fiscal impact) from industrial. These results indicated that in developing a recommended land use scenario for the plan update, the intensity of residential land use should be reduced. It also calls for an examination of industrial land use, if the magnitude is in fact realistic.

Table No. 8
Estimate of Assessed Value Due to New
Development under Recommended Balanced Community Scenario

Category	Additional Units or Sq. Ft. Building	Cost per Unit Or Per Sq. Ft.	Full Value
Estate Residential	1,433	200,000	28,600,000
Single Family	8,440	140,000	1,181,600,000
Multi Family	2,044	85,000	173,740,000
TOTAL RESIDENTIAL			1,383,940,000
Commercial	2,000,000	\$90/sq. ft.	180,000,000
Industrial	6,050,000	\$75/sq. ft.	423,500,000
Vacant			-45,705,000

A build-out scenario was developed for the Master Plan Update based in part on a preliminary fiscal impact analysis. The scenario reduced the intensity of residential development to reduce the fiscal impact, as well as other impacts on the town and the Town Government.

The vacant land for commercial and industrial uses also was reduced to appropriately reflect the market over the next several years until build-out. This new scenario is the recommended balanced community proposal for the Plan Update.

Table No. 9
Current Assessed Value Compared to Future Development
Assessed Value and Build-out Assessed Value
For Recommended Balanced Community Scenario

Category	Current Assessed Value		Future Development Assessed Value		Build-out Assessed Value	
	Dollars	Percent	Dollars	Percent	Dollars	Percent
Residential	\$3,028,797,000	72.0	\$1,383,940,000	71.3	\$4,412,737,000	71.7
Commercial	704,400,000	16.7	180,000,000	9.3	884,402,000	14.4
Industrial	198,827,000	4.7	423,500,000	21.8	622,327,000	10.0
Utilities	206,388,000	4.9	0	0.0	206,388,000	3.4
Vacant	69,616,000	1.7	45,705,000	-(2.4)	23,911,000	0.4
	\$4,208,030,000	100.00	\$1,941,735,000	100.0	\$6,149,765,000	100.0

This Table documents: (a) the current assessed value (Year 2000) at full value of land use by category as shown in Table No. 2; (b) the full assessed value for development from the Year 2000 to build-out in accordance with the recommended balanced community scenario documented from Table No. 8; and c) the sum of (a) and (b) forecasts the full value at build-out and their percent of the total in Year 2000 Dollars. A comparison between the current percent of land use and build-out shows that residential and commercial decrease slightly, while industrial increases significantly. This results in a more balanced community, consistent with its current composition.

Table No. 10
Summary of Fiscal Impact
At Build-out for Balanced Community Town Government

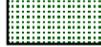
Category	Total Revenue Percent	Total Cost Percent	Variance Percentage Points
Residential	72.7	80.0	-7.3
Commercial	13.2	17.5	-4.3
Industrial	11.5	1.1	+10.4
Vacant	0.3	0.0	+0.3

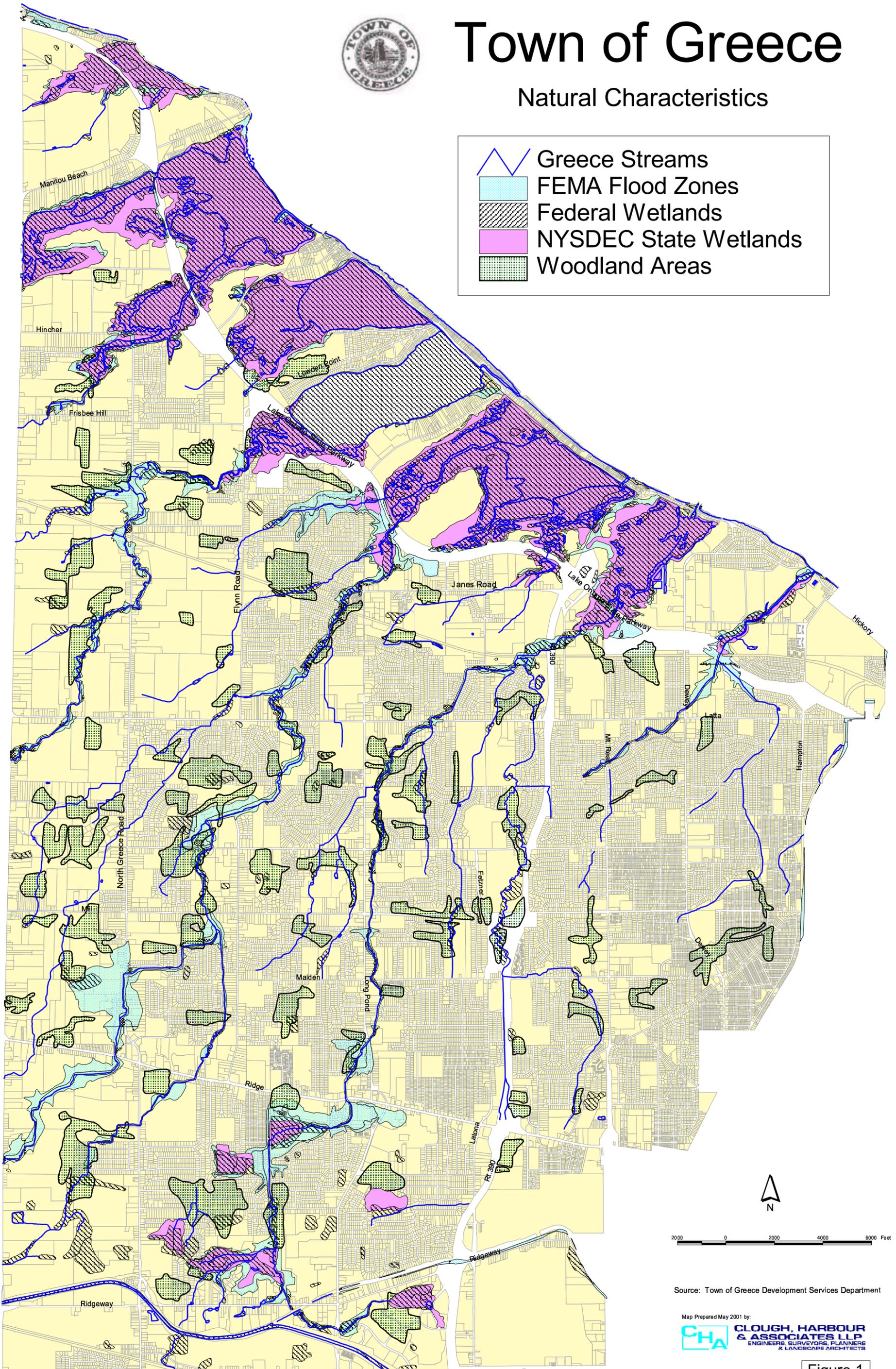
This Table summarizes the impacts of the variance of total revenues and total cost as a percent by land use categories for the recommended balanced community scenario. The percent of total revenues is derived from Table No. 3 and Table No. 9. The cost is from Table No. 1. The results show a reduction in the negative variance from the current zoning build-out scenario from -12.4 percent to -7.3 percent. The industrial land use still is a significant positive at 10.4 percent. This scenario calls for a reduction in the current vacant industrial and commercial land uses, and a reduction in intensity of residential land use. These issues will be fully discussed under Growth Management.



Town of Greece

Natural Characteristics

-  Greece Streams
-  FEMA Flood Zones
-  Federal Wetlands
-  NYSDEC State Wetlands
-  Woodland Areas



2000 0 2000 4000 6000 Feet

Source: Town of Greece Development Services Department

Map Prepared May 2001 by:

CHA **CLOUGH, HARBOUR & ASSOCIATES LLP**
 ENGINEERS, SURVEYORS, PLANNERS & LANDSCAPE ARCHITECTS

Figure 1

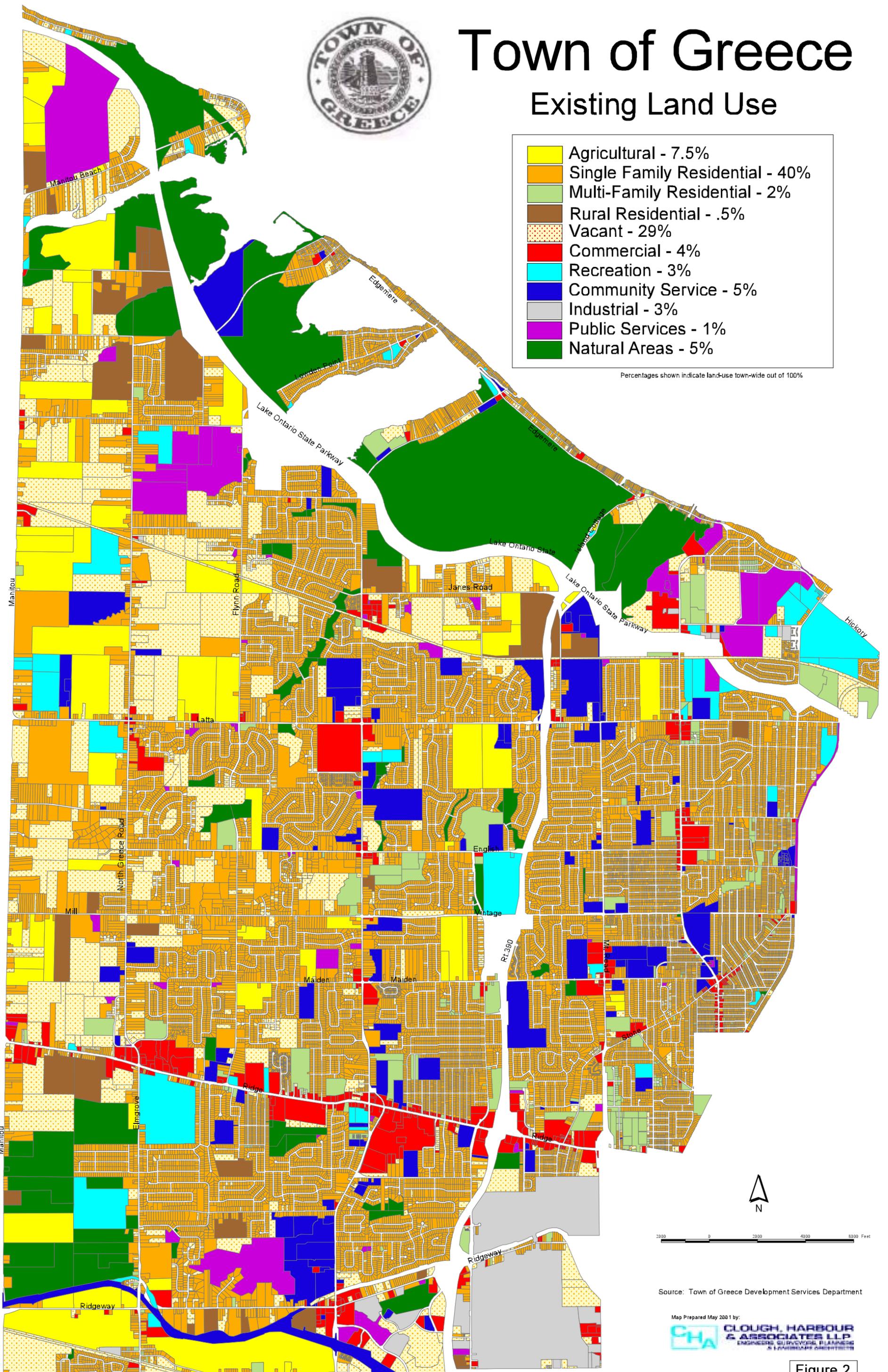


Town of Greece

Existing Land Use

	Agricultural - 7.5%
	Single Family Residential - 40%
	Multi-Family Residential - 2%
	Rural Residential - .5%
	Vacant - 29%
	Commercial - 4%
	Recreation - 3%
	Community Service - 5%
	Industrial - 3%
	Public Services - 1%
	Natural Areas - 5%

Percentages shown indicate land-use town-wide out of 100%



Source: Town of Greece Development Services Department

Map Prepared May 2001 by:
 CLOUGH, HARBOUR & ASSOCIATES LLP
ENGINEERING, SURVEYING, PLANNING
& ENVIRONMENTAL ARCHITECTURE

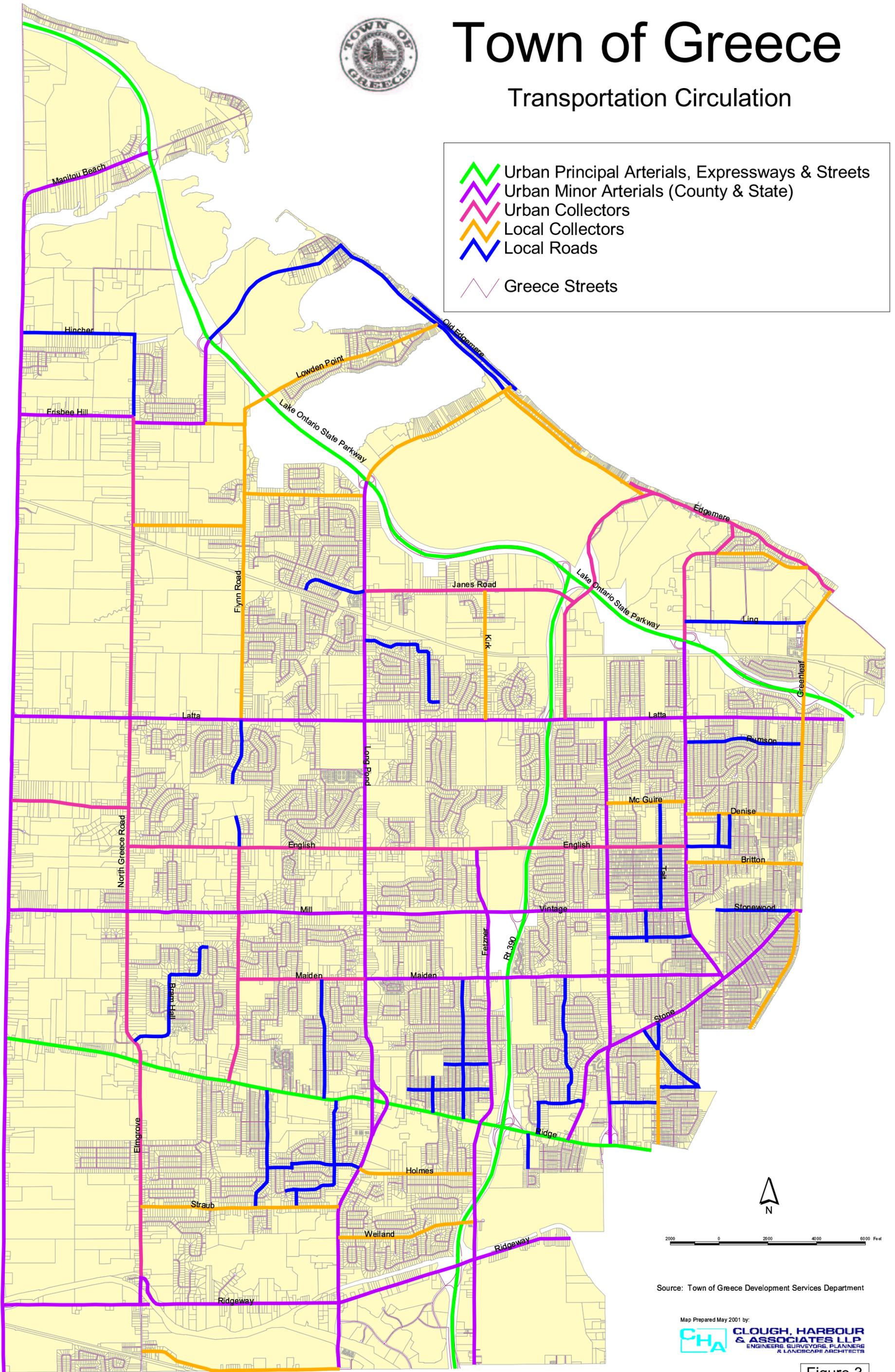
Figure 2



Town of Greece

Transportation Circulation

-  Urban Principal Arterials, Expressways & Streets
-  Urban Minor Arterials (County & State)
-  Urban Collectors
-  Local Collectors
-  Local Roads
-  Greece Streets



Source: Town of Greece Development Services Department

Map Prepared May 2001 by:
 **CLOUGH, HARBOUR & ASSOCIATES LLP**
 ENGINEERS, SURVEYORS, PLANNERS & LANDSCAPE ARCHITECTS

Figure 3



Town of Greece

Parks and Schools

Regional Parks

- 1 - Greece Canal Park
- 2 - Braddock Bay Park

Private Recreation

- 1 - Greece Little League
- 2 - Ridgmont Country Club
- 3 - Latta Lea Golf Course
- 4 - Lakeshore Golf Course
- 5 - YMCA
- 6 - Grace and Truth Park

Community Parks

- A - Frisbee Hill Park
- C - Klafehn Park
- D - Basil Marella Park
- K - George Badgerow Park

Neighborhood Parks

- B - Sawyer Park
- E - Henpeck Park
- F - Carter Park
- G - Columbus Park
- H - Barnard Park
- I - Beverly Pappas Park
- J - Adeline Park
- M - Grandview Park

Pocket Parks

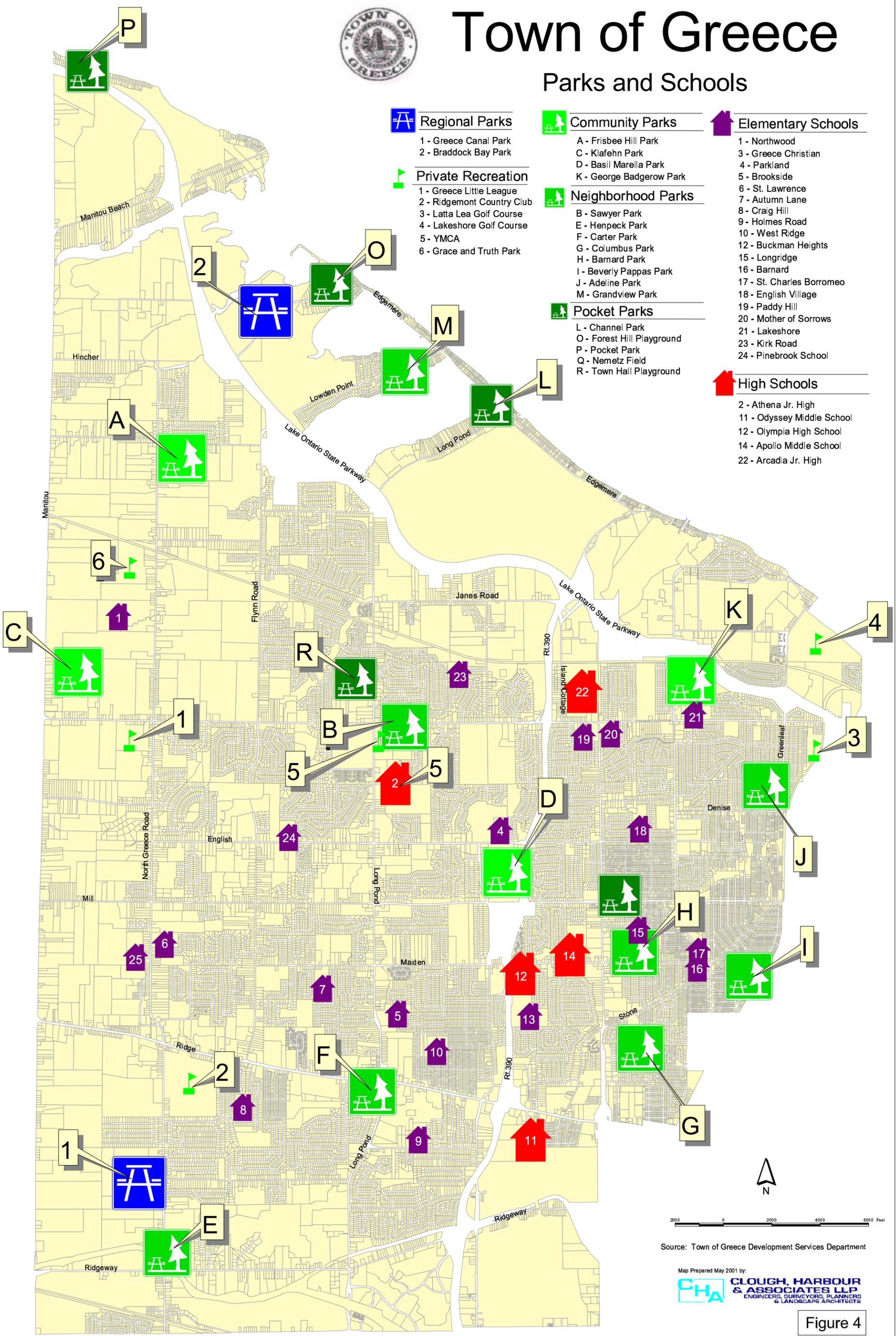
- L - Channel Park
- O - Forest Hill Playground
- P - Pocket Park
- Q - Nemetz Field
- R - Town Hall Playground

Elementary Schools

- 1 - Northwood
- 3 - Greece Christian
- 4 - Parkland
- 5 - Brookside
- 6 - St. Lawrence
- 7 - Autumn Lane
- 8 - Craig Hill
- 9 - Holmes Road
- 10 - West Ridge
- 12 - Buckman Heights
- 15 - Longridge
- 16 - Barnard
- 17 - St. Charles Borromeo
- 18 - English Village
- 19 - Paddy Hill
- 20 - Mother of Sorrows
- 21 - Lakeshore
- 23 - Kirk Road
- 24 - Pinebrook School

High Schools

- 2 - Athena Jr. High
- 11 - Odyssey Middle School
- 12 - Olympia High School
- 14 - Apollo Middle School
- 22 - Arcadia Jr. High



2000 0 2000 4000 6000 Feet

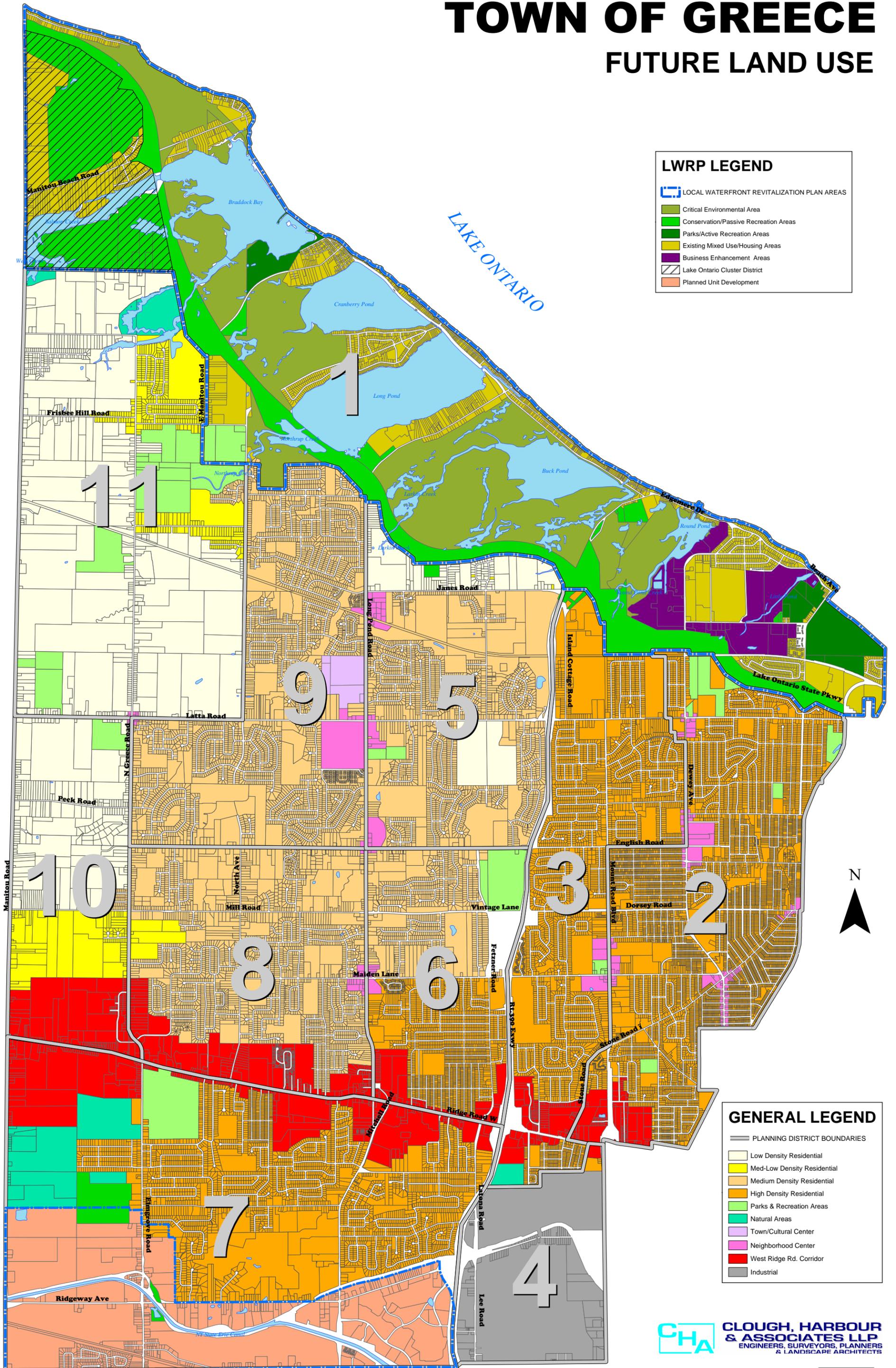
Source: Town of Greece Development Services Department

Map Prepared May 2001 by:
CHA **CLOUGH, HARBOUR & ASSOCIATES LLP**
 ENGINEERS, SURVEYORS, PLANNERS & LANDSCAPE ARCHITECTS

Figure 4

TOWN OF GREECE

FUTURE LAND USE



LWRP LEGEND

- LOCAL WATERFRONT REVITALIZATION PLAN AREAS
- Critical Environmental Area
- Conservation/Passive Recreation Areas
- Parks/Active Recreation Areas
- Existing Mixed Use/Housing Areas
- Business Enhancement Areas
- Lake Ontario Cluster District
- Planned Unit Development

GENERAL LEGEND

- PLANNING DISTRICT BOUNDARIES
- Low Density Residential
- Med-Low Density Residential
- Medium Density Residential
- High Density Residential
- Parks & Recreation Areas
- Natural Areas
- Town/Cultural Center
- Neighborhood Center
- West Ridge Rd. Corridor
- Industrial

Figure 5

TOWN OF GREECE

Summary of Recommended Projects, Actions & Programs

District #11

- Rural character; approximately 45% developed.
- Existing large agricultural parcels should be preserved.
- Large vacant parcels that contain sensitive environmental features or natural habitats should remain as open space.
- Establish low-density residential zoning district, to allow large lots or cluster development.
 - Large lots: allows upscale housing; lower town infrastructure costs if septic systems are used.
 - Cluster lots: preserves open space; compact design reduces town infrastructure costs.
- This district will require 10 acres for a future neighborhood commercial center, with multifamily housing, to serve parts of District 9 and 10 also.
 - Could be located near the intersection of North Greece Road and Latta Road.
- Consider creation of historic district at the intersection of North Greece Road and Latta Road.
- Frisbee Hill Park could be developed as public golf course.
- Rezone industrially zoned parcels to residential.
- Lacking park development:
 - Klafehn Park: Begin initial stages of park development.
 - Grace and Truth Sports Park: Town could make arrangements for public use.

District #10

- Approximately 40% developed.
- Existing large agricultural parcels should be preserved.
- Large vacant parcels that contain sensitive environmental features or natural habitats should remain as open space.
- Establish low-density residential zoning district, to allow large lots or cluster development.
 - Large lots: allows upscale housing; lower town infrastructure costs if septic systems are used.
 - Cluster lots: preserves open space; compact design reduces town infrastructure costs.
- Develop cooperative agreement with Greece Little League for use of ball fields as neighborhood park.
- Purchase and develop 25 acres or more for large community park.

District #9

- Approximately 85% developed.
- Several large parcels. New residential development should conform to existing pattern in the District.
- Town campus: Consider locating community center at this site.
- Re-acquire land around Town campus for development as a park facility and festival site.
- Study feasibility of connecting Flynn Road to North Avenue. Involve Monroe County in the study regarding cost and road standards.
- Long Pond Road should remain primarily residential.
- Replace and add to targeted sections of existing sanitary sewers as needed, to improve the system.
- Rezone industrially zoned parcels to residential.

District #8

- 80% developed.
- Large agricultural parcels should be preserved.
- District includes part of West Ridge Road Corridor Overlay District. Develop & implement policies to mitigate land use conflicts (e.g., buffer strips) and improve transition of uses between commercial and residential.
- Vacant parcels near commercial corridor could be developed for senior citizen housing.
- Acquire 20 to 25 acres for future park development.
- Replace and add to targeted sections of existing sanitary sewers as needed, to improve the system.

West Ridge Rd. Corridor Overlay District

- Need to develop economic, land use, and physical enhancement plan for corridor, including:
 - Streetscape improvements
 - Facade improvements
 - Mitigate land use conflicts with recommendations for transitions
 - Market plan
 - Access management standards
- Consider establishment of a Business Improvement District.
- Allow for "big box" retail development in western section of corridor.
- Include greenspace as transition between uses.

District #1

- Implement LWRP Strategies for Lake Ontario Area.

District #5

- Most new residential development should conform to existing pattern in the District.
- Establish low-density residential zoning district, to allow large lots or cluster development.
 - Large lots: allows upscale housing; lower town infrastructure costs if septic systems are used.
 - Cluster lots: preserves open space; compact design reduces town infrastructure costs.
- Existing large agricultural parcels should be preserved. As an alternative, allow low-density residential development.
- Long Pond Road should remain primarily residential, except within existing commercial boundaries near Janes Road, and near Latta Road, including the vacant parcel south of the DPW complex.
- Rezone industrially zoned parcels to residential.
- Study feasibility of connecting Kirk Road to Fetzner Road.
- Purchase 2 acres north of Sawyer Park and develop based on needs assessment.
- Develop neighborhood park near Kirk Road Elementary School.
- The sanitary sewers currently are operating adequately and require consistent maintenance.

District #6

- Few vacant parcels. Infill residential development should conform to existing pattern in the District.
- District includes part of West Ridge Road Corridor Overlay District. Develop & implement policies to mitigate land use conflicts (e.g., buffer strips) and improve transition of uses between commercial and residential.
- Preserve actively farmed parcels south of Vintage Lane.
- Identify area of small lots directly adjacent to West Ridge Road as Neighborhood Revitalization Area.
- Long Pond Road should remain primarily residential.
- Long Pond Road & Vintage Lane: Convert northeastern corner back to residential use.
- Basil Marella Park: Continue to improve existing facilities; light fields for extended use.
- The sanitary sewers currently are operating adequately and require consistent maintenance.

District #2

- Concentrate revitalization efforts within this district.
 - Replace infrastructure (i.e., sidewalks, street pavements, lighting, plantings, etc.).
 - Conduct social events to build neighborhood cohesion.
- Dewey Avenue:
 - Continue to upgrade commercial areas. Implement design guidelines to enhance appearance and coordinate development.
 - Institute access management standards to reduce traffic conflicts (existing and future).
 - Focus on central Dewey Avenue, including Northgate Plaza, and Stone Road area.
- Develop corridor revitalization study for Stone Road to coincide with reconstruction; e.g., access management, parking, streetscapes, façades.
- Contain commercial development within existing boundaries; i.e., don't allow it to expand along existing streets.
- Enhance Adeline Park.
- Develop linear pedestrian/bicycle path along Rochester Gas and Electric right-of-way.
- Consistently maintain sanitary sewers.
- Continue cooperating with county to reduce unregulated flow into wastewater system.

District #3

- District includes part of West Ridge Road Corridor Overlay District. Develop & implement policies to mitigate land use conflicts (e.g., buffer strips) and improve transition of uses between commercial and residential.
- Purchase Barnard Park land, then develop multi-purpose fields.
- The sanitary sewers currently are operating adequately and require consistent maintenance.

District #4

- Help Eastman Kodak to maintain and expand employment opportunities.
- District includes part of West Ridge Road Corridor Overlay District. Develop & implement policies to mitigate land use conflicts (e.g., buffer strips) and improve transition of uses between commercial and residential.
- Existing residential properties along Ridgeway Avenue should evolve to offices.
- Commercial business exemption policy should include residential properties that are converted to office use.
- The sanitary sewers currently are operating adequately and require consistent maintenance.

District #7

- Implement LWRP Strategies for Erie Canal Area.
 - Include former Kodak KPV/KPY lands and Canal Ponds Business Park in a Planned Unit District (PUD).
 - Allow water-oriented, mixed-use development centered on a port near the intersection of the Erie Canal and Long Pond Road.
- District includes part of West Ridge Road Corridor Overlay District. Develop & implement policies to mitigate land use conflicts (e.g., buffer strips) and improve transition of uses between commercial and residential.
- Infill residential development should conform to existing pattern in the vicinity.
- Continue low-density residential development west of Elm Grove Road, outside of West Ridge Road Corridor.
- Conduct study to identify improvements to Ridgeway Avenue needed between Long Pond Road and Route 390.
- Study feasibility of extending Howe Road between Sannita Drive and Rye Road.
- Study extension of Lexington Avenue westward to Long Pond Road.
- Greece Canal Park: Expand park boundaries, if acquisition opportunities arise.
- Carter Park: Purchase adjacent 2 acres for development of multi-purpose field.
- Upgrade sanitary sewers as needed, to expand capacity to accommodate future growth.

